



Bachelor Thesis

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"The Impact of the We-Trend on Sustainability and Individualization in Consumer Behaviour - As Shown on the Example of Jarfood GmbH"

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Abstract

Title

The Impact of the We-Trend on Sustainability and Individualization in Consumer Behaviour - As Shown on the Example of Jarfood GmbH

Keywords

We-trend, Generation We, trends in purchasing behaviour, individualization, sustainability, consumption behaviour

Summary

This paper investigates the impact of the newly emerged *We*-trend on the existing trends sustainability and individualization regarding the consumption behaviour of German consumers. It also provides a first analysis of the synergy effect of the analyzed trends.

Theoretical approaches and theories provide an overview of the general impact of trends on purchasing behaviour with a special emphasis of the discussed trends. The derived theories were verified by an empirical study in the form of an observation, which firstly compares individual purchasing behaviour with collective purchasing behaviour and further contrasts those observed patterns with two Generations - Generation *We* and Generation *Baby Boomer*. On basis of these verifications implications for corporations, food corporations in particular, were extracted and recommendations for actions were formulated.

Both theoretical approaches and practical realization resulting from the verification of the empirical observation were explained and put into practice with the example of Jarfood GmbH.

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III. List of Abbreviations

LOHAS	Lifestyle Of Health And Sustainability
UNCED	United Nations Conference on Environment and Development
UNCSD	United Nations Conference on Sustainable Development
VUCA	Volatility, Uncertainty, Complexity, Ambiguity
WCED	World Commission on Environment and Development
WSSD	World Summit on Sustainable Development

1 Introduction

1.1 Objective

We are living in a time which is characterized by the fast pace of our lifestyles: we are constantly checking the time, are always too late, missing something and feeling as we are not having enough time. This fast pace does not stop when buying. In fact, the time pressure has equally impacted our consumer decisions. The products we have consumed in the last decades have adapted to these conditions. They are called “fast-food” and “1-Minute-dish” and products feature shorter life cycles, because “new” is within a short time not “new enough”.

Our consumption behaviour is determined by trends, which we used to get imposed by the large conglomerates but today more than ever before we as consumers call for these trends.¹

Over time human demands have changed. Once people used to buy what was offered, the German market was defined as a seller’s market.² Individuality was at a low level, standardization of products corresponded to the standardization of needs.³ Over the years the urge of individuality has risen, consumers have received more power and have started enforcing their preferences to fulfil their individual needs.⁴ This consumer power is the result of the high degree of individualization we as humans naturally have.⁵ The need and therefore the degree of individualization increased constantly with the years. Today we are at the peak of consumer power; the market is open for mass customization which allows the consumer to realize his individuality to standardized prices. The consumer’s voice is heard and respected more than ever before.

Sustainability has been one of the major trends in consumption in the recent years. Sustainable and ethically correct goods and services have been boosted by the increasing awareness towards topics such as climate change, fair working conditions and the abandonment of chemicals. Followed by an increased consciousness towards all consumable goods, people started asking themselves in which condition this planet should be passed to future generations. Companies’ reactions towards this socio-cultural trend of consciousness were transformations to a more sustainable product offer and a more ethical behaviour along the entire supply chain.

¹ Naisbitt & Aburdene 1990, p. 386

² Kroeber-Riel & Gröppel-Klein 2013, p. 3

³ Anders 1956, p. 171

⁴ Wirsching 2009, p. 179ff.

⁵ Knoblauch 2000, p. 201

As current researches have stated all trends are connected on a meta-plane through the millennial metatrend of connectivity. A significant aspect of connectivity is the arising *We*-culture representing the social component with an increase of connectivity between people and an increase of group formation. The Zukunftsinstitut recently published a study dealing with this new *We*-culture-trend outlining that the community will become a driving factor for our future economy.⁶

Researches of the possible influence of the *We*-trend on all areas of society and economy are at the beginning. Still, recommendations for a suitable integration of *We* in business models are lacking. Therefore this thesis aims at examining the influence of the *We*-culture-trend on German customers' purchasing behaviour with regard to the megatrend of individualization and the upcoming (mega)trend of sustainability - trends that prevailed over years. Furthermore, the looming impact of the *We*-trend in consumer behaviour is pointed out.

Special focus is laid on the food sector as the consumption of food affects our individual health as well as our environment's resources. Therefore, the business model of Jarfood GmbH, an innovative food start-up, is exemplarily examined upon the integration of these trends. The objective of this thesis is the proposal of strategies for a significant trend implementation with corresponding actions for businesses in the food sector. This provides a holistic understanding of the status quo of mentioned trends as well as their further development and a guideline for implementation a guideline for implementation to scale the impact on consumer behaviour.

1.2 Research Methodology

This research paper is divided into two parts. Therefore, the methodology that was applied to the research topic used two different approaches. In the first part an in-depth literature analysis was applied to create the theoretical foundation of this paper and define the terms and theories used in the second section. The first part of the thesis defines relevant terminology concerning trends in general and regarding sustainability, individualization and *We*-culture as specific trends in consumer behaviour. Moreover, the current business opportunities of the studied trend implication are outlined, stating existing business models incorporating these trends. To achieve the theoretical framework, the approach used in the first part is a mixed approach consisting of a literature-based research for a critical reflection of the current state of knowledge and a theoretical research outlining evolving business strategies. This is concluded with the generation of new hypotheses explaining the impact of

⁶ Brühl, 2015

the *We*-culture-trend on sustainability and individualization in consumer behaviour when purchasing food.

As a primary source, the second part of this paper takes the form of a qualitative study. This study is carried out to analyse how the *We*-trend influences the degree of sustainability and individualization of German consumers when confronted with real purchasing decisions in grocery shopping. In order to verify the influence on different generations, test subjects from Generation *We* (equivalent to Generation Y) and Generation *Baby Boomers* were chosen. To compare their consumer behaviour in regard to individual and collective purchasing decisions, the test subject purchased firstly on an individual basis and subsequently within their peer group. The collected data is used to verify the research hypotheses that were derived from the theoretical research.

1.3 Course of Investigation

In order to achieve the described objectives, the thesis is divided into five chapters. After the introduction the second chapter deals with sustainability and individualization as prevailing trends in consumer behaviour, presenting several economic approaches integrating those trends. Firstly, general aspects of trends in consumer behaviour are examined, demonstrating previous research approaches dealing with trends. Secondly, individualization is approached from a social-psychological perspective, highlighting the demand of individualization in economy. Thereupon follows an in-depth inside view of the increasing tendency of buying more sustainably and the way corporations are currently implementing this trend in their business models. The last part of the chapter shows a best practice example of a food company's integration of those two present trends in consumer behaviour. In chapter 3 a socio-psychological approach towards the phenomenon *We*-culture and its emergence is given, followed by an investigation of the impact of the *We*-trend on sustainability and individualization as already established patterns in consumer behaviour and the presentation of an already established *We*-group in food consumption. Based on the best practice example from the second chapter, the mentioned food company is examined towards its integration of the *We*-trend.

Based on the theoretical findings worked out in the two previous chapters, chapter 4 follows up with an empirical investigation on the impact of sense of community from different generations on sustainability and individualization in food purchasing decisions in Germany, considering both individual and group decisions. The investigation is carried out to verify the hypotheses created in the course of this paper and to compare the provided results with the theoretical findings. Recommendations for food corporations on how to utilize the *We*-trend for their company model are derived from the results of this qualitative study.

Chapter 5 completes with a summary and a critical acclaim. Additionally, it gives an outlook on further development of the *We*-culture's impact on economical and consumer conduct.

2 Sustainability and Individualization as Existing Trends in Consumer Behaviour

2.1 General Aspect of Trends in Consumer Behaviour

Consumption is a central part of our daily life; it has been a feature of humanity since the earliest times. Its characteristics changed throughout the years and today it is more important than ever to understand consumption and its tendencies among the consumers. Consumer behaviour is at the core of economic development.⁷ According to the "Bundeszentrale für politische Bildung", consumption is the utilization of goods and services for immediate satisfaction of needs⁸, which highly depends on sex, age, social background and individual ideals. Understanding consumer behaviour therefore is an important tool and provides the foundation for a trend-oriented attitude as companies need to adjust their offer to the fast changing trends in consumer behaviour.

In accordance with Matthias Horx, one of Germany's most famous trend researchers, a trend is a transformation process, a movement of change.⁹ As depicted in Figure 1, it needs quite a time to get going in the beginning; it accelerates in the middle only to decelerate at the end.¹⁰

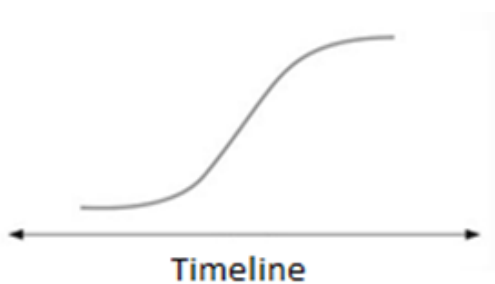


Figure 1: Time Course of Trends

Source: Author's own illustration, based on Horx 2011, p. 72

Trends as ongoing processes transform conditions of the past in reference to the future and are supported by individuals or even entire groups. As trends can expand as fast as they can disappear it is significant for companies to keep on track with emerging trends and tendencies.¹¹

⁷ Szmigin & Piacentini 2015, p. 3ff.

⁸ Bundeszentrale für politische Bildung, 2016

⁹ Horx 2010, p.1

¹⁰ Horx 2011, p. 72

¹¹ Ternès et al. 2015, p. 3

Megatrends differ from simple trends by various characteristics: whilst trends come and disappear considerably fast, the incubation period of megatrends extends over decades and their active time usually lasts for a century. Megatrends are deeply rooted historically and can even date back to the origin of history of mankind. These archaic forces are updated and intensified by today's circumstances and environment. Whereas simple trends can only happen in specific sectors and regions, megatrends happen on a global basis having impact on all substantial areas of life – economy, society, politics, technology and mental values. The name “megatrend” itself is a paradox: It is to believe that they would develop quickly, but due to their feature as a fundamental change the average growth is only 1% per year.¹² Another paradoxical effect is that megatrends suggest something explicit, unambiguous but are moving in loops generating retro-trends and counter movements¹³, as to be seen in Figure 2. In the proper sense of the word megatrends are not trends growing more and more, but much more a structural change in the human organization system.¹⁴

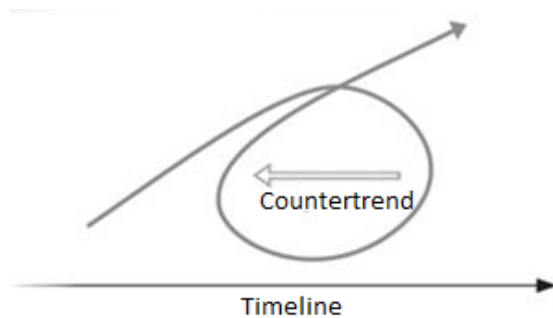


Figure 2: Retrotrends in Megatrends

Source: Author's own illustration, based on Horx 2011,

2.2 Individualization in Consumer Behaviour

Individualization, according to Horx, is a so called megatrend¹⁵ and was already predicted as one of the megatrends of the millennium in 1990 by John Naisbitt, the originator of modern futurology.¹⁶ Individualization is paradox: it is expected to be a megatrend, but all human mankind ever strived for is to stand out, to distinguish themselves, not to follow every trend.¹⁷ All humans are consciously or unconsciously reaching for individuality – that's within human nature.¹⁸ But individuality and personal development are also determined by the consumers'

¹² Horx 2011, p. 72

¹³ Ibid., p. 74

¹⁴ Ibid., p. 65

¹⁵ Horx Dossier

¹⁶ Naisbitt & Aburdene 1990, p. 12

¹⁷ Horx 2011, p. 112

¹⁸ Knoblauch 2000, p. 201

wealth and with that the possibilities of consumption – to consume “more excellent” goods is considered “honorific” while “the failure to consume in due quantity and quality becomes a mark of inferiority and demerit”.¹⁹ Thorstein Veblen, an American economist and sociologist, calls this kind of consumption “conspicuous consumption”²⁰, whereby the consumption of better grades of goods is consumption over the minimum subsistence level. Consumption of better goods is mainly an extravagance serving the consumers’ convenience²¹ and yet it is the beginning of the forming of an individual character since this is only possible if shortage of goods is overcome.²² Product choices are made on basis of their increase of the individual’s quality of life. To reach the maximal living standard, customers decide situation-related and imprudently.²³

For a long time the pursuit for individuality had to remain “rather narrow and limited”²⁴ due to limited selection, such as in war and post-war periods.²⁵ Throughout the 1950s the urge for individuality increases, triggered and accompanied by the development of mass consumption. The variety in luxury goods as much as in consumption goods becomes affordable and due to television advertising and telenovelas a boost is given to consumer society.²⁶ Personal development is no longer a matter of fate, it does not longer depend on gender, social class, place of residence – it becomes one’s own decision and everyone has to and more important is able to “design” himself.²⁷ However, this mass consumption does not allow a sufficient expression of individuality. According to Theodor W. Adorno and Max Horkheimer, two German philosophers and main representatives of the “Frankfurter Schule”, the costumers are constantly betrayed by consumer goods industry over what they were promised incessantly.²⁸ As the standardization of products corresponds to the standardization of human needs a formation of individual features is not possible.²⁹ The freedom of choice, made possible through mass consumption is a surrogate form of individual freedom³⁰ - where homogenized tastes are easily satisfied with few product choices.³¹

Consumption critics fall silent in the beginning eighties, the Americanization on Europe

¹⁹ Veblen 2015, p. 84

²⁰ Ibid., p.83

²¹ Ibid., p.83ff.

²² Horx 2011, p. 116

²³ OTTO Group 2013, p. 8

²⁴ Naisbitt 1985, p. 323

²⁵ Ibid., p. 323

²⁶ Horx 2011, p. 118f.

²⁷ Prisching 2008, p. 37

²⁸ Horkheimer & Adorno 1969, p. 148

²⁹ Anders 1956, p. 171

³⁰ Freyer 1957, p. 216

³¹ Naisbitt 1982, p. 231

becomes stronger and their model of consumption optimism prevails.³² Being a consumer becomes a form of living and the power of decision is a matter of the consumer, changing his economic situation - the consumer becomes a "chooser".³³ The economic approach from limited electoral freedom towards electable, authentic and individual identity is mass customization. The concept aims at personalizing mass production – only an apparently contradictory combination. This production principle adopts on the one hand the advantages of mass production; on the other hand it attempts to take into account the increasing urge of individuality by the consumers. Mass customization involves the consumer in the production process by enabling him to select from a specific, predetermined number of product variations. Due to the high amount of possible combinations a personalized product is created which suits the personal preferences and needs of the consumers and allows them to emphasize their individuality.³⁴ According to the aforementioned definition, mass customization is classified as a trend because it transforms the past problem of limited selection by providing a solution helping the consumer to reach a genuine personality. These days there is barely a differentiation in product quality, but rather in attributes and emotional aspects. This component of emotionality is suggested to the consumer with his involvement in the production process as he is able to design the product to his preferences or needs.³⁵

This longing for uniqueness is a universal phenomenon. Only kind and velocity of the process differ. As we make decisions more and more individually, we need a counterbalance which we can put into question and rebel against. Because if there is no norm, how do we measure our individuality? This inner ambivalence is the internal loop that makes individualization a megatrend.³⁶

2.3 Sustainability in Consumer Behaviour

A sustainable lifestyle is one of the main trends in consumerism and society these days.³⁷ Organic markets and an organic product range are booming. Over the past years, the impact sustainability has increased on all substantial areas: Consumers search for sustainable products and services, thereby leaning on companies to improve their sustainability. Mental values have changed and the economy has to adapt to fulfil the consumers' preferences.³⁸ Sustainability is announced as the upcoming megatrend, because unlike individualization it

³² Wirsching 2009, p. 180

³³ Kyrk 1924, p. 5

³⁴ Ternès et al 2015, p. 13

³⁵ Ibid., p. 16

³⁶ Horx 2011, p. 116

³⁷ Kirig & Wenzel 2009, p. 11

³⁸ Lubin & Esty 2010

cannot be called one yet. As trend researcher Horx states in his book “Das Megatrend-Prinzip”, sustainability will not turn into a megatrend as long as there is no real development in moving towards long-term strategies in sustainable acting.³⁹ Not every market sector yet is subject to the conscious change in the same manner, but as sustainability is perceptible in many sectors, it is not a short-lived tendency, but more a trend of the daily market behaviour.⁴⁰

Sustainability is an elusive concept with extensive definitions. Consumers have a much differentiated concept of ethical consumption and sustainability. It has become a term far more holistic with consumers associating human working conditions, an environmentally friendly production, fair trade, social responsibility, regional origin and recyclability far stronger with ethical consumption and sustainability than only biological production.⁴¹ Figure 3 graphically shows the most common ideas of the concept of ethical consumption.

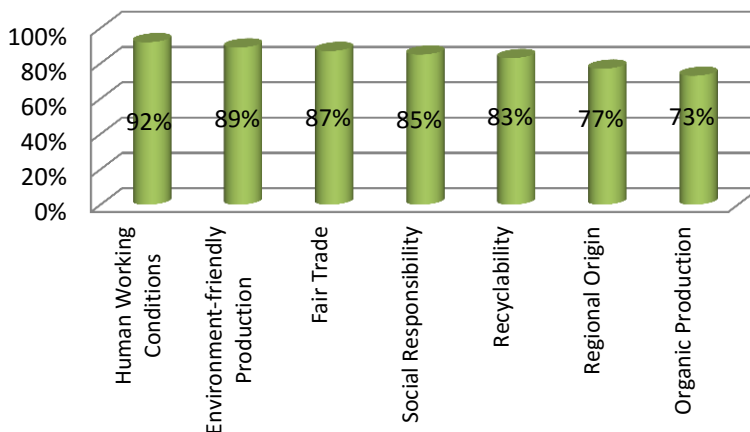


Figure 3: Ethical consumption

Source: Author's own illustration. based on OTTO Group 2011. p. 11f.

The term sustainability was first used by Hans Carl von Carlowitz, a German chief mining administrator who is considered to be the founder of the principle of sustainability, in 1713 when he established in his work “Sylvicultura Oeconomica” the postulate of taking just as much wood from the forest as could regrow.⁴²

To change consumers' view and consumption behaviour and to convince them of moral consumption, sustainability also takes up an important place in politics. The United Nations Conference on the Human Environment is ranked as the beginning of the international environmental policy and led to the foundation of the World Commission on Environment and

³⁹ Horx 2011, p. 66f.

⁴⁰ Stehr & Adolf 2014, p. 58f.

⁴¹ OTTO Group 2011, p. 11f.; also Wildner 2014, p. 71; also OTTO Group 2013, p. 14

⁴² Müller 2015, p. 3

Development (WCED), also known as the Brundtland Commission, in 1980.⁴³ In 1987 the WCED published its report “Our Common Future”, giving the most used definition of sustainable development:

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within two key concepts: the concept of “needs”, in particular the essential needs of the world’s poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organization on the environment’s ability to meet present and future needs.”⁴⁴

The report established the basis for the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992. In this report the right to sustainable development was established firmly for the first time.⁴⁵ Agenda 21, established at the UNCED, deals with the alteration of consumption habits and has the aim to promote consumption patterns, which lead to a reduction of environmental pollution and covers the basic needs as well as establishing a better understanding of the importance of sustainable consumption.⁴⁶ A working definition of sustainable consumption was recommended by the Sustainable Consumption Symposium in 1994:

“the use of goods and services that respond to basic needs and bring a better quality of life, while minimising the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardise the needs of future generations”⁴⁷

Based on the definitions of sustainability of WCED and UNCED, the Enquete-Commission of the German Bundestag combined their approaches and specified the three pillars of sustainability.⁴⁸ The principle of sustainability is based on ecology, economy and social commitment as equally considered dimensions. It depends on each of them to make the concept of sustainability work. Figure 1 attached in the Appendix depicts the three dimensions of sustainability.

Based on the action measures of Agenda 21 and the extensions concluded at the UNCED in New York in 1997, the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002 and the United Nations Conference on Sustainable Development (UNCSD) in Rio de Janeiro in 2012, aims were sought without giving specific action recommendations. Fundamental changes were not achieved; most of the targets turned inside out – increase instead of reduction.⁴⁹

⁴³ Müller 2015, p. 4f.

⁴⁴ WCED 1987, Part 1, Chapter 2

⁴⁵ Konferenz der Vereinten Nationen für Umwelt und Entwicklung, Rio-Deklaration/Principle 1

⁴⁶ Konferenz der Vereinten Nationen für Umwelt und Entwicklung, Agenda 21, p. 19

⁴⁷ International Institute for Sustainable Development, Part 1

⁴⁸ Müller 2015, p. 6

⁴⁹ Brot für die Welt; Evangelischer Entwicklungsdienst; Bund für Umwelt und Naturschutz Deutschland, p. 3

In spite of the difficulties of establishing consistent regulations, a “market moralization”⁵⁰ is happening: consumers tend to buy more value-based instead of purposeful and utilitarian reasons.⁵¹ Besides values like exclusivity, originality, authenticity and health the trend in consumption behaviour is moving away from purely buying for the own benefit towards a conscientious purchasing, determined by the consumer’s attempt of acting morally.⁵² Consumers want to take over responsibility and bring forward the issue of the sustainable deliberate way of life and consume -- politics are unable to enforce.⁵³ According to the OTTO trend study in 2013 89% of the consumers buy ethical products on an occasionally basis, whereby the percentage of consumers buying these products frequently increased from 26% in 2009 to 56% in 2013.⁵⁴ 72% state that ethical criteria have become firm component in their consumption habits.⁵⁵

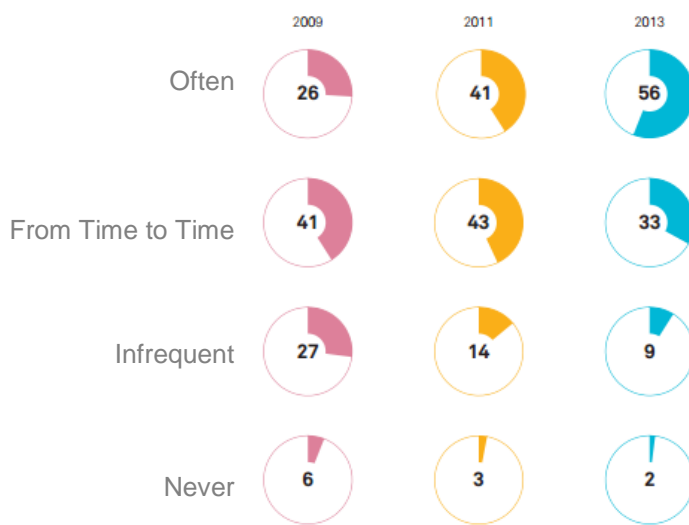


Figure 4: How often do consumers buy products that have been produced ethically?
(Ethically hereby being organic, regional, fair trade or climate friendly)

Source: Author’s own illustration, based on OTTO Group 2013, p. 13

When choosing the products to be bought, consumers enhance their attention to the company behind those products. Nowadays it is a tendency among companies to go for a more sustainable corporate management and product offer, predominantly out of economic than altruistic reasons.⁵⁶ For that reason, many of them are rejected by consumers as they ask for corporations being consistent in their economic behaviour and communication of

⁵⁰ Stehr & Adolf 2014, p. 58; also Stehr & Adolf 2008, pp. 195 – 218

⁵¹ OTTO Group 2011, p. 13

⁵² Stehr & Adolf 2014, p. 58; also Stehr & Adolf 2008, p. 201

⁵³ OTTO Group 2011, p. 9

⁵⁴ OTTO Group 2013, p. 13

⁵⁵ OTTO Group 2011, p. 5

⁵⁶ Ibid., p. 9; also Stehr & Adolf 2008, p. 196

values and not using sustainability only as a marketing tool.⁵⁷ In spite of the so-called Greenwashing, many companies integrated sustainability consequently in their corporate environment because with consumers having more trust in corporate actions than corporate brands, corporate values have become more important than brand values.⁵⁸

Although it is obvious that “[g]etting the world onto a sustainable consumption trajectory will take decades” and that “many unsustainable patterns of consumption are deeply rooted in cultural habits”⁵⁹ a change in the customers’ shopping attitudes can be perceived. It is noted that price orientation increased in the years 1995 until 2003 and then started decreasing, while the focus on freshness decreased until 2003 and is growing continuously since then. Same with naturalness – the tendency of buying natural goods decreased until 2008 and for eight years now it is a rising trend.⁶⁰ Due to these observations it can be seen that ethical consumption relates to an underlying sense of values⁶¹ and that moral has become the new criteria for evaluating goods and services.⁶²

Aspect of Sustainability in Food Consumption

The food we consume affects directly our individual health – people are aware of that fact. But what is rather less known is the fact that our food consumption affects also the world’s resources. Greenhouse gas emissions, pollution, the use of water resources and the use of pesticides and other chemical products have a significant impact on the environment, however with a delayed impact on us as individuals and us as humans. Aspects that influence the sustainability of food, as defined by the European Commission, are “security of the supply of food, health, safety, affordability, quality, a strong food industry in terms of jobs and growth and, at the same time, environmental sustainability, in terms of issues such as climate change, biodiversity, water and soil quality.”⁶³ To cover the aspects of sustainable production the European Union established the organic certification, mandatory for any prepacked viands produced in the European Union.⁶⁴ Regarding eggs, there are different opinions on the forms of husbandry. In accordance with the “Zentralverband der deutschen Geflügelwirtschaft e.V.”, in this paper only eggs from ecological production are considered as sustainable.⁶⁵ To cover the aspects of safety and security in terms of jobs in the food industry, various fair trade labels are circulating, among them the official label of Fair Trade

⁵⁷ Wildner 2014, p. 80

⁵⁸ OTTO Group 2011, p. 36

⁵⁹ International Institute of Sustainable Development, Part 1

⁶⁰ Wildner 2014, p. 74

⁶¹ OTTO Group 2011, p. 13

⁶² Stehr & Adolf 2008, p. 196; also Müller 2005, p. 4

⁶³ European Commission: Sustainable Food, 2015

⁶⁴ Bundesministerium für Ernährung und Landwirtschaft: Ökologischer Anbau, 2016

⁶⁵ Das deutsche Ei – Haltungsformen

as the most known one.⁶⁶ In the course of this paper food products carrying one or both of these labels are regarded as sustainable food products.

These labels are supposed to reduce complexity and time needed, but they require certain level of trust. Customers do not have this confidence in labels due to a variety of manipulations and scandals. This lack of trust influences the consumption behaviour and is one of the aspects that deter people from buying ethical products. Other aspects negatively influencing the consumption of sustainable products are higher prices and that organic products can come from anywhere. This complicates the customer's decision of buying sustainably, because are apples from South America still sustainable or are regional apples without the organic label preferable?⁶⁷ Furthermore, organic labelling is not a criterion anymore due to the fact that nearly every product is available as an organic product choice. Consumers' willingness to buy organic has sunken and corporations have to link new emotions and attributes in order to keep the consumers.⁶⁸

2.4 Jarfood GmbH's Interaction in Sustainability and Individualization

Providing consumers with a healthy substitution for „fast-food“ and „1-minute-dishes“ – that is what Jarfood GmbH, a young start-up in the food sector has dedicated itself to with its product “JARMINO”. The two founders, Benedikt Gundel and Dr. Sebastian Unterhuber, have experienced the lack of food options both healthy and fast to consume and, therefore, decided to come up with the solution themselves. The concept of JARMINO is simple: Regional organic food is boiled down and preserved in jars containing one portion. The dishes are 100% biological and cooked without the use of conservatives, maintaining their natural vitamins and nutrients. The customer is able to compile his package consisting of four, six or twelve jars following his individual nutritional style as dishes are categorized in vegan, low carb, low calorie, high protein, lactose-free, gluten-free and paleo diet. The dishes are heated up within two minutes using microwave, stove or water bath. After a healthy meal, the jars can be used at home, sent back to the start-up for their reuse or disposed appropriately. The concept to allow the customer to adjust the preferred amount, dishes, nutrition style and delivery interval to its personal needs is what makes JARMINO the customized healthy substitution for any meal.⁶⁹ This young start-up holds a leading position in serving the upcoming trend of eating fairly and sustainably produced foods, that are healthy and even so quickly.⁷⁰

⁶⁶ FAIRTRADE Deutschland: Fairtrade-Siegel

⁶⁷ OTTO Group 2013, p. 16ff.

⁶⁸ Ibid., p. 22

⁶⁹ Jarfood GmbH, 2015

⁷⁰ Rützler 2015, p. 42

To keep up Jarfood GmbH recently launched JARMINO Clean, a detox program which can be performed for 7 or 14 days. With JARMINO Clean the individual detoxification experiences a new level of personal convenience. During the whole detox period, Jarfood GmbH accompanies the consumer and provides him with all necessary information, details and tips: From a healthy breakfast over to JARMINO jars for each day to biological ingredients and recipes for dinner and special add-ons like base powders, a dry brush and a detox guide. The concept of biological ingredients and ecological packaging is maintained. The fulfilment of the consumer's individual convenience is enhanced through the kind of delivery that wipes out all concerns regarding individual health and conscious grocery shopping.⁷¹

Jarfood GmbH combines with its business model the two significant approaches of sustainability and individualization as trends in consumer behaviour: The choice of amount and nutritional style of the dishes allows every customer to adjust the JARMINOs delivery in order to perform their own individual lifestyle and diet. The jars' durability of two to three months allows a convenient and fresh substitute to unhealthy fast food full of preservatives. For this reason the customers can adapt their meals according to their needs. Jarfood GmbH is a role model with its holistic sustainable corporate environment. Its ingredients are not only 100% biological but also regional: the majority is obtained from Munich's direct surrounding area. Due to a close collaboration with the farmers it is guaranteed that the cultivation proceeds without the use of pesticides and insecticides and that animal husbandry is appropriate to the species. In respect of a sustainable agriculture the used ingredients are as seasonal as possible, considering that recently harvested vegetables and fruits contain more nutrients than those that have been transported over long distances. These nutrients are conserved naturally as a result of the preservation in jars with glass as a tasteless packaging material without any reciprocity with other substances. Furthermore, it is the most secure packaging material for human's health. By choosing JARMINO, customers do good for individual physical health as well as for nature. The concept of JARMINO sets a good example of how to respond on consumers' wishes and needs by combining sustainability and individualization.

3 The Rise of the We-Trend

3.1 Socio-Psychological Approach

"Nous sommes Charlie", "We are the world", "Yes we can" are famous statements pointing out an ubiquitous sense of community. Car2go, Foodsharing, Airbnb, Couchsurfing are only

⁷¹ Jarfood GmbH, 2015

a few of economic business models that pick up this sense of community towards a universal connectedness.

We is everywhere. It sounds like solidarity, like experiencing community and creating collectives. Everyone should be included and asked, everyone wants to participate.⁷² But with the megatrend of individualization in mind it is questionable if we are capable of being *We*, capable of taking responsibility for others or if individualization is synonymous with egoism⁷³, if the motivation behind our actions is pure self-interest.⁷⁴

According to John Naisbitt, the originator of modern futurology, individualization does not necessarily mean “Every man for himself” but has an underlying ethic which reminds every individual of the responsibility he or she is bearing.⁷⁵ To cope with the burden of responsibility individuals join forces into groups, building networks. The rising significance of social responsibility and community is the logical consequence of a social development where individualization and economic efficiency are prioritized.⁷⁶ Hence, the new *We*-culture is not a renunciation of the hard-won individualism but a form of organization for temporary sense of belonging, because obviously we will never stop reaching for individuality, finding and claiming complete self-expression.⁷⁷

This form of (re)organization is nothing new, in fact historically speaking there have always been different types of cooperation and community.⁷⁸ The collective mechanism is deeply anchored in the survival strategy of *Homo sapiens* - humans are dependent on each other regarding communication and collaboration.⁷⁹ New is the boost that *We* gets through technological networking and our intensity to deal with it.⁸⁰ This intensity originates in our environment of increasing volatility, uncertainty, complexity and ambiguity –acronym VUCA. In this setting of VUCA, individuals can orientate themselves in consisting constructs like family, friends and church less than ever.⁸¹ Moving closer together, building new communities and networks might be an answer to the increasing VUCA world.⁸²

The rising focus laid on *We* is reflected in the metatrend of connectivity which was established in 2007 by the Zukunftsinstitut.⁸³ Connectivity means the connectedness with the world via globalization, new communication techniques and media - it is an overarching

⁷² Brühl 2015, p. 6

⁷³ Horx- Die empathische(re) Gesellschaft, 2016

⁷⁴ OTTO Group 2013, p. 32

⁷⁵ Naisbitt & Aburdene 1990, p. 376f.

⁷⁶ OTTO Group 2013, p. 32

⁷⁷ Brühl 2015, p. 6

⁷⁸ *Ibid.*, p. 69

⁷⁹ Horx 2011, p. 114; also Tedx 2010

⁸⁰ Brühl 2015, p. 69

⁸¹ *Ibid.*, p. 72

⁸² Brühl 2015, p. 89; also Kruse 2015

⁸³ *Ibid.*, p. 70

organization principle. Therefore connectivity as well might be called metatrend as it connects and forwards all other megatrends on a deeper level.⁸⁴ However, connectivity does not only mean technological but also social networking and an increasing networking organization in society and economy.⁸⁵

The *We*-orientation is not exclusively applicable to economic sectors but also to different areas of society, everywhere, where people want the “*We*” to happen.⁸⁶ In some way *We*-groups have to be considered as an inadequacy of individualism and that is why they appear in various types in different cultural and economic contexts.⁸⁷ This is wherever collaboration and cooperation is wanted and needed such as in crowdfunding, the model of collective management, neighbourhood network or in any other peer-to-peer-system.⁸⁸ With these various groupings and approaches of collaboration the questions “Who is *We*?”, “Can anyone be part of *We* or does this happen automatically?”, “Can anyone be excluded by the *We*?” arise. Following the study “The New *We*-Culture”, the Zukunftsinstitut states in her study about *We*-culture that *We* is not necessarily we. A sense of community does not only emerge because of the given space but also depends highly on attitude and values of the individuals that form a *We*-group.⁸⁹

Nowadays the community feeling does not depend any longer on traditional community structures such as families, church or commune.⁹⁰ With the metatrend of connectivity diverse communities have emerged and the obvious division of real relationships and virtual contacts has been increasingly undermined.⁹¹ Due to the variety of new communities and the ones we are born into, every individual belongs simultaneously to a multitude of networks and *We*-groups.⁹² There are miscellaneous reasons for the assembling of collectives: they range from economic necessities through self-interest up to the desire for new forms of consumption, lifestyle or ultimate social cohesion.⁹³

Consequently there is no certainty whether all *We*-groups result from selfless and altruistic intentions. Society has yet not answered the question what *We* internally consists of, which *We*-groups can legitimately call themselves authentic and which are pure *We*-imposture.⁹⁴ The answer to that question highly depends on how we –as single individuals- perceive the

⁸⁴ Horx 2011, p. 169

⁸⁵ Brühl 2015, p. 70

⁸⁶ *Ibid.*, p. 10

⁸⁷ *Ibid.*, p. 16

⁸⁸ *Ibid.*, p. 51ff.

⁸⁹ *Ibid.*, p. 19

⁹⁰ *Ibid.*, p. 16

⁹¹ *Ibid.*, p. 10

⁹² *Ibid.*, p. 92

⁹³ *Ibid.*, p. 6ff.

⁹⁴ Brühl 2015, p. 6

world we live in.⁹⁵ Egoism and *We*-culture are interwoven tightly. *We* –as humans- are not egoists just because we are individuals. Egoism to the same extent is a group phenomenon.⁹⁶ We act altruistic and cooperative towards the people we are related to or who we consider as “our people”.⁹⁷ Humans therefore are no incorrigible egoists, in a particular environment they do like to cooperate well and responsibly.⁹⁸ Consequently, the degree of selfishness or altruism depends on the kind of *We*-group: *We* might include many, but also exclude some.⁹⁹

To get a better understanding of the degree of altruism, the differentiation is between collectives and connectives; in which collectives have the vision of a better world and work on innovative solutions whereas connectives are permanently only seeking for efficiency and their own benefit.¹⁰⁰ The group homogeneity within connectives slides into the background given the poor investment one has to make for joining or dropping out, whilst collectives depend on a high investment of the member’s resources.¹⁰¹ Through this investment real *Wes* occur and simultaneously it is the main differentiating characteristic between connectives and collectives. It is energy-sapping and the still existing structures of individualization impede knowledge sharing or a high degree of transparency.¹⁰² To reach the desirable collective we have to change ourselves, which results to be difficult in case we do not like what we detect in ourselves.¹⁰³

Once the status of connectivity is reached, the crowd happens to be very powerful. This strength is shown in approaches such as collaborative leadership or crowdfunding.¹⁰⁴ The *We*-culture gets thus strengthened by the megatrend of connectivity. Due to the variety of *We*-groups and the different sectors in which they operate, the *We*-culture results to be a widespread trend among society.¹⁰⁵

⁹⁵ Ibid., p. 10

⁹⁶ Horx 2011, p. 114

⁹⁷ Ibid., p. 113

⁹⁸ Brühl 2015, p. 86

⁹⁹ Ibid., p. 79

¹⁰⁰ Ibid., p. 76

¹⁰¹ Ibid., p. 71f.

¹⁰² Ibid., p. 97

¹⁰³ Ibid., p. 100f.

¹⁰⁴ Ibid., p. 7

¹⁰⁵ Ibid., p. 10

3.2 Influence on Existing Consumption Patterns

“If you want to go quickly, go alone. If you want to go far, go together.”

- African Proverb

The *We*-Culture does not rule out individualization and only because of the *We*-trend the megatrend of individualization will not end. and *We* are not opposites but are rather complementary.¹⁰⁶ Therefore it can be derived that it is no longer *I* but only “*We*”. *We* are individually speaking irreplaceable and still non-existent.¹⁰⁷ This paradox is the current responsibility as well as the challenge of the *We*-culture: to reward the responsibility and effort of the individual by multiplying his voice.¹⁰⁸ Amongst other things the effort of the individual consists in prospecting for *We*-groups that support and challenge him equally.¹⁰⁹ Due to the fact that everyone forms part of multiple networks and *We*-groups the individual gets the appropriate environment to develop personally within a solid *We*-group.¹¹⁰ Communities not only have to be reproduced collectively but also individually.¹¹¹ And that is why individualization is not put to an end but rather further developed.

The *We*-culture is the hope for more innovation, the hope for a change of paradigm, urgently needed by society, politics and economy to survive in the VUCA-world. In the past five to seven years numerous initiatives built on collectives emerged, based on the social change from individual independence towards social relations. Studies have shown that social relationships have a greater importance and are more desirable than individual objectives.¹¹² Figure 2 attached in the Appendix shows that the German population considers goals connected with relationships and closeness as more important than individual goals. Individualization and self-determination are still aspired goals, but with nearly ten percentage points less than having a strong and happy relationship these rank far behind the most prominent *We*-goal. Even the *We*-feeling towards strangers, marked with “social fairness”, is nearly as strong as the urge for individualization, stating the new structures of being *We*. The still high ranked individual goals show that individualization cannot get lost in the *We*-culture. *We*-Groups intensify the individual’s voice and opinion and with their consumer activities the “Generation *We*” can take influence on the behaviour of major companies.¹¹³ The term “Generation *We*” first was introduced by Eric Greenberg, author of the often cited book “Generation *We* – How Millennial Youth Are Taking Over America And Changing Our World

¹⁰⁶ Brühl 2015, p. 6 & 76

¹⁰⁷ Lemke-Matwey, 2016

¹⁰⁸ Naisbitt & Aburdene 1990, p. 387

¹⁰⁹ Brühl 2015, p. 76; also Hitzler et al. 2008, p. 20

¹¹⁰ Ibid., p. 92

¹¹¹ Prisching 2008, p 35

¹¹² Brühl 2015, p. 73

¹¹³ Greenberg & Weber 2008, p. 100

Forever". Greenberg requests the Generation *We*, born between the 1980s and 2000s,¹¹⁴ to learn about the economic, social and environmental practices of the companies. Thereby they are able to take clear position by using their consumer power and buying from those who have society's long-term interest in mind. Herewith, Generation *We* expresses their social and political values.¹¹⁵

We-society has been crucially shaped by the use of new technologies for generating, communicating and sharing information. The power of these technologies is enormous due to the easiness with which any kind of information can be made available for anyone. By creating social networks, probably the most powerful social innovation, *We*-groups can connect even at a distance and cause impact on products, innovations and behaviour of major corporations.¹¹⁶ Individuals have already a great power but are far stronger when forces are joint and influence enhanced by connecting with other consumers.¹¹⁷

As sustainability is a trend in consumerism and society, today more than ever individuals group together to enforce sustainable economy and politics. An example of these connections between consumers is the appearance of consumer power during the "Green my Apple" campaign initiated by Greenpeace. After publishing a study about environmental protection within computer industry, Greenpeace appealed to all Apple customers to claim for less toxic waste in Apple products. By claiming

"Because we know a force that Apple listens to, and which can make Apple adopt clean production policies and improve its recycling programmes. It's Apple's customers.",

Greenpeace made clear that only Apple consumers had the power to demand a change.¹¹⁸

In an open letter to Steve Jobs thousands of customers - partially called virally - joined the campaign firstly expressing their concerns and secondly asking for a radical rethink. Apple first hesitated in reacting but then had to yield, vowing the banishment of toxic substances.¹¹⁹

Apple customers who usually do not have much in common apart from their products' choice, turned into a *We*-group held together by a Greenpeace campaign and a common website, claiming for more sustainability of their favourite products.

More than ever before consumer power is used to demand a more sustainable and conscious behaviour of corporations. Customers want corporations to step up for a better quality of life for everyone¹²⁰ and that ethical concerns are integrated in the corporate governance of the company in its entirety.¹²¹

¹¹⁴ Greenberg & Weber 2008, p. 4

¹¹⁵ Ibid., p. 169

¹¹⁶ Ibid., p. 110ff.

¹¹⁷ Ibid., p. 169

¹¹⁸ Greenpeace International, 2006

¹¹⁹ Moorstedt, 2010

¹²⁰ OTTO Group 2013, p. 33

Generation *We*, probably more than any other generation, evaluates the long-term environmental consequences of everything they do, either through intrinsic motivation or through external influences such as Greenpeace. Generation *We* considers the world a “set of interlocking systems” with far-reaching impacts on each other and disastrous consequences when interactions are not evaluated and planned for. With their holistic view this generation reflects the opportunities of how social groups and institutions can collaborate in the search of solutions that are of use for the whole society.¹²²

An approach towards the significance of *We* in ethical consumer behavior is an economic model that has its roots in altruism: sharing – because ethical consumption is also about buying and owning less.¹²³ The main key drivers for this movement are a “renewed belief in the importance of community, a torrent of peer-to-peer social networks and real-time technologies, pressing unresolved environmental concerns and a global recession that has fundamentally shocked consumer behavior”.¹²⁴ By using the concept of sharing economy *We*-groups with varying lifetimes are formed, connecting individuals for the purpose of collaborative consumption who prefer the experience of a product or the service rather than owning it. A significant benefit of the movement is its sustainability, shown for instance in the reduction of product manufacturing. Sharing economy or collaborative consumption can be organized in three sharing systems:

1. *Redistribution Markets*: Moving used or preowned goods from where these are not needed to somewhere or to someone where it is needed. Thereby product life cycles get stretched and the reduction of waste is one positive benefit of this sharing system.

2. *Collaborative Lifestyle*: Sharing of resources like money, skills and time.

3. *Product Service System*: Paying for the use of a product without the need of owning it. This system applies especially for items mainly remaining idle.

Whilst some see the sharing economy as an altruistic act of charity, it is subject to the harsh criticism of those defining it as self-exploitation and economization of community¹²⁵: Sharing economy is not about the shared experience but about the gain of possessions that distinguish one from another – conspicuous consumption dominates the assumed collaborative consumption.¹²⁶

However, the sharing economy allows consumers to share resources without sacrificing their own lifestyle or their cherished personal freedoms, enabling them as a group to get

¹²¹ Ibid., p. 59

¹²² Greenberg & Weber 2008, p. 96f.

¹²³ OTTO Group 2013, p. 17

¹²⁴ TEDx 2010

¹²⁵ Brühl 2015, p. 9

¹²⁶ Ibid., p. 79; also Hank & Von Petersdorff, 2013

sustainably active.¹²⁷ The sharing economy allows ethical consumption and still opening up the option of self-improvement by including the improvement of others. Because ethical consumption is the synergy of material consumer orientation and immaterial values like community, equity, nature and sincerity. Thereby, self-realization is achieved by taking care of others.¹²⁸

3.3 LOHAS – A New Way of Life

All these formations regarding a sustainable and conscious lifestyle can be grouped together under the phenomenon “Lifestyle of health and sustainability” (LOHAS). LOHAS stands for a way of life and consumer type who, characterized by its consumer behaviour and specific product choice, promotes own health and sustainability.¹²⁹ The term was first defined by the American sociologists Paul Ray and Sherry Ruth Anderson under the designation of “Cultural Creatives”.¹³⁰ In their eponymous book they describe a formation of society consisting of creative, responsible, health-oriented, pleasure-seeking people.¹³¹ LOHAS can be of different age and income classes, different job sectors – but are connected through their attitude towards life and their awareness of sustainability, authenticity, consciousness. This *We*-group is calling for these newly set priorities from the economy, politics, their local supermarket and obviously the rest of mankind. LOHAS therefore is not a target group but a way of life, paired with a strong consumer power on the market.¹³²

Due to the beginning of the movement in the 1990’s¹³³ and the first identification for European markets in 2002 by the Zukunftsinstitut¹³⁴ the LOHAS come right from the centre of Generation *We*.¹³⁵ Initially started within this generation, the LOHAS lifestyle made its way through further generations and throughout the years this way of life became a social movement that is about to fundamentally change our society. The LOHAS-group is a unique *We*-formation, a combination of all three trends and megatrends described in this thesis by giving its individuals the opportunity of living an encompassing lifestyle of conscious, sustainable and still joyful consumption.¹³⁶ The LOHAS way of life is settled between paradox constellations – driven by the longing for a new ecology of individual and society same as individual and nature.¹³⁷ Combining individualism, sustainability and a *We*-connection,

¹²⁷ TEDx 2010

¹²⁸ OTTO Group 2013, p. 31

¹²⁹ Helmke, Scherberich, Uebel 2016, p. 1

¹³⁰ Ray & Anderson 2000, p. 329

¹³¹ Helmke, Scherberich, Uebel 2016, p. 1

¹³² Kirig & Wenzel 2009, p. 56

¹³³ Ibid., p. 229

¹³⁴ Ibid., p. 10

¹³⁵ Greenberg & Weber 2008, p. 4

¹³⁶ Kirig & Wenzel 2009, p. 10ff.

¹³⁷ Kirig & Wenzel 2009, p. 56

LOHAS is one of the new constructs of community and collectivism. But yet they feature a high level of individualization that in turn impedes the emergence of a universal and true *We*-feeling. When asked about the LOHAS lifestyle, many do indeed fully identify with it, however are in doubt about whether there are others living the same lifestyle as them. Though, LOHAS are not selfish narcissists, but hedonistic individualists.¹³⁸ The LOHAS' urge of self-realization yet is inseparably combined with an enhanced sense of responsibility for fellow humans, society, nature, environment.¹³⁹ When asked about their primary reasons for buying sustainably, 80% of LOHAS most frequently stated their personal contribution for environmental and climate protection as the reason being. Still over 55% of the individuals surveyed indicated their primary motive for a lifestyle of health and sustainability was healthier living.¹⁴⁰ Hence, LOHAS are aware of the issue of conscious consumerism, reflecting carefully what and why they buy from whom.¹⁴¹ These considerations require a coordinated use of media: LOHAS are extremely information-orientated as well as very critical about media. Thus, they use the internet as their preferred medium due to its individual use and self-determination regarding the information consumed.¹⁴²

The number of consumers practising the LOHAS has increased by a quarter within the past eight years. Figure 3 attached in the Appendix shows the percentage share of German consumers with an environmentally and socio-ethically attitude towards consumption over the past years. It is further differentiated between the LOHAS core group and the marginal group whose consumers are aiming at adopting a LOHAS but are not absolutely committed to it. The increasing number shows the awareness among society towards sustainability, consciousness and health.

The movement of LOHAS is a strong *We*-group. Individuals form this *We*-group not necessarily through physical connectivity but through a holistic attitude towards thereby strengthening their voices for a more sustainable economy and consumerism. This shift towards moral hedonism will revolutionize markets and consumer behaviour significantly, forcing corporations to adapt more consciousness.

3.4 *We*-Trend in Jarfood GmbH

LOHAS is exactly the lifestyle Jarfood GmbH wants to serve with JARMINO. They tend to be and also buy distinctively sustainable. Therefore, JARMINO with its concept of 100% organic and mainly regional jar meals is a preferred choice for LOHAS, also due to their variety of

¹³⁸ Ibid., p. 21

¹³⁹ Ibid., p. 26

¹⁴⁰ Christiansen, 2015

¹⁴¹ Kirig & Wenzel 2009, p. 21

¹⁴² Ibid., p. 14

nutritional styles. Jarfood GmbH combines sustainability and individualization in a manner that reaches possible clients within a broad range.

Yet JARMINO is not very *We*-suitable. Mainly because the filling of one jar only satisfies one person and the preparation of the meal leaves little space for an emerging *We*-feeling as there is no communal preparation. However, according to the author regarding food trends for Zukunftsinstitut Hanni Rützler, this sense of community is the next “big thing” in foods sector. Cooking, and therefore also eating, undergoes a transformation away from simply food intake to pure pleasure and enjoyment. This type of cooking, instead of functionality resulting out of pleasure, becomes increasingly an act of socializing, not only with close friends and family but also with colleagues and acquaintances.¹⁴³

Currently, JARMINO aims at fulfilling the individual’s convenience without any group interaction, but in order to create new incentives for their customers Jarfood GmbH has to think of a way of implementing the *We*-culture-trend in an appealing manner.

4 Empirical Study

4.1 Study Design

4.1.1 Research Objective

The consumption of “fast-food” and “1-minute-dish” is one aspect of the incarnation of individualization in consumer behaviour. It is convenient for the consumer as an individual, but lacking of sustainability and responsibility for us and others. Over the past years the trend moved from these unhealthy individual choices of meal towards a healthier and ethically justifiable selection. More recently the trend of building *We*-groups emerged. In the course of this paper, sustainability and individualization as established trends in consumer behaviour were analysed based on current literature, followed by the theoretical verification of the impact of the *We*-trend on sustainability and individualization in the purchasing behaviour of German consumers.

In order to get primary empirical insights, the previous theoretical research is complemented by this study aiming at verifying the influence of the *We*-trend on consumer behaviour in individual and group decisions with special regard to the aspect of sustainability in consumer behaviour.

The derived main hypothesis is:

1. *We*-Groups tend to buy more sustainably than individuals by themselves.

¹⁴³ Rützler 2015, p. 56

The results of the study will confirm or refute the hypotheses worked out in the course of this paper.

The Baby Boomers are classified as the generation that is shaped by individualism the most¹⁴⁴, whereas Generation Y is already called Generation *We*. Hence, as the *We*-trend is yet not the renunciation of the individualistic trend but more of a complementation of it, it is to assume that

2. *There is no difference relating the sense of community between the two analyzed generations.*

Since sustainability is an elusive term, for former generations the definition of sustainability was mainly the same as for organic. This perception changed throughout the years due to globalization and connectivity. Therefore, Hypothesis 3 deals with the terminology of sustainability:

3. *Generation We has a more differentiated definition of sustainability and ethical consumption than Generation Baby Boomer who tend to put sustainability and organic on the same level.*

Due to the consciousness and appreciation towards their environment Generation *We* has been raised with and regarding the fact that LOHAS have its origin in this Generation, the following hypothesis is developed:

4. *The We-trend has a stronger positive influence on sustainability in the purchasing behaviour of Generation We than of Generation Baby Boomer.*

As stated in chapter 3.2., individualism is not replaced but rather complemented by the *We*-trend. Therefore, ethical criteria also influence the purchasing decision of rather individualistic people

5. *Next to expressing one's own individual lifestyle, ethical consumption forms part of the decision criteria of a highly individualistic person.*

Baby Boomers are said to be one of the most individualistic generations due to the fact that it was the first generation after World War II. After a long period characterized by the shortage of goods, they were first ones who were able to form individualistic personality.

¹⁴⁴ Howe, 2014

Thereof, it can be assumed that

6. *The Baby Boomer's purchasing behaviour is more individualistic than the purchasing behaviour of Generation We.*

This means in turn, that

7. *Generation We sets its own well-being in relation to the well-being of others.*

4.1.2 Research Methodology

The qualitative study carried out in this part of the paper took the hybrid of an observation and an interview.

Observations are a common method in developmental psychology to examine certain behavioural patterns regarding social interaction, intensity, frequency and contingency.¹⁴⁵ However, observations do not enable derivations with respect to the motives of peoples' behaviour. Therefore the empirical study is complemented with a questioning of the test subjects to get this insight of motives and attitudes regarding the test subjects' purchasing decisions.¹⁴⁶ The questioning is carried out in form of a guided interview, recorded and transcribed by the observer. The form of a guided interview is chosen due to the fact that the questions are preliminary determined but without preconceived answer options. The interviewer can navigate the interview in the required direction based on the openly answered questions by the contestant. Experiments and tests are other methods of developmental psychology, but neither would be able to deliver the expected output.

The observation attempts at examining the influence of the *We*-trend on the grocery purchases regarding sustainability and individualization. Therefore the observation takes place in a laboratory situation as the act of actually going grocery shopping with the test subjects is time consuming and test subjects would rather be distracted when grocery shopping in a supermarket they might not know. Instead of going real grocery shopping, the "REWE Dein Markt" online shop, as the specific situational condition, is used. The online shop is the perfect fit for those clients with little time as it takes grocery shopping on a whole new level: At the "REWE Dein Markt" online shop the client gets to choose his groceries from the whole REWE product variety. He then can decide between him picking up or REWE delivering the groceries. With this way of purchasing, REWE permits shopping to its customers' individual needs. The REWE online shop was chosen, as REWE is one of the biggest supermarket chains in Germany with a broad range of organic and fairly traded products. Although the REWE online shop is used, there is no connection with REWE as a supermarket and REWE does not benefit from this study.

¹⁴⁵ Trautner 2003, p. 188

¹⁴⁶ Ibid., p. 191

The structure of the study is as follows: A shopping list with a variety of food products is given to the food subjects. The items on the list were carefully selected regarding their availability in different product options. Options had to be distinguishable with regard to their sustainability. Table 1 attached in the Appendix provides a table with the criteria on a product's sustainability. The shopping list contains the following items:

- 1 cucumber:
- 1 kilo of carrots
- 5 bananas
- 6 to 10 eggs
- Approximately one pound of poultry or any meat substitute
- One litre of milk
- Lemonade/ice tea/juice/soft drink
- A package of coffee or tea
- A chocolate bar
- Basil – amount to be selected individually

As the influence of the *We*-trend is to be analysed, decision scenarios are created on an individual basis and within a group. Firstly, each test subject is asked to purchase all items individually and pick the items in regard of brands, package and other characteristics as he/she would usually do. After purchasing the items, each test subject is asked about the choice of products he/she bought. Secondly, all test subjects are asked to purchase the same items as a group. The particularity is that due to variety of brands, package and further characteristics every purchasing decision has to be made as a group, so that in the end every test subject can support the choice of products they made as a group. Just like after the individual shopping the group as a whole is asked about their product choices. The requirement of group decisions aims at stimulating debate on sustainability among the group members with the result of revealing a closer insight into the shopping behaviour among groups.

As the test subjects were asked to pick the same items as they would usually do, only their behaviour which is relevant for the verification of the influence of the *We*-trend on purchasing behaviour is considered. The empirical study therefore moves in a closed procedure and is held in a controlled systematic way giving the observer guidelines on how and what to observe¹⁴⁷ - sustainability of products, shopping motives and group behaviour in this case. As the presence of the observer might lead to interference in their shopping decisions, the test subjects were left alone during the shopping simulation. The presence of the observer only was required during the interview to enlarge upon the personal motives of (not) buying

¹⁴⁷ Trautner 2003, p. 188

sustainably. In order to achieve verification of the influence of the *We*-trend on the purchasing behaviour, test subjects from different generations were chosen. The comparison of two generations enables the derivation of a significant conclusion of the impact of the *We*-culture-trend on different Generations in various shopping scenarios. Table 2 attached in the Appendix provides the detailed guidelines for the study conduct.

4.1.3 Sample Selection

In contemplation of verifying the influence of the *We*-culture-trend at purchasing decisions and in order to achieve comparable results for different generations, test subjects from Generation *We* (equivalent to Generation *Y* and *Millennials*) and the Generation of *Baby Boomers* were chosen.

Generation *Y* is an already established term referring to the specific generation born between the 1980's to middle/end 1990's. Generation *We* has the same age span as does Generation *Y*. Generation *We* is characterized inter alia by its technical affinity and its orientation to teams, groups and back to family¹⁴⁸, both indications for the high degree of connectivity within this generation. Furthermore, individuals from this generation were chosen as they grew up with sustainability becoming a current issue. Due to this awareness and the increasing connectivity among each other and with humanity and the world as a whole, Generation *We* is attested the power of changing the world.

The Generation *Baby Boomer* refers to the years after World War II with high birth rates. In Germany, as it had suffered great war damages, the baby boom set in later than in other countries – years from the middle 1950's to middle/end 1960's are referred as the Generation *Baby Boomer*.¹⁴⁹ The *Baby Boomer* were chosen as test subjects as they were consciously experiencing the process of individualism which is reflected as much in their ideology as in their consumer behaviour.

The test subjects were chosen as they form part of an already existing *We*-group. The chosen groups interact only within the test subjects' generations. Generally groups do not only interact within one generation, but are cross-generational. However, this way was chosen as it simplifies the comparability of the *We*-trend's influence on German customers from different Generations. The group of test subjects being from Generation *We* is a group of close friends doing sports together on a regular basis, some of them also living together. The group from Generation *Baby Boomers* is a neighbourhood network, organizing street festivals and neighbourhood councils. Both groups therefore are part of the new type of *We*-groups.¹⁵⁰

¹⁴⁸ Mangelsdorf, 2015

¹⁴⁹ Sakkas, 2014

¹⁵⁰ Brühl 2016, p. 5ff.

4.1.4 Data Analysis

Both groups consist of 5 members each. An equal amount of group members was chosen to simplify the comparability and the process of collective decision making due to the fact that the more people are able to be part of a discussion the more drop out of it. Generation *Baby Boomers* consisted of two female and three male test subjects, while in Generation *We* it was vice versa. The *Baby Boomers*, part of the neighborhood network, were born between 1955 and 1958, the age span of Generation *We* test subjects reaches from 1988 to 1994. Figure 4 attached in the Appendix graphically shows the distribution of sex within the generations.

Regarding the sustainability of the purchases of the *Baby Boomers* it is to note that sustainability rates were low, not even the 50%-rate was crossed. Two out of five test subjects did not buy anything from sustainable origin, the test subject who bought the most sustainable did only buy a third of the whole purchase on a sustainable basis. At the group purchasing simulation not one product was bought sustainably. The viands mostly bought sustainable from Generation *Baby Boomers* were eggs. Chocolate and coffee, which are available as organic and/or fairly traded products, were not bought neither organic nor fair trade. Figures 5 and 6 attached in the Appendix provide a graphic analysis of the purchasing behaviour of Generation *Baby Boomer*.

Generation *We* behaved more conscious with regards sustainability in purchasing. Only one out of five test subjects did not buy anything from sustainable origin, while another test subject bought more than half of its viands sustainably. The remaining three test subjects are located in the lower half regarding sustainability in their purchasing behaviour. The group did buy sustainably; five out of ten products were bought sustainably, which makes up half of the shopping basket. The viands that Generation *We* mostly bought sustainable were eggs and meat. Only one out of five test subjects bought fairly traded coffee, chocolate was bought as conventional product. Figures 7 and 8 attached in the Appendix provide a graphical analysis of the purchasing behaviour of Generation *We*.

The comparison of the purchasing behavior of both generations revealed that Generation *We* purchased more viands from a sustainable origin than Generation *Baby Boomer* did. In the individual shopping simulation runs Generation *We* purchased more sustainably than Generation *Baby Boomer* did. In the course of the collective shopping simulation run the shopping basket of Generation *We* was half filled with of sustainable products, while Generation *Baby Boomer* did not buy one single product sustainable. Figure 9 attached in the Appendix presents a graphical comparison of both generations.

Individual and group interviews as well as the respective shopping baskets are presented in Figures 10 to 21 and Tables 3 to 14 attached in the Appendix.

4.2 Key Findings

4.2.1 Sustainability

The individual interview gave information in respect of the reasons of why the test subjects did or did not buy sustainably and of their general understanding of the definition of sustainability. The definitions of sustainability among Generation *Baby Boomers* were quite limited: conservation of resources and a resource-friendly cultivation were the most given answers. One test subject claimed to not have any idea of the concept and to actually not care about it either. The aspect of fair trade was mentioned from one test subject, none did mention the aspect of an organic origin of viands explicitly. Generation *We* had a more diversified opinion on sustainability: answers to the question of the definition of the term ranged from the conservation of resources over an animal husbandry appropriated to the species, the reduction of emissions and an environmentally compatible cultivation up to equal opportunities for future generations regarding consumption and a fair payment for the farmers cultivating the viands. In comparison Generation *We* included the aspects of organic farming and fair trade far more often than did Generation *Baby Boomer*.

As a consequence hypothesis 3 can partly be affirmed: Generation *We* has a more differentiated definition of sustainability and ethical consumption than Generation *Baby Boomer*. But against assumption Generation *Baby Boomer* had a broader opinion on sustainability - in fact an organic origin was barely part of the definition.

As much as definitions varied widely, also the purchasing motives when purchasing sustainable products differed. Generation *Baby Boomer* bought sustainable products mainly out of individualistic than conscious reasons like product's taste and quality and individualistic health issues. None claimed to have bought sustainable products out of the aspects they indicated as part of the definition of sustainability. One of the main reasons for not having bought sustainable was excessive prices. To consume ethically is not only a question of will but also of money. Other individualistic motives that kept them from purchasing sustainable products were no notable difference regarding taste and no apparently influence on health. Also brand loyalty did win more than once over sustainable products. The concept of sustainability and its labels still receive a lot of mistrust. Especially the mistrust against the fair trade label shows the more individualistic behaviour among Generation *Baby Boomer* at grocery shopping. The fact that brand loyalty wins over sustainability became particularly clear using the examples of bananas. One test subject mentioned the scandals Chiquita had regarding human rights and environmental standards – nevertheless he bought Chiquita although organic bananas are at the same price. Sustainability is treated like an Add-On, the test subjects were taking non-reflected choices and seeing themselves with a situational responsibility.

In comparison, Generation *We*'s motives for buying sustainable products were more altruistic. The ones who bought eggs, milk and meat of an organic origin stated that an animal husbandry appropriate to the species were their primary motive. With regard to vegetables several of the test subjects indicated that they would rather buy regional than organic products due to the emissions, even if it cannot be distinguished whether vegetables are cultivated by farmers or greenhouses. In general Generation *We* had a brought understanding of the significance of buying sustainably that also matched their previously given definitions on the term. But here too the aspect of fair trade was pushed into the background: the test subjects had doubts regarding the sincerity of the fair trade declaration and its controllability. Individualism also became visible in the purchasing behaviour of Generation *We* in terms of taste, brands and price. Nevertheless, their own well-being was assessed in relation to the well-being of others. Therefore, the empirical study verified the seventh hypothesis that Generation *We* sets its own well-being in relation to the well-being of others. However, it was not so much the well-being of other people –farmers elsewhere- than the well-being of regional farmers and animals in husbandry. Reasons for not buying sustainably again were mistrust in the significances of organic and fair trade and a lack of transparency.

Views on the concept of sustainability differed only slightly, whilst views on the concept and actual purchasing behaviour differed quite a lot within Generation *Baby Boomer*. Generation *We* was more consistent in concept and purchasing behaviour.

4.2.2 Individualization

The interviews demonstrated that individualization remains an important topic for Generation *Baby Boomer* when it comes to their purchasing behaviour. Compared with Generation *We* this generation indicated that their own well-being were the primary motives when purchasing viands. To satisfy their convenience they chose what they considered for "better goods": products they related with high quality standards and positive consequences for their health and the taste. Several times this product choice matched with the choice of organic products e.g. when choosing organic carrots because of their supposedly lower content of nitric or when choosing organic eggs because of their association organic equates higher quality and taste. However, by the majority individual motives such as taste and subjective feelings of quality were set over the aspect of sustainability.

Generation *We* had its individualistic motives when purchasing viands, but they were not valued higher than the aspect of sustainability as Generation *We* first mentioned sustainably motives and when interviewed they never mentioned personal health aspects. Consequently, hypothesis 6 can be verified – the purchasing behaviour of Generation *Baby Boomer* considers more individualistic motives than the purchasing behaviour of Generation *We*.

Theoretical research revealed that individualization is not replaced but rather complemented by the *We*-trend. Humans care about mankind. Hypothesis 5 aimed at verifying this theoretical statement. The majority of the test subjects did buy sustainable products. And whereas some did it primary out of individualistic reasons such as taste and health, everyone was aware of ethical reasons. Hypothesis 5 can therefore be partly verified: Ethical consumption forms part of the decision criteria of individuals. What cannot be confirmed is the fact that this also applies on highly individualistic people. Both generations analyzed in the empirical study were collectives. Highly individualistic people did not form part of one of the generations. Their behaviour in collective decisions has still to be examined.

4.2.3 *We*-Trend

During the interview both generations were asked about the composition and the sense of community of their groups. The *Baby Boomers* are part of a neighbourhood network. They form a close community seeing each other on an almost daily basis. New residents were welcomed friendly and immediately integrated in responsibilities. Over the time neighbours have become friends and turned into a collective without the pursuit of a specific purpose. The test subjects of Generation *We* are a group of friends doing sports together weekly. It began with two cousins, one's girlfriend joined, her best friend and later their common roommate. The primary purpose of this collective is to motivate each other.

Based on the group interviews, hypothesis 2 can be verified. Both groups have a strong sense of community and have crossed the line from connective to collective.

During the common shopping simulation, Generation *Baby Boomer* made their decisions based on a simple democracy voting. Each test subject named the product choice they primary had made and then a majority decision was taken. Though this was a group decision, it was one that kept the individual purchasing decision and let it directly influence in the group decision. According to the group there were no major discussions about the product selection. Test subjects who previously had bought products of organic origin could not convince the other participants with their choice – as stated by the group they did not even try, as they were no militants. In comparison, Generation *We* took every decision from the beginning. Every opinion was heard and discussed. When it came to the product decisions of vegetables, product descriptions were consulted for researching the origin of carrots and cucumber – as soon as there was the slightest chance that the origin could be German, they chose regional over organic origin. With their debates about the product choices it was possible to convince non-organic buyers and increase their awareness of the problem. In the course of these debates sustainability several times also prevailed over brand loyalty, which can be seen by the examples of milk and bananas.

Concluding from the results of the common shopping simulation, it can be derived that the influence of the *We*-trend on the purchasing behaviour in regards of sustainable products is positively stronger within Generation *We*. They were eager to please every member's opinion and thought about the impact their product choices might entail. Therefore, hypothesis 4 can be verified.

4.2.4 Synergy of the Trends

Individualization - Sustainability

The synergy of individualization and sustainability varies between the generations. Among Generation *Baby Boomer* the individual was put prior to sustainability. The ones buying sustainable products consciously had chosen these products to a greater or lesser extent due to the betterment of their personal convenience. Individualistic motives were more influential on purchasing decisions than the aspect of sustainability. Also during the collective shopping simulation sustainability was not pursued consequently by the ones who had chosen organic products in the individual shopping simulation but rather the individual convenience of the group. In comparison, test subjects of Generation *We* behaved more consequently in their choice of products and had reasonable explanations for the choices made unsustainably. Their opinions in favor of sustainable products were not based on individual needs. During the common shopping simulation they were at the majority of the priority sustainably purchased products rigorous in their positions. Due to that firmness they were able to convince the buyers of non-sustainable products.

Individualization - We

Individualization, not the individual, is ranked higher within the group of Generation *Baby Boomer*. Deriving from their individually made product choices, group decisions were taken by majority voting. Although each product selection was regarded separately, the sustainability of products had no direct influence on the decision making. Individualization was higher valued than the *We*-feeling of human beings. On the contrary, Generation *We* considered the individually made product choices - but instead of letting them have any impact on the collectively made decision, they decided new for every single product. The individual views on sustainability and ethical consumption encouraged discussions and partially were able to bring decisions on the track of organic products. The group did only vote against a sustainable product with regard to coffee, when the individually made choices were a regional coffee brand or fair trade coffee. Here again individualization was stated higher than the *We*-feeling of mankind.

Sustainability – We

Due to the majority voting, the point of view regarding sustainability of the individual had no noticeable influence on the collectively made decision by Generation *Baby Boomer*. Whereas *within* Generation *We* it was considered at any decision where the test subjects prior had chosen sustainable products. By discussing and the reading of the product descriptions decisions were taken collectively.

With regard to the theoretical research, the empirical study and its sub-hypotheses the main hypothesis of this paper can be verified: *We*-Groups tend to buy more sustainably than individuals by themselves. Knowing about this influence, the next step for corporations is an adequate implementation of these interacting trends in order to influence their customers.

4.3 Implications and Recommendations for Actions

“Brands that succeed in the future will be ones that focus on improving the individual’s wellbeing but also that of others.”

- Umair Haque, Economist & Director of Havas Media Lab

Theoretical research stated that numbers of sustainably bought products are rising although many customers do not trust sustainable labels and concepts. The empirical observation verified this assumption about consumers’ doubts regarding the integrity of concepts like organic or fair trade. Other aspects like a regional origin gain importance. Corporations therefore should take the time and explain their idea of sustainability, ecology and fair trade to the consumer and how they are enforcing and strengthening these concepts with a consistent implementation.

Using the example of Jarfood GmbH this would signify a specific and detailed explanation of its definition of ecology and the publication of the entire supply chain from the farmers via the cook up to the distributors. Concerning the origin, the regional aspect of JARMINO needs to be strengthened and stronger emphasized. To know how regional their ingredients are would grant a complete transparency to the consumers and (re)install their trust. Furthermore, it raises the feeling of togetherness of customers with the farmers. By underpinning their supply chain with interviews and videos of the farmers they would raise their credibility among customers. To complete their vision of sustainability, they could offer the DHL GoGreen delivery where the jars would be sent climate-neutral.

With regard to the purchasing behaviour of German consumers in a group, theoretical research already was pointing the way of the new *We*-trend. The empirical study confirmed these assumptions in regards to Generation *We*, the main target group of JARMINO, that while in a group the consumption behaviour of individuals who previously did not buy

sustainably changes towards a more conscious way of purchasing. It is easier to convince someone of buying sustainably than quitting this shopping behaviour for the matter of community shopping. An imaginable approach of incorporating the *We*-trend in JARMINO is for instance the granting of a discount when existing customers convince potential new customers of the lifestyle of consciousness and sustainability. When purchasing for the first time, customers are able to indicate how they got attentive to JARMINO. JARMINO would need to integrate the option of inserting a name of an existing customer and when the same customer got inserted a determined number of times, they are granted the discount. Although disrespected opinions would say that with this model the commercialization of altruism gets promoted, the idea should be faced from the altruistic point of view with inspiring others of living more mindfully and improving the environmental conditions. And as previously mentioned *We* does not deny the (better) positioning of the individual.

Integrating *We* in the detox program follows a similar method. To undergo the experience of a detox program requires self-discipline. A suitable incorporation would be the possibility of a joint booking for friends, family or colleagues. Apart of getting through the program together, an incentive could be for instance the granting of a discount or the waiver of delivery costs. To incentivize more, the discount should be dependent on the group size – the more detox enthusiasts the greater the discount.

5 Conclusion

5.1 Summary

The fast pace in the consumption of food is a declining trend. Consumers cut back in their demands of food being the functional satisfaction of hunger and return to the desire for naturalness and authenticity in food. Food becomes an art of pleasure, still fulfilling individual expectations regarding personal health, high quality and better taste.

This thesis gives a profound understanding of the trends of sustainability, individualization and the newly emerged *We*-trend in the consumption behaviour of German consumers. These trends were considered firstly alone due to their impact they separately have on the consumer's purchasing behaviour due to psychologic and social motives and reasons.

In order to operationalize these trends in the long term, corporations do not only have to care about their separate impact. They also have to consider the interplay of these trends within the framework of connectivity.

Consumers' predominant motivations for buying sustainably depend on intrinsic motives such as benefits for personal health and well-being, better quality and better taste. However, also altruistic reasons such as the well-being of others, a fair payment for farmers and a species-appropriated animal husbandry influence their purchasing decisions.

Individualization still is the megatrend, consumers distinguish brands by emotions. Brands become emotionalized and consumers prefer own emotions for distinguishability. Food corporations use the tendency towards the intensified demand for individualistic health and orientate their products on individual nutritional styles. The *We*-trend is overarching, intervening with all other trends. The crowd strengthens the individual in opinion and behaviour and also in terms of sustainability – individuals are joining forces to demand a consistent transparency in terms of corporate sustainability.

In the course of this paper, the main thesis that *We*-groups tend to buy more sustainably than individuals by themselves was verified. This opens up a whole new range of possibilities for the influence of their customers. In order to do so properly, corporations which already follow one of the existing trends need to comprehend the conditions of each trend, their alone impact, the interplay between all of them and possible consequences on the purchasing behaviour. Only then corporations can apply them properly and influence the consumer purchasing behaviour of their customers towards their own benefit.

5.2 Critical Acclaim

This paper verifies hypotheses regarding the influence of trends in consumption on the purchasing behaviour of German consumers. The hypotheses were developed on the basis of a profound literature research. Their verification happened by means of an empirical study, which does not cover up all aspects influencing the customers' purchasing behaviour such as demographic, socio-economic and psychological aspects. Hence, the empirical study cannot be declared as generally valid.

The theoretical literature research in this thesis is based on certain futurologists and institutions and their respective opinions on trends and megatrends. In this paper sustainability is constituted as a trend developing towards a megatrend due to its universality and its increasing significance in already many countries. However, other institutions like the Zukunftsinstitut do not consider it a megatrend and therefore might come to other conclusions on the verification of the hypotheses. This paper just examined the purchasing behaviour with regard on the trends of sustainability, individualization and the *We*-trend. It is to be expected that trends respond to one another in a certain manner, therefore the outcome of the empirical study might have been different if other trends had been chosen. The *We*-trend was examined within generational homogeneous groups. This is not the general rule; usually *We*-groups are cross-generational. Under this precipitated circumstance, the empirical study cannot be validated as generally solid. Also, the outcome might have been different if more test subjects per generational test group had been consulted. The outcome of this study therefore cannot be declared as generally valid.

Trends are consequently developing and influencing our lives in any possible ways. The aspects which are involved in the development of trends could only be partly covered in this thesis. Therefore, the accomplishment of the empirical study might have a different outcome if all aspects are taken into account and/or if it is carried out in a few years.

The empirical study is only conditionally informative with regards to the actual purchasing behaviour of the test subjects. Although REWE as the second biggest German supermarket chain was chosen, not every test subject does its usual shopping there. Hence, their chosen products might vary from their general product choices. Another aspect that has to be considered is that due to the fact that they were aware of being observed.

In interviews and obvious observations people often present themselves in a positive light which does not correspond with reality. What they think and say must not conform to their actions. Insofar the results of this study have to be viewed against the background of a socially expected behaviour and answers.

Furthermore, any derivations made from the answers of the test subjects have to be regarded as pure interpretation on the part of the observer and cannot be considered as generally valid.

This paper and the included empirical study can be used as a starting base for further research, which can be developed, expanded and modified to personal interests.

5.3 Outlook

Trends are constantly developing and by that influencing our purchasing patterns. Sustainability as an emerging trend is already taking up a significant role in our consumption behaviour. Organic markets and products are thriving and more and more also fair trade products are pushing in the awareness of the consumers. The willingness to pay more for sustainable products has not yet overarching prevailed. But due to rising numbers, it is to be expected and once established as standard, consumption behaviour will change completely. Ethical consumption is not just the organic factor but increasingly involves social aspects. The *We*-trend is going to create more business models regarding both connectives and collectives. This interplay with the trend of individualization has to be kept in view continuously.

Their further interaction will have huge impact on the purchasing behaviour in terms of food consumption, as tendencies go towards a more collective society in terms of cooking and nutrition.

This thesis can be used as the basis for further research regarding the influence of the trends separately, their interplay or the interplay with other trends or aspects impacting on the German consumer behaviour.

IV. Glossary

Collaborative Leadership	New form of leadership with multiple head managers collaborating
Consumer Society	Society in which the buying and selling of goods and services is the most important social and economic activity
Crowdfunding	Practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via Internet
Mass Consumption	The use or purchase of goods or services by a large number of people
Mass Production	The efficient manufacture of goods in large quantities, often using standardized designs and assembly-line techniques.
Neighbourhood Network	Strong sense of community among neighbours, shows the same characteristic as any other network
Sharing Economy	Economic model in which individuals are able to borrow or rent assets owned by someone else

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Appendix to the Thesis

„The Impact of the We-Trend on Sustainability and Individualization in Consumer Behaviour - As Shown on the Example of Jarfood GmbH“

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Sustainability

<u>Social</u>	<u>Ecological</u>	<u>Economical</u>
Equal	Environment	Transparency
Fair	Nature	Corporate Responsibility
Ethical	Biological	
Respectful	Regional	
Human	Organic	

Figure 1: The Three Dimensions of Sustainability

Source: Author's own illustration, based on Müller 2015, p. 6

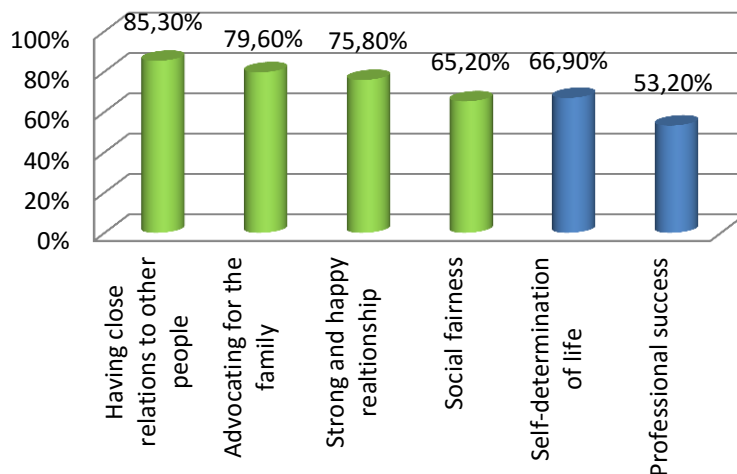


Figure 2: Desirable Aspects of Life of the German Population

Source: Author's own illustration, based on Statista 2016, "Was halten Sie persönlich im Leben für besonders wichtig und erstrebenswert?"

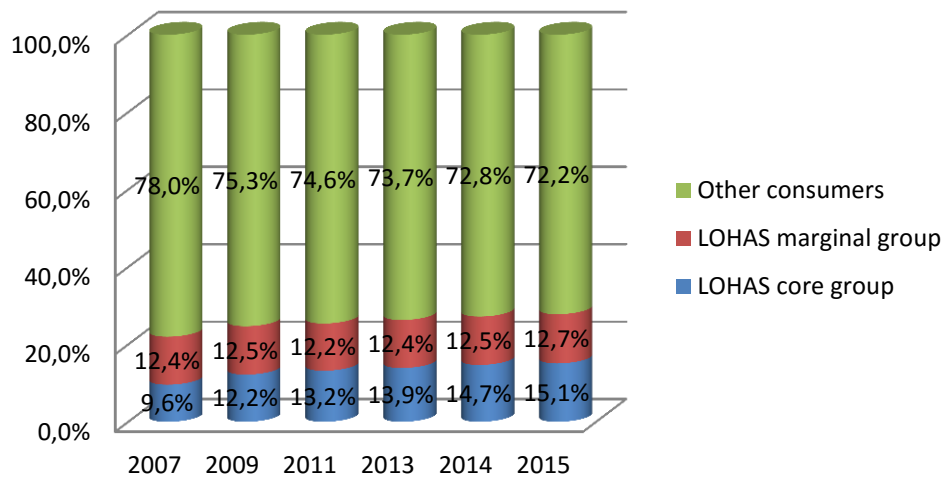


Figure 3: LOHAS in German Society

Source: Author's own illustration, based on Statista 2016, „Anteil der Verbraucher mit umwelt- und sozialetischer Konsumhaltung (LOHAS) in Deutschland in den Jahren 2007 bis 2015“

Product	Possible Product Choices	
	Non-Organic	Organic
Cucumber	Conventional Origin	Labeled as Organic
Carrots	Conventional Origin	Labeled as Organic
Bananas	Conventional Origin	Labeled as Organic
Basil	Plastic Package Whole Plant	Whole Plant Labeled as Organic
Milk	Conventional Origin	Labeled as Organic
Eggs	Barn Husbandry Free Range Husbandry	Organic Husbandry
Meat	Conventional Origin	Labeled as Organic
Juice	Conventional Juice	Labeled as Organic
Coffee/Tea	Conventional product	Labeled as Organic or Fairtrade
Chocolate	Conventional Product	Labeled as Organic or Fairtrade

Table 1: Criteria on Product's Sustainability

Source: Author's own illustration, based on the requirements for organic and fairtrade labelling

Prearrangements	<ul style="list-style-type: none"> • Creation of an REWE shopping account • Selection of the tab “Online Shoppen” • Enter “20259” as postal code
Briefing	<ul style="list-style-type: none"> • Presentation of the interviewer and observer • Declaration of bachelor thesis • Short introduction to the topic without revealing the focus of this thesis • Requesting the permission of recording and taking screenshots of the online shopping basket and their utilization for this paper • Securing complete anonymity during and after the shopping simulation • Statement that a more particular explanation follows after the study is carried out and the option of revoking the permission of recording and taking screenshots of the online shopping basket <p><i>This thesis aims at examining the shopping behaviour of German customers with regard to different factors during individual and collective shopping decisions. In the course of this study I am going to analyze the shopping behaviour of various test subjects during an online shopping simulation. It is part of the study that the test subjects of each test group know each other.</i></p> <p><i>Prior to their run, all test subjects will receive a shopping list with specified items that they are asked to purchase. Furthermore, they are asked to pick them in regard of brands, package and other characteristics as they would usually do. First, you as test subjects will buy specified items individually while being on yourselves. Even I, as the observer, will not be present. Time for each shopping simulation will be stopped as a matter of completeness. After each test subject has finished the individual online shopping simulation, all test subjects have to rerun the online shopping simulation together as a group. They have to buy the very same items as in the first run, but have to make the decision which product to buy on a common basis. It is not allowed to leave the purchasing decision up to one or several members of the group. Every group member has to be part of the process of decision making and has to approve the commonly agreed upon product choice. Again, time of the common shopping simulation will be stopped as a matter of completeness.</i></p> <ul style="list-style-type: none"> • <i>After both runs are finished, firstly each test subject will be interviewed individually regarding his/her individually made purchasing decisions and secondly all test subjects will be interviewed together regarding their common made purchasing decisions.</i>
Study Conduct	<ul style="list-style-type: none"> • Numbering of the test subjects • Handing over the shopping list with an explanation under which category the items to be purchased can be find • Technical introduction to the REWE Online Shopping tool <ol style="list-style-type: none"> 1. Indication on where to find the required shopping categories

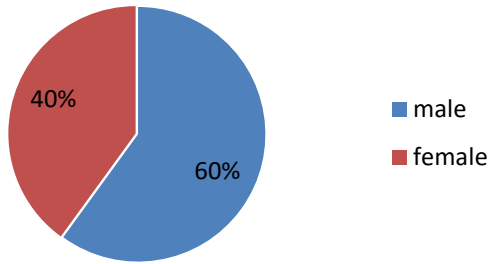
	<p>2. Indication on how to change the quantity of the products 3. Indication on how to put the product into the shopping basket</p> <ul style="list-style-type: none"> • Reinsure there are no doubts and/or questions • Preparation of the stop watch • Observer leaves the room where the test subject runs through the shopping simulation
Follow up after the individual run of the shopping simulation	<ul style="list-style-type: none"> • Reinsure there are no doubts, questions and technical issues • Listing of the finish times • Taking screenshots of the online shopping basket • Storing of the screenshots in a folder with the respective number of the test subject
Repeated Briefing of the Common Run of the Shopping Simulation	<p><i>Please remind that in this run of the online shopping simulation you are shopping as a group and that every individual's opinion must be heard, respected and taken into account. You have to make every purchasing decision as a group - discussions about the product choices are more than welcome. It is not allowed to leave the purchasing decision up to one or several members of the group. Every group member has to be part of the process of decision making and has to agree with agreed upon product choice.</i></p>
Study Conduct	<ul style="list-style-type: none"> • Reinsure there are no doubts and/or questions • Preparation of the stopwatch • Observer leaves the room where the test subjects run through the shopping simulation
Follow up after the Common Run of the Shopping Simulation	<ul style="list-style-type: none"> • Reinsure there are no doubts, questions and technical issues • Listing of the finish time • Taking screenshots of the online shopping basket • Storing of the screenshots in a folder marked as the common run of the shopping simulation
Individual Interviews	<ul style="list-style-type: none"> • Analysis of the individual's shopping basket with respect to the sustainability of the purchased items • Initiating the interview with the request to be as honest as possible regarding their respective opinions on the questions about to be asked • Determination of sex and year of birth of the test subject <ol style="list-style-type: none"> 1. <i>Did you read the product description before, during or after making the purchasing decision? Please, explain your answer.</i> 2. <i>What does the term sustainability mean to you?</i> 3. <i>Do you think that you buy sustainably?</i> <ul style="list-style-type: none"> • Enlarge upon the individually made purchasing decisions with regard to the product's sustainability <ol style="list-style-type: none"> 4. <i>Do you exclude brands from your grocery shopping? If yes, please state why.</i> 5. <i>Do you prefer any brands over others while grocery shopping? If yes, please state why.</i>

<p>Group Interview</p>	<ul style="list-style-type: none"> • Analysis of the common shopping basket with respect to the sustainability of the purchased items • Initiating the interview with the request to be as honest as possible regarding their respective opinions on the questions about to be asked <p><i>First, I have some questions regarding you as a group.</i></p> <ol style="list-style-type: none"> 1. <i>Do all of you know each other?</i> 2. <i>Would you call yourself a group?</i> 3. <i>If so, please describe your group and the kind of solidarity, if existing. Please do also mention common activities you realize and with which frequency you see each other.</i> 4. <i>How did you fare with the common shopping and the requirement of deciding on every item as a group? How did you come to your decisions?</i> 5. <i>Did you read the product description before, during or after making the purchasing decision? Please explain your answer.</i> <ul style="list-style-type: none"> • Enlarge upon the individually made purchasing decisions with regard to the product's sustainability <ol style="list-style-type: none"> 6. <i>What were the points to be discussed?</i> 7. <i>Was sustainability part of your discussion?</i> 8. <i>Were brands parts of your discussion?</i>
<p>Completion</p>	<ul style="list-style-type: none"> • Reinsurance about doubts and/or questions • Reinsurance about the permission of recording and taking screenshots of the online shopping basket. Enable the possibility of revoking the permission <p><i>This thesis aims at examining the shopping behaviour of German customers during individual and common shopping decisions with special regard to the sustainability of the purchased products and how the quantity of sustainable products changes within individual and group shopping simulations.</i></p> <p><i>Thank you very much for you time during this study and your honesty regarding the questions on your shopping behaviour and the purchased items.</i></p>

Table 2: Guideline for the Study Conduct

Source: Author's own illustration

Generation We



Baby Boomers

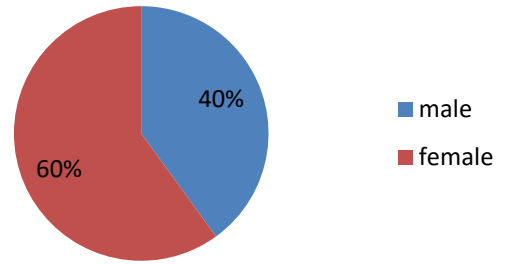


Figure 4: Distribution of Sex within the Generations

Source: Author's own illustration

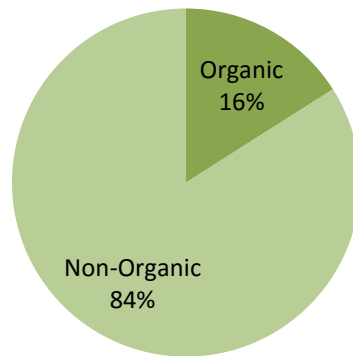


Figure 5: The Ratio of Organic to Non-Organic Products Purchased by Generation Baby Boomer

Source: Author's own illustration

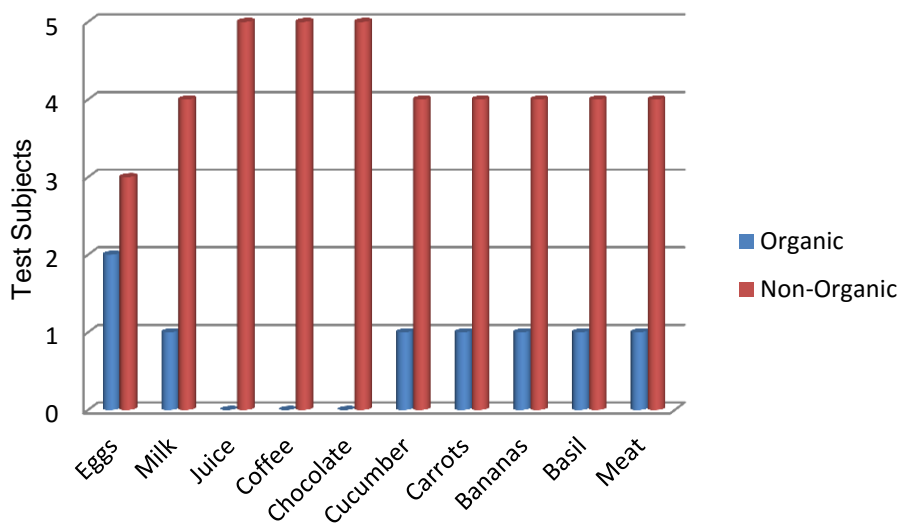


Figure 6: Products Purchased Sustainably by Generation Baby Boomer

Source: Author's own illustration

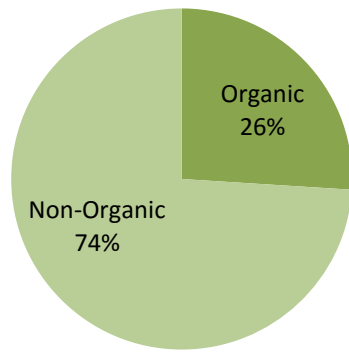


Figure 7: The Ratio of Organic to Non-Organic Products Purchased by Generation We
 Source: Author's own illustration

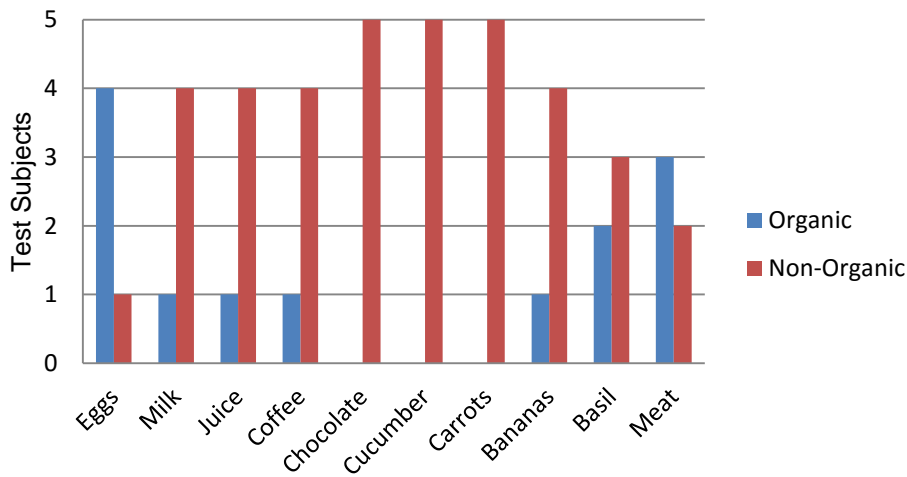


Figure 8: Products Purchased Sustainably by Generation We
 Source: Author's own illustration

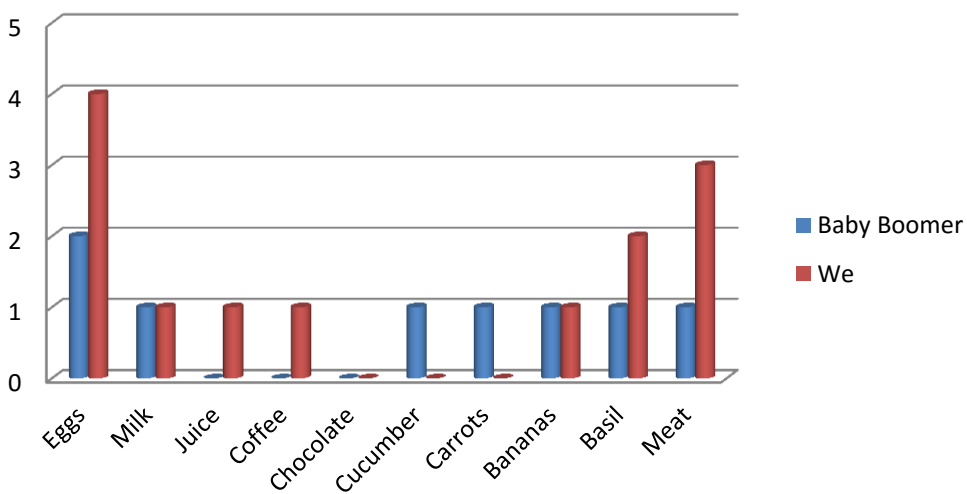


Figure 9: Comparison of the Generations Regarding Purchased Organic Food
 Source: Author's own illustration

Generation Baby Boomer

Test Subject 1: male, born 1958, time stopped 5:58 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 Wilhelm Brandenburg Hähnchen-Innenbrustfilet 350g 350g (1 kg = 9,97 €)	- 1 +	3,49 €	3,49 €
Frühstück - 1 Artikel			
 Teekanne Rooibos Vanille 35g, 20 Beutel 35g (100g = 6,26 €)	- 1 +	2,19 €	2,19 €
Getränke - 1 Artikel			
 Hohes C Milder Apfel 1l 1l	- 1 +	1,79 €	1,79 €
Kühlung - 2 Artikel			
 Weihenstephan Haltbare Alpenmilch 1,5% 1l 1l	- 1 +	0,99 €	0,99 €
 REWE Bio Frische Bio-Eier 6 Stück 6 Stück	- 1 +	2,15 €	2,15 €
Obst & Gemüse - 4 Artikel			
 Chiquita Banane 1 Stück ca. 200g (1 kg = 1,99 €)	- 5 +	0,40 €	1,99 €
 Salatgurke	- 1 +	0,59 €	0,59 €
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1,29 €	1,29 €
 REWE Basilikum im Topf	- 1 +	1,69 €	1,69 €
Süßigkeiten - 1 Artikel			
 Ritter Sport Nugat 100g 100g	- 1 +	1,09 €	1,09 €
Warenkorb Mindestbestellwert 40 €			17,26 €

Figure 10: Shopping Basket of Test Subject 1, Generation Baby Boomer

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass Sie sich die Zeit für die Teilnahme an dieser Beobachtung genommen haben. Ich würde Ihnen jetzt gerne noch ein paar Fragen zu Ihrem Einzel-Einkauf stellen. Vorher noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. Welcher Jahrgang sind Sie?
Test Subject 1	1958
Interviewer	Danke. So, zum Einstieg erstmal die Frage: Haben Sie sich die Produktbeschreibungen durchgelesen?
Test Subject 1	Nein. Tue ich nie.

Interviewer	Okay. Nächste Frage: Was bedeutet für Sie Nachhaltigkeit?
Test Subject 1	Ressourcenschonender Anbau und Abbau
Interviewer	Und fühlen Sie sich dafür irgendwie mitverantwortlich?
Test Subject 1	Ich würde das situative Verantwortung nennen, ich kaufe sehr stark von der Situation abhängig und entscheide oft auch sehr egoistisch. Ich denk jetzt nicht jedes Mal drüber nach, was ich kaufe und ob das nachhaltig ist oder nicht. Ich denk, ich kaufe teilweise sehr unreflektiert ein.
Interviewer	Sie haben manche Produkte wie zum Beispiel Eier aus ökologischem Anbau gekauft, andere wie die Milch oder Gemüse aus herkömmlichem Anbau. Warum?
Test Subject 1	Bei Eiern finde ich schmeckt man den Unterschied, die kaufe ich gern Bio ein. Da merke ich einen geschmacklichen Unterschied. Bei Gemüse hab ich da nicht den Eindruck, ich kaufe aber auch seltener Gemüse ein. Generell kauft eher meine Frau ein, aber wenn ich einkaufen würde, würde ich auf jeden Fall Bio Eier kaufen.
Interviewer	Bei Gemüse merkt man es vielleicht nicht am Geschmack, aber Bio Gemüse darf nicht mit Pestiziden gespritzt werden. Da ist es also eher ein gesundheitlicher Aspekt. Haben Sie das mal so betrachtet?
Test Subject 1	Ich kaufe auf reiner Geschmacksebene ein und jetzt nicht unbedingt unter gesundheitlichen Aspekten. Wird einem schon nicht schaden. Meine Priorisierung ist da sehr individuell.
Interviewer	Gilt da auch für die Marken? Kaufen Sie manche Marken aus Prinzip nicht bzw. kaufen Sie bei Produkten bevorzugte Marken?
Test Subject 1	Ausgeschlossen war keine. Bei Bananen kaufe ich Chiquita, die stehen für Qualität. Das ist eine reine Markenentscheidung. Und die Milch auch. Weihenstephan kommt aus Bayern, da arbeite ich. Die kaufe ich immer. Da bin ich auch bereit Geld auszugeben, die soll mir die ganze Woche gut schmecken.
Interviewer	Und Bio-Milch schmeckt nicht die ganze Woche?
Test Subject 1	Doch, vielleicht. Bestimmt. Aber ich vertraue da auf Weihenstephan.
Interviewer	Sie haben beim Saft Hohes C Apfelsaft gekauft, obwohl der Bio-Apfelsaft sogar billiger gewesen wäre. Auch eine reine Markenentscheidung.
Test Subject 1	Ja. Das kenn ich noch von früher, hohes C steht für hohe Qualität.
Interviewer	Eine letzte Frage. Der Tee, den Sie gekauft haben, gibt es auch in einer biologischen und

	sogar in einer Fair Trade Variante. Haben Sie mal drüber nachgedacht, diesen Tee zu kaufen? Preislich ist der Unterschied auch nicht groß.
Test Subject 1	Bisher noch nicht, ehrlich gesagt. Könnte ich mir aber mal anschauen.
Interviewer	Vielen Dank für Ihre ehrlichen Antworten. Ich werde jetzt Ihre restlichen Gruppenmitglieder zu Ihren Entscheidungen befragen und dann werden Sie noch einmal alle zusammen befragt.

Table 3: Transcript of the Recorded Interview with Test Subject 1, Generation Baby Boomer

Source: Author's own illustration

Test Subject 2: female, born 1957, time stopped 18:01 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 Rügener Mühle Mühlen-Frikadellen klassisch 165g 165 g (100 g = 1,21 €)	- 1 +	1,99 €	1,99 €
Frühstück - 1 Artikel			
 Dallmayr Prodomo 500g 500 g (1 kg = 11,58 €)	- 1 +	5,79 €	5,79 €
Getränke - 1 Artikel			
 REWE Beste Wahl Apfelsaft 1l	- 1 +	0,79 €	0,79 €
Kühlung - 2 Artikel			
 REWE Beste Wahl Eier Freiland weiß Klasse M-L 10 Stück 10 Stück	- 1 +	2,19 €	2,19 €
 Weihenstephan H-Milch 3,5% 1l	- 1 +	1,05 €	1,05 €
Obst & Gemüse - 4 Artikel			
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1,29 €	1,29 €
 Salatgurke	- 1 +	0,59 €	0,59 €
 REWE Beste Wahl Bananen 1 Stück ca. 200 g (1 kg = 1,69 €)	- 5 +	0,34 €	1,69 €
 Basilikum in der Schale 15g 15 g (100 g = 6,66 €)	- 1 +	0,99 €	0,99 €
Süßigkeiten - 1 Artikel			
 Milka Luftée Schoko Tafel 100g 100 g	- 2 +	1,99 €	2,18 €
Warenkorb Mindestbestellwert 40 €			18,55 €

Figure 11: Shopping Basket of Test Subject 2, Generation Baby Boomer

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass Sie sich die Zeit für die Teilnahme an dieser Beobachtung genommen haben. Ich würde Ihnen jetzt gerne noch ein paar Fragen zu Ihrem Einzel-Einkauf stellen. Vorab noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. In welchem Jahr sind Sie geboren?
Test Subject 2	1957
Interviewer	Danke schön. Sie haben 18 Minuten für Ihren Einkauf gebraucht, haben Sie sich die Zeit genommen um die Produktbeschreibungen zu lesen?
Test Subject 2	Nein. Es gab technische Probleme, deswegen hat das alles so lange gedauert.
Interviewer	Dafür entschuldige ich mich. Ich hoffe Sie konnten trotzdem alles einkaufen, was auf der Liste stand. Zunächst einmal die Frage: Was bedeutet für Sie Nachhaltigkeit?
Test Subject 2	Da achte ich nicht drauf. Bio ist mir zu viel Mäuscherei, da wird nur beschissen.
Interviewer	Also ist Bio für Sie nachhaltig? Hab ich das richtig rausgehört?
Test Subject 2	Ja, aber das kaufe ich nicht. Da gibt es zu viele Skandale, das kann sich ja jeder auf die Packung schreiben.
Interviewer	Aber es gibt ja verschiedene Siegel, das Bio-Siegel zum Beispiel, welches u.a. der EU-Regulation untersteht. Haben Sie sich damit mal eingehender beschäftigt?
Test Subject 2	Nee, auch nicht so richtig. Aber man sieht ja die Dokus im Fernsehen oder liest von den Lebensmittelskandalen, wenn sie mit Bio pfuschen.
Interviewer	Okay. Dann ist das auch der Grund warum Sie kein Bio kaufen?
Test Subject 2	Richtig. Sollte man vielleicht tun, mach ich aber nicht, wenn das alles so undurchsichtig ist.
Interviewer	Vielen Dank für Ihre Ehrlichkeit. Nachhaltig wäre ja aber zum Beispiel auch, wenn sie die ganze Basilikumpflanze gekauft hätte und nicht das kleinere Bündel in der Plastikverpackung. Das wäre auch noch billiger gewesen.
Test Subject 2	Preislich achte ich da sowieso nicht drauf. Und was soll ich denn mit so viel Basilikum? Der Pott steht dann nur rum und vergammelt.
Interviewer	Alles klar. Wie sieht es denn mit Fair Trade Produkten aus? Das ist ja ein ähnliches Konzept mit den Regularien und dem Siegel. Und da gab es keine Skandale, die so in die Öffentlichkeit gezerrt wurden. Sie haben jetzt Milka und Dallmayr Prodomo gekauft.
Test Subject 2	Die kauf ich immer! Kommt Fair Trade überhaupt

	bei den Farmern da drüben an?
Interviewer	Ja, das tut es. Die Standards, die eingehalten werden müssen, sind sehr hoch und unterliegen strengen Kontrollen, die auch regelmäßig durchgeführt werden. Genau wie bei Bio. Das kann ja auch nicht jeder einfach auf sein Produkt schreiben.
Test Subject 2	Weiß ich nicht, was man da so alles hört...
Interviewer	Gut, jetzt hab ich noch eine Frage zum Abschluss: Waren für Sie bestimmte Marken grundsätzlich ausgeschlossen, also die sie aus Prinzip nicht kaufen? Und gibt es Marken, die Sie immer kaufen?
Test Subject 2	Eigenmarken. Ich kaufe keine Eigenmarken. Das ist so billig, da kann ja nix gutes drin sein. Und ich kaufe nur deutsche Butter. Die andere, die mit dem goldenen Papier, die ehm..
Interviewer	Kerry Gold
Test Subject 2	Ja genau, Kerry Gold. Da hab ich gelesen, dass die voller Weichmacher sein soll, deswegen kauf ich die nicht.
Interviewer	Okay. Und Marken, die sie bevorzugt kaufen?
Test Subject 2	Mh nö, ich weiß gar nicht so genau, was ich immer kaufe.
Interviewer	Also keine bevorzugten Marken?
Test Subject 2	Würd ich jetzt nicht sagen.
Interviewer	Okay, gut. Dann vielen Dank für Ihre ehrlichen Antworten. Ich werde jetzt Ihre restlichen Gruppenmitglieder zu Ihren Entscheidungen befragen und dann werden Sie noch einmal alle zusammen befragt.

Table 4: Transcript of the Interview with Test Subject 2, Generation Baby Boomer
Source: Author's own illustration

Test Subject 3: male, born 1955, time stopped 09:03 minutes

Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
REWE Bio Rinderhackfleisch 400g 400 g (1 kg = 14,98 €)	- 1 +	5 ⁹⁹ / _€	5⁹⁹/_€
Frühstück - 1 Artikel			
Melitta Auslese klassisch 500g 500 g (1 kg = 9,98 €)	- 1 +	4 ⁹⁹ / _€	4⁹⁹/_€
Getränke - 1 Artikel			
Lipton Ice Tea Sparkling Classic 0,33l 0,33 l (1 l = 1,79 €) zzgl. 0,25 € Pfand	- 1 +	0 ⁵⁹ / _€	0⁵⁹/_€
Kühlung - 2 Artikel			
REWE Bio Frische Bio-Eier 6 Stück 6 Stück	- 1 +	2 ¹⁵ / _€	2¹⁵/_€
Arla Frische Bio Weidemilch 3,8% 1l 1 l	- 1 +	1 ³⁵ / _€	1³⁵/_€
Obst & Gemüse - 4 Artikel			
REWE Basilikum im Topf	- 1 +	1 ⁹⁹ / _€	1⁹⁹/_€
Chiquita Banane 1 Stück ca. 200 g (1 kg = 1,99 €)	- 5 +	0 ⁴⁰ / _€	1⁹⁹/_€
REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1 ²⁹ / _€	1²⁹/_€
REWE Bio Gurke 1 Stück	- 1 +	1 ⁴⁹ / _€	1⁴⁹/_€
Süßigkeiten - 1 Artikel			
Milka Alpenmilch 100g 100 g	- 1 +	1 ⁰⁹ / _€	1⁰⁹/_€
Warenkorb Mindestbestellwert 40 €			22⁶²/_€

Figure 12: Shopping Basket of Test Subject 3, Generation Baby Boomer

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass Sie sich die Zeit für die Teilnahme an dieser Beobachtung genommen haben. Ich würde Ihnen jetzt gerne noch ein paar Fragen zu Ihrem Einzel-Einkauf stellen. Vorab noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. In welchem Jahr sind Sie geboren?
Test Subject 3	1955
Interviewer	Vielen Dank. Zuerst einmal die Frage: Haben Sie sich die Produktbeschreibungen durchgelesen?
Test Subject 3	Nein.
Interviewer	Okay. Nächste Frage. Was bedeutet Nachhaltigkeit für Sie?
Test Subject 3	Ressourcenschonung. Bananen kommen über den halben Ozean, was da an Emissionen

	ausgestoßen wird. Bei Bananen sollte man ja auch eigentlich nicht Chiquita kaufen (<i>hatte mehrere Skandale um Umweltstandards und die Einhaltung der Menschenrechte auf ihren Plantagen, Anmerkung des Autors</i>). Aber manche Marken werden einfach mit Qualität verbunden.
Interviewer	Und Chiquita ist trotz allem so eine Marke für Sie?
Test Subject 3	Ja irgendwie schon, das ist so drin im Kopf.
Interviewer	Ist das noch bei anderen Marken so?
Test Subject 3	Nein, eigentlich nicht. Zumindest nicht bewusst.
Interviewer	Und kaufen Sie bestimmte Marken aus Prinzip nicht?
Test Subject 3	Eigentlich auch nicht.
Interviewer	Ich habe in Ihrem Einkauf gesehen, dass Sie nur die Gurke von den Gemüsesorten aus biologischem Anbau gekauft haben. Warum?
Test Subject 3	Ich esse viel Gurke. Da nehme ich Bio. Aber Bio ist jetzt nicht immer ein Ausschlusskriterium.
Interviewer	Die Eier haben Sie aber auch in der Bio-Variante gekauft. War das jetzt ein Zufall?
Test Subject 3	Ja, bei Eiern verbinde ich damit Qualität. Bio-Eier sind besser. Und gesünder.
Interviewer	Also kaufen Sie immer Bio-Eier, weil Sie damit Qualität verbinden?
Test Subject 3	Ja, also, ich kaufe generell nicht sehr oft ein, das macht eher meine Frau bei uns. Aber wenn ich einkaufen gehe, dann nehme ich immer Bio-Eier.
Interviewer	Gilt das auch für das Fleisch und die Milch? Sie haben auch beides Bio gekauft
Test Subject 3	Beim Fleisch definitiv. Da schmeckt man auch den Unterschied. Das ist wieder der Qualitätsaspekt. Und die Milch kaufe ich immer Bio. Wegen der Milchbauern.
Interviewer	Aus aktuellem Anlass? Weil ja in letzter Zeit viel über die Milchskandale und die nicht ausreichende Bezahlung der Milchbauern berichtet wurde.
Test Subject 3	Ne, das war schon immer so.
Interviewer	Und bei Produkten wie dem Eistee. Da gibt es eine Marke, Charitea. Die bezahlen die Händler und Farmer auch richtig. Haben Sie mal darüber nachgedacht, diese Marke zu kaufen?
Test Subject 3	Joah, nee. Ich hatte momentan einfach Lust auf den Lipton.
Interviewer	Okay, vielen Dank für Ihre ehrlichen Antworten. Ich werde jetzt Ihre restlichen Gruppenmitglieder zu ihren Entscheidungen befragen und dann werden Sie noch einmal alle zusammen befragt.

Table 5: Transcript of the Interview with Test Subject 3, Generation Baby Boomer

Source: Author's own illustration

Test Subject 4: female, born 1958, time stopped 12:04 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 Wilhelm Brandenburg Frische Hähnchenbrustfilets 420g, 3 Stück 1 Stück ca. 420 g (1 kg = 9,99 €)	- 1 +	4,20 €	4,20 €
Frühstück - 1 Artikel			
 Dallmayr Prodomo 500g 500 g (1 kg = 11,58 €)	- 1 +	5,79 €	5,79 €
Getränke - 1 Artikel			
 REWE Beste Wahl Apfelsaft naturtrüb 1l 1 l	- 2 +	0,99 €	1,98 €
Kühlung - 2 Artikel			
 REWE Beste Wahl Eier Freilandhaltung Klasse M-L 6 Stück 6 Stück	- 1 +	1,55 €	1,55 €
 REWE Beste Wahl Frischmilch 3,5% 1l 1 l	- 1 +	0,69 €	0,69 €
Obst & Gemüse - 4 Artikel			
 Salatgurke	- 1 +	0,59 €	0,59 €
 Bio Speisemöhren 1kg 1 kg	- 1 +	1,99 €	1,99 €
 REWE Bio Banane 1 Stück ca. 200 g (1 kg = 1,99 €)	- 5 +	0,40 €	1,99 €
 REWE Bio Basilikum im Topf	- 1 +	1,79 €	1,79 €
Süßigkeiten - 1 Artikel			
 Milka Alpenmilch 100g 100 g	- 1 +	1,99 €	1,99 €
Warenkorb Mindestbestellwert 40 €			21,66 €

Figure 13: Shopping Basket of Test Subject 4, Generation Baby Boomer

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass Sie sich die Zeit für die Teilnahme an dieser Beobachtung genommen haben. Ich würde Ihnen jetzt gerne noch ein paar Fragen zu Ihrem Einzel-Einkauf stellen. Vorher noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. Welcher Jahrgang sind Sie?
Test Subject 4	1958
Interviewer	Zu Beginn die Frage: Haben Sie sich die Produktbeschreibungen durchgelesen?
Test Subject 4	Nö. Mach ich nie. Ich weiß ja, was ich kaufe. Auf

	Marken achte ich da nicht, kauf sowieso immer dasselbe. Ich kauf nur die Sachen, die ich kenn.
Interviewer	Haben Sie dann bestimmte Markenprioritäten bzw. Marken, welche Sie grundsätzlich nicht einkaufen?
Test Subject 4	Dallmayr – die kauf ich immer. Und Chiquita kauf ich nie, wegen der ganzen Skandale.
Interviewer	Vielen Dank. Nächste Frage: Was bedeutet Nachhaltigkeit für Sie?
Test Subject 4	Ach, weiß ich jetzt auch nicht so genau. Nachhaltig ist doch immer deutlich teurer.
Interviewer	Also ist Nachhaltigkeit für Sie kein Entscheidungskriterium beim Einkauf?
Test Subject 4	Nee, ich geh nur nach dem Aussehen. Deswegen hab ich die Gurke nicht in Bio gekauft, die sind immer so klein und schrömmelig. Davon wird ja niemand satt.
Interviewer	Aber die Bananen und Möhren zum Beispiel haben Sie aus biologischem Anbau gekauft.
Test Subject 4	Ja, weil Chiquita kauf ich ja nicht. Das hab ich ja schon gesagt. Und Möhren kauf ich immer Bio, weil die normalen so viele Nitrite haben. Also..hab ich gelesen. Keine Ahnung, ob das stimmt.
Interviewer	Okay. Und die Basilikumpflanze?
Test Subject 4	Och, da war das Bioning nur 10 Cent teurer als die normale.
Interviewer	Sie haben vorhin den Preis als einen Aspekt der Nachhaltigkeit genannt. Beim Kaffee war Ihre Wahl, der Dallmayr, aber sogar teurer als ein Fair Trade Kaffee.
Test Subject 4	Aber Dallmayr assoziiere ich mit frischem duftendem Kaffee. Und die machen das auch schon so lange, da denk ich mir, die müssen ja wissen wie guter Kaffee geht. Und ich trinke sowieso nicht viel Kaffee, da hab ich halt zu etwas gegriffen was ich kannte. Vielleicht würde ich jetzt meine Entscheidung nochmal überdenken, wenn ich jetzt nochmal vor dem Regal stehen würde mein ich.
Interviewer	Das würde mich natürlich freuen. Vielen Dank für Ihre ehrlichen Antworten. Ich werde jetzt Ihre restlichen Gruppenmitglieder zu Ihren Entscheidungen befragen und dann werden Sie noch einmal alle zusammen befragt.

Table 6: Transcript of the Interview with Test Subject 4, Generation Baby Boomer

Source: Author's own illustration

Test Subject 5: female, born 1957, time stopped 11:04 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 Wilhelm Brandenburg Hähnchen-Innenbrustfilet 350g <small>350 g (1 kg = 9,37 €)</small>	- 1 +	3 ⁴⁹ €	3⁴⁹€
Frühstück - 1 Artikel			
 jal Caffè Crema Bohnen 1kg <small>1.000 g</small>	- 1 +	7 ⁷⁹ €	7⁷⁹€
Getränke - 1 Artikel			
 Coca-Cola 4x1.5l <small>4x1.5 l (1 l = 0,86 €) zzgl. 1,00 € Pfand</small>	- 1 +	5 ¹⁶ €	5¹⁶€
Kühlung - 2 Artikel			
 jal Fettarme H-Milch 1,5% 1l <small>1 l</small>	- 1 +	0 ⁴⁵ €	0⁴²€
 REWE Beste Wahl Eier Freiland weiß Klasse M-L 10 Stück <small>10 Stück</small>	- 1 +	2 ¹⁹ €	2¹⁹€
Obst & Gemüse - 4 Artikel			
 REWE Beste Wahl Bananen <small>1 Stück ca. 200 g (1 kg = 1,69 €)</small>	- 5 +	0 ³⁴ €	1⁶⁹€
 REWE Beste Wahl Karotten 1kg <small>1 kg</small>	- 1 +	1 ²⁹ €	1²⁹€
 Salatgurke	- 1 +	0 ⁵⁹ €	0⁵⁹€
 REWE Basilikum im Topf	- 1 +	1 ⁶⁹ €	1⁶⁹€
Süßigkeiten - 1 Artikel			
 Ritter Sport Marzipan 100g <small>100 g</small>	- 1 +	1 ⁰⁹ €	1⁰⁹€
Warenkorb <small>Mindestbestellwert 40 €</small>			25⁴⁰€

Figure 14: Shopping Basket of Test Subject 5, Generation Baby Boomer

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass Sie sich die Zeit für die Teilnahme an dieser Beobachtung genommen haben. Ich würde Ihnen jetzt gerne noch ein paar Fragen zu Ihrem Einzel-Einkauf stellen. Vorher noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. Welcher Jahrgang sind Sie?
Test Subject 5	1957
Interviewer	Vielen Dank. Zum Einstieg erstmal die Frage, ob Sie sich die Produktbeschreibungen durchgelesen haben.
Test Subject 5	Nö. Kenne die Produkte ja, da brauch ich mir nichts durchlesen.

Interviewer	Gut. Dann die nächste Frage. Was bedeutet Nachhaltigkeit für Sie?
Test Subject 5	Ressourcenschonung. Und dass man auch an die Kakaobauern denkt.
Interviewer	Sie haben aber Rittersportschokolade gekauft. Das ist jetzt keine Schokolade, bei der die Kakaobauern fair bezahlt werden.
Test Subject 5	Die hab ich genommen, weil Marzipan meine absolute Liebingsorte ist. Und zu Ostern hatte ich mal Fair-Trade-Schokoeier. Unterschied hab ich da keinen geschmeckt. Die waren nur teurer.
Interviewer	Kaufen Sie deshalb keine biologischen beziehungsweise nachhaltigen Produkte? Weil Sie keinen Unterschied schmecken und die Produkte oft teurer sind?
Test Subject 5	Das klingt jetzt gleich wieder so negativ. Da fühlt man sich direkt schlecht, wenn Sie das so sagen.
Interviewer	Nein, nein. Das sollte überhaupt nicht abwertend klingen. Ich verurteile niemanden für das was er gekauft hat. Es geht mir nur um eine richtige Darstellung Ihrer Einkaufsmotivation, deshalb meine Nachfragen. Bitte entschuldigen Sie, wenn das verurteilend rüberkam.
Test Subject 5	Na gut, okay. Ja, aber das sind schon die Gründe, warum ich das nicht kaufe. Ich schmeck da keinen Unterschied. Und es ist mir schlichtweg zu teuer. Man sieht das dann im Supermarkt so nebeneinander liegen und denkt dann, dass man das vielleicht doch nehmen sollte. Aber immer Bio würde einfach preislich nicht gehen. Und ob dann alles stimmt, was drauf steht, ist nochmal eine ganz andere Frage.
Interviewer	Sie misstrauen also dem Bio-Siegel an sich?
Test Subject 5	Schon irgendwie. Man hat ja so viel schlechtes schon gehört, von Bauern die sich das einfach so auf ihre Möhren drauf schreiben und dann hat das gar nicht gestimmt.
Interviewer	Dann setzen Sie lieber auf Produkte und Marken, die Sie kennen? Ist das so richtig?
Test Subject 5	Ja, könnte man so sagen.
Interviewer	Und haben Sie dabei bevorzugte Marken bzw. Marken, die Sie prinzipiell nicht kaufen?
Test Subject 5	Nein, eigentlich nicht.
Interviewer	Und Marken, welche Sie gerne kaufen?
Test Subject 5	Cola. Da kaufe ich immer das Original. Da bild ich mir auch ein, dass ich einen Unterschied schmecke. Bei Cola und bei Kellogs. Die Billig Cornflakes werden so schnell matschig.
Interviewer	Also ist Markenpriorität der Grund warum Sie heute Cola ausgewählt haben?
Test Subject 5	Ja. Und weil ich gestern Cola getrunken hab, und dann gerade wieder Lust drauf bekommen hab.

Interviewer	Okay, vielen Dank erstmal für Ihre ehrlichen Antworten. Ich werde Sie jetzt noch zu Ihrem gemeinsamen Einkauf befragen. noch einmal alle zusammen befragt.
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Table 7: Transcript of the Interview with Test Subject 5, Generation Baby Boomer
Source: Author's own illustration

Collective Shopping Simulation Baby Boomer:











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 Wilhelm Brandenburg Hähnchen-Innenbrustfilet 350g 350 g (1 kg = 9,97 €)	- 1 +	3,49 €	3,49 €
Frühstück - 1 Artikel			
 Dallmayr Prodomo 500g 500 g (1 kg = 11,58 €)	- 1 +	5,79 €	5,79 €
Getränke - 1 Artikel			
 REWE Beste Wahl Apfelsaft naturtrüb 1l 1 l	- 1 +	0,99 €	0,99 €
Kühlung - 2 Artikel			
 Weihenstephan Haltbare Alpenmilch 1.5% 1l 1 l	- 1 +	0,99 €	0,99 €
 REWE Beste Wahl Eier Freiland weiß Klasse M-L 10 Stück 10 Stück	- 1 +	2,19 €	2,19 €
Obst & Gemüse - 4 Artikel			
 REWE Beste Wahl Bananen 1 Stück ca. 200 g (1 kg = 1,69 €)	- 5 +	0,34 €	1,69 €
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1,29 €	1,29 €
 Salatgurke	- 1 +	0,59 €	0,59 €
 REWE Basilikum im Topf	- 1 +	1,69 €	1,69 €
Süßigkeiten - 1 Artikel			
 Milka Alpenmilch 100g 100 g	- 1 +	1,09 €	1,09 €
Warenkorb Mindestbestellwert 40 €			19,80 €

Figure 15: Shopping Basket of the Collective Shopping Simulation, Generation Baby Boomer

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass Sie den Einkauf noch einmal gemeinsam getätigt haben. Wie ist es Ihnen während der Diskussion ergangen? Sind Sie sich

	schnell einig geworden oder gab es irgendwo größeren Diskussionsbedarf?
Test Subject 1	Alles super.
Test Subject 4	Kein Diskussionsbedarf
Interviewer	Wie sind Sie denn zu Ihren Gruppenentscheidungen gekommen?
Test Subject 1	Jeder hat seine Produktwahl aus dem ersten Durchlauf genannt und dann haben wir geschaut, wer was gekauft hat und von welchem Produkt am meisten und dann wurde demokratisch abgestimmt.
Test Subject 3	Alles kurz und knapp.
Interviewer	Und es gab bei keinem Produkt größere Differenzen?
Test Subject 1	Bei der Cola. Alle hatten Saft oder Eistee, nur [Proband 5] hatte Cola.
Test Subject 5	Die hab ich ja auch nur genommen, weil ich da vorhin so Lust drauf hatte. Die wollt ich ja gar nicht nochmal kaufen!
Interviewer	Und in Bezug auf Bio-Produkte? In den Einzelkäufen haben ja einige von Ihnen Bioprodukte gekauft während andere keine gekauft haben. Wie sind Sie denn damit umgegangen?
Test Subject 2	Wenn das nicht die Mehrheit gekauft hatte, wurde das nicht gekauft.
Test Subject 1	War alles sehr demokratisch hier.
Interviewer	Eine Frage an diejenigen unter Ihnen, die Bio gekauft haben: Haben Sie versucht, die anderen von Ihrer Produktwahl zu überzeugen?
Test Subject 1	Nö.
Test Subject 4	Ach nee, hätten wir natürlich tun können. Aber hier ist jetzt auch niemand so ein militanter Biokäufer, dass es nur das gibt.
Interviewer	Hat der Preis eine Rolle in Ihrer Entscheidung gespielt?
Test Subject 5	Also der spielt eine Rolle, wenn ich allein einkaufen gehe.
Test Subject 1	Bei mir auch. Aber sonst kaufe ich für eine Familie ein, da sieht das wieder anders aus als wenn ich für mich kaufe.
Test Subject 4	Ja, also wir haben alle Familien. Das beeinflusst unsere Entscheidungen natürlich.
Interviewer	Das ist auch gut so. Sie sollten ja so einkaufen, wie Sie es normalerweise tun würden. Eine Frage um an das vorher Gesagt anzuknüpfen: Was ist denn Bio für Sie?
Test Subject 3	Alles was beim Endverbraucher landet.
Test Subject 4	Dass es gesünder für den Konsumenten ist.
Test Subject 1	Aber auch der Herstellungsprozess, dass das ressourcenschonen angebaut wird.
Test Subject 5	Regionalität spielt würde ich sagen auch eine Rolle.

Interviewer	Und Fair Trade? Niemand von Ihnen hat ein fair gehandeltes Produkt gekauft. Und auch in den Einzelinterviews kam es sehr selten zur Sprache.
Test Subject 5	Faire Arbeitsbedingungen, Bezahlungen, keine Kinderarbeit.
Test Subject 2	Für mich ist das eher personenbezogen, der Endverbraucher hat davon nicht so viel.
Test Subject 4	Für mich ist das einfach zu weit weg.
Test Subject 3	Ja! Man ist sich immer so unsicher, ob das überhaupt bei den Leuten da ankommt.
Interviewer	Okay, vielen Dank. Ich würde die Diskussion an dieser Stelle gerne beenden und noch kurz ein, zwei Fragen zu Ihnen als Gruppe stellen. Wie lange kennen Sie sich schon und wodurch?
Test Subject 1	Wir sind alles Nachbarn. Sehen uns auch fast jeden Tag. Wir waren die Ersten die hier gewohnt haben.
Test Subject 2	Genau, vor 15 Jahren kamen wir dann dazu und vor 4 Jahren [Proband 5].
Test Subject 5	Richtig.
Interviewer	Können Sie bitte kurz Ihr Verhältnis zueinander beschreiben.
Test Subject 4	Wie das halt so ist, man sieht sich fast jeden Tag, quatscht auf der Straße, leiht dem andern mal ein Ei oder Milch.
Test Subject 3	Ja. Wir unternehmen sehr viel in der Nachbarschaft. Unsere Stadt ist in einzelne Wohngebiete aufgeteilt. Und die veranstalten dann Straßenfeste oder andere Aktivitäten. Das organisieren wir dann zusammen.
Test Subject 2	Genau, jeder hilft mit damit alle am Ende ein schönes Fest haben.
Interviewer	Sie sind also nicht nur ein Nachbarschaftswerk sondern würden sich auch als Freunde bezeichnen?
Test Subject 1	Auf jeden Fall!
Test Subject 5	Ja sicher!
Test Subject 4	Ja!
Interviewer	Und auch Neuzugezogene wie [Proband 5] oder [Proband 2] werden schnell aufgenommen und integriert?
Test Subject 2	Na, das ist ja was eine gute Nachbarschaft ausmacht oder nicht?
Interviewer	Auf jeden Fall. Dann sind wir jetzt am Ende des Interviews. Ich möchte mich bei Ihnen allen bedanken, dass Sie sich die Zeit genommen haben an dieser Studie teilzunehmen und alle Fragen so ehrlich beantwortet haben. Vielen Dank.
Test Subject 1	Danke.
Test Subject 5	Vielen Dank.

Table 8: Transcript of the Collective Interview, Generation Baby Boomer

Source: Author's own illustration

Generation We:

Test Subject 1: male, born 1989, time stopped 06:27 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 Black Premium Rinder-Steakhüfte Irisch ca. 190g <small>1 Stück ca. 190 g (1 kg = 25,90 €)</small>	- 1 +	4,92 /€	4,92 /€
Frühstück - 1 Artikel			
 Dallmayr Prodomo naturmild 500g <small>500 g (1 kg = 11,58 €)</small>	- 1 +	5,79 /€	5,79 /€
Getränke - 1 Artikel			
 REWE Beste Wahl Apfelsaft naturtrüb 1l <small>1 l</small>	- 1 +	0,99 /€	0,99 /€
Kühlung - 2 Artikel			
 REWE Beste Wahl Eier Freilandhaltung Klasse M-L 6 Stück <small>6 Stück</small>	- 1 +	1,55 /€	1,55 /€
 jal Frische Vollmilch 3,5% 1l <small>1 l</small>	- 1 +	0,46 /€	0,46 /€
Obst & Gemüse - 4 Artikel			
 REWE Beste Wahl Karotten 1kg <small>1 kg</small>	- 1 +	1,29 /€	1,29 /€
 Salatgurke	- 1 +	0,59 /€	0,59 /€
 Chiquita Banane <small>1 Stück ca. 200 g (1 kg = 1,99 €)</small>	- 5 +	0,40 /€	1,99 /€
 REWE Basilikum im Topf	- 1 +	1,69 /€	1,69 /€
Süßigkeiten - 1 Artikel			
 Milka Weiße Schokolade 100g <small>100 g</small>	- 1 +	1,09 /€	1,09 /€
Warenkorb <small>Mindestbestellwert 40 €</small>			20,36 /€

Figure 16: Shopping Basket of Test Subject 1, Generation We

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Erstmal vielen Dank, dass du an der Beobachtung teilgenommen hast und ich würde jetzt gerne noch zwei, drei Fragen zu deinem Einzeleinkauf stellen. Vorher aber noch 'ne persönliche Frage, die auch im Zusammenhang mit der Beobachtung steht. Wie alt bist du?
Test Subject 1	Ich bin..
Interviewer	Oder wann bist du geboren? Sorry.
Test Subject 1	Ich bin 26 Jahre alt und bin 1989 geboren.
Interviewer	Super. Ehm, jetzt zum Einstieg die Frage: Hast du dir die Produktbeschreibungen durchgelesen?
Test Subject 1	Äh, nö.
Interviewer	Und warum nicht?
Test Subject 1	Ehm, ich muss ehrlich gesagt sagen, dass ich eh

	dass es mich nicht interessiert.
Interviewer	Okay. Ähm, dann die nächste Frage. Was bedeutet Nachhaltigkeit für dich?
Test Subject 1	Eh grundsätzlich erstmal, dass eh wir den Konsum für die nächsten Generationen ähm nicht einschränken. Und äh dass sie einfach die gleichen Chancen haben.
Interviewer	Also im Sinne von Fair Trade auch?
Test Subject 1	Ehm ja genau, im Sinne von faire Bezahlung und äh menschliche Arbeitsbedingungen.
Interviewer	Und warum hast du dann keine Fair Trade Produkte gekauft?
Test Subject 1	Mmh, ich bin Student und des ist mir ehrlich gesagt zu teuer. Wenn ich das Geld habe, würde ich es mir ja kaufen.
Interviewer	Und gilt das Gleiche auch für Bio oder hast du da Abneigungen gegen das Konzept?
Test Subject 1	Ich glaub halt leider nicht so an Bio, des is ehm da sind mir zu viele Ungereimtheiten und Skandale schon passiert äh und es ist auch unverschämt teuer.
Interviewer	Aber würdest du das, also würdest du Bio kaufen, wenn du dann nicht mehr Student bist?
Test Subject 1	Mmh, nee, des würd ich nicht kaufen.
Interviewer	Okay. Ehm, dann 'ne andere Frage zu deiner..zu deinen Marken, die du eingekauft hast. Hast du da irgendwelche Präferenzen oder gibt's Marken, die du aus Prinzip nicht kaufst?
Test Subject 1	Ehm, aus Prinzip würd ich erstmal Nestlé ähm ablehnen, dadurch dass einfach schon so viel durch die Medien gegangen ist wegen den Skandalen und das Problem dabei ist immer man weiß halt auch nicht mehr was alles zu Nestlé gehört. Deswegen also wenn ich erstmal weiß, Firma oder wenn Nestlé draufsteht, dann werd ich das nicht kaufen.
Interviewer	Aber wenn du sagst, du kaufst Nestlé nicht, und du weißt aber gar nicht welche Produkte mit zu Nestlé gehören..
Test Subject 1	Es sind ungefähr über 100 Firmen die das sind..dann müsst ich mich damit noch mehr beschäftigen.
Interviewer	Okay, aber du sagst einfach, dass würdest du nicht kaufen?
Test Subject 1	Ja, erst einmal.
Interviewer	Okay.
Test Subject 1	Wenn ich die Wahl hab und ich weiß es, dann kauf ich's bewusst nicht.
Interviewer	Und ähm zu den Marken, die du kaufst, also die du unterstützt jetzt schon, kaufst du bewusst irgendwelche Marken?
Test Subject 1	Mh, nee nicht direkt. Das mach ich sehr intuitiv

	und impulsiv.
Interviewer	Okay, super. Dann danke für deine Zeit und ich befrag jetzt noch die restlichen Gruppenmitglieder und dann befrag ich euch nochmal zusammen.
Test Subject 1	Alles klar, danke.

Table 9: Transcript of the Recorded Interview with Test Subject 1, Generation We

Source: Author's own illustration

Test Subject 2: male, born 1988, time stopped 10:30












Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 REWE Bio Putenmedaillons 200g 1 Stück ca. 200 g (1 kg = 29,90 €)	- 1 +	5,98 €	5,98 €
Frühstück - 1 Artikel			
 Dallmayr Prodomo 500g 500 g (1 kg = 11,58 €)	- 1 +	5,79 €	5,79 €
Getränke - 1 Artikel			
 Paulaner Spezi 20x0,5l 20x0,5 l (1 l = 3,90 €) zzgl. 3,10 € Pfand	- 1 +	9,99 €	9,99 €
Kühlung - 2 Artikel			
 Danaeg Bio Eier HXL A Größe M/L 10 Stück 10 Stück	- 1 +	3,29 €	3,29 €
 jat H-Vollmilch 3,5% 1l 1 l	- 1 +	0,46 €	0,46 €
Obst & Gemüse - 4 Artikel			
 REWE Beste Wahl Bananen 1 Stück ca. 200 g (1 kg = 1,69 €)	- 5 +	0,34 €	1,69 €
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1,29 €	1,29 €
 REWE Beste Wahl Karotten 1kg	- 1 +	0,59 €	0,59 €
 Salatgurke	- 1 +	0,59 €	0,59 €
 REWE Basilikum im Topf	- 1 +	1,69 €	1,69 €
Süßigkeiten - 1 Artikel			
 Milka Oreo 100g 100 g	- 1 +	1,09 €	1,09 €
Warenkorb Mindestbestellwert 40 €			31,86 €

Figure 17: Shopping Basket of Subject 2, Generation We

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	So, erstmal vielen Dank, dass du an meiner Studie teilgenommen hast. Ich würd jetzt gern noch ein paar Fragen stellen zu deinem Kauf und ähm ja genau, sei einfach so ehrlich wie möglich und..ja. Ehm, erstmal ne Frage. Wie alt bist du, in welchem Jahrgang bist du geboren?
Test Subject 2	'88 geboren, 28 Jahre alt.
Interviewer	Okay. Hast du dir die Produktbeschreibungen durchgelesen?
Test Subject 2	Zum Teil.
Interviewer	Warum nur zum Teil?
Test Subject 2	Ahm, es gibt Sachen, bei denen mir egal ist wo sie herkommen. Ähm..also zum Beispiel Gemüse oder Obst und solche Sachen, ehm da ist mir die Herkunft weitestgehend egal. Sondern da achte ich nur auf den Preis.
Interviewer	Okay, du sagst jetzt Herkunft, aber was ist mit Bio?
Test Subject 2	Das mein ich mit Herkunft.
Interviewer	Ist es dir..
Test Subject 2	Also ich schau vielleicht noch drauf, kommt's aus Deutschland oder nich', ähm aber Bio ist mir vollkommen egal bei Gemüse.
Interviewer	Auch wenn es deine individuelle Gesundheit beeinflusst?
Test Subject 2	Ich glaube nicht, dass es das bei Gemüse tut.
Interviewer	Sie verwenden..
Test Subject 2	Bei Obst und Gemüse
Interviewer	Sie verwenden Pestizide
Test Subject 2	Ich wasch das Gemüse
Interviewer	Manche Pestizide bleiben trotzdem..., dringen in das Gemüse ein.
Test Subject 2	Darauf hab ich keine Antwort..
Interviewer	Gut, macht nichts. Dann ähm, erklär mal kurz, was bedeutet denn für dich Nachhaltigkeit?
Test Subject 2	Nachhaltigkeit heißt für mich, einmal ähm, das hab ich an der Uni gelernt, ähm, dass man seinen Konsum so wählt, dass äh nachfolgende Generationen mindestens das Gleiche, was man selber hat, konsumieren können.
Interviewer	Mmh.
Test Subject 2	Ähm und dann für mich ganz persönlich heißt es einfach dann, dass man sich zumindest bewusst ist über das was man äh möglicherweise für Schäden mit seinem Konsum anrichtet. Das ist für mich, und ähm dementsprechend halt abwägt, ob sich die Sache lohnt oder vielleicht versucht, langfristig diese Schäden möglichst gering zu halten.

Interviewer	Schäden in welcher Hinsicht?
Test Subject 2	Schäden in Umwelthinsicht...ist für mich eigentlich das Allerwichtigste. Also für mich ist das zwischen Generationen eigentlich weniger wichtig als ähm dass ich einfach sag, ich find den Planeten wichtig und würde gerne, zumindest teilweise, den Planeten schützen. Soweit..
Interviewer	Du sagst jetzt zwischen Generationen aber was ist denn mit zwischenmenschlich? Mit Fair Trade?
Test Subject 2	Das ist mir persönlich absolut nicht wichtig.
Interviewer	Okay, es ist dir also nicht wichtig. Weil du meintest ja auch den Konsum für..dass der Konsum für andere Generationen nicht eingeschränkt darf, aber durch nicht Fair Trade kaufen schränken wir ja auch den Konsum ein für die Farmer..in Südamerika zum Beispiel.
Test Subject 2	Ja, ahm, ich denke, wenn ich erstmal über ausreichend Gehalt verfüge um ähm meine Lebensmittel danach zu kaufen, welche bessersind , welche fairer sind, dann werd ich solche Überlegungen vielleicht anstellen, aber momentan ist für mich einfach noch der Punkt, dass ich sag, es gibt 'nen gewissen Lebensstandard, den ich nicht senken möchte und ähm da kann ich mir die Fair Trade Produkte nicht leisten.
Interviewer	Okay. Also es ist 'ne Geldfrage auch? Hauptsächlich?
Test Subject 2	Für mich eigentlich nur.
Interviewer	Okay.
Test Subject 2	Also hätte ich unbegrenzt Geld würd ich grundsätzlich nur das nehmen, was den wenigsten Schaden anrichtet und am gesündesten für mich ist.
Interviewer	Mmh okay. Du hast trotzdem ehm Bio-Eier und Bio-Fleisch gekauft.
Test Subject 2	Ja, ist witzig. Also ähm, bei Bio-Eiern zieh ich aus irgendeinem Grund die Grenze, ich glaub das liegt schon ganz tief in der Kindheit drin. Das ist..ich bin so erzogen worden und es war immer so Hühner aus Legebatterien sind so ähm ganz unten angekommen an..in der Nahrungskette und werden einfach nur noch wie, wie Gemüse...mehr oder weniger vollkommen nicht mehr wie Lebewesen behandelt und ähm da nehm ich dann irgendwie Bio-Eier. Ich kenn auch die anderen Bio-Eier, ich kenn auch die andern Bio-Eier, kann jetzt gar nicht mal unbedingt sagen, dass ich den Geschmack so wahnsinnig unterschiedlich finde, sondern das ist tatsächlich 'ne moralische Sache.

Interviewer	Okay.
Test Subject 2	Und beim Fleisch ähm also, bin ich ehrlich gesagt, einfach gedrängt durch meine Freundin. Also, und meine Schwester. Also, wenn ich viel Fleisch essen würde, was ich nicht mal unbedingt so sehr tue, also ich hab's zumindest ein Stück weit reduziert ähm dann könnt ich mir das so nicht leisten und ich achte drauf, dass wenn ich zumindest irgendwie ahm auf was ganz spezielles besonders Lust habe und es nicht einfach nur irgendwo schnell der Cheeseburger ist, dann kauf ich schon das bessere Fleisch. Weil man da auch geschmackliche Unterschiede merkt.
Interviewer	Okay, also sowohl Geschmack als auch für's Tier?
Test Subject 2	Ja.
Interviewer	Okay. Dann noch eine letzte Frage, ähm, bei deinem Einkauf waren da Marken für dich von vornherein ausgeschlossen? Kaufst du Marken aus Prinzip nicht?
Test Subject 2	Nein.
Interviewer	Beziehungweise kaufst du Marken aus Markenloyalität?
Test Subject 2	Ähm, nee, also bei Lebensmitteln ehm ist es mir, ist es mir eigentlich meistens egal. Also es, ich ich kaufe jetzt, ich achte darauf, dass wenn ich Parmesan kauf, dass ich den richtigen Parmesan kaufe. Also oder zumindest 'ne gute Fälschung mit dieser Punktlochung hinten drin in der Scheibe und dass man halt irgendwie sieht, so, dass ist richtiger Parmesan. Einfach aus dem Geschmacksgrund. Ehm, aber, also ich bin jetzt nicht irgendwie der riesen Anhänger von irgendwelchen ganz speziellen Marken oder sowas. Sondern ich komm eigentlich gut mit den Hausmarken aus.
Interviewer	Okay. Super. Dann vielen Dank für das Gespräch.
Test Subject 2	Sehr gerne.
Interviewer	Und ähm, ich frag jetzt dann deine, deine andere, deine restliche Gruppe noch
Test Subject 2	Ja.
Interviewer	Und dann werdet ihr noch zusammen befragt zu eurem gemeinsamen Einkauf.
Test Subject 2	Alles klar, ich bin gespannt.
Interviewer	Super, danke.
Test Subject 2	Gern.

Table 10: Transcript of the Recorded Interview with Test Subject 2, Generation We
Source: Author's own illustration

Test Subject 3: male, born 1994, time stopped 08:12 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 ja! Schweinefilet ca. 500g 1 Stück ca. 500 g (1 kg = 8,99 €)	- 1 +	4,50 /€	4,50 /€
Frühstück - 1 Artikel			
 Dallmayr Prodomo 500g 500 g (1 kg = 11,58 €)	- 1 +	5,79 /€	5,79 /€
Getränke - 1 Artikel			
 Coca-Cola 4x1,5l 4x1,5 l (1 l = 0,86 €) zzgl. 1,00 € Pfand	- 1 +	5,16 /€	5,16 /€
Kühlung - 2 Artikel			
 Bärenmarke Alpenfrische Milch 1,8% 1l 1 l	- 1 +	1,09 /€	1,09 /€
 Danaeg Bio Eier L/XL 6 Stück 6 Stück	- 1 +	1,99 /€	1,99 /€
Obst & Gemüse - 4 Artikel			
 Chiquita Banane 1 Stück ca. 200 g (1 kg = 1,99 €)	- 5 +	0,40 /€	1,99 /€
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1,29 /€	1,29 /€
 Salatgurke	- 1 +	0,59 /€	0,59 /€
 REWE Basilikum im Topf	- 1 +	1,69 /€	1,69 /€
Süßigkeiten - 1 Artikel			
 Ritter Sport Nugat 100g 100 g	- 1 +	1,09 /€	1,09 /€
Warenkorb Markenbestellwert 40 €			25,18 €

Figure 18: Shopping Basket of the Test Subject 3, Generation We

Source: Author's own illustration











Test Subject	Content of the Interview
Interviewer	Vielen Dank erstmal, dass Du dir die Zeit für die Teilnahme an dieser Beobachtung genommen hast. Ich würde Dir jetzt gerne noch ein paar Fragen zu Deinem Einzel-Einkauf stellen. Vorher noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. Welcher Jahrgang bist Du?
Test Subject 3	1994
Interviewer	Okay, super. Dann zur ersten Frage: Hast Du Dir die Produktbeschreibungen durchgelesen?
Test Subject 3	Nein.
Interviewer	Du hast bei Deinem Einkauf nur die Eier aus biologischer Herkunft gekauft? Warum?

Test Subject 3	Ich glaub nicht an Bio. Mein Vertrauen ist da erschüttert.
Interviewer	Hast Du Dich denn mal näher mit Bio und dem Siegel usw. auseinandergesetzt?
Test Subject 3	Ne, auch nicht..
Interviewer	Aber warum dann Bio-Eier?
Test Subject 3	Fürs Tier. Freilandhaltung ist ja totaler Schmarren. Das ist noch schlimmer als Bio. Bei Bio haben die Hühner einen Quadratmeter Platz, bei Freilandhaltung nur 'nen halben. Und ich kenn das noch von früher. Da haben wir die Eier immer beim Bauern geholt. Das war mit so 'ner Vertrauenskasse, für 10 Eier 2 Euro oder so. Eier ist einfach 'ne Prinzipentscheidung.
Interviewer	Du sagst, du kennst das noch von früher vom Bauern. Warum dann nicht derselbe Ansatz beim Fleisch oder bei der Milch? Da würdest du es ja auch fürs Tier tun.
Test Subject 3	Naja, das ist halt gleich mal viel teurer. Obwohl, eigentlich auch nicht. 3,50€ für so 'nen halbes Hendl ist einfach nur krass billig, da kann richtiges Fleisch gar nicht mithalten. Aber schmeckt halt trotzdem gut.
Interviewer	Und warum keine Biomilch? So groß ist der Preisunterschied da auch nicht.
Test Subject 3	Meine Mama hat früher immer Bärenmarke gekauft. Eigentlich trink ich gar keine Milch, nur mal so fürs Müsli. Aber wenn dann schon Bärenmarke.
Interviewer	Markenliebe seit frühester Kindheit sozusagen. Und gibt es Marken, die du grundsätzlich nicht kaufst?
Test Subject 3	Mmh, nee.
Interviewer	Okay, dann bedanke ich mich erstmal für Deine Zeit. Ich werde jetzt Deine restlichen Gruppenmitglieder zu Ihren Entscheidungen befragen und dann werdet Ihr noch einmal alle zusammen befragt.

Table 11: Transcript of the Interview with Test Subject 3, Generation We

Source: Author's own illustration

Test Subject 4: female, born 1994, time stopped 18:20

Artikel	Menge	Einzelpreis	Gesamtpreis
Frühstück - 1 Artikel			
 Gepa italienischer Bio Espresso gemahlen 250g <small>250 g (100 g = 2,40 €)</small>	- 1 +	5,99 €	5,99 €
Getränke - 1 Artikel			
 REWE Bio Traubensaft Direktsaft 1l	- 1 +	1,99 €	1,99 €
Kühlung - 3 Artikel			
 Danaeg Bio Eier HXL A Größe M/L 10 Stück	- 1 +	3,29 €	3,29 €
 Kato Tofu Basilikum 200g <small>200 g (100 g = 1,15 €)</small>	- 1 +	2,29 €	2,29 €
 Arla Frische Bio Weidemilch 3,8% 1l	- 1 +	1,35 €	1,35 €
Obst & Gemüse - 4 Artikel			
 Salatgurke	- 1 +	0,99 €	0,99 €
 REWE Beste Wahl Karotten 1kg	- 1 +	1,29 €	1,29 €
 REWE Bio Banane <small>1 Stück ca. 200 g (1 kg = 1,99 €)</small>	- 5 +	0,40 €	1,99 €
 REWE Bio Basilikum im Topf	- 1 +	1,79 €	1,79 €
Süßigkeiten - 1 Artikel			
 Ritter Sport Knusper-Flakes 100g	- 1 +	1,09 €	1,09 €
Warenkorb Mindestbestellwert 40 €			21,66 €

Graphic 19: Shopping Basket of the Test Subject 4, Generation We

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank erstmal, dass Du dir die Zeit für die Teilnahme an dieser Beobachtung genommen hast. Ich würde Dir jetzt gerne noch ein paar Fragen zu Deinem Einzel-Einkauf stellen. Vorher noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. Welcher Jahrgang bist Du?
Test Subject 4	1994
Interviewer	Danke. Zum Einstieg erstmal die Frage, ob Du Dir die Produktbeschreibungen durchgelesen hast.
Test Subject 4	Ja, beim Obst und Gemüse.
Interviewer	Und warum?
Test Subject 4	Da find ich es wichtig wo es herkommt. Weil wenn Biomöhren aus Israel oder so zu uns

	transportiert werden, gibt das viel mehr Emissionen als wenn die Möhren aus Deutschland kommen, aber dafür vielleicht nicht Bio sind. Das wäge ich so ein bisschen gegeneinander auf.
Interviewer	Und bei den Bananen...?
Test Subject 4	Das ist's ja egal. Die kommen so oder so von weit her, da nehm ich dann lieber Bio.
Interviewer	Okay. Dann mal ne generelle Frage: Was bedeutet Nachhaltigkeit für Dich?
Test Subject 4	Umweltfreundlich, tierfreundlich. Menschenfreundlich? Kann man das überhaupt überprüfen?
Interviewer	Klar, es gibt ja Fair Trade.
Test Subject 4	Ja, aber da denk ich mir, wenn ich den Arbeitern auf der Plantage ihre Arbeit wegnehme, dann haben sie gar nichts mehr. Also dann doch besser ne schlechte Arbeit als gar keine. oder?
Interviewer	Naja, Fair Trade bezieht ja auch andere Faktoren wie Kinderarbeit mit ein und zahlt den Bauern ja konstant den Weltmarktpreis für Schokolade zum Beispiel, damit die keinen preislichen Schwankungen ausgeliefert sind. Und du hast ja auch den Fair Trade Kaffee gekauft. Warum wenn du deine Zweifel an Fair Trade hast?
Test Subject 4	Den kenn ich von zuhause, wir kaufen den immer.
Interviewer	Also so etwas wie Markenpriorität?
Test Subject 4	Ja, kann man so sagen.
Interviewer	Wie sieht das bei deinen anderen Kaufentscheidungen aus? Warum hast du da nachhaltige Produkte gekauft?
Test Subject 4	Ich glaub, dass wenn jeder darauf achtet, gibt es weniger Probleme.
Interviewer	Gesundheitliche Probleme?
	Ne, gar nicht so sehr gesundheitlich. Eher für die Tiere. Oder dass man den Emissionsausstoß bei Obst und Gemüse versucht möglichst gering zu halten.
Test Subject 4	Also geht's dir gar nicht so sehr um Deine eigene Gesundheit? Der Einsatz von Pestiziden ist ja bei Bio fast ganz verboten.
Interviewer	Och, das ist schon ne nette Nebensache, aber ist jetzt nicht der Hauptgrund.
Test Subject 4	Super, vielen Dank für Deine Ehrlichkeit.
Interviewer	Noch eine Frage zum Schluss: Setzt Du bei bestimmten Marken Prioritäten bzw. kaufst sie prinzipiell nicht?
Test Subject 4	Wenn ich Schokolade kaufe, kaufe ich fast immer Rittersportschokolade. Die ist nicht so groß wie die anderen.
Interviewer	Okay, dann erstmal vielen Dank für Deine

	Antworten. Ich werde jetzt Deine restlichen Gruppenmitglieder zu Ihren Entscheidungen befragen und dann werdet Ihr noch einmal alle zusammen befragt.
Test Subject 4	Danke.

Table 12: Transcript of the Recorded Interview with Test Subject 4, Generation We
Source: Author's own illustration

Test Subject 5: female, born 1992, time stopped 09:58 minutes











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 REWE Bio Rinderhackfleisch 400g 400 g (1 kg = 14,98 €)	- 1 +	5,99 €	5,99 €
Frühstück - 1 Artikel			
 Jacobs Krönung Aroma-Bohnen 500g 500 g (1 kg = 10,98 €)	- 1 +	5,49 €	5,49 €
Getränke - 1 Artikel			
 Albi Apfeldirektsaft naturtrüb 1l 1 l	- 1 +	1,59 €	1,59 €
Kühlung - 2 Artikel			
 REWE Bio Frische Bio-Eier 6 Stück 6 Stück	- 1 +	2,15 €	2,15 €
 Alpro Soja-Drink Light 1l 1 l	- 1 +	1,89 €	1,89 €
Obst & Gemüse - 4 Artikel			
 Salatgurke	- 1 +	0,59 €	0,59 €
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1,29 €	1,29 €
 REWE Beste Wahl Bananen 1 Stück ca. 200 g (1 kg = 1,69 €)	- 5 +	0,34 €	1,69 €
 REWE Bio Basilikum im Topf	- 1 +	1,79 €	1,79 €
Süßigkeiten - 1 Artikel			
 Ritter Sport Nugat 100g 100 g	- 1 +	1,99 €	1,99 €
Warenkorb Mindestbestellwert 40 €			23,56 €

Figure 20: Shopping Basket of Test Subject 5, Generation We
Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank erstmal, dass Du dir die Zeit für die Teilnahme an dieser Beobachtung genommen hast. Ich würde Dir jetzt gerne noch ein paar Fragen zu Deinem Einzel-Einkauf stellen. Vorher noch eine persönliche Frage, die ebenfalls in Zusammenhang mit dieser Beobachtung steht. Welcher Jahrgang bist Du?
Test Subject 5	1992
Interviewer	Danke. Hast Du die Produktbeschreibungen gelesen?
Test Subject 5	Nö.
Interviewer	Okay, dann die nächste Frage: Was bedeutet Nachhaltigkeit für Dich?
Test Subject 5	Umweltverträglich, ressourcenschonend. Und das man vielleicht auch wieder zu alten Gewohnheiten zurückkehrt. Nur einmal die Woche Fleisch und dann halt Bioqualität.
Interviewer	Du hast Dein Fleisch und die Eier in Bio gekauft.
Test Subject 5	Ja, das schmeckt besser. Und natürlich die Tierhaltung.
Interviewer	Also hat auch der Aspekt deiner individuellen Gesundheit mit in die Entscheidung gespielt?
Test Subject 5	Ja. Ich glaub einfach, Bio ist gesünder. Auch für die Tiere. Und aus dem Fleisch tritt weniger Wasser aus.
Interviewer	Kaufst du auch Fair Trade?
Test Subject 5	Nee, das ist mir irgendwie zu weit weg. Weiß nicht, da glaub ich nicht so dran.
Interviewer	Okay. Wenn du hauptsächlich Bio kaufst, warum dann nicht bei der Milch oder beim Saft?
Test Subject 5	Ich mag keine Kuhmilch, deswegen kauf ich mir Sojamilch. Aber ich trink auch keine Milch wegen der Kühe, für die ist das ständige Melken ja richtig schlecht. Und Saft kauf ich wenn Bio dann nur Direktsaft, den kauf ich immer weil da kein Konzentrat drin ist.
Interviewer	Und wie sieht es mit Bio Gemüse aus? Du hast nur das Basilikum Bio gekauft.
Test Subject 5	Weil das nur 10 Cent teurer war.
Interviewer	Und die Bananen, die Gurken und die Karotten?
Test Subject 5	Also, bei Bananen ist mir Bio egal. Die müssen sowieso über den Ozean und da entstehen bei beiden Emissionen.
Interviewer	Ja, aber Bio bedeutet ja auch keinen bzw. sehr geringen Einsatz von Pestiziden und keinesfalls der Einsatz von hochgiftigen Pestiziden. Das ist ja wieder der Gesundheitsaspekt.
Test Subject 5	Naja, ich trau dem nicht so ganz, wenn das so

	weit weg ist und ob die dann überhaupt das alles so einhalten.
Interviewer	Auch da werden ja die Anforderungen kontrolliert. Und wie sieht's mit Möhren und Gurken aus?
Test Subject 5	Da schmeck ich keinen Unterschied. Ich kauf nur Bio, wenn ich den Unterschied schmecke. Und wenn ich Biogemüse kaufe, dann im Biosupermarkt. Ich bezweifel, dass Bio bei Lidl und REWE genauso gut ist wie im Biosupermarkt.
Interviewer	Sollte das EU-Siegel drauf sein, dann auf jeden Fall. Noch eine Frage zum Abschluss: Wie sieht es mit Marken aus? Kaufst du Marken aus Prinzip nicht bzw. welche die du immer kaufst?
Test Subject 5	Ich würde nie Nestlé kaufen! Und Alpro kauf ich immer.
Interviewer	Warum nie Nestlé?
Test Subject 5	Das ist so ungefähr das Schlimmste, was man kaufen kann an Marken. Die achten auf gar nichts.
Interviewer	Super, vielen Dank für Deine Ehrlichkeit. Ich werde Euch jetzt noch als gesamte Gruppe zu Eurem Gruppeneinkauf befragen.

Table 13: Transcript of the Recorded Interview with Test Subject 5, Generation We

Source: Author's own illustration

Collective Shopping Simulation Generation We:











Artikel	Menge	Einzelpreis	Gesamtpreis
Frische & Convenience - 1 Artikel			
 REWE Bio Putenschmitzel ca. 320g 1 Stück ca. 320 g (1 kg = 29,90 €)	- 1 +	9 ⁵⁷ / ₁ €	9⁵⁷/₁€
Frühstück - 1 Artikel			
 Dallmayr Prodomo 500g 500 g (1 kg = 11,58 €)	- 1 +	5 ⁷⁹ / ₁ €	5⁷⁹/₁€
Getränke - 1 Artikel			
 Paulaner Spezi 20x0,5l 20x0,5 l (1 l = 1,00 €) zzgl. 3,10 € Pfand	- 1 +	9 ⁹⁹ / ₁ €	9⁹⁹/₁€
Kühlung - 2 Artikel			
 Arla Frische Bio Weidemilch 3,8% 1l	- 1 +	1 ³⁵ / ₁ €	1³⁵/₁€
 Danaeg Bio Eier HKL A Größe M/L 10 Stück 10 Stück	- 1 +	3 ²⁹ / ₁ €	3²⁹/₁€
Obst & Gemüse - 4 Artikel			
 REWE Bio Basilikum im Topf	- 1 +	1 ⁷⁹ / ₁ €	1⁷⁹/₁€
 REWE Beste Wahl Karotten 1kg 1 kg	- 1 +	1 ²⁹ / ₁ €	1²⁹/₁€
 Salatgurke	- 1 +	0 ⁷⁹ / ₁ €	0⁷⁹/₁€
 REWE Bio Banane 1 Stück ca. 200 g (1 kg = 1,99 €)	- 5 +	0 ⁴⁰ / ₁ €	1⁹⁹/₁€
Süßigkeiten - 1 Artikel			
 Ritter Sport Alpenmilch 100g 100 g	- 1 +	1 ⁰⁹ / ₁ €	1⁰⁹/₁€
Warenkorb Mindestbestellwert 40 €			36,⁹⁴/₁€

Figure 21: Shopping Basket of the Collective Shopping Simulation, Generation We

Source: Author's own illustration

Test Subject	Content of the Interview
Interviewer	Vielen Dank, dass ihr den Einkauf noch einmal gemeinsam getätigt habt. Wie ist es euch während der Diskussion ergangen? Seid ihr euch schnell einig geworden oder gab es irgendwo größeren Diskussionsbedarf?
Test Subject 2:	Wir haben jede Entscheidung gemeinsam getroffen. Mehr oder weniger hat jeder seine bevorzugte Produktwahl gesagt und wir haben dann darüber gesprochen, welche wir nehmen

	könnten.
Interviewer	Wie habt ihr das dann entschieden?
Test Subject 4	Wir haben die Produktbeschreibungen gelesen, weil zum Beispiel beim Gemüse war mir Bio nicht so wichtig, so lange die Möglichkeit bestand, dass wir es regional bekommen.
Interviewer	Und gab es bei einem Produkt größere Differenzen? Wo einer vielleicht auf seine Bio-Meinung bzw. Nicht-Bio-Meinung gepocht hat?
Test Subject 1	Ich würd sagen, beim Thema sind wir alle offen. Und wenn das jemand kaufen möchte, dann ist das vollkommen okay. Die anderen haben dann Argumente gebracht, die ich nicht kannte oder mir nicht so bewusst waren. Dann lass ich mich gern überzeugen.
Test Subject 3	Man gibt ja auch die Hoffnung nicht auf, ne.
Test Subject 5	Nur beim Kaffee. Da sind wir bei Dallmayr geblieben.
Test Subject 2	Ja, GEPA kannte niemand außer [Test Subject 4]..und das wär jetzt vielleicht auch bisschen weit hergeholt.
Interviewer	Also über Bio konntet ihr diskutieren, aber über Fair trade nicht?
Test Subject 5	Glaub wir sind uns da einig, dass das noch unrealistischer ist als Bio.
Test Subject 3	Zu weit weg einfach
Interviewer	Okay. Aber sonst habt ihr euch immer für Bio entschieden? [Test Subject 3] auch bei der Milch, wo du ja Bärenmarke über Bio genommen hattest.
Test Subject 3	Joa, man weiß ja auch, dass Bio gut ist, besser ist.
Interviewer	Also da wurde dann Bio über die Marke gestellt?
Test Subject 2	Naja, schon. So weit reicht denk ich die Markenloyalität bei Lebensmitteln bei keinem von uns.
Test Subject 3	Da kann man schon mal Bio nehmen
Test Subject 4	Wir haben euch einfach überzeugt!
Interviewer	Sehr gut. Nochmal ein paar kurze Fragen zu euch als Freunde, als Gruppe. Woher kennt ihr euch?
Test Subject 2	Also [Test Subject 1] und ich sind Cousins, wir wohnen zusammen mit [Test Subject 5]. [Test Subject 4] ist meine Freundin und [Test Subject 3] ist ihr bester Freund und mein Kommilitone.
Test Subject 1	Was ein Durcheinander
Interviewer	Und ihr seht euch täglich oder..?
Test Subject 1	[Test Subject 2] und [Test Subject 3] und ich gehn zum Sport, manchmal.
Test Subject 4	Ich würd sagen schon, wir sind oft in der WG von [Test Subject 1,2 und 5]. Und ihr seht euch ja auch in der Uni.

Interviewer	Zum Sport geht ihr zusammen wegen der Motivation?
Test Subject 2	Angefangen hat's mit uns beiden ([Test subject 1]), das bietet sich einfach an. Wir wohnen ja zusammen. Dann kam [Test Subject 3] durch die Uni dazu
Test Subject 3	Und so zu dritt, kann man immer gehen, auch wenn mal einer nicht kann.
Interviewer	Bestimmt! Super, ich bedanke mich für eure Antworten und die Zeit um bei der Studie teilzunehmen. Vielen Dank!

Table 14: Transcript of the Collective Interview, Generation We

Source: Author's own illustration

Declarations

Declaration of Originality

I hereby declare that this bachelor thesis was composed by and originated entirely from me. Information derived from the published and unpublished work of others has been acknowledged in the text and references are given in the list of references.

Furthermore, I declare that all test subjects have agreed on the use of their respective shopping simulations and statements made in the individual and collective interviews. I guaranteed complete anonymity, i.e. non-disclosure of records and anonymization of personalized data by using test subject IDs. The two recorded interviews that are published in this paper are done so with the permission of the respective test subject.

Lastly, I hereby agree that a copy of my bachelor thesis can be included in the department library. Rights of third parties are not infringed.

München,

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(Anna Schumacher)