

Hajdari, Mirgeta

Research Report

Sustainable food consumption: A qualitative study of the factors and motivations influencing the switch in consumer behaviour towards sustainable food consumption in Germany

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Sustainable Food Consumption

A Qualitative Study of the Factors and
Motivations Influencing the Switch in
Consumer Behaviour towards Sustainable
Food Consumption in Germany

~
Mirgeta Hajdari



KCC KompetenzCentrum
für Corporate Social Responsibility
der FOM Hochschule für Oekonomie & Management

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Sustainable Food Consumption

A Qualitative Study of the Factors and Motivations
Influencing the Switch in Consumer Behaviour towards
Sustainable Food Consumption in Germany

Mirgeta Hajdari

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Preface

Against the background of the global megatrends impacting the future of mankind, the theme of sustainable nutrition and food consumption addresses how to ensure social health and welfare while protecting the environment and avoiding waste.

Mirgeta Hajdari's research provides a timely contribution to the topic of sustainable nutrition by examining consumer behaviour in shifting sustainable consumption patterns. Within the context of the ongoing focus on sustainable development, this work plays a highly valuable role in improving our understanding of the consumer decision-making processes underlying the shifting trend towards increased awareness of sustainable consumption.

The essential nature of the goods and services provided by the Food Industry to fulfill the ever-increasing nutritional needs and wants of a growing global population, present a particularly interesting case study for examining existing consumer mindsets and exploring shifting expectations. The focus of this work on the transition in awareness within the German retail market towards sustainable nutrition and the increasing trend in sustainable consumption trigger the need to better understand this phenomenon, its underlying motivations, attitudes, and implications for food suppliers and other stakeholders.

Through her noteworthy research contribution, Mirgeta Hajdari expands on the extant literature by shedding light on the underlying factors influencing the consumer decision-making switch to sustainable nutrition. The work serves as an important step in critically examine the relationship between human beings and the ecological environment, which sustains humankind via the food system we choose to design. This work recommends several measures for consumers and suppliers to foster a sustainable consumption and nutrition lifestyle.

Mirgeta Hajdari's valuable insights on the essential theme of sustainable food consumption serve to highlight how all stakeholders (including food producers) can maintain, support, and strengthen decision-making towards sustainable behaviour in nutrition and eating patterns.

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Essen, January 2023

Abstract

Sustainability can be seen as one of the most important issues of the 21st century and has increasingly moved into the spotlight in Germany, becoming the main topic of discussion today. The growing interest in sustainable food is not only pushing the German food industry to expand its supply of sustainable products to meet the consumer demand, but it also raises the question about what is driving German consumers to adopt a sustainable nutrition lifestyle today more than ever before. Since neither literature nor preliminary data are available to provide information on the causes of this shift in sustainable consumption behaviour in Germany, it has become the subject of the present research work. It attempted to identify certain links between motivation, relevant external factors and the shift in eating behaviour patterns that have contributed to the growing awareness and trend towards sustainability. Regarding this, the theory of consumer behaviour proposes a number of models and explanatory approaches to explain consumer behaviour among which the SOR model provides a suitable explanatory approach to better understand the rising shift in sustainable food consumption as it analyses the consumer's internal processes which is also called the black box. In this way, it was the purpose of the research to open the black box in order to obtain a better understanding of the internal consumers' processes responsible for the decision to adopt a sustainable nutrition.

As a result, the research identified a range of motivations, which has been essentially seen as an interplay between intrinsic beliefs and extrinsic drivers. Among these reasons cited were environmental and climate factors, health, well-being and altruistic attitudes, ethics and morals, animal welfare, and others. Furthermore, external factors such as the Corona pandemic, social media, media in general, the social environment such as family, friends or colleagues, and others were identified to have played an immediate, influential role and have contributed to the shift towards sustainable food consumption.

This paper has also further demonstrated the importance of further research, especially in interdisciplinary areas of sustainable nutrition, and the need to develop applicable approaches for action. This is because planet earth reflects the ways people live today and the time is now to start making a difference in how people live on it – which is why sustainable nutrition offers one of the many ways to accomplish it.

Keywords: sustainability, consumer behaviour, food sector, SOR model, blackbox, factors and motivations, switch and change

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List of Abbreviations

CSR	Corporate Social Responsibility
MC	Main category
SC	Sub category
SOR	Stimulus-Organism-Response
SR	Stimulus-Response
WHO	World Health Organisation

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1 Introduction

More than ever before, neo-ecology, sustainability, regionality and seasonality in the food industry are in the spotlight of consumers as well as currently reordering the dimensions of the economic and social system (Meffert et al., 2012, p. 5; Weller, 2008, p. 43). In the future, the food industry, in particular, will position itself as a pioneer in terms of sustainability as well as rethink old familiar patterns of production and consumption, which has now taken a greater path forward. Meanwhile, a new global environmental movement pushed the issue of climate protection and sustainability to the top of the political, economic, and even societal agenda (Lerch, 2020, p. 115; Weller, 2008, p. 45). In this context, the food industry has become a special area for social change processes and trends. This is because expectations towards the food industry are growing. This means that it is now time to face these changes, also in the field of sustainable nutrition, which are now issues of the present as well as the future. Especially here, new lifestyles including new products, services and business models can be observed and support the turn towards sustainable nutrition (Klug, 2018, p. 2). It is not only since the Fridays For Future movement that sustainability, regionality and transparency have increasingly come into focus and are of particular importance for consumers when it comes to purchasing and consumption (Leitherer, 2021, n.p.; Zukunftsinstitut, 2021, n.p.). Today, the demand for sustainable products has been on the rise and as a result has become a key factor in purchasing decision-making, regardless of whether the products are bought in the supermarket, at the farm or ordered from home. An increasing number of Germans are willing to buy more sustainable products today than they did five years ago, and almost 80 percent intend to make their consumption increasingly sustainable (VuMA, 2022, n.p.). This switch towards sustainable nutrition and the increasing demand in this direction is more evident than ever. So, what exactly lies behind the terms *sustainability* and *sustainable nutrition*, and what impact do they have on people, society, the earth and the future? What is the motivation behind these changes in nutrition? And why has the shift in attention towards sustainable food and consumption intensified? These questions will be the topic and subject of this prospective research work, which are now addressed in detail in the next chapters.

1.1 Background

According to the Brundtland Report, *Sustainable Development* is defined as “the development that meets the needs of the present without compromising the ability

of future generations to meet their own needs” (WHO, 2021, n.p.; UN, 2021, n.p.; BUND, 2021, n.p.). However, *Sustainable Nutrition*, that is based on the definition of the Food and Agriculture Organisation by the United Nations (UN) and World Health Organisation (WHO) refers to enable present and future generations to live healthy lives and achieve their own well-being; it has low environmental impact; and is accessible, safe, economically just and affordable and culturally appropriate (UN, 2021, n.p.; WHO, 2021, n.p.). Thus, it can be stated that *Sustainable Nutrition* is a component of *Sustainable Development* that was established by the UN in 2015 with the 2030 Agenda as a shared vision of sustainability (Bundesregierung, 2015, n.p.; Herlyn & Lévy-Tödter, 2020, p. 2.; Lerch, 2020, p. 115).

In the light of the definition, sustainability and sustainable nutrition remain the focus of discussions nowadays. This is because the attainment of ambitious sustainability goals has gained a high degree of importance in the recent years, not only in the context of political and scientific discourse, but also in public debates (Ulber, 2020, p. 15). The term *sustainability* has become increasingly common in almost all areas of our lives in the last few years and is continuously growing in popularity (Ulber, 2020, p. 1). Especially in the light of the current climate change protests, sustainability has become an important priority for consumers, companies, politics and society as a common goal is being pursued: the protection of the environment (BMEL, 2020a, n.p.; Weller, 2008, p. 45). Today, consumers increasingly make decisions in response to their environmental concerns and their aspirations for a more sustainable life as found out by the *Sustainable Consumption 2021* report (Statista Consumer Insights, 2021a, n.p.). When it comes to the issue of sustainability, the overall goal is to pursue a desirable positive development in areas such as the climate situation, environmental protection, the value chain and the consumption behaviour of people. Therefore, corresponding contributions and societal expectations are now demanded from consumers towards companies, the food industry and politics (Ulber, 2020, p. 15). It no longer matters on which level we move: one point is unquestionable – sustainability is present and its importance grows constantly.

Sobering results from the past showed that sustainability received little attention and played only a minor role among consumers (Grossmann, 2014, n.p.). What used to receive little attention in the past, today the image of sustainability is already different: in the meantime, people have become aware of the importance of sustainable consumption (ibid.). Nowadays, the wish for a sustainable lifestyle affects a large number of people and is thus strongly changing consumer

behaviour (Klug, 2018, p. 2). Buying products more consciously, supporting regional producers and doing something for climate protection becomes the motto according to the findings of the *Nutrition Report 2021* (BMEL, 2020a, n.p.). This is also confirmed by the *Consumer Barometer of KPMG* in cooperation with Institute for Retail Research Cologne (Fetsch et al., 2020, n.p.). While 76 % of consumers said in 2011 that they have paid attention to sustainability when doing grocery shopping, this figure has already risen to 81 % in 2019 (ibid.). It is primarily food (72 %) that consumers consciously check for sustainability aspects in the supermarkets. Besides the question of renunciation, the main focus is placed on sustainable alternatives with regard to individual products (Fetsch et al., 2020, n.p.; BMEL, 2020a, n.p.). Next to clothing articles food is in the focus of many people, which make up a high proportion of a consumer's total consumption (ibid.).

Since an increasing number of people are now consciously paying attention to their food consumption and want to make a difference with what they eat, the food industry has reacted to the growing demand for healthy food. Retailers are driving the development with their own private labels, establishing product alternatives and entering the market with regional or organic products (HDE, 2021, p. 27; Nutrition Hub, 2022, n.p.). Even the Corona pandemic is additionally pushing the issue forward (Bpb, 2021, n.p.). Since the outbreak of Covid-19 an altered consumption behaviour has been observed, in particular because food consumption has been strongly shifted to the "inside" of people's homes (HDE, 2021, p. 27; Barkhurst, 2022, n.p.). This is because leisure activities, including many hobbies, could not be pursued anymore due to the restricted movement resulting from the lockdowns and the renunciation of social contacts (ibid.). It provided more time for a large majority of the population and ultimately forced consumers to take a much closer look at questions about the origin of the food, the way it is produced and its impact on the environment (ibid.).

All these shifts and developments are reflected in data, too. Considering the food revenue, it becomes apparent that revenues from organic food reached a new record level in 2020 (IWD, 2021, n.p.; Statista Consumer Insights, 2021a, n.p.). The German food industry generated around 15 billion euros from the sale of organic food, which is 22 % more than in the previous year. In the past ten years, sales of organic food have been more than doubled (IWD, 2021, n.p.; Statista Consumer Insights, 2021a, n.p.).

At the same time, the number of vegetarians and vegans in Germany is constantly growing (Kearney, 2022, n.p.; TAZ, 2020, n.p.). According to the Statista figures based on a survey by the Allensbach Market and Advertising

Media Analysis, the number of vegetarians in Germany in 2021 was 7.50 million, which is an increase of one million people more than the previous year (Statista Consumer Insights, 2021a, n.p.). The number of vegans in Germany reached 1.41 million in 2021 representing 280,000 more people compared to the previous year (Statista Consumer Insights, 2021a, n.p.; TAZ, 2020, n.p.). This boom is also reflected in the choice of food products in food markets. Vegetarian and vegan food products have grown in importance over the years. In 2019, vegetarian and vegan food sales in Germany reached around 1.22 billion euros, whereas in 2017 the figure was 736 million euros (AWA, 2022, n.p.). Between 2012 and 2019, survey data were collected regarding the amount of meat substitutes purchased by private households in Germany. In 2019, around 26,600 tonnes of meat substitutes were sold in Germany, compared to 11,000 tonnes in 2012, which represents an increase of around 41 % (Kearney, 2022, n.p.).

With regard to meat consumption, consumers have become more concerned than before, which current data on meat consumption reflects. While vegetarians and vegans refrain from consuming meat, the number of omnivores is now also growing regarding meat consumption as they consciously consume less meat (42 %) and animal products (27.7 %) (HDE, 2020, p. 35). Overall, the tendency towards meat consumption is declining: In 2020, meat consumption totalled around 57.33 kilograms (kg) per capita, compared to 62.4 kg per capita in 2010 (Statista, 2020, n.p.). All this has led to the fact that the *Trend Report on Nutrition* has officially named *conscious eating* once again as the megatrend in the field of nutrition in 2022 (Nutrition Hub, 2022, n.p.). Thus, a total of ten trends have ultimately been identified among others climate-friendly and sustainable nutrition, vegan and plant-based nutrition and awareness of healthy eating (ibid.). Altogether, it becomes evident that a growing number of people pay more attention to a sustainable nutrition (DGQ, 2021, n.p.). A trend is becoming a lifestyle, because a healthy lifestyle and a balanced nutrition fit the *zeitgeist* today (Klug, 2018, p. 2).

1.2 Problem Definition & Research Gap

Today, people increasingly come across terms such as vegetarian, vegan, regional nutrition, less meat consumption, plastic-free products in supermarkets, unpacked shops in our daily lives. With the growing interest in sustainable nutrition, this continues to lead to new nutrition trends, products and new marketing concepts for which supermarkets and retailers are also becoming increasingly interested in providing products of this kind and at the same time

meeting consumers' demands (Buselmaier, 2016, p. 110; DGQ, 2021, n.p.). Hence, food becomes a lifestyle, a point of orientation in the formation of the modern self's identity and a compass in the search for morality (Bosshart et al., 2018, p. 2; Klug, 2018, p. 2). Yet, we have only been talking about the change and the increasing trend towards sustainability that has been observed so far and proven by data. Besides the fact, that climate changes and the environment is the focus of discussions today, however, on a qualitative basis, there is a lack of data that explain the change and the switch in consumer behaviour towards sustainable food consumption. It raises many questions as to what individual motivation or what factors have encouraged consumers to eat sustainably, become vegan or vegetarian, buy regional products or even consume less meat. This leads to the gap in the literature, which will be addressed in the prospective research and at the same time provides the basis for further research.

As consumers' expectations of sustainability increase and sustainability becomes the norm in the future rather than the exception, it is now of great importance to conduct this research to better understand their attitudes and motivations. Beyond this, there are further aspects that make this research relevant:

Food waste, emissions from agriculture and food production and finally the health risks from a poor nutrition raise further concerns, as these aspects will continue to have long-term impacts in the future as long as people do not decide for and commit to a sustainable food consumption (Umweltbundesamt, 2021, n.p.). Food waste is not only a serious problem in Germany but worldwide. It is also not only a major ethical problem, but also a major contributor to climate change and other environmental impacts (ibid.). In 2020, greenhouse gas emissions in Germany for waste and other emissions amounted to about 9 million, which corresponds to about 1.21 % (Umweltbundesamt, 2021, n.p.; BMEL, 2020a, n.p.). According to a study by the Thünen Institute and the University of Stuttgart based on data from 2019 around twelve million tonnes of food end up in the rubbish in Germany every year (BMEL, 2020a, n.p.; Kranert et al., 2021, p. 1). Private households generate around 52 % of food waste, which in turn corresponds to around 75 kg of food per capita and year and includes a large proportion of avoidable food waste (Welthungerhilfe, 2019, n.p.; Umweltbundesamt, 2022, n.p.; Bocksch, 2020, n.p.; Noleppa & Catsburg, 2015, p. 25; Statista Consumer Insights, 2021a, n.p.; BMEL, 2020a, n.p.; Kranert et al., 2021, p. 1).

Food production and consumption behaviour are connected with significant environmental and climate consequences and determine the level of greenhouse gas emissions derived from agriculture and nutrition (Umweltbundesamt, 2021, n.p.). According to the Federal Ministry for the Environment, nutrition is

responsible for greenhouse gas emissions which correspond to 1.75 tonnes of CO₂ per capita and year (Umweltbundesamt, 2022a, n.p.). The biggest share of greenhouse gas emissions comes from agriculture including agricultural use, which amounted to 66 million tonnes of CO₂ equivalents in 2020, roughly equivalent to 8.91 % (Bundesregierung, 2020, n.p.). A total of about 45 % of greenhouse gases are generated during production including processing and transport (ibid.). The main greenhouse gas emissions from agriculture are nitrous oxide and methane, which are produced by natural processes in the soil, digestion in animal farming and the storage of manure and slurry (BMEL, 2020a, n.p.).

In summary, food and nutrition are responsible for one fifth of all greenhouse gas emissions in Germany (BMEL, 2020a, n.p.). Hence, a certain way of consumption behaviour in food can contribute to reducing CO₂ emissions on many levels (Weller, 2008, p. 43).

Nutrition in general also has an impact on health as high meat consumption not only harms the environment but also has an unfavourable impact on health and can lead to diseases. However, a plant-based nutrition in combination with low meat consumption proves to be beneficial for our health (DGE, 2020, n.p.). This is confirmed by the results of a comprehensive study by the German Nutrition Society (ibid.). A higher consumption of vegetables reduces the risk of suffering a stroke, coronary heart disease or colon cancer (ibid.).

Even with reference to the previously given definition of sustainable nutrition that states to enable a healthy life for future generations and at the same time to protect the environment, the prospective research proves to be very appropriate (BUND, 2021, n.p.). This is because the research could provide approaches and insights on how to promote sustainable nutrition once the influencing factors and motivations have been identified. This can make a positive contribution to sustainability issues as nutrition and food are part of sustainability.

1.3 Objective & Research Question

The objective of the following research work focuses on identifying the relevant external factors and consumer' motivations that have played a role in the growing awareness and trend of sustainability. In this context, it also seeks to explain the reasons behind the shift in consumer behaviour towards sustainable food consumption. With the help of prospective qualitative interviews, it is intended to find out how these changes towards sustainable food consumption can be positively supported, enhanced or maintained in the future. Finally, possible

implications for theory and management practices resulting from these developments will be discussed. On the whole, recommendations and suggestions for the food industry will be formulated afterwards.

Accordingly, the following research questions can be formulated:

RQ1: Why have people changed their consumer behaviour towards sustainable products in food consumption?

Sub-questions:

Which of the external factors (the climate change, the trend of mindfulness, social media, covid-19 and others) have played and still plays a decisive role?

What are the personal and motivational reasons that play a decisive role?

RQ2: How can we increase or maintain the change towards sustainable food consumption?

RQ3: What are the implications for theory and management practices?

1.4 Research Design

With reference to the research questions and the related intention of the prospective research, a more comprehensive approach is necessary in order to realise the purpose of this research work. Due to the restricted framework including the limited time within the MBA programme, a reduced methodology will be used. The core of the research work seeks to explore what consumers' personal motivation for sustainable food consumption is and what factors play a certain role in their decisions. Even though numerous models exist in the literature and theory to explain consumer behaviour, the Stimulus-Organism-Response (SOR) model as a cognitive model and part of the neo-behaviourism is most appropriate in this context because it can provide an appropriate explanation for why people behave in a certain way and gives insights of consumer purchase decision processes (Ehrlich, 2011, p. 19).

Against this background, the following research adopts a qualitative approach with the aim of exploring the reasons why consumers choose sustainable food options. The data collection is done through personal "face-to-face" interviews. Therefore, a semi-structured interview guideline has been designed in accordance with the research questions, the research objectives along with the theory of consumer behaviour and then used for the purposes of the interviews (Döring & Bortz, 2016, p. 372; Steffen & Doppler, 2019, p. 30). The interview is

divided into two parts; the first part of the interview contains general questions. It serves to learn more about the participant generally, his or her personal background, personal and general insight regarding the external factors mentioned, patterns of behaviour, opinions, attitudes and beliefs that have contributed to the personal sustainable food consumption.

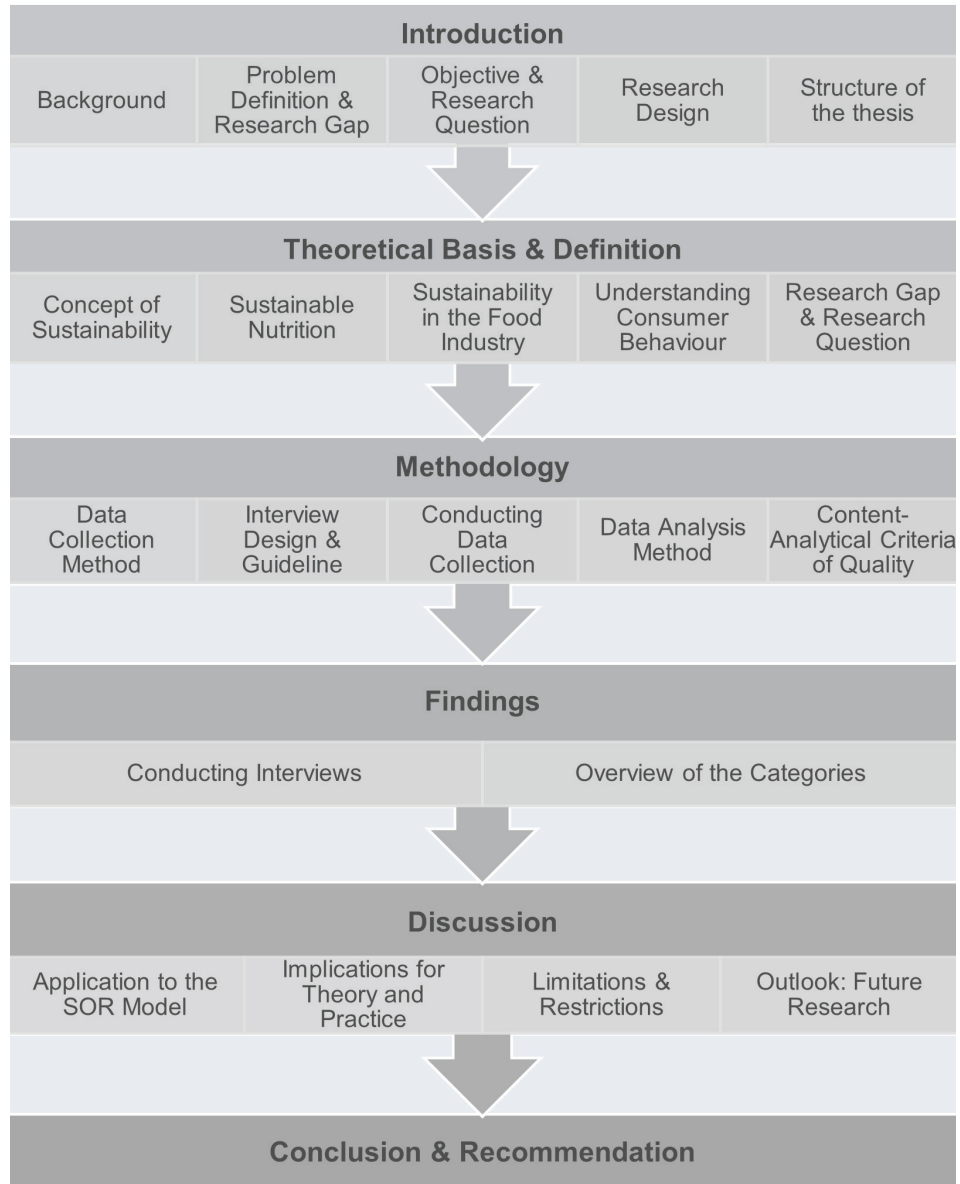
The second part then contains pre-formulated and open questions that enable an open discussion. The aim here is to capture potentially sensitive or personal issues and specific details on the consumers' motivation regarding sustainable food consumption (Döring & Bortz, 2016, p. 372).

The target group for the prospective interviews focuses mainly on young people and adults in the age group of 20 to 40 years. This is because the data reveal an increasing awareness among young people and also a greater willingness to act in favour of environmental sustainability among adults aged 30-39 years (Ballas, 2020, p. 8). About eight to ten interviews will be conducted, which will be held in German and then specific answers will be then translated into English for the upcoming analysis. The interviews will be subsequently transcribed and coded. A more detailed description and explanation of the methodology and its choice will be provided in chapter 3. This here has been only a short outline of what is coming in the prospective research work. A short presentation of the research work's structure will now follow.

1.5 Structure of the Research Work

This prospective research work is divided into six main chapters, which is graphically shown in Figure 1. Accordingly, the first chapter represents the introduction that contains the background and the arising definition of the problem, the research questions and the objectives of this research work and a short presentation of the research design. For the purpose of the research work and to answer the research questions, a theoretical foundation is provided by addressing definitions and terms such as sustainability, sustainable nutrition including the food industry and by introducing the theory of consumer behaviour and including its basis models (chapter 2). This is followed by a structured presentation of the qualitative methodology including a description of the interview format and ends with a discussion of the results in chapter 3 and chapter 5. In chapter 4, the results of the coding process of the interviews are presented. Chapter 5 relates the main points of the literature to the findings of the research, which then provides conclusions to the research questions and critically examines them. It aims to set correlation and understanding to the shifts and

changes in eating habits and consumer behaviour and to derive possible linkages on the basis of sustainable consumption. Chapter 6 includes the conclusions, an outlook regarding possible future research and recommendations for action. The bibliography and the appendix conclude the research work. An external appendix is provided separately as a ZIP file and includes the transcriptions, interview recordings, data protection and informed consent, the category system, images, etc.

Figure 1: Structure of the Own Work

2 Theoretical Basis & Definition

The upcoming chapter builds the foundation for designing the interview guideline for the planned interviews and underpins the choice of interviews. To achieve the objective based on the research questions, a brief literature review will be conducted first to provide clarification of the theoretical foundation in the topic area. After an introduction to the concept of sustainability, including some historical details and the derivation of the definition of sustainability and consumption, the focus shifts then to sustainability in the food industry. This, then, is followed by the presentation of the theory of consumer behaviour including an introduction to the basis models and the key constructs that explain consumer behaviour.

2.1 Introduction to the Concept of Sustainability

To introduce the concept of sustainability, it first requires a definition of the concept of sustainability itself.

2.1.1 Definition of the Concept of Sustainability

In recent years, the attainment of ambitious sustainability goals has gained a high degree of importance, not only in the context of political and scientific discourse, but also in public debates (Kropp, 2019, p. 10; Ulber, 2020, p. 15). The concept “sustainability” has become increasingly common in almost all areas of our lives in the last few years and is continuously growing in popularity (ibid.). Since its early days, numerous attempts have been made to define the term, although the core definitions of sustainability remain very similar. The most commonly used definition of sustainability dates back to the 1987 Brundtland Report of the United Nations, which states: “humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs.” (UN, 2021, n.p.; BUND, 2021, n.p.; Kropp, 2019, p. 8). Beyond this commonly used definition, however, the roots of sustainability go far back into the 17th of century, where Hans Carl von Carlowitz, a senior mining captain from Freiberg, applied initially the idea of sustainability to forestry (Kropp, 2019, p. 10).

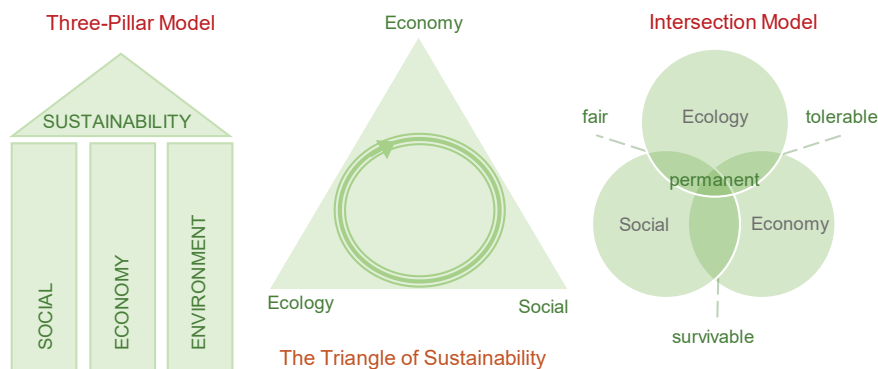
Thus, sustainable action meant cutting down a forest as much as the forest can regenerate naturally in the foreseeable future, which ensures that a natural system is preserved in its essential characteristics in the long term (ibid.). This approach laid the foundation for sustainable thinking, which now, many years

later, is widely applied across a wide range of areas and serves today more or less as a guiding principle for political, economic and ecological actions. Accordingly, the United Nations member states adopted the 2030 Agenda in 2015, which for the first time sets out 17 global Sustainable Development Goals for all countries (Bundesregierung, 2015, n.p.; Herlyn & Lévy-Tödter, 2020, p.1.; Lerch, 2020, p. 115; Kropp, 2019, p. 9). Since 2016, the German Sustainability Strategy has included an indicator-based target for sustainable consumption (BMU, 2019, n.p.). Alongside profit-making, companies nowadays increasingly seek to voluntarily and sustainably contribute to the society known as Corporate Social Responsibility (CSR) (BMAS, 2021, n.p.). Today, further dimensions, as for instance the social or cultural component, have become part of the concept. The complex concept is illustrated in the upcoming chapter within the so-called sustainability triangle.

2.1.2 Models of Sustainability

Sustainability or sustainable development “means meeting the needs of the present in a way that does not limit the opportunities of future generations” (BMZ, 2022, n.p.). In this context, it is important to consider the three dimensions of sustainability – being economically efficient, socially just and ecologically viable (ibid.). To preserve global resources in the long term, sustainability should be the basis of all political decision-making. Since the UN Conference on Environment and Development held in Rio de Janeiro in 1992, sustainable development has been internationally accepted as a global guiding principle (Kropp, 2019, p. 8; Bauer, 2008, n.p.).

Figure 2: Sustainability Models in Comparison



Source: Modelled after Kropp, 2019, p. 12.

On this basis, various models exist that seek to illustrate the goal of sustainability. Figure 2 presents three models of sustainability in comparison with each other. The widely used three-pillar model has the three dimensions in the form of pillars carrying the roof of sustainability (Kropp, 2019, p. 12). This model is criticised for the fact that two pillars are already sufficient to support the roof and that it would not collapse if one pillar would fall away (Schmidt, 2016, p. 55). By contrast, the intersectional model presents the three dimensions as overlapping areas in which the common overlap is sustainability. The sustainability triangle model has gained wide acceptance, representing an equal-sided triangle that connects all three dimensions as one (Kropp, 2019, p. 12; Bauer, 2008, n.p.). Consisting of the principles of environmental, economic and social issues, it illustrates that sustainability is more than climate protection. Thereby, all three dimensions are of equal importance (Kropp, 2019, p. 12; Lerch, 2020, p. 115; Schmidt, 2016, p. 55).

Today, however, there are different opinions on the weighting of the dimensions (Lerch, 2020, p. 115; Schmidt, 2016, p. 60). Apart from that, there are often conflicts of goals, which means that two goals are difficult to reconcile with each other or are even mutually exclusive. In such cases, it is necessary to weigh up or set priorities (Kropp, 2019, p. 12; Schmidt, 2016, p. 55). However, in this context, the sustainability triangle or the 3 pillars of sustainability primarily serve as a rational basis for decision-making for companies and states. But in the meantime, the desire to act responsibly is increasingly making its way into private households, too. This phenomenon is particularly noticeable in the food sector as well as among nutrition preferences of consumers. There, too, sustainability increasingly plays a role, which will be elaborated on in the next two chapters.

2.2 Sustainable Nutrition

The understanding of sustainable nutrition has become more widespread in recent years, as mentioned several times before. In this chapter, an excursion will be made to see its origin. The idea of sustainable food consumption applies to the social model of sustainable development, however in this case it also applies to the food sector. The concept of “whole-food nutrition” and the scientific field of “Nutrition Ecology” were developed in the 1970s and 1980s, first in student working groups and later in the working group of Claus Leitzmann at the Institute of Nutritional Science at the University of Giessen (von Koerber et al., 2012, p. 6). As already covered, the concept of sustainability is usually presented in terms of three pillars – environment, economy and society (Kropp, 2019, p. 12). However, at the UN Conference on Environment and Development in Rio de

Janeiro, the additional dimension of health was brought to the attention of the general public; as in the case of nutrition issues it makes sense to include health as a fourth dimension. Subsequently, a further update on the concept of sustainable nutrition was suggested as a result of progressive discussions on the guiding principle of sustainability (von Koerber, 2014, p. 261). Since cultural backgrounds and culture in general also have an influence on eating behaviour, a few years ago the dimension of culture was integrated into the concept and thus further expanded (ibid.). The reasons why this fifth dimension was included, von Koerber explains that nutrition increasingly plays only a secondary role; however, the production, origin and quality of food are often unknown to consumers or cannot be assessed (ibid.). According to von Koerber (2014), this development leads to a lack of knowledge and experience regarding the preparation of food (ibid.). In contrast, however, there is also an opposite development: many consumers want to experience more security, orientation and transparency with their nutrition, such as through “natural” and traditional food. For this reason, the concept of sustainable nutrition was supplemented by the dimension of “culture” (ibid.). It covers the entire food value chain, from production to waste disposal at the regional, national and global level. At this point, it is necessary to mention that all five dimensions do not lead to mutually exclusive conclusions and recommendations simultaneously, but rather create a coherent concept (Kohl & Sabet, 2018, n.p.).

Figure 3: The Five Dimensions of Sustainability



Source: Modelled after von Koerber, 2014, p. 261.

On this basis, Koerber, Männle and Leitzmann (2012) have formulated principles for a sustainable food consumption and a sustainable eating behaviour. The principles are ordered by environmental priorities (p. 110), which means in descending order of greenhouse gas emission savings potential (von Koerber et al., 2012, p. 110):

- (1) Preference for plant-based foods (predominantly lacto-vegetarian diet).
- (2) Organically produced food
- (3) Regional and seasonal products
- (4) Preference for low-processed foods.
- (5) Fair trade food
- (6) Resource-saving housekeeping
- (7) Enjoyable and digestible food

After having introduced the concept of sustainability and sustainable nutrition, it raises the question of what this means for food trade and the food industry. Therefore, the following chapter addresses this question by referring to the sustainability in the food industry.

2.3 Sustainability in the Food Industry

The term “sustainability” in the food industry is quickly reduced to the factors “organic” and “fair trade” (Enders & Weber, 2017, p. 203; Junker, 2017, n.p.; BMEL, 2020b, n.p.). It is often forgotten that the responsible use of energy, land and water are also important factors in this area. Generally speaking, the interest of consumers in topics of sustainability has increased not only in the food industry, but in all areas of everyday life (Enders & Weber, 2017, p. 203). The link between lifestyle, nutrition and climate change is slowly being understood, but there is still room for development (Kohl & Sabet, 2018, n.p.). Climate change awareness has risen and is trending upwards. Accordingly, the interest in promoting sustainability in almost all areas of daily life has increased. This is because an increasing number of people in the industrialised nations realise that our lifestyle, our use of energy and our food production are partly responsible for climate crisis (Klug, 2018, p. 2).

In this context, food is becoming a particular focus of attention, as every individual can exert a direct influence through his or her purchasing and consumption behaviour. In general, the demand for sustainably produced food is increasing. This is a trend to which the industry is trying to respond accordingly (ibid.).

According to the Federal Association of the German Food Industry, the importance of food quality as a purchasing decision is increasing. Around 27 percent of consumers attach importance to a conscious, sustainable and healthy nutrition and thus the same proportion of consumers is willing to accept higher prices (YouGov, 2021, p. 26).

As a new and important trend in the food industry, sustainability has expanded the topic of ecology to include the aspects of fair trade and social justice (Junker, 2017, n.p.). According to a study by the German Agricultural Society, the demand for sustainability has developed into a global trend within the industry and thus also poses new challenges for producers (Kohl & Sabet, 2018, n.p.). Sustainability has become a relevant differentiating factor, which has increased the demands of consumers. They expect companies to provide credible, comprehensible and transparent communication that proves that sustainability efforts are not marketing phrases. To prove this, the food industry relies on seal and quality labels that provide consumers with reliable information on the content and production methods of food (Enders & Weber, 2017, p. 203). Certifications that attest to ecological sustainability are already widespread. In Germany, the state organic seal, which was introduced in 2001 by the Federal Ministry of Food, Agriculture and Consumer Protection, is particularly well-known (ibid.). Since 2012, this label has been compulsorily supplemented by the EU organic label. With these labels, consumers can trust that small farmers and producers in the countries of origin have safe working conditions and receive living wages. The criteria of social sustainability also include long-term contracts and purchase guarantees, a fair distribution of living and educational opportunities, as well as the prohibition of child labour and the observance of human rights in general (ibid.). About 70 per cent of fair-trade products are currently also produced according to the criteria of organic farming (Junker, 2017, n.p.). This protects local biodiversity and prevents overexploitation of virgin forest areas in order to build new plantations.

For this reason, the responsible use of natural resources such as water, air, soil and all raw materials is a fundamental prerequisite for sustainable economic activity. In doing so, the biological diversity and the needs of the world's population should be protected just as much as the global climate as the basis of life (Zimmermann, 2016, p. 36).

Accordingly, energy consumption in the company, the use of renewable energies and efficiency measures are also important aspects of sustainability management (Zimmermann, 2016, p. 33). Additionally, a sustainably operating company must also be measured by its handling of water, questions of logistics and routes to

customers and other factors, too (ibid.). As is already the case with many products and activities, such as air travel, an ecological footprint can also be determined for food, which provides information on the environmental and climate impact. Heavily processed food with a state organic label will tend to score worse in such a calculation compared to simple products from a regional farm shop that may not be certified. After all, around 20 percent of energy consumption in Germany goes into our daily food (ibid.).

Products with animal ingredients generally have an unfavourable carbon footprint – even if the animals are kept in a welfare-friendly manner (Junker, 2017, n.p.). In general, vegan food is on the rise, and it is becoming apparent that the vegan nutrition will not only be a short-term trend (AWA, 2022, n.p.; BZFE, 2020, n.p.). Currently, the proportion of the population that adopt a vegan nutrition is about one percent in Germany. However, vegan products are also very popular among vegetarians and flexitarians, so demand is settling in at a much higher level (ibid.). This increase can be attributed to certain factors and psychological interactions. This is where an introduction to consumer behaviour becomes relevant, as it can provide insights into the motivations and reasons. Thus, the theory of consumer behaviour is addressed in the following chapter to obtain more information about why consumers increasingly decide to pay attention to their nutrition.

2.4 Understanding Consumer Behaviour

The following sub-chapters will cover an introduction to the theory of consumer behaviour, the various basic models, the key constructs to explain changes and the process of decision-making in the context of consumer behaviour. In general, the theory of consumer behaviour is an important field that focuses on the psychological nature of consumers and analyses the inner decision-making processes that lead to the purchase and consumption of a product. It is worth noting that the theory of consumer behaviour is a field that has been in existence for a long time.

2.4.1 An Introduction to the Theory of Consumer Behaviour

For many years, both academia and the business world have been conducting research in the field of consumer and their behaviour. Today, consumer behaviour research (theory of consumer behaviour) reaches far beyond the field of marketing. Research in this area dates far back to the 1960s, where it finds its origins (Walsh et al., 2009, p. 76).

It was that time of period when first books on this subject of consumer behaviour were published. The purpose of consumer behaviour research is solely to investigate the behaviour of people in their role as consumers (Hoffmann & Akbar, 2016, p. 16). Fundamentally, the consumer behaviour research is strongly characterised by interdisciplinarity and shaped by three basic orientations such as: (Hoffmann & Akbar, 2016, p. 108):

- I. The microeconomic approach, which is based on the assumption of “homo economicus”, the consumer who maximises utility, makes rational decisions and has full market transparency.
- II. The positivist approach, which is the currently most popular orientation as it seeks to uncover fundamental tendencies in consumer behaviour through empirical research and furthermore to make general applicable statements.
- III. The interpretive approach seeks the aim to not only explain consumer behaviour in general, but to provide a deep understanding for it. The analyses are often based on individual cases or smaller samples, which are usually explored in an open-ended manner (ibid.).

As such, the latter approach will play a significant role in this prospective research work and will be elaborated upon later. Thus, the theory of consumer behaviour concentrates on investigating the actions of consumers and revealing their underlying motives. This kind of research takes advantage of systematic observation and structural analysis, which provides important insights to successfully predict consumer preferences as well as purchasing behaviour (Hoffmann & Akbar, 2016, p. 6; Kroeber-Riel & Gröppel-Klein, 2019, p. 14; Foscht & Swoboda, 2017, p. 28). Thus, it reveals complex processes behind it that is subject to many external and internal factors. This means that, in general, the theory of consumer behaviour is a process that encompasses multiple influences on consumers that occur before, during and after a purchase.

Behavioural prediction and in-depth knowledge of consumers' purchase-related attitudes and motives are key prerequisites for a market success (ibid.). Those who know the needs and habits of consumers, who understand their buying behaviour and product use, and who can address them in a targeted manner, have decisive competitive advantages (ibid.). This is particularly noticeable in the food industry, too, which is adapting to the trend of sustainable nutrition, steadily providing a greater number of products with organic labels, responding to the rising numbers of veganism and vegetarianism and accordingly offering alternatives to meat, regional, vegan and diverse products in this area (BZFE, 2020, n.p.; BMEL, 2020b, n.p.; DGQ, 2021, n.p.).

To understand consumer behaviour, there are a number of models and concepts that address and analyse such behaviour processes in detail. Even for this prospective research work, a number of concepts from behavioural research are of particular importance in order to be able to analyse the motivation and influencing factors of the target group. These concepts will be taken up again later and then related to the factors to be studied (ibid.).

Yet, the term consumer behaviour relates more or less to the behaviour that is perceived and observed by consumers from the outside. Thus, the focus of the theory of consumer behaviour lies on the investigation of daily behaviour in decision-making situations, along with the analysis of consumers' habits. Consumer behaviour represents a central area of experience and behaviour in human existence and has many overlaps with scientific disciplines described as behavioural sciences. It is linked in many ways with other areas such as psychology, economics (special reference to behavioural economics), sociology, biology and physiology (Hoffmann & Akbar, 2016, p. 17). Within this field of research, the focus of research lies not only on the behaviour of people in their role as consumers that can be observed, but also on the inner processes that enable researchers to answer the "how" and "why" people behave in the way they do (Hoffmann & Akbar, 2016, p. 6; Kroeber-Riel & Gröppel-Klein, 2019, p. 14, p. 43; Foscht & Swoboda, 2017, p. 28).

Here, the aim is to determine why consumers make certain purchasing and consumption decisions, so that certain consumer behaviour patterns can be recorded and analysed afterwards. At the same time, it is intended to open up and explore the so-called *black box* (ibid.). Humans as consumers are regarded as a *black box* that reacts to stimuli in an observable way (ibid.). Since humans cannot be assumed to react immediately and in the same way to the same stimuli, one speaks of *intervening variables* here.

Behavioural, empirical consumer behaviour research is sub-divided into psychological determinants and other determinants, also called environmental determinants of consumer behaviour, and is presented in the Stimuli-Organism-Response (SOR) model, which is referred to in the next chapter. Before addressing the SOR model, which will be the one main focus of the models during the research work, a brief introduction will be given to some basic models that also highlight consumer behaviour from a different perspective. The intention behind this short introduction is merely to present how complex the theory of consumer behaviour is today. For this reason, these basic models will be presented in a short version and only treated superficially without going into depth.

2.4.2 Basic Models

Over the years, various approaches or numerous models have been developed in the literature to explain consumer behaviour. Models of consumer behaviour also reduce the complexity of reality to a systematic selection of relevant variables that are set in relation to each other (Kroeber-Riel & Gröppel-Klein, 2019, p. 390). Two types of explanatory models can be distinguished here, which have different levels of abstraction, along with two basic approaches that are grounded in the research of behaviourism and neo-behaviourism. As already mentioned, neo-behaviourist approaches are devoted not only to observe the *stimulus* and the *response*, but also to explain how the *stimulus* is processed in the *organism* (Hoffmann & Akbar, 2016, p. 7; Kroeber-Riel & Gröppel-Klein, 2019, p. 390; Walsh et al., 2009, p. 36). The following sub-chapters present explanatory models including those relating to the behaviourist and neo-behaviourist approaches. In the field of consumer behaviour research, the overall classification of models comprises the total model and the partial model.

2.4.2.1 Total Model

Total models attempt to cover all relevant aspects of consumer behaviour, to depict and explain the complex system of buyer behaviour as a whole (Hoffmann & Akbar, 2016, p. 7; Kroeber-Riel & Gröppel-Klein, 2019, p. 390; Walsh et al., 2009, p. 36). These models give a good overview of how consumers behave and help to present the complex behaviour of consumers clearly and in a logical context (Walsh et al., 2009, p. 36). Total models try to represent as many conceivable factors influencing consumer behaviour as possible. They are therefore inevitably very complex and are characterised by a high degree of abstraction (Walsh et al., 2009, p. 36). As a theoretical construct, the aim of total models is to provide an explanation of consumer behaviour that is as comprehensive as possible and to offer a thorough overview of the influencing factors on consumer behaviour (Hoffmann & Akbar, 2016, p. 8). In the theory of consumer behaviour, they are used to explain decisions that are cognitively dominated. In the past, the most widely used total model went back to James F. Engel; David T. Kollat; Roger D. Blackwell (1968), which was then further developed by F. Engel, Roger D. Blackwell, Paul W. Miniard (2001) (Kroeber-Riel & Gröppel-Klein, 2019, p. 390; Walsh et al., 2009, p. 37).

Overall, total models can be divided into two fields; the structural model and the process model: Structural models explain the relationship between the variables that play a role in consumer behaviour and provide an overview of the process

from a bird's eye view (ibid.). This means that the model looks at the socio-psychological level. It takes into account the immediate environment, such as family, reference groups or opinion leaders, as well as the broader environment, such as culture or social class. By taking into account the interaction of all variables, structural models also have the character of authentic behavioural models. This means that structural models or the SOR model attempt to explain what is going on “inside” of a consumer, to put it in other words, what is happening in the black box (Hoffmann & Akbar, 2016, p. 6; Kroeber-Riel & Gröppel-Klein, 2019, p. 14, p. 43; Foscht & Swoboda, 2017, p. 28; Meffert et al., 2008, p. 101). Process models, on the other hand, divide the consumer behaviour over time into several phases and are primarily dedicated to buying behaviour on which the research work will not go into more detail as it is not relevant for the upcoming research (Walsh et al., 2009, p. 37).

2.4.2.2 The Partial Model

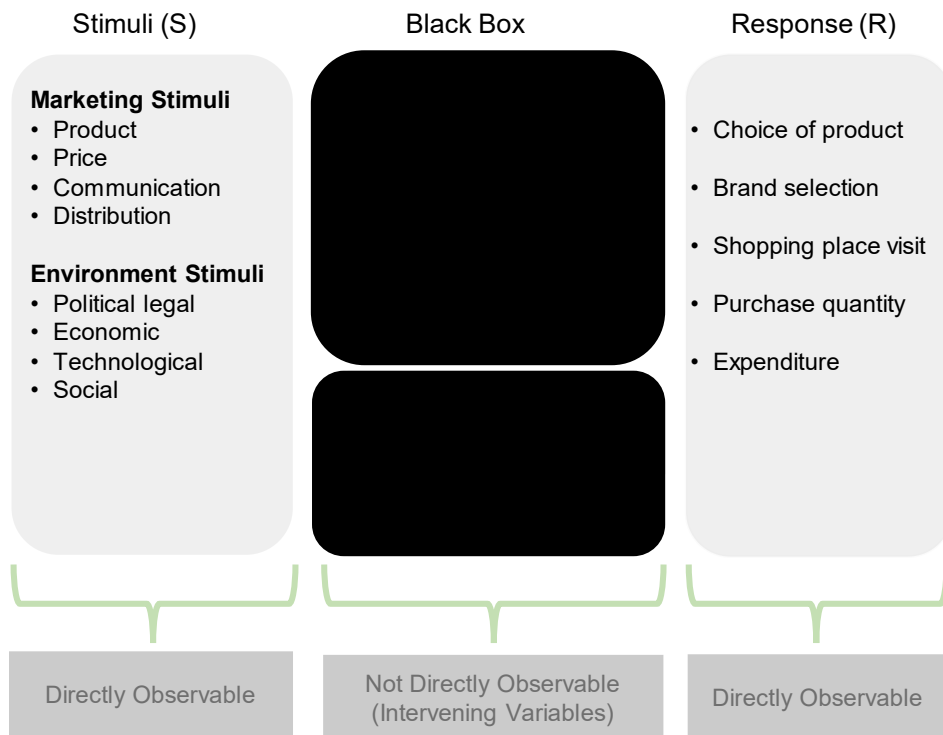
The partial model, on the other hand, only depicts a section of the buying behaviour, which means the model examines one influencing factor in depth and neglect the others (Hoffmann & Akbar, 2016, p. 9; Kroeber-Riel & Gröppel-Klein, 2019, p. 390; Walsh et al., 2009, p. 36). They, too, can only be validated to a limited extent, but are descriptive enough to be implemented concretely in marketing measures. This means that partial models look at specific more narrowly defined consumer behaviour (Walsh et al., 2009, p. 36). They are thus empirically testable and the influence of some independent variables on the dependent variable is quantifiable. Depending on the type of variables taken into account, a distinction can be made between psychologically oriented and sociologically oriented partial models. Psychological variables are above all variables such as emotion, motivation, attitude, perception, learning, memory, feelings of risk and values (Kroeber-Riel & Gröppel-Klein, 2019, p. 390). However, sociological variables refer to culture, group structure, family, role relationship and opinion leadership (Hoffmann & Akbar, 2016, p. 7).

2.4.3 Behaviourism: The Stimulus-Response Model (SR Model)

In behaviourism, consumer behaviour is analysed on the basis of observable and measurable variables. It focuses on observing *stimuli* and *response*. The explanation of behaviour is based on the SR model (also called the black box model) as illustrated in Figure 4. According to this model, a certain *stimulus* induces a certain *response* (Hoffmann & Akbar, 2016, p. 6; Kroeber-Riel & Gröppel-Klein,

2019, p. 14, p. 43; Foscht & Swoboda, 2017, p. 28). However, it is not possible to observe how this *response* occurs and besides that, it is not explained by this approach. As a consequence, this model has been further developed in neo-behaviourism in which the focus is placed on the black box (ibid.). It is also known as the SOR model, which will be addressed in the following sub-chapter.

Figure 4: The Behaviouristic SR Model



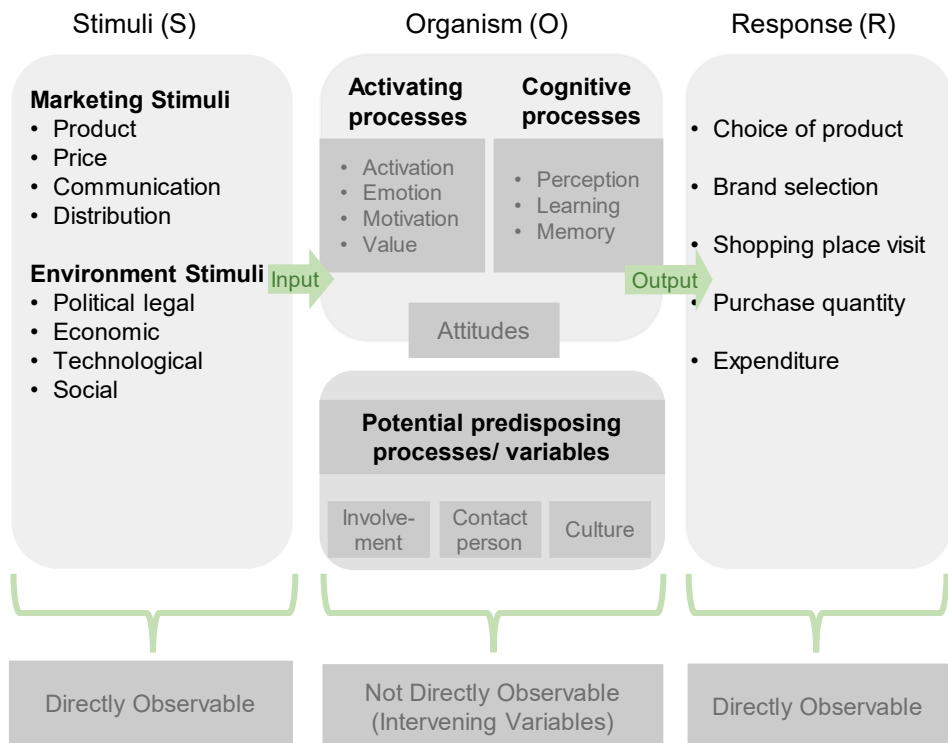
Source: Modelled after Foscht & Swoboda, 2017, p. 28.

2.4.4 The Neo-Behaviourism: Stimulus-Organism-Response

The SOR model shows the interrelationships between the human *organism*, *stimuli*, and the resulting *response*. In this way, it is illustrated to what extent everyday decisions are made by the interaction of *response* of an *organism* to a *stimulus* in human behaviour (Hoffmann & Akbar, 2016, p. 6; Kroeber-Riel, & Gröppel-Klein, 2019, p. 14; Foscht & Swoboda, 2017, p. 30; Walsh et al., 2009, p. 36). For instance, the effect of an advertisement which is here defined as the stimulus can be positively or negatively reinforced by the attitude of the individual

consumer which is the *organism* towards the advertised product and lead to the purchase or non-purchase of the product which is seen as *response* (ibid.). As illustrated in Figure 5, the SOR model represents a further development of the behaviourist explanatory concept. Unlike the behaviourist explanatory approaches, the neo-behaviourist explanatory approaches work with so-called “intervening variables” (ibid.).

Figure 5: The Neo-Behaviouristic SOR Model



Source: Modelled after Foscht & Swoboda, 2017, p. 28.

Thus, internal processes of the SOR model can be divided into activating and cognitive processes, which can be assigned to the psychological determinants and that include the decision-making behaviour of consumers (ibid.). The environmental determinants, on the other hand, are divided into direct and indirect environmental experiences. The direct environmental determinants are further subdivided into social, physical and media environment (ibid.). The activating processes are those associated with inner excitement and tension that

influence the behaviour of the consumer. Cognitive processes are those that process and store the information received. The internal activating and cognitive processes can be triggered by both internal and external stimuli (ibid.). The transition from SR models to SOR models marks the beginning of an evolution in psychology that focuses much more on the processes within people and their influence on visible behaviour. Along with this change in thinking, the models of consumer behaviour inevitably became more complex – all the way to total models that attempt to depict and explain not only sub-areas but rather the entirety of consumer behaviour with all its relevant factors (ibid.)

2.4.4.1 Stimuli

Stimuli in the field of marketing are divided into the fields of product, price, distribution and communication. Those stimuli that relate to the consumer's environment occur in the areas of economy, technology, politics and culture. All these stimuli included in the decision-making processes of the black box, also the organism and ultimately lead to a decision, which is then the response (Hoffmann & Akbar, 2016, p. 6; Meffert et al., 2008, p. 101; Foscht & Swoboda, 2017, p. 28). People purchase products only when they face a problem, have a desire or want to satisfy a need. The purchase of a product or service is significantly influenced by the psychological processes taking place inside of a consumer (ibid.).

2.4.4.2 Organism

As already mentioned, the inner psychological processes of the *organism* that influence decision-making on consumption are classified into activating and cognitive processes. Beyond that, the so-called environmental determinants also influence the consumer's behaviour and are described below.

2.4.4.2.1 Key Constructs to Explain Consumer Behaviour

Consumer behaviour is largely determined and controlled by many complex internal processes and also external influencing factors. The psychological determinants control the consumer from within, while the social, cultural and economic determinants influence from outside. The theory of consumer behaviour addresses nine central parameters that have a significant influence on consumer behaviour, five of which represent intrapersonal factors (motivation, emotion, cognition, attitude and decision), while four (inter-individual differences,

social, physical and media environment) are located in the external environment and called the intrapersonal factors as the Table 1 also summarises (Hoffmann & Akbar, 2016, p. 38; p. 147). Both will be addressed in the course of the coming sub-chapters.

Table 1: The Intrapersonal & Interpersonal Factors

Intrapersonal (psychological)		Interpersonal (social)	
Determinants		Determinants	
Activating processes	Cognitive processes	Closer social environment	Other environmental factors
Emotion	Perception	Family	Culture
Motivation	Learning	Peer-Groups	Subculture
Attitude	Memory	Other related persons	Social class, role, status
Values			Milieu

Activation Processes

Activating processes are internal processes that are associated with internal excitement and tension and drive the behaviour of a person (Boltz & Trommsdorff, 2022, p. 75; Kroeber-Riel & Gröppel-Klein, 2019, p. 54; Foscht & Swoboda, 2017, p. 37). From a purely physiological point of view, it is therefore also referred to as the arousal of the central nervous system, which puts people in a state of readiness and ability to perform (ibid.). Activation is the readiness to perform for processes such as thinking, feeling and acting, which do not involve any kind of cognition (ibid.). For marketing, the state of activation and the associated influence on the processes of information processing is interesting (ibid.). Consumer behaviour based on activation can be explained by the following process (Boltz, D. & Trommsdorff, V., 2022, p. 76).

Marketing stimulus → Activation → Impulse purchase

Activation plays a key role in explaining behaviour and serves as the basis for more complex and increasingly cognitive processes such as emotion, motivation and attitude (Boltz & Trommsdorff, 2022, p. 75; Kroeber-Riel & Gröppel-Klein, 2019, p. 54). A particular type of activation is involvement. This is the degree of willingness to carry out cognitive processes (Boltz & Trommsdorff, 2022, p. 78). Involvement automatically distinguishes between subjectively important and

unimportant stimuli. To keep the thread going, however, involvement is addressed briefly later.

Emotions

According to Boltz and Trommsdorff (Konsumentenverhalten, 2022), an emotion is defined as a temporary, irregularly recurring activation and thus as a sensation state of the body that is determined by strength (weak and strong), direction (positive or negative) and type (feeling type and expression) (p. 96). Emotions are generated by external stimuli and internal neural processes and have a significant influence on consumer behaviour (Boltz & Trommsdorff, 2022, p. 78; Kroeber-Riel, et al., 2019, p. 93; Hoffmann & Akbar, 2016, p. 54; Foscht & Swoboda, 2017, p. 45). Activation of potential customers is possible with the help of emotionalisation in order to create receptiveness and readiness for messages to purchase. However, the processing and storage of information, that occurs in the ideal case, is dependent on the activation of the consumer (ibid.). Thus, emotionalisation serves as a method in marketing to achieve a readiness to react among consumers and to open them up to information. Emotions serve as the driving function for people's actions and act as determining forces for the success and failure of brands, products as well as services which should be taken into account and applied for successful marketing strategies (ibid.). Emotions, however, lack an orientation towards tangible goals for action.

Motivation

Motivation, on the other hand, describes emotions and impulses that are associated with a goal orientation with regard to the behaviour of a person (Kroeber-Riel & Gröppel-Klein, 2019, p. 156; Hoffmann & Akbar, 2016, p. 34; Foscht & Swoboda, 2017, p. 55). Motivations are described as psychological driving forces that trigger energies in the human organism, and so lead to specific, desirable and desired goals (ibid.). In the field of research on motivation, researchers seek to answer the question of *why* (ibid.). It focuses on what motivations are crucial for consumers when deciding to make a purchase and on the question of why people act contrary to the idea of homo economicus, for instance (ibid.). In this regard, typologies are formed from two characteristics: Products are used for demonstrative or private consumption and consumers tend to buy as cheaply or expensively as possible (ibid.). The combination of the two characteristics gives rise to various consumption motives (e.g., bargain hunting, desire for a shopping experience and brand orientation). This allows different consumer typologies to be formed, which can be used to develop targeted marketing measures for the respective consumption motives (ibid.).

The literature often distinguishes between the terms motivation and motive. Here, motive encompasses the general “readiness of an individual to behave in a certain way” (Kroeber-Riel & Gröppel-Klein, 2019, p. 158; Hoffmann, 2016, p. 34; Foscht & Swoboda, 2017, p. 55). This definition shows that the concept of motive is understood as a latent personality disposition. In contrast, motivation embodies an actualised inner motive (need, aspiration, desire) for behaviour. In the case of motivations, they are able to answer the question for instance why a consumer buys or consumes a specific product. Under the influence of situational factors, a latent disposition, here a motive, for instance striving for prestige, stimulate and rise to a current motivation (which is here considered as the recognition from other people) that steers behaviour towards a specific goal (such as buying expensive brands) (ibid.).

The terms motive and motivation are defined differently in literature. Motives and motivations are both considered to be the “cause of movement and change” (ibid.). Motive, however, is often used as a synonym for need (ibid.). It is understood as “a subjective, rather irrational feeling of lack, which is based on subjective and often emotional valuations and strives for elimination” (ibid.). According to some researchers, the concept of motive is distinguished from that of need by the fact that motive is an umbrella term for different types of motivations for human behaviour which can be of an activating, cognitive, impulsive nature or are learned (ibid.). In this way, emotions (drives) also fall under the term motives along with needs (ibid.). However, the motive represents the activating component of motivation – activation, involvement and emotions, while the need represents its cognitive component (ibid.).

As a result, different meanings are associated with the term motive, depending on the theory used. There is a large consensus in the field of marketing: motives represent the behavioural dispositions of an individual and are thus latent in nature. However, this characteristic distinguishes them from the concept of motivation. Only by activating the motive through situational factors (feeling of lack or external stimuli) it becomes behaviourally relevant and thus leads to motivation. So, motivation represents the psychological driving force that supplies action with energy and directs it towards a goal (activated motives) (ibid.).

Attitude

Hoffmann and Akbar (2016) see attitudes as a central construct in marketing and consumer behaviour research, which strongly influence consumer behaviour (p. 90). Attitudes differ from motivation because of the individual assessment of the suitability of objects to fulfil certain motives (Hoffmann & Akbar, 2016, p. 90;

Foscht & Swoboda, 2017, p. 69). It represents a person's inner readiness to react consistently positively or negatively to certain stimuli in the environment (ibid.). Furthermore, it is described as a psychological tendency that is expressed through the positive or negative evaluation of things, people, ideas, brands, companies or behaviours (ibid.). Above all, attitudes are also formed through learning processes (ibid.).

Values

Values, meanwhile, are strongly consolidated (internalised) attitudes that are relevant to one's own personal life or prescriptive expectations made of society (Kroeber-Riel & Gröppel-Klein, 2019, p. 294; Hoffmann & Akbar, 2016, p. 61). So, values serve as standards for assessing one's own actions (internal aspect), and as guidelines on how to perceive the individual's environment (external aspect). Values, however, tend to change very slowly or in response to drastic events (Kroeber-Riel & Gröppel-Klein, 2019, p. 249). Kroeber-Riel and Gröppel-Klein (2019) present in their book a number of types of values among which the value type "universalism" is particularly important in this research work. According to the definition, the value "universalism" means the understanding, recognition and protection of the well-being not only of people but also of nature. According to this definition, this concept includes basic values such as social justice, unity with nature, environmental protection and equality, etc. (Kroeber-Riel & Gröppel-Klein, 2019, p. 251).

Cognitive process

Emotion, motivation and attitude (values) provide the activation of people (Kroeber-Riel & Gröppel-Klein, 2019, p. 258; Hoffmann et al., 2016, p. 72; Foscht & Swoboda, 2017, p. 85). Cognitive processes, on the other hand, give people knowledge about themselves and their environment and can be characterised as mental processes. People can thus mentally control and voluntarily steer behaviour. Cognitive processes refer to information intake, processing and storage and are classified into perception, thinking and learning to explain consumer behaviour (ibid.). In general, activating and cognitive processes are in constant interplay with each other and can therefore rarely be separated from each other (ibid.).

As part of the perception process, people receive information, which is then selected, organised and interpreted (ibid.). Through a filter function, attention is only paid to certain stimuli, which are then consciously processed further (ibid.). The perception process begins with all cognitive processes and is divided into

three phases: stimulus here also as the *sensory perception, attention* and *interpretation* (ibid.). Stimuli are not only received through the eye, but also through a large variety of sensory organs. Important for understanding the process of perception are subjectivity, activity and selectivity (ibid.). According to Kroeber-Riel and Gröppel-Klein (Konsumentenverhalten, 2019), each individual person life in a subjectively perceived world that differs to a more or less extent from the subjectively experienced environment created by others because of the different perceptions of each individual (p. 305). The perception process is an active process of information intake and processing in which individuals create their own subjective environment (ibid.). Consumers including their behaviour are essentially shaped by learning processes, learned motives, attitudes and social mindsets.

Therefore, learning is described as the systematic change of behaviour based on experience (Kroeber-Riel & Gröppel-Klein, 2019, p. 258; Hoffmann & Akbar, 2016, p. 72; Foscht & Swoboda, 2017, p. 85). In this process, the person does not necessarily have to learn through a self-made experience, but rather learns consciously, or even unconsciously through experiences of others (ibid.). Therefore, in the information process, learning represents particularly the process of information storage (ibid.). Based on the ideas of stimulus-response theorists, the theory of learning evolved through the assumption that individuals learn through connections between *stimuli* and *responses*. The certain behaviour elicited by the stimulus induces the individual to learn certain habits (= reactions) (ibid.). The initial starting point for the theory of classical conditioning was Pavlov's feeding experiments with dogs. This proved the principle of controlling reflex reactions through original neutral stimuli of classical conditioning (ibid.).

In marketing, the goal is to condition consumers through targeted *stimuli* (such as a small gift with the first purchase) and to win them as regular customers. The learning effect occurs through the reward of the intended behaviour and not through the close association of two stimuli as in classical conditioning. In the social cognitive learning model, an attempt is made to link external stimulus situations with cognitive processing procedures (Kroeber-Riel & Gröppel-Klein, 2019, p. 258; Hoffmann & Akbar, 2016, p. 72; Foscht & Swoboda, 2017, p. 85). Compared to behaviourist theories, individuals learn through their own experiences, whereas in cognitive learning theory individuals also acquire behaviours through observations (ibid.). The theory assumes that consumers also learn from others and refers to imitation learning.

What is learned is stored in memory and plays a central role in consumer behaviour as it influences consumers in their consideration of different product

alternatives (Hoffmann & Akbar, 2016, p. 82). The process of information flow is processed using the multi-memory model (Kroeber-Riel & Gröppel-Klein, 2019, p. 258). The multimemory model divides cognitive processes into information intake, information processing and information storage (ibid.). According to Solomon et al. (2001), the brain here functions partly like a computer; namely, data is fed to the individual and then processed by the brain to be used later in a modified form (p. 60). In the memory process, the new knowledge is merged with the existing knowledge and stored (Solomon et al., 2001, p. 60).

Further determinants (environmental determinants)

Until now, only processes that take place inside the consumer have been examined. However, other determinants (referred to as environmental determinants) also have an effect on the thinking, experience and consequently also on the purchasing behaviour of consumers (Hoffmann & Akbar, 2016, p. 11; Kroeber-Riel & Gröppel-Klein, 2019, p. 420; Homburg, 2017, p. 53). An individual's environment includes everything that is experienced directly and thus includes all physical objects that are within the perceptual range of the human senses (ibid.). Generally, a distinction is made between the physical environment, the social environment, the cultural environment and the media environment (ibid.).

Social environment

People, animals and pets, their interactions with each other along with the organisations, values and norms that serve human interaction are counted as part of the social environment (Kroeber-Riel & Gröppel-Klein, 2019, p. 537). The social environment is composed, on the one hand of various small groups of influence, which have an effect on the group member through interaction, while on the other hand of large groups of people that can be assigned to cultures or social classes (ibid.). Opinions and the behaviour of people strongly influence the individual and induce clothing styles and perceptions to resemble with each other within a group of people (Hoffmann & Akbar, 2016, p. 11). In this way, the family is also at the centre of consumer behaviour research, as it has an important socialisation effect and significant decisions are made collectively within the family (Kroeber-Riel & Gröppel-Klein, 2019, p. 600). The diverse influences of the environment shape lifestyle (Klug, 2018, p. 2). Through a combination of consumer attitudes (to eating, drinking, living) and consumer activities (in leisure time, shopping, etc.), lifestyle creates a certain profile of consumers (Kroeber-Riel & Gröppel-Klein, 2019, p. 600; Klug, 2018, p. 2).

Physical environment

The physical environment, on the other hand, refers to the natural environment (e.g. nature, climate) and the human-made environment (e.g. infrastructure, objects) (Homburg, 2017, p. 53; Hoffmann & Akbar, 2016, p. 11). Each individual person is significantly influenced by the physical environment. In turn, consumer behaviour also has an influence on the physical environment. This is particularly evident in the current example of how the increasing number of environmentally conscious consumers avoid the use of plastic bags, pay attention to recycling or even regarding the prospective research work also eat consciously and sustainably (Hoffmann & Akbar, 2016, p. 157).

Cultural environment

Apart from physical and social environmental factors, cultural environmental factors also influence consumer behaviour, which is divided into national culture, subculture and social class (Kroeber-Riel & Gröppel-Klein, 2019, p. 537). To put it in another way, this is about the culture in a region, in a country or in a specific social group (subculture). The term culture refers to the values, norms, attitudes and typical behaviour (e.g., habits and customs) shared by more than one individual (e.g., of a country) (ibid.). Other characteristic elements of a culture are language, symbols and religion (Homburg, 2017, p. 54).

Media environment

Consumers' behaviour and attitudes are not only determined by personal experiences, they are also significantly influenced by the media environment (Kroeber-Riel & Gröppel-Klein, 2019, p. 543). From a general point of view, media take on a mediating function between the sender and receiver of information. In this way, communication can be created between companies and consumers (Hoffmann & Akbar, 2016, p. 177).

2.4.4.3 Response

The previous description of the *stimuli* and the non-observable variables and their environment influential determinants in the *organism* leads in the end to a decision-making, namely the *response*. This is because once the *stimulus* has been triggered and the subsequent internal processes in the black box have taken place, consumers finally conclude with a decision or response (Hoffmann & Akbar, 2016, p. 6; Kroeber-Riel & Gröppel-Klein, 2019, p. 43; Foscht & Swoboda, 2017, p. 28). The final step before buying a product or service is the

purchase decision (Solomon et al., 2001, p. 65). A purchase is a reaction towards a problem in which the decision to buy is made based on the interaction of cognitive and activating processes (ibid.). In this way, consumers choose the most suitable alternative from among two or more alternatives (Hoffmann et al., 2016, p. 6; Kroeber-Riel & Gröppel-Klein, 2019, p. 14, p. 43; Foscht & Swoboda, 2017, p. 28). The decision behaviour of consumers in the purchase decision process is explained in the following chapters.

2.4.4.4 Decision-making Process in Consumption and Purchase

The interaction of all components of the SOR model ultimately influences the decision whether or not to buy or consume a product (Hoffmann & Akbar, 2016, p. 108; Kroeber-Riel & Gröppel-Klein, 2019, p. 389, p. 43). In order to predict consumer decision-making, normative decision theory has developed models with assumed decision rules and constellations (ibid.). The reality of consumers in a decision-making situation is very complex (ibid.). The purchase decision carries a certain financial (product is too expensive), social (product is important in terms of reference group) or psychological (wrong product decision can cause worry or anxiety) level of risk for the consumer (ibid.). Kroeber-Riel and Gröppel-Klein (2019) state that purchase decisions can be differentiated depending on the level of involvement in cognitive processes: the higher the level of cognitive control, the more extensive and limited the purchase decision, whereas the weaker the cognitive control, the more habitual or impulsive the purchase (p. 389).

Involvement is a key construct in marketing research and describes the commitment that can be differentiated in consumer decisions (Kroeber-Riel & Gröppel-Klein 2019, p. 389; Boltz & Trommsdorff, 2012, p. 83). As already mentioned in the previous chapter, consumers have fixed attitudes shaped by external and internal factors, which can be changed by arguments and new experiences. This is called high involvement of consumers (ibid.). High-involvement purchases play a particularly important role for consumers and are closely linked to the personality and self-assessment of the individual. Low-involvement purchases are the counterpart to this, which are less important for consumers due to lower financial, social, psychological and health risks (ibid.). Customers with low involvement are habitually driven, do not engage with the product and only perceive product information passively. The literature describes involvement as the state of activation, which has different impacts on information intake, processing and storage depending on the individual's personal relevance

(ibid.). In other words, the intensity of involvement is largely dependent on personal factors (needs, interests and values), object-related factors (sources of information, communication content and differentiation of alternatives) and situational factors (spontaneous purchase, firm purchase intention) (ibid.). Hence, the concept of involvement and activation lead to the typologies of decision behaviour.

2.4.4.5 Purchase Decision

Typologies of purchase decisions can be divided into extensive, intensive, limited, habitualised and impulsive which are now briefly touched upon in the following (Kroeber-Riel & Gröppel-Klein 2019, p. 404; Hoffmann & Akbar, 2016, p. 107; Boltz & Trommsdorff, 2022, p. 290). Extensive purchase decisions predominantly occur when consumers want to buy products that are associated with a high social, functional or financial risk (e.g. purchase of a car or a property) (ibid.). Before making a decision, consumers conduct intensive research to generate detailed information about the products and carefully evaluate the options they have identified (ibid.). Limited purchase decision-making, however, is the opposite of this. The majority of consumers have neither the time resources nor the motivation to go through all phases of the purchase decision process in most situations and make a decision based on uncomplicated decision rules, such as “the cheapest” or “the tried and tested” (ibid.). This is only possible because consumers have prior experience with the product (Hoffmann & Akbar, 2016, p.108). According to Kroeber-Riel and Kröppel-Klein (2019), habituated purchasing decisions involve purchasing habits with a solidified pattern of behaviour, which occur routinely and habitually (p. 404). Just like limited purchase decisions, it is a simplified decision-making process without activating and cognitive processes (ibid.). Those purchasing decisions are characterised by simple reactions to action situations, such as a shortage of milk in the household, and they occur on the basis of prefabricated decision patterns (ibid.). An impulse decision to purchase is an impulse purchase and very spontaneous without giving it much thought. It includes for instance impulse buying at the check-out area of the supermarket or panic buying before Christmas (ibid.).

2.4.5 Pre-identified Influencing Factors

In recent years, the urgency of sustainability has been exacerbated by a number of external factors (stimulus), which have resulted in a growing awareness of the importance and relevance of sustainability in our daily lives. As already described

in the theoretical basis, external factors play a role in finding out why a consumer decides to eat in a certain way, but also why consumers purchase particular goods. Based on the preliminary research, some external factors have been identified that explain certain interrelationships; on the one hand, why an increasing number of consumers adopt a sustainable, vegetarian or vegan nutrition or simply consume meat consciously and, on the other hand, which influencing factors have steered consumer behaviour towards sustainable nutrition (BZFE, 2020, n.p.). These factors provide a basis for the research and interviews to be conducted and will be further elaborated upon for the subsequent analysis. For the overview, the following external factors are identified:

- Climate change
- Outbreak of the virus Covid-19
- The rising trend of mindfulness
- Social media and (digital) media in general

The phenomenon of climate change is closely related to sustainability as it jeopardizes the original idea of sustainability leading to extreme weather events such as hurricanes, droughts and floods where entire stretches of land become uninhabitable or living conditions become difficult (Umweltbundesamt, 2020, n.p.). As one of the causes of climate change, food production and consumption bear responsibility as they alone account for about 24 percent of greenhouse gas emissions, especially from animal feed, transport and international trade (ibid.). A research study from United States of America (USA) considers a reduction in consumption of meat or animal products as a solution for climate protection since meat production causes almost twice as many gas emissions as plant-based food production (Verbraucherzentrale, 2019, n.p.; MDR, 2021, n.p.; Noleppa, 2012, p. 11). Globally, forecasts predict a decrease in meat consumption, according to statistics. This could drastically change the global meat market in the next 20 years.

Most importantly, it refers to the significant decline in global sales of conventionally produced meat, while consumption of vegan meat substitutes and farmed meat will increase. This in turn could then have a positive effect on CO₂ emissions (Kearney, 2022, n.p.).

In this context, organic food, for instance, is increasingly receiving attention worldwide. Statistics on global sales of organic food indicate an increase in global sales of organic food between 2000 and 2020. This in turn demonstrates clearly

that people attach great importance to sustainability with regard to their food choices (VuMA, 2022, n.p.; BMEL, 2020b, n.p.).

Thus, climate change and the environment have been a growing concern for Germans for many years which has resulted in a shift in mindset and behaviour. According to statistics, an influence on purchasing and eating habits among the majority of Germans is observable; 19 % of Germans say that a reduction in meat consumption is an essential measure to protect the environment sustainably (Umweltbundesamt, 2021, n.p.; YouGov, 2021, p. 26). About 50 % of the respondents indicated a willingness to pay more for sustainable products and environmentally friendly packaging, as well as placing a high value on sustainably produced products when buying food (YouGov, 2021, p. 26).

The onset of the Corona pandemic has particularly encouraged consumers, not only in Germany but also worldwide, to reconsider consumption in general (Bleibgesund, 2021, n.p.). Media report on how Covid-19 is being perceived as a significant driver for sustainability having shifted people's mindset and changed consumer behaviour placing importance to health and sustainable food consumption (YouGov, 2020, n.p.; Deloitte, 2020, n.p.; Busch et al., 2021, n.p.; Rheingold Institut, 2021, n.p.; BMEL, 2020a, p. 18; Zukunftsinstitut, 2021, n.p.; Zeit, 2021, n.p.). Since then, agriculture and regional products have gained in popularity for around 50 % of the young people and adults (BMEL, 2020a, p. 18).

Even the rising hype and trend of mindfulness is not only gaining importance in overcoming stress, but also shows its indirect influence on topics such as consumption and sustainability. The BiNKA project under the framework of the TU Berlin and the Institute for Vocational Education found out that a regular meditation may result in a more sustainable consumption behaviour as participants have shown an increased appreciation for products and a more profound awareness of the problems of consumption (Henneke, 2018, n.p.; BiNKA, 2021, n.p.; TU Berlin, 2021, n.p.).

Today, the so-called millennials have become the pioneers of the "better world" movement, taking the lead in various trends such as climate protection, sustainability and mindfulness (Leitherer, 2021, n.p.). An increasing number of Millennials identify themselves as vegetarians or vegans (AWA, 2022, n.p.). For them, sustainable food production and the reduction of meat consumption is one of several decision criteria for products as part of a holistic, conscious nutrition concept (Leitherer, 2021, n.p.; Zukunftsinstitut, 2021, n.p.). The majority of the young took part in the Fridays-For-Future protests and supported the messages of climate activist Greta Thunberg which in particular had a significant impact on

the young target groups (also referred as the “Generation Greta”) through social media such as Instagram, Twitter, YouTube (Leitherer, 2021, n.p.; Zukunftsinstitut, 2021, n.p.). Thus, social media as a platform with its high level of information exchange has become an important source for many young people and influencers. It is the place where constantly stories about healthy and sustainable nutrition, sustainable lifestyle and products in connection with how to preserve the environment are shared. This, however, is helping to create a greater understanding of sustainability (ibid.).

In a nutshell, climate change, the Fridays-For-Future protests, the Corona pandemic, the rising hype and trend of mindfulness and social media have so far been identified and accordingly understood as external factors (stimuli/environment determinants) which have contributed decisively to a changing mind-set with regard to sustainability (Bleibgesund, 2021, n.p.). Above all, those kinds of influencing factors and trends have become mostly visible in the field of nutrition as in average, every German causes 1.75 tonnes of climate-relevant emissions per year through his or her personal food consumption, which is roughly equivalent to the emissions from the mobility sector and which according to studies, a reduction by at least half is necessary (Weis, 2019, n.p.).

2.5 Summary of Research Gap

In summary, sustainability has moved to the spotlight and has become the main topic of discussions. This is because, today terms such as vegetarian, vegan, regional food, less meat consumption, plastic-free products in the supermarket, unpacked food etc. are increasingly common throughout daily life. The growing interest in sustainable food is pushing the food industry (including retailers and supermarkets) to provide and increase the range of those products, along with meeting consumer demand (Buselmaier, 2016, p. 110). The literature and research do not provide information specifically on questions regarding why the consumer has decided to adopt such a sustainable diet. Which reasons explain the increasing importance of sustainability among consumers? Which factors are involved? It is now necessary to address these questions and explore these reasons and factors.

The theory of consumer behaviour consists of many models and explanatory approaches that explain consumer behaviour. There are many factors, determinants and variables involved in describing the influence on consumer behaviour. For the present research work, the so-called SOR model provides an

adequate explanatory approach for analysing and understanding internal processes (black box) of consumers.

Within the SOR model, a *stimulus* hits the human *organism* and causes internal processes that lead to certain *response*, reactions or actions. This is because consumer research has found out that the processes inside the organism shape consumer behaviour and the purchase decision. The objective of the present research work is therefore to open up the black box in order to gain further insights and answers to the question of why the consumer has decided in favour of a sustainable nutrition. At this point, it is important to mention that the analysis will be conducted superficially by identifying possible reasons for motivation, motives and external factors. It is not the purpose of the research to provide a profound analysis, as the capacities do not allow for it. It is intended to close the gap in research by conducting the present research and with the help of the SOR model from the theory of consumer behaviour.

3 Methodology

In order to analyse the motivations, the influencing factors and the future relevance of sustainability in the field of nutrition, and to provide answers to the research questions, this prospective research applies a qualitative research methodology. Thus, interviews are conducted to generate answers. On this basis, the next sub-chapters precisely discuss the procedure and the approach of the methodology. It elaborates on the approach in greater detail including the data collection method and its process, the interview design along with interview guideline and the qualitative (structure) content analysis according to Philip Mayring (Mayring, 2015, p. 61).

3.1 Data Collection Method: Semi-standardised Guided Interview

For the data collection, an interview guideline has been designed in accordance with the research questions, the research objectives along with the theory of consumer behaviour (Döring & Bortz, 2016, p. 372; Steffen & Doppler, 2019, p. 30). This data collection method was chosen in order to find out the subjective assessment and opinions of the interview participants regarding their switch in consumption and sustainable eating behaviour. Thus, the main purpose of this method is to focus on the subjective and personal opinions of the interview participants.

Considering the research interest here, this method is suitable to provide subjective and personal explanations on this topic. This is generated by its “semi-structured” and “semi-standardised” function. Although the interview guideline is pre-formulated and pre-structured, there is neither a standardised order of questions nor pre-formulated answers (Döring & Bortz, 2016, p. 372; Steffen & Doppler, 2019, p. 30). In this way, the method enables a flexible and process-oriented interaction with the questions and with the interview participant in the course of the interview. It, therefore, provides orientation for both the interviewer and the interview participant and makes the interview participants experts in their own assessments.

This method allows even a kind of openness towards the statements given by the interview participants. This is because the interviewer does not follow rigid questions in which no flexibility is given, but instead the questions are adapted to the circumstances in the course of the interview, reformulated in reaction to answers or even supplemented by spontaneous questions. This creates a relaxed, flexible and open atmosphere that allows room for additional views,

thoughts or opinions (Döring & Bortz, 2016, p. 372). Also, the use of open-ended questions contributes to create an open atmosphere, so that the interview participants are given additional flexibility to answer (Steffen & Doppler, 2019, p. 8). The interview participants can thus freely develop their views in this way and no boundaries are set for them (ibid.).

Furthermore, this method fits in perfectly because it provides a certain structure and control of the narrative explanations. This is primarily attributed to the researcher's prior theoretical knowledge about the questions posed and the intention pursued in the interviews (Steffen & Doppler, 2019, p. 35). Besides, the selected method is suitable for answering the research questions, as it enables a comparison of the content of the interviews on the one hand and provides additional contextual information on the other. In this way, it is possible to draw further conclusions regarding the evaluation of the interviews (Steffen & Doppler, 2019, p. 26). The next chapter describes and reflects on the process of the interview guideline in order to facilitate the understanding of the content.

3.2 Interview Design & Guideline

Based on the research questions in this research work, the individual questions of the guideline interview were worked out as a list in advance (appendix B) (Steffen & Doppler, 2019, p. 30). To comply with the principles of openness and process orientation of the method, open-ended question formulations were adhered to ensure the highest possible degree of openness and stimulation for the interview participants' narrative parts (ibid.). Considering the thematic background of the research questions and the research objectives, the questions were directed both at the level of the state of knowledge and at the level of the practical actions of the interview participants. Thus, the main part consisted of questions about motivation, reasons for taking action and the influencing factors.

These questions were further broken down with additional follow-up questions, which were changed, adapted or supplemented depending on the circumstance and the necessities. Further questions were posed concerning barriers and the future relevance of sustainable nutrition. A number of sections were defined in the interview guideline, each of them covered a thematic focus. These were then later used to develop the categories through the coding process. It included, for example, questions about the general eating behaviour and its development, about motivations along with questions about possible external influencing factors. Above all, these served to answer one of the main research questions. Beyond that, there were a number of questions regarding the topic of

sustainability in the future and what opportunities existed to promote sustainable eating and consumption behaviour. The focus was also placed on questions concerning obstacles and barriers to identify what may hinder sustainable nutrition or sustainability in the future.

During the course of the interviews, additional questions were added to these core questions, some of which were slightly modified accordingly. They were intended to deepen possible short answers and to provide support if the interview participant found it difficult to make an assessment, for example, due to the wording of the questions or the complexity of the topic itself. Beyond that, optional follow-up questions were prepared and raised either after each main section or at the end of the whole interview. Unlike the main questions, these follow-up questions were more detailed in nature and referred directly to the interview interest thus seeking to either gain more information on the topic itself or eliminate misunderstandings in responses.

Generally, to facilitate the entry into the interview and to create a relaxed atmosphere in the conversation, Döring and Bortz (2016) suggest to open the interview with introductory general questions (p. 365). Therefore, general questions about personal eating and buying behaviour in the area of food were first posed along with questions regarding existing and possible changes in eating behaviour (Döring & Bortz, 2016, p. 365). After the casual beginning with the general questions, further questions were raised regarding the definition of sustainability in general and of sustainability in food consumption. The clarification of the definitions does not bear great significance for the prospective research work, but rather served as general background and contextual understanding of the explanations during the course of the interviews and the level of expertise of the interview participants.

At the end of the interview, the interview participants were finally invited to identify necessary fields of action on how to promote sustainability in the area of food. They were further asked to provide recommendations and request towards politicians, the food and meat industry as well as to the individual. The complete interview guideline can be found in the appendix under *appendix B*.

3.3 The Process of Conducting the Data Collection

In line with the rules of qualitative content analysis according to Mayring (2015), the origin of the analysis material and its context of origin are described in more detail before the evaluation (p. 54). It aims on the one hand to clearly define the selection of the data material and its contribution to basic research and on the

other hand to inform the reader about the quality of the available material in terms of scientific traceability and transparency (p. 54). To ensure transparency regarding the conduct of the interviews and the preparation of the materials, details of the interview preparation and the interview process as well as the rule-based transcription will now follow.

Interview participation were either actively requested or initiated through recommendations from friends. The interview participants received a written invitation to take part in the interview in advance. It included information about the research topic of sustainability and sustainable food consumption along with a brief overview of the interview process. Here, it is important to mention that no questions or advance information about their views and opinions on why they chose to eat sustainably were requested. In order to obtain the intended number of interviews in the end, a higher number of interview requests were sent out. The intended number of interviews amounted 8 to 10, whereas 20 interview requests were sent out. Also, the target group was carefully considered beforehand; it consisted of interview participants between the ages of 20 and 40, regardless of profession or gender (Ballas, 2020, p. 8). This approach was chosen in order to make the interview as open as possible afterwards and to avoid preconceived answers.

Due to the geographical distance of the interview participants and the corona situation, all interviews were planned to take place via an online Zoom connection. The interviews were recorded with an integrated recording function of the zoom programme. They were then later transcribed in word-by-word format in accordance with the transcription rules of Dresing and Pehl (2018) in order to produce a written version for the data analysis afterwards (p. 21). As the analysis was only content-based and phonetic, linguistic and grammatical errors as well as punctuation were eliminated in order to ensure readability and linguistic standardisation (Dresling et al., 2018, p. 21.). Besides, the extensive material was smoothed into standard German with regard to linguistic style, sentence construction errors and dialects, making it easier for the data analysis to process and read (ibid.). In addition, all data material collected was anonymised to the extent that it is no longer possible to draw conclusions about the person interviewed. A consent form was provided to assure that no information would be passed on to third parties and that the data would only be used for the purpose of the subsequent research work.

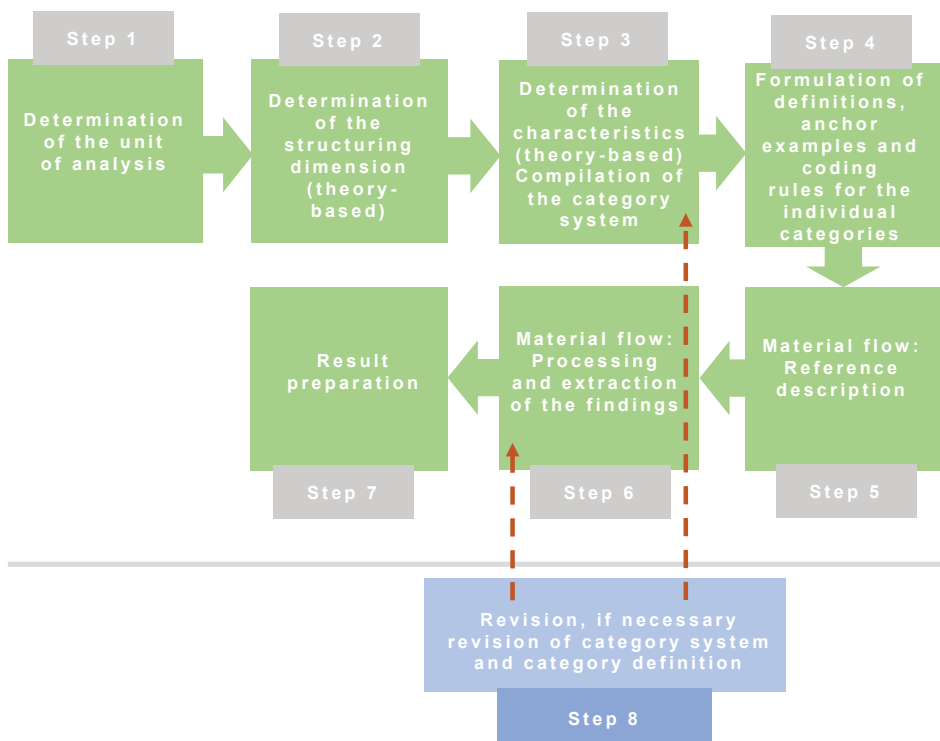
As already outlined, the questions of the interview guideline were partly modified or even remained unchanged during the entire interview process (Steffen & Doppler, 2019, p. 30). However, the pre-formulated questions were used in a

different order depending on the case and supplemented by open-ended questions if necessary.

3.4 The Data Analysis Method

In the following chapter, the choice of the data analysis method with regard to the research question will be discussed. The method of qualitative content analysis according to Philipp Mayring (2015) was chosen to evaluate and analyse the collected data material (p. 61). According to Döring and Bortz (2016), this particular type of content analysis involves the evaluation of documents that are considered to be “the manifestations of human experience and behaviour” (Döring & Bortz, 2016, p. 450). The steps of the structuring content analysis are presented in Figure 6.

Figure 6: The Procedure of a Structuring Content Analysis



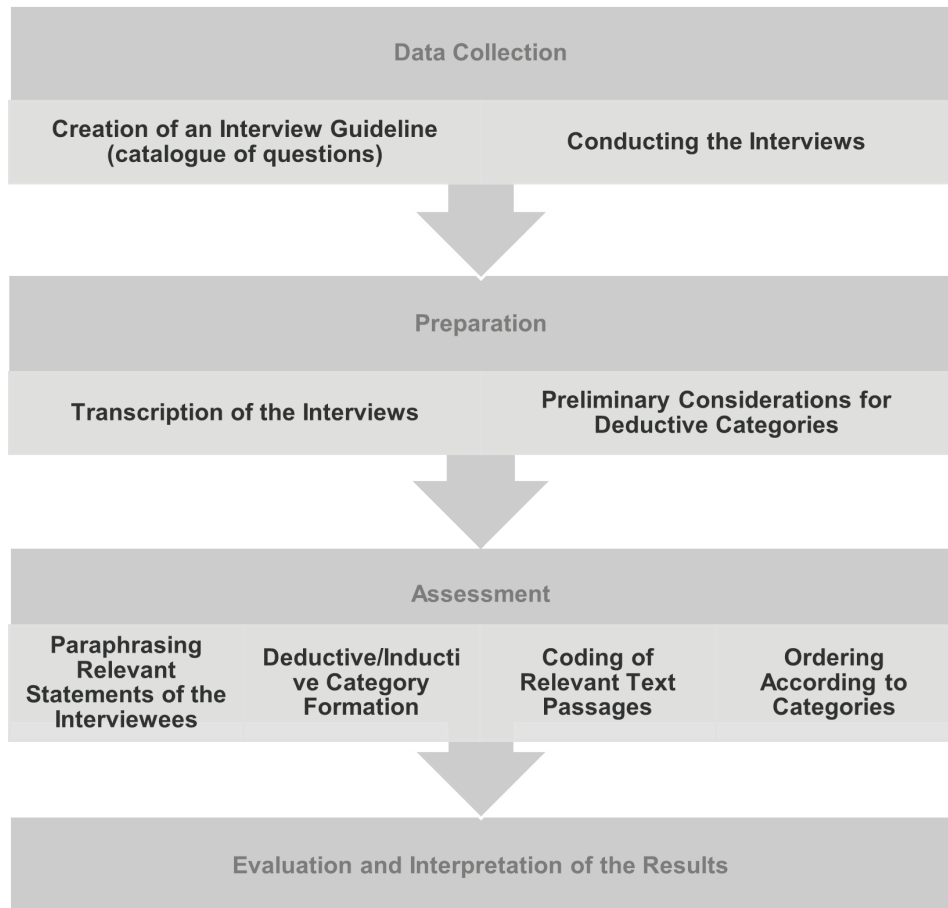
Source: Modelled after Mayring, 2015, p. 97.

This method is of great relevance for the research interest as it allows the researcher to develop a system of categories linked to the theoretical background previously covered, which is then elaborated in constant interaction between theory and the materials collected (Mayring, 2015, p. 61).

A purely descriptive evaluation method which does not include preliminary approaches, as applied in ethnology, for example, would not be able to provide the necessary explanations (*ibid.*). The strength of qualitative content analysis is revealed above all by its strictly structured working methodology in the evaluation of larger amounts of data (Mayring, 2015, p. 25). Depending on the epistemological interest, Mayring (2015) suggests different operationalisation approaches for the evaluation of the available material, which makes content structuring suitable for the present research project (p. 97). By filtering out certain aspects on the basis of previously defined categories, it is possible to purposefully identify the elements that are necessary to answer the research questions (Mayring, 2015, p. 67). Meanwhile, other text passages that are not of interest can be neglected.

For the formation of the categories in this research work, the mixed method of the deductive and inductive approach was chosen with reference to the structuring content analysis. Accordingly, the category system is first determined deductively, since consumer behaviour theory, the research studies used and the literature already provide sufficient relevant background data for the formations of some categories. These deductive categories are then supplemented by inductively collected categories during the course of the interview data analysis. The reason for this is that perceptions, opinions and understandings like those of the interview participants cannot be completely distinguished in theory in advance (Mayring, 2015, p. 68; p. 85). In this process, sub-categories are formed or even further sub-categories of sub-categories, if necessary, that cover different degrees of manifestation of a category (Mayring, 2015, p. 103). In this way, a system of categories is created before the analysis, which is then gradually refined during the analysis of the interview text material. According to Mayring (2015), this type of format makes it possible to show the reader which of the text passages specifically and exemplarily apply to the respective sub-categories, thus forming both the starting and reference point of the main categories (p. 103).

To illustrate the whole process graphically including the steps according to Mayring with regard to this prospective research work, Figure 7 below once again summarises all the steps taken. It shows the essential steps of the work process of how the qualitative methodology is to be carried out.

Figure 7: Qualitative Content Analysis according to Mayring

However, it should be emphasised at this point that the scope of the procedural framework developed by Mayring for qualitative content analysis is much larger and more detailed than the framework of this research work as it would go beyond the scope of the MBA degree programme.

3.5 Application of the Content-Analytical Criteria of Quality

For the good of completeness, this sub-chapter briefly outlines the quality criteria according to Mayring that include (1) procedural documentation, (2) interpretation validation with arguments, (3) rule guided, (4) proximity to the subject matter, (5) communicative validation, (6) triangulation (Mayring, 2015, p. 125). Scientific

quality criteria in research should ensure that results achieved are valid, in particular when it comes to answering the research question. According to Mayring, the test of reliability in particular, and here the so-called inter-coding reliability, plays a key role (Mayring, 2015, p. 125; Steffen & Doppler, 2019, p. 29). This is because, this quality criterion anticipates the disadvantages of qualitative research, to which an example now follows. Considering an interview, which is also the subject of the present research work, the researcher would analyse the interview under different circumstances and set different priorities than a second researcher. This may cause distortion in the results. This is where the so-called inter-coding reliability comes into play, which states that such errors can be avoided if two coders carry out the analysis independently from each other. For the goof of transparency, no second coder was consulted in the present research work due to time and availability reasons. It is important to mention at this point, however, that the analysis was nevertheless carried out carefully and thoroughly.

4 Data Analysis & Findings

The prospective chapter will present the findings resulting from the deductive and inductive data analysis to address the questions formulated in the problem statement. For this purpose, the results are presented visually, including a summary of the category system along with the main and sub categories (a detailed version of which can be found in the appendix under *appendix B*). It aims to provide the reader with a good illustration of the results regarding the opinions and thoughts on the topic of sustainable nutrition. Chapter 5, then, revisits, interprets and discusses the findings, taking into account implications from consumer behaviour theory, sustainable consumption literature, and in the field of management and practice. Subsequently, the next step consists of summarising the category system and presenting the key statements of the main categories along with the subcategories.

4.1 Conducting the Interviews

As previously described in detail in chapter 3, in total eight to ten interviews were intended to be conducted. To ensure that the number of intended interviews was reached, 20 requests were sent out. In the end, 12 positive responses were received. Thus, four additional interviews could be conducted than planned. However, this greatly improves the quality of this prospective research work, as it covers a wider range of possible answers and increases the accuracy of the analysis. Regardless of gender and profession, the age of the 12 interview participants ranged from 20 to 40 years. Because of the geographical distance of the interview participants and of the corona situation, all interviews had to take place via an online Zoom connection in the end. The duration of all interviews varied from 45 to 80 minutes.

Although the questions of the interview guideline were partly modified or even remained unchanged throughout the interview process, the pre-formulated questions were used in different orders depending on the situation given and supplemented with open-ended questions as needed.

4.2 The Overview of the Categories & Characteristics

The following illustrations present an overview of the categories that were formed through the prior-research and literature as well as the responses received from the interviews. As already mentioned, a deductive-inductive approach was

followed during the coding process. It is important to note that the main categories were deductively and inductively created from the literature review, the theory of consumer behaviour, academic studies as well as from the interviews conducted, whereas the sub-categories were mainly created inductively during the analysis of the interviews or partly supplemented. To better understand the category system before providing a summarised overview of the main and sub-categories, it is divided into four columns:

Table 2: The Four Columns of the Category System

Category Name	Definition	Anchor Example	Application Rule
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Thus, each category, both main and sub category, contains a definition of the category name. Each sub-category, however, contains an anchor example to prove the reason why the author has chosen this category, but also to once again illustrate the category with an explanatory example. In addition, the rules of application have been defined for each category to make the process of coding understandable and transparent. In the end 8 main categories and 53 sub-categories emerged from the data analysis. But before explaining the structure and process of the category system, the Table 3 below summarises all the main and sub categories.

Table 3: The Category System: An Overview of the Main & Sub-Categories

<i>Main Category (MC) / Sub Category (SC)</i>	<i>Category Name</i>
1.MC	Personal eating behaviour
1.1.SC	vegan
1.2.SC	vegetarian
1.3.SC	conscious meat consumption
1.4.SC	balanced nutrition
1.5.SC	organic products
1.6.SC	healthy products
1.7.SC	regional products
1.8.SC	seasonal product
1.9.SC	sustainable or reduced packaging
1.10.SC	zero-waste

2.MC	Change in eating behaviour
2.1.SC	agreement: yes
2.1.1.SC	gradual process
2.1.2.SC	event trigger/date
3.MC	Type of motivation
3.1.SC	intrinsic
3.2.SC	extrinsic
3.3.SC	a mixture of both
4.MC	Reasons for motivation
4.1.SC	health
4.1.1.SC	well-being: mental & psychological health
4.2.SC	environment
4.2.1.SC	climate change
4.2.2.SC	aspects of sustainability
4.2.3.SC	organic farming
4.2.4.SC	avoidance of long shipping and transport routes
4.3.SC	animal welfare
4.4.SC	global values & responsibility
4.4.1.SC	personal influence on the global situation
4.4.2.SC	intergenerational justice
4.5.SC	ethic & moral
4.6.SC	Altruism: personal values
4.7.SC	taste
4.8.SC	social pressure; social acceptance
5.MC	External influential factors
5.1.SC	the corona pandemic
5.2.SC	social media & media in general
5.3.SC	Greta-Thunberg movement
5.4.SC	trend of mindfulness
5.5.SC	other factors named by interview participants
5.5.1.SC	social environment
5.5.2.SC	social pressure; social acceptance
5.5.3.SC	intolerance of certain foods

6.MC	Future Eating Behaviour
6.1.SC	increasing
6.2.SC	constant
7.MC	Barriers and obstacles
7.1.SC	finances & Budget
7.1.1.SC	costly sustainable products
7.2.SC	limited time
7.3.SC	habit & Laziness
7.4.SC	level of education
7.5.SC	knowledge & Information
7.6.SC	greenwashing
7.7.SC	community
8.MC	Promotion of sustainability
8.1.SC	through policy
8.2.SC	through the food and meat industry
8.3.SC	by individuals
8.4.SC	through educational institutions
8.5.SC	PR, public campaigns, public discourse
8.6.SC	raising public awareness

In order to present the findings in a comprehensible way, the category system has been divided into five thematic areas, each of which specific main and sub-categories are assigned to. The five themes include:

1. The switch in eating behaviour
2. Motivational reasons
3. External influencing factors
4. Barriers and obstacles
5. Promotion of sustainable nutrition

Taking this reference as a starting point, the following paragraphs examine each of the five thematic areas according to their main categories and sub-categories. Table 4 summarises the allocation of the main categories to the thematic areas:

Table 4: Overview of the Main Categories & Themes

Themes	The Main Categories (MC)
<i>The switch in eating behaviour</i>	1 st MC: the actual personal eating behaviour; 2 nd MC: shift in eating behaviour
<i>Motivational reasons</i>	3 rd MC: type of motivation; 4 th MC: reasons for motivation.
<i>External influencing factors</i>	5 th MC: external influencing factors
<i>Barriers and obstacles</i>	7 th MC: Barriers and obstacles
<i>Promotion of sustainable nutrition</i>	6 th MC: Eating Behaviour in the Future 8 th MC: Promoting Sustainability

These findings provide information on how nutrition has developed and changed among the interview participants over the years and what motivations lies behind the change. Above all, they even provide information about the importance they attach to nutrition and identify factors that influenced them in their switch to a sustainable nutrition. The data analysis also indicates which barriers may prevent the development of sustainable nutrition. At the same time, it shows how this change can be supported in the future and what measures need to be adopted accordingly. In addition, they contain quotes from the interviews that support the statements. The aim is to derive general statements from them. At this point, it must be made clear that this is a subjective interpretation of the relevant text passages.

4.2.1 The Switch in Eating Behaviour: Sustainable Food Consumption

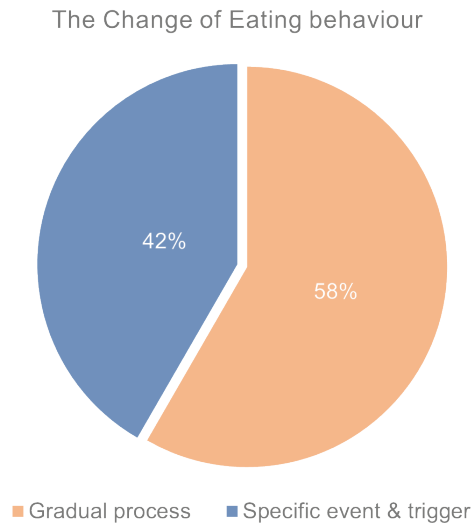
Two main categories (1st main category: the actual personal eating behaviour; 2nd main category: shift in eating behaviour) cover the thematic area *the switch in the eating behaviour towards sustainable food consumption*. The intention behind setting up these two main categories with their corresponding questions was that, on the one hand, it sought to find out to what extent a change in eating behaviour towards sustainable consumption had taken place. Simultaneously, it also provided a suitable opening and relaxed atmosphere to start the interview by asking general questions in the beginning. It was possible to already receive relevant statements from the general questions about their eating behaviour today and about how their eating behaviour has changed over the time.

Accordingly, the interview participants also indicated to have noticed a change in their eating behaviour. Even at the beginning of the interviews, it was already possible to identify that the basic attitude towards eating behaviour had already changed. To illustrate this, the following statements of interview participants can be given as an example:

“(...) Well, I would say that my eating behaviour has actually changed over the time, I went mostly vegan. I eat much more vegan food. And what has also changed a lot, for example, is that I have also started to deal with the old Ayurvedic cuisine a bit.” (B10, Interview, 2022, in Zipfile, no 10, p. 8)

“(...)Yes, quite drastically too. I'd say it's been extreme since January 2020. But before that I was also careful to reduce my meat consumption. However, I still ate a lot of dairy products. All in all, it has changed drastically, I would say since January 2020, but actually (...) since the beginning of my studies I have tried to eat and consume more consciously.” (B06, Interview, 2022, in Zipfile no 10, p. 2)

In summary, the two examples are representative for all interview participants, which indicate to have a change in eating behaviour towards a sustainable nutrition. With regard to this, however, the process of change differentiated: while about 60 % of interview participants referred to a gradual process over the course of many years, the others referred to specific events or dates that marked the time when they decided to eat sustainably (40 %). These numbers are illustrated in Figure 8.

Figure 8: The Change of Eating Behaviour: Gradual or Event-Related

Based on these statements, it can be concluded – regardless of whether it was a gradual process or more of a short-term event – that certain factors have definitely played a role and have contributed to the change in attitude towards sustainable nutrition:

“I wouldn’t say a specific event, but I would just say that it was a gradual process through my social environment and also through social media. I have a lot of vegan people in my social environment, and also vegetarian people.” (B12 Interview, 2022, in Zipfile no 12, p. 3)

“Yes, in my case it was a very gradual process. I would probably even say over 10 years. But there was actually a date when my eating behaviour changed dramatically. And since March 2020 I’ve been eating primarily vegan meals- well, I say mostly vegan. But I’m not so strict about it now, occasionally I also eat vegetarian. But it’s been mostly vegan since then, and in the last 10 years I’ve been increasingly getting to know more and more products, exchanging them, dealing with them. And since March 2020 I’ve been doing it quite consciously.” (B10, Interview, 2022, in Zipfile 10, p. 8)

“In January of last year (2021). Then there was also this long or big lockdown (...). And that’s when I had the time and the capacity to deal with it. And that’s when I started to approach it in a very healthy

way, and for the first few months I really only went vegan, one hundred percent vegan. And I also paid attention to what was in the food and how you could basically eat vegan. Nah, it wasn't a gradual thing. I could almost tell you the exact date, so it was mid-January 2021, which is probably the third 13th, 15th or whatever." (B05, Interview, 2022, in Zipfile no 05, p. 2)

The data analysis of the interviews also provided further information about what kind of sustainable eating behaviour the interview participants have implemented. Thus, it resulted in the identification of eleven further sub-categories such as vegan, vegetarian, reduced and conscious meat consumption, well balanced nutrition, organic products, healthy products, regional products, seasonal products, reduced packaging, and no waste of food. The Figure 9 presents the eleven sub-categories including their frequency of coding.

Figure 9: The Personal Eating Behaviour of the Interview Participants



In this context, the interview participants were asked "how do you eat and what is most important to you in your nutrition?" In response, the interview participants answered differently and referred to their food priorities and preferences, for instance the preference of vegan and regional products or avoiding meat

completely (etc.). Others, however, claimed to pay attention to not consume too much meat, and in cases they do, they mostly consume high-quality and organic meat, given the fact of knowing how the animals have been treated. Still others stated to only consume meat in exceptional cases, for instance when they go out to eat in a restaurant to indulge themselves.

“Well, I primarily make sure that I get something vegan in the restaurant. So, it doesn't have to be a vegan restaurant or bistro per se. It's important to me that they offer something vegan for me. And of course, I have my preferences. I really like falafel and hummus, and then I tend to go to a Lebanese restaurant or a Syrian restaurant.” (B09, Interview, 2022, in Zipfile no 09, p. 1)

“Yes, we try to eat vegan when we cook. That means no meat and actually as little dairy products as possible, so my cheese is included. However, when I go out to eat, I don't pay attention to that.” (B11, Interview, 2022, in Zipfile no 11, p. 1)

In general, all interview participants agreed to attach great importance to healthy and sustainable products. Remarkably, even the packaging of food products increasingly played a role in this context and became a topic of discussion. This is because the interview participants indicated to also pay attention to the packaging of food when doing their grocery shopping. In particular, they prefer food with sustainable packaging, less packaging or even non-packaging.

“What is another sustainable aspect concerning what I eat, and how I do my grocery shopping, for example, is the issue of packaging. We have fabric bags that we use to go to the bakery, before Corona of course, because then you weren't allowed to do that anymore, but instead of a paper bag, we gave them our fabric bag and bought bread rolls. We also have this for tomatoes, for fruit and vegetables, and try to avoid packaging and use as little packaging as possible.” (B01, Interview, 2022, in Zipfile, no 01, p. 4)

The so-called eating exceptions remain important for some of the participants. Because it is the only way they can maintain their eating habits in the long term and not be constantly under great pressure not to enjoy certain food. Some of them confessed to occasionally and in very rare cases treat themselves with a milk chocolate, a burger, a pizza or a kebab, next to their sustainable and conscious nutrition. But again, this is a small group of interview participants:

“Mostly when I'm cooking, actually. I always see dining out a little bit as an outlier, in the sense that you're allowed to do whatever you

feel like. And when we cook at home, we just pay attention to it.”
(B11, Interview, 2022, in Zipfile no 11, p. 2)

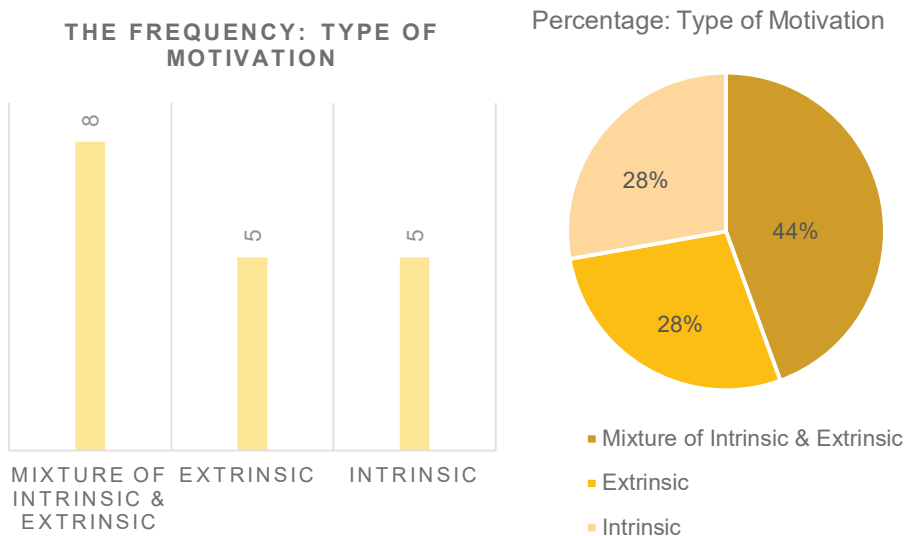
The topic of food waste and upcycling was also an area of concern among the interview participants, as some of them pointed out to recycle leftover food to avoid throwing away leftover food or products:

“When I cook, I make sure to cook fresh and varied food and to eat many different foods throughout the week. When I cook, I also make sure that I plan the things that I use in such a way that I can eat them directly, so that you don't have so much food left over.” (B10, Interview, 2022, in Zipfile no 10, p. 1)

The interview participants emphasise their wish to make a difference in relation to the climate crisis, the future generations and for the planet. They only feel able to make a sustainable difference through their nutrition. This topic and the fact, that a rethinking of sustainable nutrition has taken place, puts now the focus on the reasons that have induced such a rethinking, which will now be presented in the next chapter.

4.2.2 The Reason of Motivation

The data analysis also intended to provide answers to the question of what motivation lies behind their decisions. As a result, a number of motivational reasons were identified. Hence, two further main categories emerged: 3rd main category: type of motivation; 4th main category: reasons for motivation. Regarding the question of whether it was rather a more of an intrinsic or extrinsic motivation that led to their change in eating behaviour, the interview participants replied differently, which is illustrated in Figure 10, one showing the percentage and the other the frequency of coding.

Figure 10: Type of Motivation

While some were motivated by their own conviction to contribute to the environment, their well-being and health, other interview participants indicated to have been extrinsically motivated and influenced by external factors. However, some of the interview participants claimed to have been influenced by both extrinsic and intrinsic reasons. It is particularly important to note in this context that it became evident during discussions in the interviews that some of the interview participants were extrinsically motivated by external factors such as the environment, family, etc. to adopt a sustainable nutrition. This change, however, has become intrinsically rooted later resulting in values and beliefs driven by intrinsic motivations then.

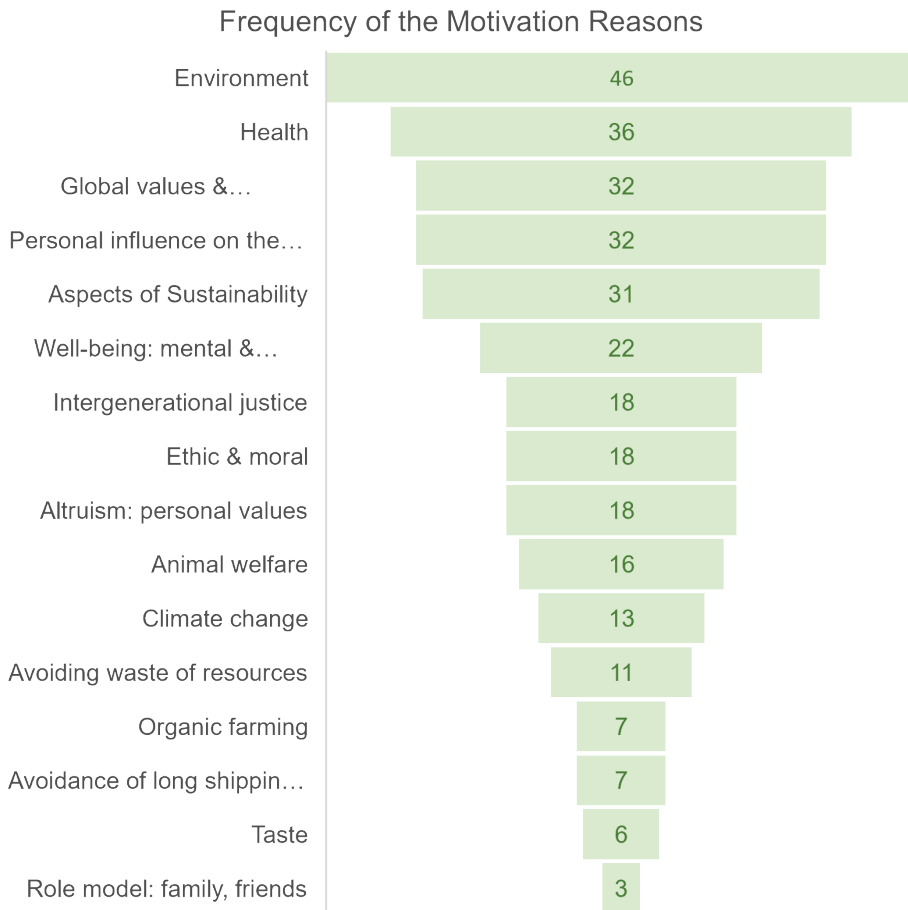
“I can definitely say that it is intrinsic, because I think that otherwise I wouldn't be able to go through with it. I think otherwise I would probably have stopped sooner somehow. So, the fact that I understand that I can somehow make a big impact in this way convinces me intrinsically. (...) Yes, I would say that I am definitely intrinsically motivated.” (B06, Interview, 2022, in Zipfile no 06, p. 4).

“I would say it was a mixture of both. So, I would say that on the surface it was intrinsic that I was interested in it in the first place and that I dealt with it, and beyond this intrinsic motivation, there were a

lot of extrinsic triggers that were quite reinforcing or that really helped me to decide to do it.” (B10, Interview, 2022, in Zipfile no 10, p. 5).

“Sometimes it is perhaps a social pressure, sometimes it is an additional social motivation and thought processes that I find totally exciting or which I then also accept. So, I do think that there is a lot of intrinsic motivation, but of course it comes from reflection processes that are in exchange with external groups or factors. So maybe I would say a bit more intrinsic, but I certainly can't completely discard extrinsic motivation.” (B04, Interview, 2022, in Zipfile no 04, p. 5)

Once the questions on intrinsic or extrinsic motivation were answered, a discussion came up from which further questions arose. This then revealed the motives and motivations behind the participants' decision to change their eating behaviour to a sustainable nutrition. A number of further open-end and follow-up questions followed, among others: “What are your motivations for adopting a sustainable nutrition? Which social contribution do you want to make? Do you think you can make a difference through your nutrition?”(etc). This resulted in ten sub-categories referring to reasons for motivation illustrated in Figure 11.

Figure 11: Motivation Reasons

Among them, the environment and the climate were most frequently named as reasons. Each of the sub-categories below is now addressed and underlined with a specific quotation.

“Of course, it also has a lot to do with this topic, which is also an important topic and is somehow on our daily agenda, such as sustainability, climate protection and so on and so forth. Of course, this raises a lot of questions about our own eating and consumption behaviour, which is partly interesting, partly also complex and exhausting.” (B04, Interview, 2022, in Zipfile no 04, p. 2)

“Yes, my contribution as I said is to protect the environment; to maintain our current environment for as long as possible, because I actually think that the way it is and I do not want to see further environmental catastrophes (...) I notice that I get the feeling, and I know of course that this is only a small proportion, but if everyone would do something like this, if everyone would pay attention, that we could bring about a lot of changes or avoid changes in a negative sense. I think that everyone has a duty to think more about this in the current situation. And yes, it's hard and at least it's a start if you only change part of your diet or only stop using plastic bags or something, so everyone can start in small steps and I think that's important.” (B01, Interview, 2022, in Zipfile no 01, p. 8)

“No, it really does relate to the global. I recently heard again that, from a purely technical point of view, Germany actually needs three earths a year. And then, of course, it's also a concern of our own to contribute at least to a minimum that Germany consumes too many resources in the first place. Yes, and then there are all these connections with meat consumption in Germany, which also affects the deforestation of the rainforests in the Amazon, because soya is grown there for meat production in Germany and the rainforests are torched in order to use soya areas. So, I would say it is global.” (B11, Interview, 2022, in Zipfile no 2, p. 4)

“My main motivation with my nutrition is also somewhat of a health point of view, but also the ecological point of view, that I know that a vegan nutrition can have a positive impact on the environment.” (B06, Interview, 2022, in Zipfile no 06, p. 4)

All of these follow-up questions served to find out the reasons why the interview participants decided to eat sustainably and healthy in the first place, including what exactly motivated them to do so. This is because changes generally come with a trigger or a reason. Apart from the environment, the interview participants mentioned several other reasons. Most importantly, they recognised the direct connection between nutrition and CO₂ emissions. By choosing to eat sustainably and consciously, they intend to make a difference, help to protect the environment and thus contribute to the reduction of CO₂ emissions. Further subdivisions and categories such as environmental protection, climate change, global responsibility and values, also in relation to sustainability aspects and intergenerational justice emerged from the data analysis and have been mentioned very frequently. This revealed above all that the interview participants

were convinced to have a positive personal influence on the global context through their nutrition. Beyond that, however, mental and physical health have also played a significant role, for which a healthy nutrition is a prerequisite. The health was second most frequently mentioned after environment and great importance has been attached to it:

“Yes, I would basically like to say that it is important and that it is urgently necessary to deal with conscious nutrition and above all to deal with what and where I am actually involved through my nutrition, what am I actually maintaining? And to look at what my decisions, what I buy, what I eat, simply to look at what they actually lead to and what they actually have to do with and what I am actually deciding? I would say that it is important to me that society understands this and that it sees the connection. And (...) the contribution I would like to make is that I understand increasingly the connection between the way we eat and the state of our planet and that I know quite well that I would like to make a contribution or ensure that we continue to have a planet, namely that we also have a healthy planet where life is possible and I find that nutrition has become elementary or even the greatest force to save the planet again and to move it in the right direction again, which means so many factors, including the climate. So, I have the impression that our entire present and future life and how it is and depends on how we eat and whether we continue to have such climate catastrophes, whether it becomes even worse, because for me it's all connected. And I believe that the way we eat and what it takes, what we have to produce, how we treat the planet, that this simply has an effect on the planet and if we don't manage to adapt our diet in such a way that the planet is preserved and is healthy. That's a scary idea, and I already have the impression that I would like to contribute to the right direction with my nutrition.” (B10, Interview, 2022, in Zipfile no 10, p. 5).

Similarly, values, ethics and morals are one of the many reasons why a sustainable nutrition is vital in the eyes of some of the interview participants, as it is necessary to care about how the planet is treated and left behind. Values, ethics and morals have been mentioned frequently on average, but still play a role among all of them.

“I think I would say that for me it has become more like a life of values. That's more how I would describe it. I know, so I think I do

identify with it in principle, but I think it is much more important for me that I live with values or that I realise interests that I find are connected to nutrition and that I support these factors like health or the state of our planet. For me, these are the overarching goals that I pursue or realise with it.” (B10, Interview, 2022, in Zipfile no 10, p. 5)

Similarly, to values, ethics and moral, the protection and welfare of animals play an essential role, too, as it is a major reason for them to reflect on their meat consumption.

“As well as the last one, of course, animal welfare, which is super important. Quite drastic everything shown in this documentary and it makes you think, ponder whether everything that has been done so far makes sense.” (B11, Interview, 2022, in Zipfile no 11, p. 4).

Closely related to the concept of sustainability are the waste of resources, intergenerational justice and sustainability aspects, all of which equally play an important role and have also been mentioned once by everyone of the interview participants.

“So, that you should definitely eat consciously, that you should consider, for example, which products are scarce resources; for example, fish, which you could perhaps do without for sustainable reasons. Sustainability also implies conserving resources in some way, and I think reducing meat consumption is definitely part of that, so that you look at reducing your meat consumption or maybe even lowering it to zero altogether. (...)” (B01, Interview, 2022, in Zipfile no 01, p. 5)

“Personally, I would say, for example, that sustainable nutrition still includes, the protection of resources and the protection of the next generations, precisely because certain foods or products such as meat or other products such as milk are not becoming scarce, but I would say that many more people can afford meat and milk, etc. and accordingly it is not produced so sustainably nowadays, which is why I would say that this is still an aspect in the definition. But for me, sustainable nutrition also means that, for example, the concept of zero waste, the world comes up again in the sense of, you have often seen this already in the media, that you would actually throw away leftovers that you yourself would use most of the time when cooking, such as the skin of a potato or the leftovers of an onion, or

that there are still a lot of vitamins in these leftovers and that you can still use them and don't just throw them away. And for me, that is also sustainable nutrition." (B12, Interview, 2022, in Zipfile no 12, p. 2)

The interview participants also pointed out the close connection of supply routes and supply chains with the surprising amount of CO₂ emissions. With this regard, they specifically mentioned the avoidance and prevention of long supply chains/routes as key factors in their decision. Furthermore, some of the interview participants also mentioned the importance of organic farming, which is a prerequisite for good quality products that are not only important for the environment but also for the health. Because pesticides contaminate the soil and in the end products cultivate:

"It is important to respect the limits of the earth and its resources. And therefore, to avoid a negative impact on the earth and resources as much as possible. And in terms of food, that means the food systems, so to speak, agriculture: I (...) would like to support much more such regenerative agricultural models, where it is really about protecting the earth, the soil, the nutrients, the diversification of plants and so on. So that is supported, and of course that also has to do with my eating decisions and purchasing decisions, what kind of agriculture I support directly or indirectly. And, for example, we know that the agricultural industry, so to speak, and this industrial agriculture has an incredibly poor climate balance. And at the same time, not only the climate balance, but also the health balance of the soil, the health of the products and thus also human health. That means that in these soils, where a lot of pesticides and herbicides and everything else is used, the quality and also the nutrient values of the products produced are greatly reduced. And I believe that it is also an individual decision how to support a transformation towards more ecological agriculture. At the same time, of course, the policy of the super is in great demand." (B04, Interview, 2022, in Zipfile no 04, p. 3)

"In the past, I didn't pay attention at all. And then I saw the perfect strawberries and blueberries, and I'd buy them. Now I look at them and say ok wow, they're from Chile, way too far away. I don't buy them now because certain fruits are extremely sprayed, for example, due to seasonal and regional factors. I don't buy them either, because I know they come from far away, they are very sensitive,

and so I make sure that I buy regional, seasonal, organic and simply high-quality products.” (B02, Interview, 2022, in Zipfile no 02, p. 2)

When it comes to food choices, taste is less likely to be an important factor for interview participants but still plays a role for some and facilitates their choice in food:

“Well, number one is actually that it tastes good, because I just like to eat and think about what I want to cook, and then cook something delicious, that's just fun and then it's usually also a healthy thing. And yes, if you like to eat something, I think that's also good for your body.” (B11, Interview, 2022, in Zipfile no 11, p. 3)

To support regional cultivation and at the same time to protect the environment, some of the interview participants joined initiatives that supply fresh, regional and seasonal products from farmers, as called SOLAWI (Solidarische Landwirtschaft).

“Well, we get our vegetables and a lot of fruit from a SOLAWI. This is a solidarity-based agriculture and that's why we buy less overall, because we mainly get our fresh fruit and vegetables through them.” (B10, Interview, 2022, in Zipfile no 10, p. 1)

4.2.3 The External Influencing Factors

A number of statements once again crystallised the influence of external factors among the interview participants. This then simultaneously created the 5th main category: external influencing factors along with further sub-categories. As a brief explanation, extrinsic motivation is the motivation for a certain behaviour that is caused by external stimuli and influences. Here a person does not do things out of inner conviction, passion or desire as is the case with intrinsic motivation, but is motivated to do so by external motivators.

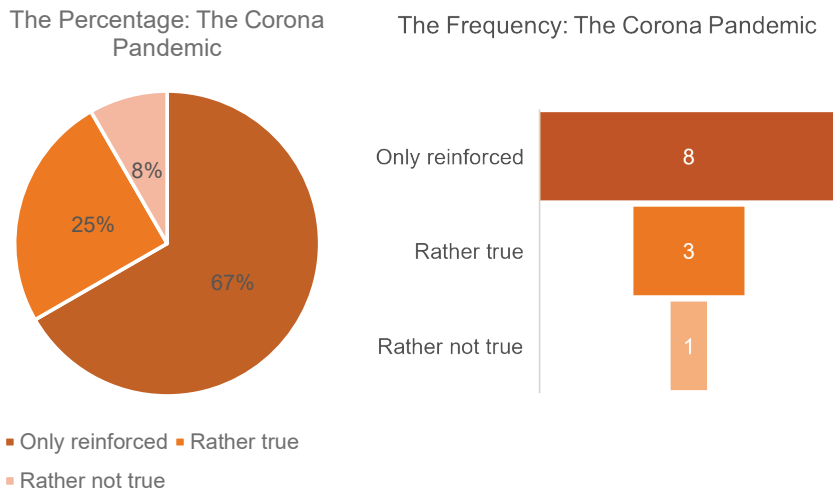
Throughout the research work – (mostly in online articles, comments or even in some online publications of research studies) – on the topic of sustainable nutrition and sustainability, some external factors have been identified in advance. These factors provide possible explanations for the change in eating behaviour. In particular, they indicate which influencing factors have played a role in motivating them to engage in sustainable eating. They include drivers and events such as the outbreak of the corona pandemic, Greta Thunberg's climate protests, social media and the trend of mindfulness. However, in order to validate these influencing factors with concrete statements from the interviews, the four

identified factors were explicitly addressed directly through questions to determine the degree of their influence on the interview participants. This resulted in different responses, which are now visually presented:

General conclusions could be drawn from the statements and responses about the corona pandemic. The interview participants perceived the covid-19 outbreak as positive as it encouraged them to look more into the issue of sustainable food. This is because the lockdowns and shifting studies/work indoors created significant additional time. While restaurants and similar social institutions remained closed, and no-contact orders were enforced, it meant to spend more time at home. As a result, people started to pay more attention to their nutrition, so they became more conscious of their food.

“(…)I have to think about it for a moment: Well, it was already the case that we, at least in my case, had a lot more time, at least during the first lockdown. During the second lockdown, my studies had just started, and I didn't necessarily have the feeling that I had an infinite amount of time, especially since during the first lockdown I already had the feeling that I had more time. And I wouldn't say that the pandemic had any extreme influence on my nutrition. But maybe it has strengthened it a little bit, maybe it has.” (B06, Interview, 2022, in Zipfile no 06, p. 5)

Interview participants described the time during corona as very intensive and, in terms of nutrition, as rather supportive. Nevertheless, they negated the statement about any direct correlation with the change in eating behaviour and considered the pandemic rather as a booster. The following Figure 12 illustrated the numbers.

Figure 12: Corona as an Influencing Factor

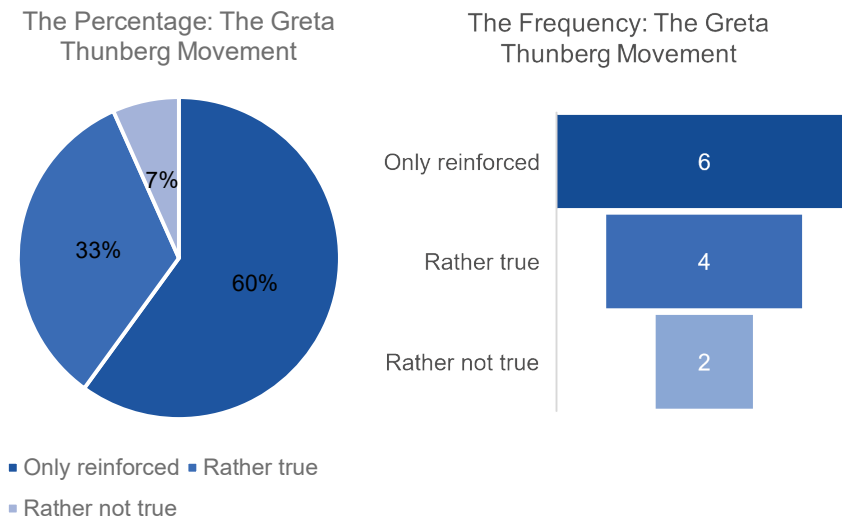
At the same time, public health authorities claim that a connection between physical health and the possibility of a covid-19 infection exists. This is because a healthy body and a healthy person tends to suffer less from a corona infection or overcome it more easily in the event of an infection. Through the information provided by media, attention was focused on the importance of a healthy body, and health issues gained a higher priority. This, in turn, was also mentioned by some of the interview participants as a push to deal with sustainable and healthy nutrition.

“(…) But it is probably that people are generally very focused on the topic of health, i.e. that this has come to the fore, clearly before Corona there was a bit of climate protection, climate change, somehow very much in the foreground of society. Then came Corona and the topic of health - you could see that people who were fitter, whose immune systems were stronger, were able to deal with it better than people who, let's say, had a poorer diet. Of course, it's also part of it. I believe that many people, including myself, have perhaps subconsciously given some thought to the question of what can I do to prevent this? So that if I now get Corona or some other illness, that I am a bit prepared for it. In the sense that I generally have good health and eat well and my body is prepared for it.” (B07, Interview, 2022, in Zipfile no 07, p. 6)

4.2.3.1 The Fridays-For-Future Protest as an Influencing Factor

Similar to the corona pandemic, interview participants mentioned that the Greta-Thunberg movement or the so-called Friday-For-Future protest had no immediate influence, but has rather strengthened sustainable eating behaviour as Figure 13 demonstrates.

Figure 13: The Greta Thunberg Movement



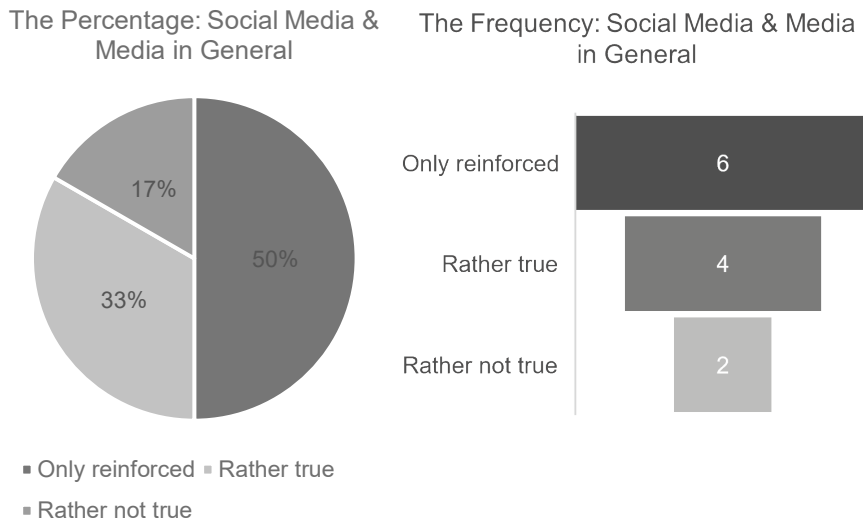
Especially with regard to environmental issues and climate change, it has once again raised public awareness. At the same time, it has encouraged people to continue pursuing the path of sustainable nutrition. However, it was not seen as the main trigger or main factor:

“I think that what Greta Thunberg has understood, we all have to understand a long time ago, and she is actually acting in exactly the right way and is also putting exactly the right drama behind it, or simply exactly the right urgency. (...) I also think that it has a lot to do with this and that it is time for something to change. Yes, otherwise I think there will be developments that we will no longer be able to stop.” (B10, Interview, 2022, in Zipfile no 10, p. 6)

4.2.3.2 The Social media as an influencing factor:

However, social media or media in general prove to have had an influence on interview participants as social media remain a common platform, especially for young people (illustrated in Figure 14).

Figure 14: The Social Media & Media in General



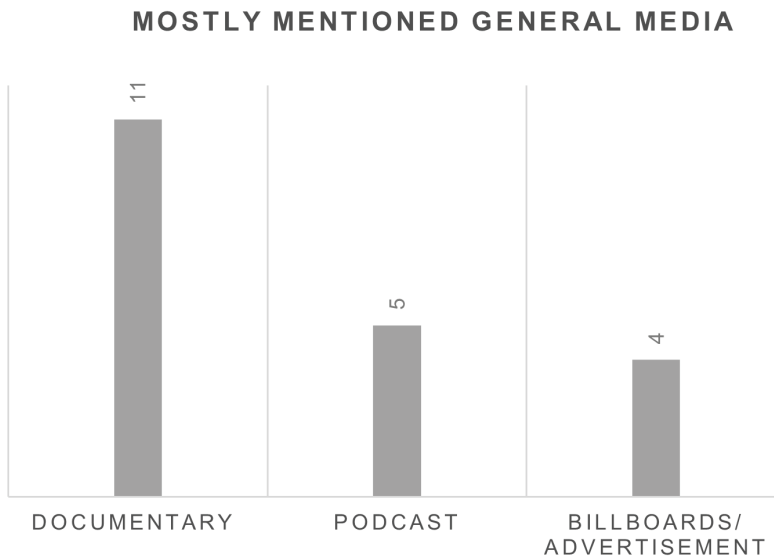
While some interview participants use social media platforms frequently, others prefer to use other types of media. The continuous surfing on the Internet regarding certain topics such as sustainability, climate change or sustainable nutrition, veganism or vegetarianism enables algorithms to be activated, which in turn generates more advertisements or notifications on these particular topics. The interview participant (B01) even explained that through the increased use of Instagram or Facebook, the focus turns to people or influencers who consistently show how to cook vegan food, what to do for the environment, what alternative options are available, etc.

“It was only through my environment, also through the social media, I have a lot of Instagram accounts that are all like this, that all pay attention to something, so that somehow, I have the feeling that the whole world lives sustainably in my Instagram bubble, except for me, and that's why I had a bit of a feeling: okay, if they can do it all, then I can do it too. And now that I'm like this, I realise that I would also

like to belong to this group. I think it's really nice that I'm now managing to behave a bit like those who I think are all great, where I notice that they're doing great and I think it's responsible, self-confident and sustainable, the way they behave." (B01, Interview, 2022, in Zipfile no 01, p. 8)

Yet despite this, all of the participants mentioned to have been influenced by one particular documentary. It has strongly helped them to reconsider their nutritional behaviour resulting in an increased awareness of their own nutrition. In addition, other media such as podcasts or advertising posters have particularly strengthened the idea of sustainable nutrition.

Figure 15: Most Frequent Type of General Media Mentioned



"Well, I don't have Instagram or Facebook. I don't have that either, because I think it has a lot of negative impacts. However, I do have Twitter, and Twitter also has an effect on me. So, Twitter is mainly used for information purposes. And it definitely has an influence, which is also in my Twitter bubble, that Luisa Neubauer, the German Greta Thunberg." (B03, Interview, 2022, in Zipfile no 03, p. 5)

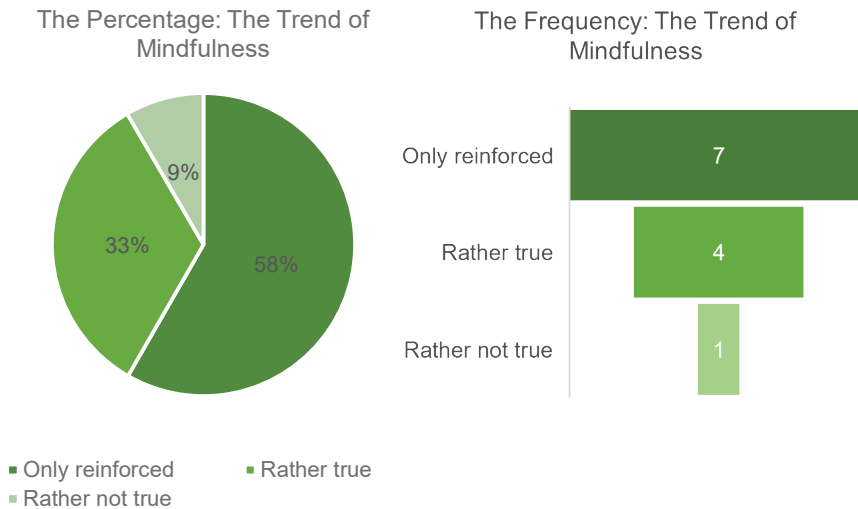
"So, it was definitely a gradual process that started a bit with more budget. But I had also watched a very moving and inspiring documentary called "Tomorrow", which I found very shocking and

yes, really striking, how food is grown in the world and what is also possible for people, what is possible for a much healthier and more sustainable nutrition. Based on this, I informed myself and dealt with it more. And then I watched more documentaries on the subject of sustainable nutrition, agriculture and the contamination of the planet. And the more I knew, the more I wanted to change my nutrition.” (B02, Interview, 2022, in Zipfile no 02, p. 5)

“And apart from that, what I found really cool was that I only noticed when I really started to eat vegetarian, for example, there were posters outside or just some spray-paintings on the wall that always said something like “go vegan” or “veganism is the key”. I always thought that was really cool, when you had a day where you were in the mood for a kebab, I don't know, that's how it sounds. And then there's a slogan on some wall on your way home and you're like, hm, yeah, it's kind of cool that more and more people are dealing with it.” (B08, Interview, 2022, in Zipfile no 08, p. 8)

4.2.3.3 Trend of Mindfulness as an Influencing Factor

The growing trend towards mindfulness expressed through meditation, yoga and healthy nutrition also played a limited role for some participants. Yet, everyone agreed and was consciously aware of the positive impact of mindfulness. Based on the data analysis, it turned out that, like the first two external factors, the trend of mindfulness only tended to play a reinforcing role as illustrated in Figure 16.

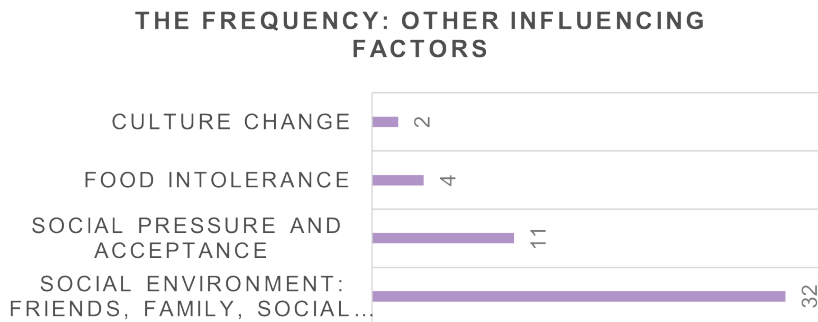
Figure 16: Trend of Mindfulness

Focusing on oneself and on one's own actions provides the opportunity to reflect or reconsider one's own actions, such as in the context of sustainable nutrition:

"I know that mindfulness is an important topic and it's a pity that it's called a trend, but nowadays it is. Yes, I don't follow the trend myself, but I feel it is an important topic, especially in the aspect of nutrition. Also, what we just talked about, where certain products come from and how they are produced. I think that's also part of this topic of mindfulness, that you're also aware of a lot of things." (B12, Interview, 2022, in Zipfile no 12, p. 6)

4.2.3.4 Other Influencing Factors

As a result of the questions on external factors, a kind of discussion developed during the interviews, which led to the question of which external factors the interview participants thought had contributed to their attitude towards sustainability or to their sustainable eating behaviour.

Figure 17: Further Influencing Factors

As in Figure 17 included, all of the interview participants stated above all that their social environment, family and friends have played a particular role in the topic of sustainable nutrition. Most of them indicated to be in certain circles that already share an attitude towards the topic of sustainability, partly also eating sustainably themselves. By acting as a role model, a sustainable nutrition becomes a convincing impression, which then makes it easier to implement a sustainable nutrition for oneself. Some of the participants explained that certain decisions, also regarding food, are based on external social pressure and social acceptance. As a result, they adapted and even participated in order to be part of society. At the same time, however, they recognise the positive impact it has on the environment. Others, in turn, explained that changes in their eating behaviour were also related to their own health, because they could not tolerate specific types of food. This then marked the beginning of an intensive engagement with healthy and conscious nutrition. Nevertheless, they realise what their responsibility is towards the global society and the future, which facilitates the decision for a conscious and sustainable lifestyle, too:

“So, if I do, I think it's just my acquaintances, my circle of acquaintances: work colleagues, people in my environment, because as I said, I have a lot of people who have been vegetarians for a long time, like my friends. I think I have a lot to do with people who are concerned about such things. I think that has also contributed to the fact that when I have cooked with them, we have cooked vegetarian meals or something, or we have exchanged ideas about what they do, what I do.”

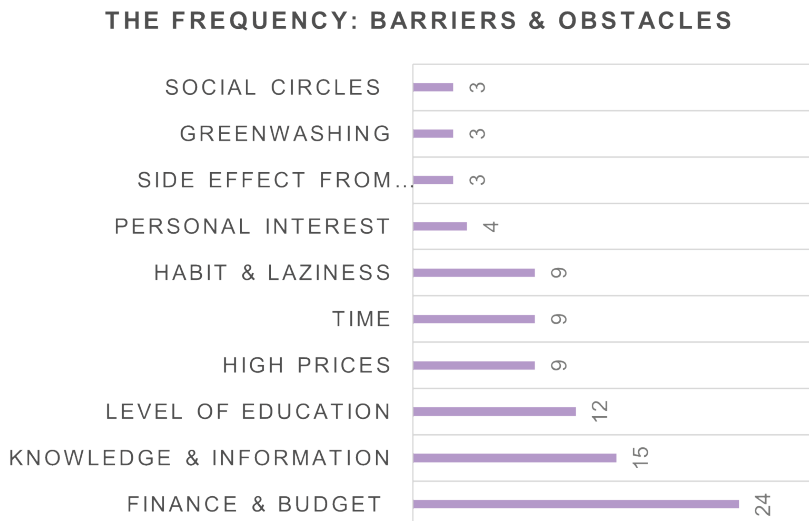
“I also have friends who consciously don't drive a car and don't have a car at all for the environment. I think that's why I've always been aware of a lot of things. And that has certainly contributed to the fact that the more often you hear this, and the more you see it, the more you think, okay, I have to do this too, because they are managing to do this, they are doing so much for the environment, and I want to do this too.” (B01, Interview, 2022, in Zipfile no 01, p. 11)

“It's all a bit difficult, I would say it's mainly an intrinsic motivation, but of course there are also external factors that have encouraged the whole thing. Just the fact that I have many people in my environment who live vegetarian and vegan lives, where you naturally talk to them about it and have the feeling that as a meat eater you are still somehow in the minority among them, so to speak. You feel a bit under pressure, especially in their environment, when you're out somewhere with them, that you should eat vegetarian food. But it was definitely the main point that was intrinsic, because I decided that for myself and could no longer reconcile it for myself.” (B07, Interview, 2022, in Zipfile no 07, p. 4)

“Yes, great! I think (...) only nutrition is a bit little, because for me it is somehow car, flying - as the whole thing. I can't reduce it like that, but just like I said with the day care or environment, if most of the environment (...) can keep up with it a bit. Social acceptance is definitely the case with me.” (B03, Interview, 2022, in Zipfile no 03, p. 6)

4.2.4 The Barriers & Obstacles

This issue regarding barriers to sustainable food was also raised in the interviews. It was asked about what barriers existed that made the consumption of sustainable food more difficult or even impossible. In this context, a number of barriers were mentioned during the interviews that hinder sustainable nutrition of this kind. Interview participants shared their own personal experiences of barriers that have prevented them from dealing with the topic of sustainable nutrition or adopting a healthy eating lifestyle in the past. This resulted in a number of reasons and barriers that highlight why some consumers do not adopt a certain sustainable nutrition. From these answers, the 7th main category: barriers and obstacles, emerged from the data analysis, along with 10 other sub-categories. A summarised overview of the barriers and obstacles is presented in Figure 18.

Figure 18: A Summary of the Barriers & Obstacles

Firstly, the financial situation together with the income and the monthly budget available was pointed out. Healthy and sustainable food, especially alternatives to meat or dairy products, are particularly expensive. An interview participant described an example of an average family with a low income, that tends to look rather for ways to get through the month and to feed the family.

“The time factor plays a very important role and of course also the financial background. And if you are a single parent with six children and you have a 400 euro mini-job to get by, you don't have any time at all to inform yourself about the whole topic in such detail.” (B11, Interview, 2022, in Zipfile no 11, p. 7)

“So, I wish it and I wish it that this becomes more important for many people. But I know, or I fear, that it also has a lot to do with whether people can afford it, and in poorer countries, I think there are certainly many people who believe something else than sustainability is important. But maybe they don't have the means to implement it. So, I definitely hope that the trend will continue to go upwards.” (B10, Interview, 2022, in Zipfile no 10, p. 9)

In this context, especially comparing prices and offers of food plays a significant role, while regional, organic or alternative products tend to be neglected.

Furthermore, the majority of the interview participants, on the other hand, mentioned, that knowledge about sustainable nutrition is lacking along with information about what sustainable nutrition means, which products are relevant and what is the importance of regionalism, seasonality and alternative products.

“I think the biggest barrier is to afford such products. That is already a super big barrier. Of course, I would also have to think about when I'm kind of sick and unemployed in that sense, that would probably be a barrier for me as well. Even though I would then try to save on other things besides my nutrition, because it is really about health. (...) Generally speaking, I am of course in a position to be the more privileged, both yes, with what I can afford and also what information I have. When you have all this information and time to deal with these issues: Mindfulness etc, if you don't have that, so there is a barrier, the money, but also the time. The access to information, to knowledge, to certain circles to have to deal with these issues. No matter how important or insignificant the topic is, there are huge, huge social barriers that exist.” (B04, Interview, 2022, in Zipfile no 04, p. 9)

Interview B04 even included in his/her statement, apart from price and budget, the knowledge and information on sustainable nutrition is important. He/she explains that a sustainable and healthy nutrition depends on information and education regarding what it is, what it means and how to cover the need for vitamins in a vegan nutrition for instance. This is because a vegan nutrition in particular needs clarification and information on how certain vitamins can be supplemented instead, along with particular considerations. At the same time, it requires time to become acquainted with the nutrition, to inform oneself and to acquire adequate information. This poses, in particular, the challenge that time is not available to everyone and is considered as an obstacle to sustainable nutrition. As the Figure 18 illustrates, financial constraints, limited budget, product prices, knowledge and information were most frequently mentioned and regarded as a barrier against a sustainable nutrition:

“Yes, a lack of money (...). But I think it also has a lot to do with money, so if you eat organic food from the region, it's sometimes either very expensive or very time-consuming. Of course, you can also have your own garden and invest a lot of time and then it's super regional and everything is mega cool. But you have to have a lot of time. So, I think time, money and also knowledge and education level. So, once you have a high level of education, it won't go away. I would never criticise people with less education, who don't have so

much time or don't have the certain access to information, for eating differently or somehow taking plastic bags home from the supermarket. So exactly time, money, education, I would say." (B03, Interview, 2022, in Zipfile no 03, p. 7)

Some interview participants described how people in their social circles do not eat sustainably because they lack of education, personal interests and certain preferences. Besides, they have habits that prevent them from even coming into touch with the topic of sustainable nutrition. These people avoid any access to information because their education possibly shapes them in such a way that the issue of sustainability is seen as irrelevant to them. Change and adaptation require a certain degree of acceptance and the willingness to get informed accordingly and ultimately to put it into practice. One interview participant particularly explained that for many, this process entails a great deal of effort and often leads to maintaining old patterns of behaviour and attitudes, and simultaneously rejecting new developments.

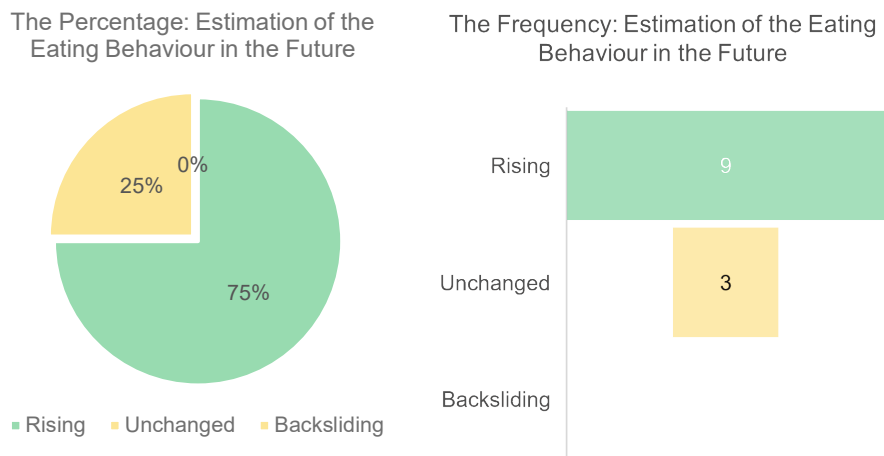
"I think it's especially with older people, I can see that myself with my parents and especially with my grandparents, they grew up completely differently than we did. And I think they can't quite understand that, partly because they've always done things differently. They don't really pay attention to it. When I look in my grandmother's fridge, she buys everything in plastic and wrapped and a lot of meat and so on, because that's the way it's always been done. Of course, we are creatures of habit and I think that is really much more difficult for them. So, I think that's one reason why they would rather eat that way. And it's also more a question of price, especially when you say different middle class, upper class, you have to look. Sure, there is super cheap meat and discounters and then you are probably tempted to somehow buy that or other things that are somehow ready-made products and so on. But it's always a question of price, so I have to, we have to make sure that we don't buy everything in the organic supermarket. As I just said, I would love to buy everything in the organic market and the organic quality and regional and unpackaged, but that's just not financially possible, so you have to make sure that you buy things in the discounter that are much cheaper and if they are packed in plastic, then that's just the way it is. But that's not always possible. So, I think that is also a big barrier." (B07, Interview, 2022, in Zipfile no 2, p. 4)

But in order to achieve an increase of a number of people to adopt a sustainable nutrition, measures are necessary to counteract such barriers and thus to promote sustainability and sustainable nutrition accordingly which is addressed in the next chapter.

4.2.5 The Future Sustainability: The Promotion of Sustainable Nutrition

According to statistical data, the number of vegans and vegetarians is increasing, while the consumption of meat (AWA, 2022, n.p.) is decreasing. Sustainability is becoming an increasingly important concept in all areas, from the food industry to politics and enterprises, and it is an aspect to which consumers attach greater attention and priority. This leads to the formation of two further main categories resulting from the data analysis of the interviews. The 6th main category: Eating Behaviour in the Future as well as 8th main category: Promoting Sustainability emerge, on which an elaboration is now followed. The interview participants expressed their expectations about what their eating behaviour is likely to be in the future, to what extent old behavioural patterns might return and what the future means for them. In general, all affirmed to at least maintain or even intensify their current lifestyle, while at the same time denying a return to their old eating behaviour patterns as the Figure 19 below highlights.

Figure 19: Eating Behaviour in the Future



“When I look at my environment, definitely. These are the people I can judge now. If I look at my parents, things have changed a lot, they eat meat, but very consciously and much less and they are also more open to new eating habits. I would never have imagined 5 years ago that my father would drink herbal milk in his coffee, and today he does, because I brought it with me and showed him: look, try this. Maybe you like it and it was like that, he kept it. I would never have thought that before, but of course they also deal with the topic.” (B07, Interview, 2022, in Zipfile no 07, p. 13)

“Yes, more in the direction of sustainability. As I said, I could imagine, or my goal would be to manage to do without meat completely at some point, and maybe also without cheese, or dairy products. I also find eggs, for example, quite difficult, but then I could say that maybe at some point I would have chickens in my garden and be a bit more self-sufficient, grow my own vegetables and that kind of things. So, I'm also noticing a lot that it's already a trend everywhere that people have raised garden beds in their gardens. And I can imagine that when you're no longer living in a rental flat, but perhaps have a garden instead, I'd rather think more than less. I certainly don't necessarily want to consume more meat or use more plastic or anything like that. I don't think it's easy, but I would definitely like to continue to make the effort that it takes, or accept it.” (B01, Interview, 2022, in Zipfile no 01, p. 13)

The interview participants also suggest a number of measures to how promote sustainable nutrition in the future that might be of relevance. Thus, the main 8th main category consists of possible measures, ideas, suggestions and wishes on how to promote sustainability and sustainable nutrition (Figure 20). These mainly address politics, the economy, the food and meat industry, education but also individuals as part of the society. They also refer to a key point that consumers as well as the environment and the planet can benefit from this win-win scenario without always focusing on profit maximisation. In the end, it is about giving something in return to the planet earth and leaving behind a healthy, balanced and sustainable world in which many generations ahead will have access to natural resources and such.

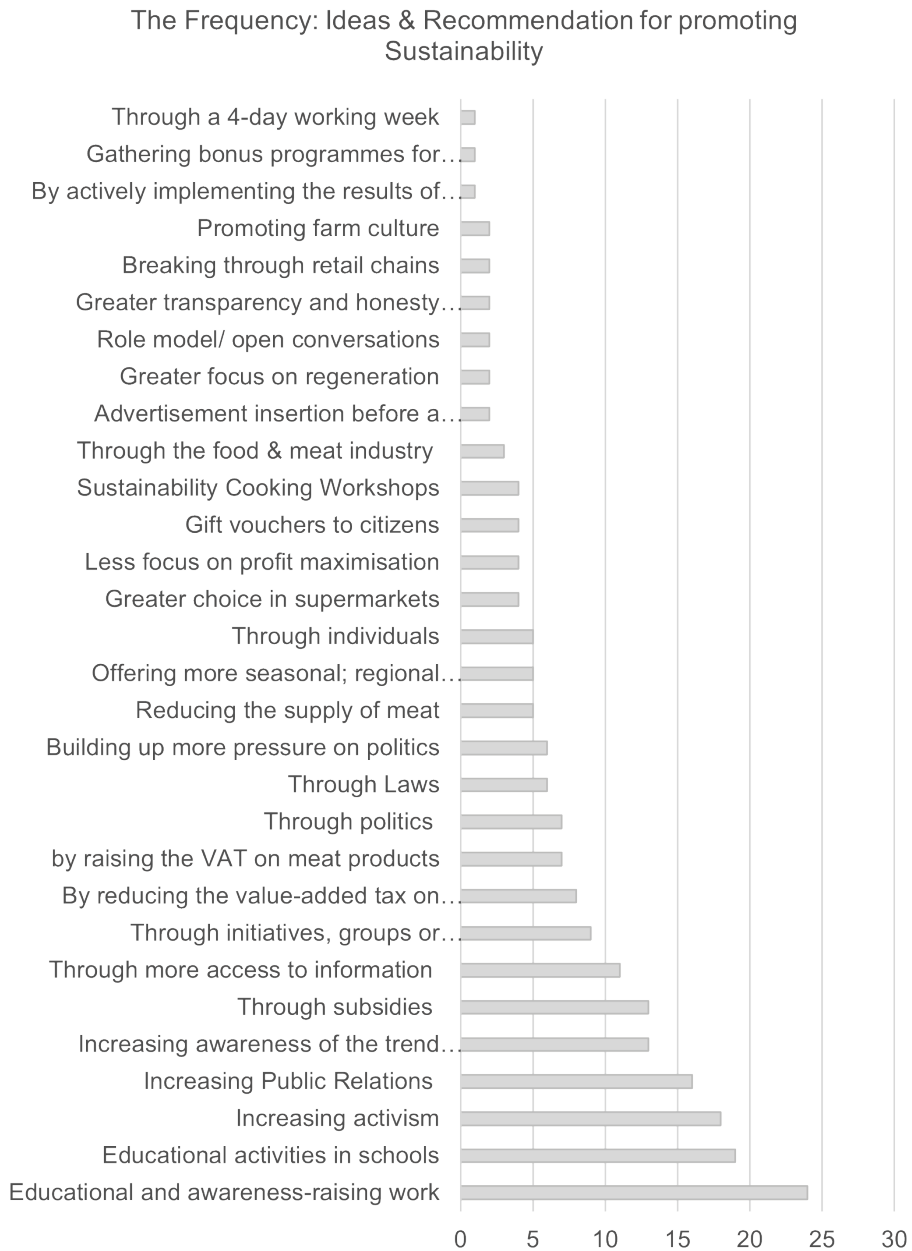
“I just wish that we people would understand more and more that the way we eat is connected to so many points that also influence our psyche, how we sleep, how we get into a state of relaxation, whether our body has all possible nutrients, how the immune system is

influenced, just so many points. I wish that nutrition simply becomes much more central for all of us again and that we can strengthen ourselves much more through nutrition or that we can heal ourselves and that of course also with regard to the fact that we understand more and more what herbs or other products there are with which we can also help ourselves a little bit and promote our self-healing powers and that we simply know more and more about them and that this simply promotes our health and our well-being and that we all become healthier and more fulfilled with it.” (B10, Interview, 2022, in Zipfile no 10, p. 3)

As a summary of the statements in the interviews, a list was compiled that makes suggestions and measures on how to promote sustainability. The following list represents the most frequently mentioned measures:

- Increasing VAT on meat products
- Providing education work and raising awareness
- Educating in school and introducing a school subject integrated in the curriculum
- Increasing activism on the streets
- Increasing more outreach and access to information
- Establishing policies, such as laws or subsidies
- Lowering the VAT on vegan products
- Organising initiatives, groups or educational institutions
- Providing greater availability of sustainable products in supermarkets

What do these results mean in relation to the SOR model? What implications do they have for theory and management and what conclusions can be drawn from them? These are questions that will now be discussed in chapter 6.

Figure 20: Ideas how to Promote Sustainable Nutrition

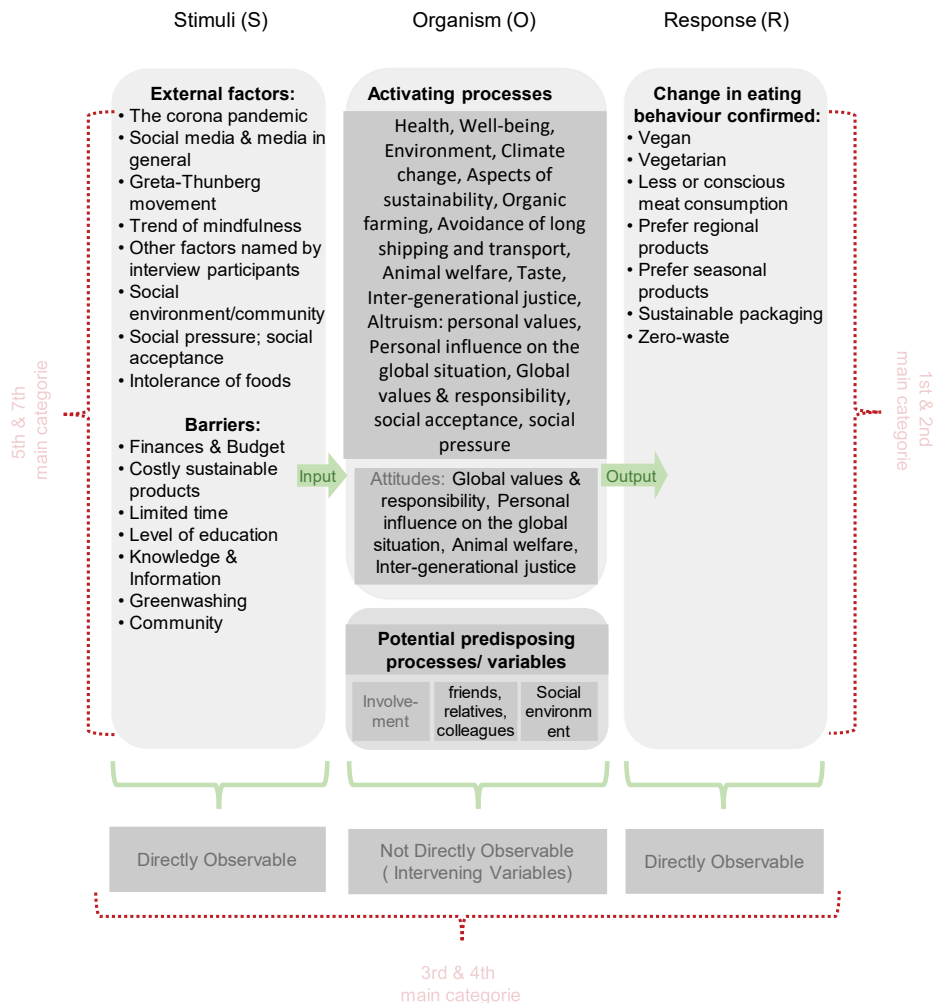
5 Discussion

The following chapter discusses the results and applies them to the SOR model. In this way, the reader receives a visualisation of the results previously presented. For a detailed analysis and discussion of the respective variables, determinants and stimuli, further studies are necessary to be conducted that will be addressed in the course of this chapter. The findings presented in chapter 4 have already produced an adequate structure. It allows them to be compared and discussed with regard to the SOR model, which is now being referred to.

Nevertheless, the reader should bear in mind that due to the limited time and scope of the MBA programme, the causes (variables, determinants and stimuli) have been identified and discussed only on a superficial level. This is because right at the beginning it was decided to take a somewhat general look at the factors and motivations that have led to the switch in consumer behaviour towards sustainable nutrition.

5.1 Translation & Application of the Findings to the SOR Model

The analysis of the results has shown that the reasons for sustainable consumption can be determined more precisely with the help of the SOR model in relation to the variables and determinants. It involves an interplay of activating, cognitive processes, determinants and external stimuli. The Figure 21 presents the SOR model, on which the findings are interpreted and evaluated. This figure translates the sub-categories into the SOR model that graphically portray which stimuli hit the organism, what occurs in the organism and what responses arise in the end. In this context, it is important to emphasise the way in which the interpretations are carried out: both the main categories and the sub-categories are assigned to each of the three fields of S-O-R. These can in turn be used to re-apply the findings (the categories) to the SOR model. In this way, it is possible to understand what *stimuli*, *organism* and *response* stand for in relation to the findings of the interviews and simultaneously provide a good overview. It begins with the end, the *response*, since this was the initial situation that was observed and from which the prospective research work and the selection of candidates for the interviews proceeded. It, then, continues with the *organism* and ends with the *stimuli*.

Figure 21: The SOR Model: An Application of the Results

Source: Modelled after Foscht & Swoboda, 2017, p. 30.

5.1.1 Response

The starting point of the prospective research work came from the observation that an increasing number of people have adopted sustainable nutrition habits in their daily lives. They are vegan, vegetarian or attach importance to less or conscious consumption of meat, prefer regional, seasonal products or pay attention to sustainable packaging and zero-waste. According to Koerber (2012), sustainable nutrition is anchored in the principles he presents, which favour plant-

based food, pay attention to organically produced food, focus on regional and seasonal products, prefer low-processed food, consume fair-trade food, have a resource-conserving household and eat enjoyable and wholesome food (p. 110). These principles are also reflected in the results of the interviews, indicating that the interview participants in fact consume sustainably and consciously. According to the SOR model, this is referred to as the *response*, which means the externally observable reaction. Applied to our example, it refers to the fact that the interview participants decide to buy and consume sustainable products. The two first main categories underpin this statement: the 1st main category comprises principles of a sustainable nutrition, whereas the 2nd main category once again confirms the change in eating behaviour among the interview participants – both of which can be observed from the outside.

5.1.2 Organism

The *organism*, also referred to as the *black box* in the academic research, consists of the non-observable intervening variables that take place inside the consumer. There are processes taking place in the inner part of the consumer that stimulate to think. This is where the reasons why the consumer decides to buy a product are shaped and becomes interesting within the SOR model when it comes to the revelation of these variables. The 3rd and 4th main category contain details and information on the variables regarding the reasons behind the choice of sustainable nutrition. The findings indicate an interplay between the activating and the cognitive processes along with further determinants that indirectly influence the activating and cognitive processes. The determinants include high-involvement (the willingness to engage with the product), reference groups (the environment in which one grows up) and culture. At this point, it is sought to assign the identified sub-categories (the reasons) to the variables in the organism. The findings only provide information about the activating processes, whereas the cognitive processes remain ignored. In order to provide a general overview, a table is created and includes motivation, motive, attitude and value. For the good of clarification, it must be noted here that emotion is excluded. Based on personal interpretation, the sub-categories are therefore assigned to the four variables basically. The interpretation is primarily based on the results of the data analysis from the interviews as well as on the answers of the interview participants. The reader should bear in mind that a clear classification proves to be difficult and duplications are possible, as interpretations can vary.

Table 5: The Allocation of the Sub-Categories (SC) to the Variables

MOTIVATION	MOTIVE	ATTITUDE	VALUE
Health (SC 4.1.) Well-being (SC 4.1.1.)	Altruism: Personal values (SC 4.6.) Personal influence on the global situation (SC 4.4.1.)	Global values & responsibility (SC 4.4.)	Ethic & moral (SC 4.5.)
Environment (SC 4.2.) Climate change (SC 4.2.1.) Aspects of sustainability (SC 4.2.2.) Organic farming (SC 4.2.3.) Avoidance of long shipping and transport (SC 4.2.4.)	Social acceptance, social pressure (SC 4.5.2.)	Personal influence on the global situation (SC 4.4.1.)	Altruism: Personal values (SC 4.6.) Personal influence on the global situation (SC 4.4.1.) Global values & responsibility (SC 4.4.)
Animal welfare (SC 4.3.)		Animal welfare (SC 4.3.)	Animal welfare (SC 4.3.)
Taste (SC 4.7.)		Inter-generational justice (SC 4.4.2.)	
Inter-generational justice (SC 4.4.2.)			

To briefly refer to the attributions, it starts with motivation, which includes health (SC 4.1.), well-being (SC 4.2.), environment (SC 4.2.), climate change (SC 4.2.1.), aspects of sustainability (SC 4.2.2.), organic farming (SC 4.2.3.), avoidance of long shipping and transport (SC 4.2.4.), animal welfare (SC 4.3.), taste (SC 4.7.), inter-generational justice (SC 4.4.2.). These sub-categories express a goal that is intended to be realised, such as being healthy, not having climate crises, protecting animal, achieving generational justice etc. Since motive is understood as the latent personality disposition, it contains altruism: personal values (SC 4.6.), personal influence on the global situation (SC 4.4.1.), social acceptance, social pressure (SC 4.8.). Attitudes describe personal positions on various issues that can also be global values and responsibility (SC 4.4.),

personal influence on the global situation (SC 4.4.1.), animal welfare (SC 4.3.), inter-generational justice (SC 4.4.2.). However, values are based on person's moral attributes and include ethic & moral (SC 4.5.): altruism: personal values (SC 4.6.), personal influence on the global situation (SC 4.4.1.), global values & responsibility (SC 4.4.), animal welfare (SC 4.3.).

As previously indicated, determinants such as high-involvement, related persons and culture, also influence these variables, which can be found partly in main category 4 but also in main categories 5, e.g., friends, relatives, colleagues (SC 5.5.1.), social pressure (SC 5.5.2.). An elaboration in greater detail would go beyond the scope of this research work, that, however, could be used as a basis for further studies to determine and analyse each of the variables on the psychological level.

5.1.3 Stimuli

The identified observable external factors are found under the 5th main category that represent the *stimuli* of the SOR model. However, if we take a closer look, even the 7th main category belongs to the stimuli referring to the barriers (negative external stimuli) that disrupt a sustainable nutrition. With regard to the positive external stimuli, four external factors were previously identified through the literature review. Three of these, the Corona pandemic, the Fridays-For-Future movement and the trend of mindfulness have not been identified as decisive influencing factors as they have only encouraged and supported the decision-making for change in sustainable consumption. Apart from one external factor, namely the social media and media in general: this external factor has been considered as a significant influencing factor in the change as well as in the decision-making process to purchase sustainable products.

In this context, however, other external factors have been mentioned to have had positive influence on the decision, such as the social environment, family, friends and relatives who already adopted a sustainable nutrition and being seen as a role-model. Thus, having a companion or flatmate who exemplifies a vegan lifestyle reduces the inhibition threshold to change one's own nutrition, since the practical feasibility can be observed (Hopp et al., 2017, p. 9). Besides, even stimuli such as advertisement, supply chains, but also political and social environment have played a significant role in influencing consumer behaviour towards sustainability.

5.1.4 Implications: Barriers & Obstacles

Barriers and obstacles are linked to what can interfere with or hinder the previously defined *response* of a consumer. Besides, they can be seen as negative stimuli that externally influence the *organism* negatively. These are to be found under 7th main category. The price of products, for example, is particularly relevant, because not all consumers have the budget in their households to buy expensive sustainable products. This means that the product prices of regional, organic and vegan products can be too high, which in turn prompts inner processes within the *organism* causing regional, organic or vegan products not to be purchased. Therefore, the costly sustainable products as well as the limited budget are barriers that disrupt and prevent the consumption of sustainable products.

In addition, the lack of knowledge and education, the lack of interest and information in this topic as well as the feeling that sustainable food would not provide an advantage contribute to the issue, too. It is also confirmed by statistics on organic food that a lack of interest in sustainable food exists (VuMA, 2022, n.p.). Other barriers such as habit, community and even greenwashing of products have been mentioned as a disruptive factor of sustainable nutrition. Especially in relation to greenwashing, it is a factor that is created by the companies themselves and consequently violates the trust of consumers (Umweltmission, 2022, n.p.; Wundersee, 2022, n.p.). In turn, trust and confidence in sustainable products are damaged, which means consumers might not even engage with sustainable products at all (ibid.).

5.1.5 Future Recommendations for Promoting Sustainability

The 6th and 8th main categories, on the other hand, provide further details about the future interest in sustainable nutrition, and what measures need to be adopted to promote the interest in sustainable nutrition even more. Initially, it shows a growing interest and trend in sustainable nutrition in the future. This is even supported by statistical forecasts for the future (BMEL, 2020b, n.p.). The 8th main category includes a number of suggestions, measures and ideas on how sustainability in nutrition can be promoted and supported more strongly in the future, including ways to motivate consumers to become more involved.

It aims to encourage more people to become internally stimulated in the *organism* through external *stimuli* in order to get the activating processes working. The aim is to push for a positive decision in favour of sustainable nutrition in the end. The overall objective is to increase consumption in the area of sustainable nutrition

and thus to achieve a greater and stronger impact that is reflected in global values as well as personal responsibility. Digital marketing strategies, media, environmental education and political campaigns, for example, are able to bring these issues of climate change, sustainability and also sustainable nutrition to the public, and to raise awareness and stimulate a change in thinking (Gossen et al., 2022, p. 7). In this context, green marketing or green nudging could support the choice of environmentally friendly products (ibid.). This is because initial empirical evidence already indicates a change in values in the German population along with a higher level of environmental awareness.

5.2 Implications for Theory & Practice

The previous scientific research on the topic of sustainable nutrition is scarce, even though sustainability has become the focus of discussion. The objective of the present research work was therefore to understand sustainable nutrition, to examine the underlying reasons and motivations as well as to identify the external factors that have helped to shape sustainable nutrition along with factors that hinder sustainable nutrition or even factors that promote sustainability in food consumption.

After many years of intensive discussion, still the interpretation and definition of sustainability is not entirely unambiguous, even though standard interpretations have emerged, such as the definition of the Brundtland Commission or the three-pillar model (Arnold et al., 2019, p. 35; WHO, 2021, n.p.; UN, 2021, n.p.; BUND, 2021, n.p.).

As a matter of fact, theory always provides an abstract and simple explanation of systems, phenomena and situations. These are necessary in order to be able to explain how reality operates in the world, thus making it easier for the majority of the people to understand particular phenomena.

Among other things, the concepts of sustainability as well as sustainable nutrition are complex, too. It has evolved over many years and increasingly includes new and additional dimensions in response to the constant change. Models have been used to simplify these complexities of sustainability and consumer behaviour. Thus, they have been also adapted or supplemented accordingly over time. For instance, the triangular model of sustainability, social and cultural aspects have been also supplemented accordingly to be adequate for the five dimensions of sustainable nutrition.

Today digital transformationen, the impact of social and digital media is evident (BMBF, 2022, n.p.; Umweltbundesamt, 2022b, n.p.; Schwarzelühr-Sutter, 2020, n.p.). According to media researchers, social media such as Facebook, Twitter, Instagram or YouTube are increasingly shaping societal transformation and trends (ibid.). In this context, all the participants agree on the fact that media, regardless of whether these are social media or digital media, reportages, marketing strategies through advertising, or similar, have an influence on the attitude, the mindset, and the life of a person (Gossen et al., 2022, p. 7). During the interviews, all interview participants confirmed that social and digital media had a particular influence on their sustainable nutrition. With this regard, social and digital media are increasingly perceived to be one of the causes of societal changes. The intention behind mass media such as the press, radio and television as well as the internet and social web is to make an indispensable contribution to the transformation of society (ibid.). As already mentioned, digital media and the digital world are present more than ever and will continue to intensify and develop in the future, too. This is because today we are moving into another turbulent period of time in which the topic of digitalisation and transformation continues to gain in importance more than ever (Bonfadelli, 2016, n.p.). As a result, many fields are evolving, new business models are emerging and, of course, CSR is also gaining a particular relevance in these new business models (BMBF, 2022, n.p.; Umweltbundesamt, 2022b, n.p.; Schwarzelühr-Sutter, 2020, n.p.). But critically, this component of digitalisation and digital transformation, which is currently gaining great momentum, is hardly taken into account within the models, let alone reflected upon.

However, a number of ideas and studies have shown how digitalisation can make efficient environmental protection possible (ibid.). For example, companies can use digitalisation measures to reduce their energy, water and material consumption as well as emissions and better ensure compliance with environmental regulations (Umweltbundesamt, 2022b, n.p.). Digital technologies can also make corporate processes more ecological, for example by saving resources (Bonfadelli, 2016, n.p.; Umweltbundesamt, 2022b, n.p.). At the same time, transparency can be promoted and costs reduced. The time seems to have come to adapt the models of sustainability including that of sustainable nutrition by adding another component, namely digitalisation and digital transformation.

Often, theory and practice (reality) are not easy to reconcile or even to implement. This is because in reality, an implementation is usually more difficult than expected. For instance, businesses, such as the food industry, or the meat industry, or even the political sector make promises about their sustainable

products, sustainable approaches or sustainable business models, while in reality these promises and approaches sometimes hide the fact that they are not able to provide immediate solutions or products are anything but sustainable. As previously mentioned as a term, *greenwashing* continuously plays an important role in this context. The term *greenwashing* is used to describe commercially oriented organisations that are eager to create a sustainable, environmentally friendly image for themselves (Umweltmission, 2022, n.p.; Wundersee, 2022, n.p.). It refers to all public relation measures that are undertaken by profit-making companies in order to be perceived by their consumers as environmentally friendly and sustainable (ibid.). As an example, food producers advertise with green labels that are either *organic* or *sustainable*.

In this context and as already presented extensively, the findings provide a range of data on which barriers can hinder sustainable nutrition (7th main category), which need to be solved through various measures. People are aware that a smooth and 100 % realisation or implementation of sustainable nutrition partially exists and partially does not exist. However, this study has demonstrated positively that the mind-set towards sustainability exists, the will towards sustainability exists and the wish for more sustainability in daily life exists, too.

The findings have provided a number of motivational reasons why many people have been influenced to change their nutrition. This encouragement towards a sustainable nutrition and consumption is even more possible, if further areas such as society, politics and economy as well as other relevant factors are taken into account. Due to the large scope of the field of “sustainable nutrition” research, a holistic approach is required that takes all influencing factors into account. It is essential to adopt an interdisciplinary, transdisciplinary and system-oriented approach together with the resulting implications regarding science and action in practice.

Behavioural patterns from environmental psychology in many cases take into account and prove the fundamental influence of emotions, motivation, attitudes, values, learning, memory, perceptions on actual actions. They are also placed in relation to other influencing factors such as behavioural opportunities and incentives for action. They deliver the scientific proof on the fact that they represent very important and fundamental mechanisms to influence and also to strengthen sustainable nutritional behaviour.

This area is relevant for further in-depth research, which needs to be continuously monitored. They play a particular role because values, attitudes and perceptions are changing as a result of the societal transformation and future trends. This

means that these must be examined and analysed on an ongoing basis from a psychological research perspective. The 8th main category that emerges from the data analysis includes a number of implications and promotion possibilities that are above all to be implemented by politics, the food and meat industry, educational institutions, society and also by the private household. For the readability, the sub-categories of the 8th main category are addressed one after another along with their respective implications:

SC 8.1 Promotion through Politics:

Government can act as a lever to promote sustainable nutrition. Interview participants identified a number of actions and opportunities for policy-makers to promote sustainable nutrition in the present, medium and long term. On the one hand, the introduction of laws and policies play an important role, as they can lay a legal foundation. The government can provide subsidies to enable the food industry to sell sustainable products at lower prices so that more consumers can afford them. On the other hand, they can also use these subsidies for the meat industry in order to set boundaries by adopting legal requirements on the limits of meat production and the quality of meat. In this way, the food and meat industries would not be forced to forfeit revenues but could maintain the company in a good financial position. Other policy options include the reduction of taxes on vegan and sustainable products while at the same time increasing taxes on meat as well as setting a production limit on meat. This would ensure that more of the sustainable products are bought, while the consumption of meat would be reduced. Furthermore, transparency plays an increasing particular role for consumers. More transparency in policies and their implementation is demanded from politicians as well as from companies regarding their products, their production and their supply chains in order to reduce greenwashing and at the same time to maintain consumers' trust.

SC 8.5 Promotion through Public Relations, Campaigns, Public Discourse:

Closely linked to this, public relations (PR), campaigning and public discourse play a particular role to share information about sustainable nutrition, sustainable consumption, its consequences towards the environment. This is because they can increase the reach for sustainable nutrition and promote sustainability in the future.

SC 8.6 Promotion through Education and Raising Awareness:

Apart from that, it is also important in this context to raise public awareness of issues related to sustainable nutrition which either can be reached by the previous mentioned measures such as PR, campaigning and public discourse. Because only by raising awareness, interconnections between nutrition and sustainability can be properly understood. Apart from PR, interview participants also referred to role models, communication and discussions as ways to help raise awareness.

SC 8.4 Promotion through Educational Institutions such as the School:

Raising public awareness and sensitisation among children and young people can be achieved particularly in educational institutions at an early age. By working closely with children and the youth, awareness-raising about sustainability can take place early. Interview participants frequently suggested the introduction of subjects, workshops or cooking projects that include the topic of sustainable nutrition and consumption. In this way, young people are exposed to topics such as sustainability at a very early age and can thus integrate them more easily into their everyday lives. As the interview participants also pointed out as a barrier, an appropriate level of education, knowledge, information and time to deal with these issues of sustainability is lacking. It is the basis for an early establishment of a mindset that will have positive consequences in the future.

SC 8.2 Promotion by the Food and Meat Industry:

Returning to the food and meat industry, even without political legal influence, they can act themselves to promote sustainability. On the one hand, interview participants indicate the importance of providing greater availability of sustainable products in supermarkets. On the other hand, it was suggested to offer gift vouchers or bonus programmes, which give discounts or free products of sustainable products to promote sustainability through incentives. Apart from that, the focus on profit maximisation should not degenerate into greenwashing. More than ever, consumers are focusing on transparency, particularly with regard to the origin of products and the way in which they have been produced. As these measures are implemented, trust among consumers towards the food industry grows, leading to a mutual trust.

SC 8.3 Promotion through Individuals:

But most importantly, individuals themselves can make a big difference by acting as role models for the younger generations, by engaging in open conversations and by being prepared to make changes in their own lives to make a contribution to the planet. All of these can be ensured in relation to the previously mentioned points.

In summary, environmental psychological models reviewed in this research work reveal that knowledge, information and education have an impact on the personal attitudes towards sustainable food consumption. In the field of sustainable nutrition, knowledge can be processed and conveyed in a didactic and comprehensible way through increased knowledge transfer, public relations work and information campaigns. Another important factor for actual behaviour towards sustainable nutrition is transparency and a better understanding of the food being consumed, which creates a higher level of awareness regarding personal nutritional behaviour. Politics can also provide support by passing laws, regulations and subsidies that create a foundation not only for the food and meat industry, but also for educational institutions and society in general on which sustainability can be promoted. This encompasses a broad spectrum of research areas that cannot be covered in one research work. This gives reasons to place different and further focal points in research on sustainable nutrition also with respect to the future.

5.3 Limitations & Restrictions of the Research Work

The intense process of identifying a research topic as well as exploring the subject has shown that in general the area of sustainability is very complex and broad. It covers nowadays many issues starting from nutrition, to management, politics and in private households. It has become even more complex over the years and has continued to develop. The complexity of the topic makes it difficult to understand if certain aspects have not been taken into account or if interpretations have been accurate enough as expected. It is important to bear in mind that the study specifically selected a group that is already concerned with sustainable nutrition and also implements it personally. For this reason, it is debatable to what extent this group can be considered as representative for a general observation due to the fact that statements can be biased. Even the aspect and issue of gender was not considered here in the research work and could serve as a focus and connecting point for further studies.

It is important to repeat at this point that the structuring data analysis including the coding, the creation of the category system as well as the allocations to the SOR model are based on a subjective interpretation of the corresponding passages. Thus, interpretation, conclusion and statements drawn from the analysis can be biased. This, however, makes misinterpretations conceivable, which exclude a hundred percent validity of the results. Besides, the scope of the prospective research work is limited in time and scope, so an investigation and analysis have been made within the time allowed to reach the research objectives. For this reason, an in-depth analysis regarding all the variables, determinants, variables and stimuli (external factors) is not feasible under these circumstances.

Apart from that, the SOR model is also referred to as a psychological model, as purchasing and consumption behaviour patterns are viewed from the psychological perspective, grounded in measurable variables. However, it is not within the author's capacity to conduct such an in-depth psychological analysis, as the author lacks expertise and professional background in the field of psychology. This is why variables, determinants and factors have been identified and analysed accordingly, and within the feasibility provided by the author. Furthermore, it is beyond the scope of this research work to examine the variables such as emotions, motivation, attitudes, values, learning, memory and perceptions in greater details as well as to elaborate on each of them.

5.4 Outlook: Potential Approaches for Further Research

During the interviews, the interview participants dropped in terms such as transparency, sustainable packaging or reduced to zero packaging, zero waste and upcycling at various points. These are terms that also belong in the context of sustainable nutrition (BVE, 2021, pp. 10–32). Because of the limitations of this work, it was not possible to cover these issues in depth, instead they were merely addressed as examples without being discussed further. This is why these subjects provide opportunities to link up with additional research or critical debates on them. Especially the area of ethics and morals plays a very significant role in veganism. One ethical motive involves the avoidance of animal suffering and therefore consumption of animal products is considered a primary motive (Hopp et al., 2017, p. 9). In this context, a comparison of ethics, morals and markets is very relevant (Arnold et al., 2019, p. 61). This is because, today even more than before, consumers expect a degree of morality, ethics and sustainability in businesses, including the food industry (Münchrath & Riecke,

2016, n.p.). Theory argues that a combination of market and ethics is feasible. However, it always seems that everything is very simple in theory. This provides an opportunity for further discussion about how far morality and ethics can be reconciled with the economy and the market, respectively, and how this is connected with each other (ibid.). Apart from that, it creates an opportunity to connect the current topic with the findings of the present research work. It constitutes an important basis for conducting broader researches such as combining qualitative and quantitative methods, focusing more extensively on certain variables, determinants or factors as previously noted.

In practice, many companies use the terms CSR and sustainability largely synonymously (BAS, 2022, n.p.). Thus, some companies speak of sustainability strategy and sustainability report, others of CSR strategy and CSR report. In theory, however, CSR as a concept is defined more closely than sustainability: CSR refers to the specific contribution that companies make to sustainable economic activity, to sustainability (ibid). With regard to the food, nutrition and meat industry, it is worth analysing to what extent the concept of sustainability can be traced back to CSR, what role CSR plays and how the implementation of CSR is also in line with the definition of sustainability. The concept of CSR in relation to the food and meat industry and sustainable nutrition appears to be an approach that should be examined, while at the same time raising awareness of the issue of greenwashing.

6 Conclusion & Recommendation

Sustainability can be seen as one of the most important issues of the 21st century. In the meantime, climate change, natural disasters and increasingly scarce resources have been scientifically proven in many cases. There is no doubt that humankind, through its invasive and constant interventions, contributes to serious negative changes in the ecosystem of the Earth. The consequences include the so-called *global megatrends*, such as climate change, scarcity of resources, energy supply and globalisation. This increases many problems in the dimensions of ecology, economy, social affairs, health and culture. Sustainable nutrition and its implementation can be seen as an important contribution to addressing these global megatrends and ensuring a sustainable development of the food system. Statistics indicate the rise of environmental awareness along with increasing numbers of vegans and vegetarians. The connection between people's actions and climate change has become real. Sustainable food consumption patterns have become increasingly relevant both in the business world, the food industry and in private households. More than ever, consumers are motivated to contribute to the improvement of the environment through their sustainable nutrition.

The prospective research work therefore attempted to identify certain links between motivation, relevant external factors and the change in eating behaviour patterns that have contributed to the growing awareness and trend towards sustainability. It was intended to provide an explanation as to why consumers have changed their consumption behaviour towards sustainability over the years, notably in relation to sustainable nutrition. Further objectives of the research work included identifying how these changes towards sustainable food consumption can be supported, strengthened or maintained in a positive way for the future.

For this purpose, the concept of sustainability in general as well as the sustainability triangle (also called the three-pillar-model) was presented right at the beginning. It represents the development of a sustainable society based on the fact that both ecological, economic and social goals are implemented simultaneously. Relevant for this was the introduction of the five dimensions of sustainable nutrition according to von Koerber (2014, p. 261) – ecology, economy, social, health and society – including the seven guidelines for an implementation of a sustainable nutrition and served as a foundation for defining sustainable nutrition.

With regard to the five dimensions of sustainable nutrition according to von Koerber (2014, p. 261), several measures have been identified in the course of

this research work for an implementation of a sustainable nutrition lifestyle: (1) the choice of regional, seasonal organic products and organic fair trade products, (2) the reduction of meat consumption, (3) the selection of food that is processed as little as possible, (4) resource saving in the storage and preparation of food in the household as well as in the choice of mobility mode when shopping, and (5) investment of the resource time in food selection, preparation and consumption as well as in dealing with the consumed food (knowledge generation).

On the whole, the theory of consumer behaviour played a special role for the prospective research work. It includes a number of models to explain consumer behaviour, among which the SOR model provides a possible explanation for the rising changes in sustainable nutrition. Therefore, the SOR model was applied and served primarily as a foundation for achieving the research objectives. As presented in chapter two, the SOR model uses human behaviour patterns to explain consumer behaviour and purchase decision-making. The SOR model assumes that a *stimulus* hits an *organism*, which then triggers a *reaction*. In contrast to the SR model, the SOR model is primarily interested in the aspects that lead to a consumer deciding for or against the purchase of a product or behaviour, this is also understood here as a *black box*. Thus, the prospective research work attempted to uncover the black box (*organism*) and to identify the *stimuli* and to confirm specific observed *reactions*.

The methodology used to pursue these objectives entails a comprehensive qualitative content analysis according to Philipp Mayring (2015) to assess and analyse the collected data material (p. 61). For the qualitative content analysis, 12 interviews (between 20–40 years of age) were conducted, from which categories were subsequently created based on the mixed method of the deductive and inductive approach. The deductive and inductive data analysis resulted in 5 main themes, 8 main categories and 53 subcategories in the end.

Thus, in response to the research question why the interview participants changed their consumption behaviour, a number of motivational reasons were given. The reasons arose from an interplay between intrinsic beliefs and extrinsic drivers.

The findings revealed that, on the one hand, environmental issues, climate change, avoiding waste of resources, organic farming, global values and global responsibility are among the reasons why interview participants invest more time in the topic of sustainable nutrition. On the other hand, in addition to environmental and sustainability aspects, health and well-being aspects constitute another of the significant reasons that primarily relate to a healthy and

conscious nutrition. Altruistic attitudes such as personal values, the belief of a personal impact on the global situation through sustainable nutrition along with ethics and morals have been mentioned as further motivating factors for this change. In addition, however, animal welfare, which is closely related to morals and ethics, further contribute significantly to this change. Taste and the social community have also become factors that have raised awareness in the direction of sustainable and conscious nutrition.

As external influencing factors (stimuli), the findings confirmed that the corona pandemic, the Fridays-For-Future movement and the trend of mindfulness were not explicit and decisive influencing factors, but rather played a reinforcing and supporting role. Social media, and media in general such as Instagram, TikTok, Facebook as well as documentaries, newspapers and reports, however, were identified as direct influencing and moving factors. Among them, the social environment such as friends, family and colleagues who already adopt a certain sustainable nutrition played a particular part as an example and an influencing factor. Similarly, the increasing social pressure and social acceptance in these sustainable communities helped to encourage people to adopt a sustainable nutrition policy.

The research work additionally points out that sustainability and sustainable nutrition cannot be explained in a one-dimensional way and therefore cannot be limited to the ecological dimension alone. All five impact dimensions of sustainable nutrition presented, such as ecology, economy, social, health and culture, contain central aspects for a resilient sustainability-oriented and permanently sustainable food supply.

Apart from that, the concept of sustainable nutrition suggests that nutrition must now be assessed far beyond the scope of its original core area, and the analysis of the motivational reasons and external factors contributing to sustainable nutrition must also be considered accordingly.

Among other things, further research into the human-environment relationship, especially with regard to our food system, is one of the most important areas of research in order to derive the necessary contributions for action towards climate protection and sustainable development. The way humans deal with their environment and the reactions caused, will determine whether and how living conditions on the planet will develop in the future and what sustainable coexistence will look like. Interview participants already understood the interrelation between human being and the environment and thus attempt to make a contribution to it in their own ways through their sustainable nutrition.

The previous discussions have shown the importance of further research in the interdisciplinary field of sustainable nutrition and the necessity of developing applicable approaches for actions. The results reveal a lack of awareness regarding the impact of the food system on a wide range of areas in society and in our environment. This is why the following recommendations for action need to be implemented in the field of politics, the business world, education institutions as well as of private households:

- Supporting further awareness-raising, public relations and political campaigns
- Improving and increasing education work by introducing subjects on sustainability at schools
- Expanding the availability and supply of sustainable food
- Increasing more outreach and access to information
- Establishing policies, such as laws or subsidies
- Lowering the VAT on vegan products
- Increasing VAT on meat products
- Organising initiatives, groups or educational institutions
- Providing greater availability of sustainable products in supermarkets

These recommendations and actions are intended to reduce barriers to the practice of sustainable nutrition to establish a resilient, sustainable food system. In this way, sustainable nutrition should become a common idea for everyone. The following sentence concludes the present research work: the planet earth mirrors the way we live today – now it is time to make the best to live on it!

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Appendices

Appendix A: Declaration of Consent and Data Protection



Einverständniserklärung zum Interview und Datenübergabe

Thema der Masterarbeit: *A qualitative study of the factors and motivations influencing the switch in consumer behaviour towards sustainable food consumption in Germany.*

DE: *Eine qualitative Studie über die Faktoren und Motivationen, die das veränderte Verbraucherverhalten im Hinblick auf eine nachhaltige Ernährungsweise in Deutschland beeinflusst haben und erklären.*

Durchführende Person: Mirgeta Hajdari, MBA-Studentin der FOM Hochschule für Oekonomie & Management – Düsseldorf

TeilnehmerIn: _____

Interviewdatum: _____

Interviewkürzel: _____

Ich erkläre mich dazu bereit, im Rahmen der Masterarbeit an einem Interview teilzunehmen. Ich wurde über das Ziel und den Verlauf des Forschungsprojektes informiert. Ich bin damit einverstanden, dass das Interview mit einem Aufnahmegerät aufgezeichnet und anschließend in Schriftform gebracht wird. Die Audiodateien werden auf einem separaten Stick gespeichert und zum Projektende am 14. Juli 2022 gelöscht. Die Transkripte der Interviews werden anonymisiert, d.h. ohne Namen und Personenangaben gespeichert. Die wissenschaftliche Auswertung des Interviewtextes erfolgt persönlich durch die MBA-Studentin Mirgeta Hajdari, die auf das Datengeheimnis verpflichtet ist. Die FOM Düsseldorf arbeitet nach den Vorschriften der Datenschutz-Grundverordnung (DS-GVO).

Ich bin damit einverstanden, dass einzelne Sätze aus den Transkripten, die nicht mit meiner Person in Verbindung gebracht werden können, als Material für wissenschaftliche und unterrichtende Zwecke genutzt werden können. Des Weiteren stimme ich zu, dass nach Projektende in darauf aufbauenden Forschungsprojekten die anonymisierten Transkripte verwendet werden können. Meine Teilnahme an diesem Interview und meine Zustimmung zur Verwendung der Daten, wie oben beschrieben, sind freiwillig. Ich habe jederzeit die Möglichkeit, meine Zustimmung zu widerrufen. Durch Verweigerung oder Widerruf entstehen mir keine Nachteile. Ich habe das Recht auf Auskunft, Berichtigung, Sperrung und Löschung, Einschränkung der Verarbeitung, Widerspruch gegen die weitere Verarbeitung sowie auf Datenübertragbarkeit meiner personenbezogenen Daten. Unter diesen Bedingungen erkläre ich mich bereit, das Interview zu geben, und bin damit einverstanden, dass es aufgezeichnet, verschriftlicht, anonymisiert und ausgewertet wird.

Ort, Datum

Unterschrift

Appendix B: The Personal Interview Guideline

Persönlicher Leitfaden für das Interview

Einleitung:

- Dank für die Teilnahmebereitschaft
- Eigene Vorstellung (Wer ich bin? Was ist das Thema meiner Masterarbeit?)
- Erklären des Vorgehens
- Anonymität und Datenschutz (Versicherung, dass die Daten anonym und vertraulich behandelt werden)

Aufnahme starten!

	Leitfrage (Erzählaufforderung)	Checkliste - Wurde das erwähnt? <i>Nachfragen nur, wenn nicht von alleine angesprochen, Formulierung anpassen</i>	Aufrechterhaltungs-, Steuerungsfragen
Allgemeines Essverhalten			
	Wo kaufst Du grundsätzlich ein? Wie oft kaufst Du ein? Wie oft kochst Du oder gehst auswärts essen in der Woche? Achtest Du dabei auch, was du isst? Achtest du beim Kochen auch auf etwas Bestimmtes?		

	<p>Hat sich dein Essverhalten geändert?</p> <p><i>Nachfragen, wenn ja:</i></p> <p>Was genau hat sich geändert?</p> <p>Auf was achtest du nun mehr?</p>	<p>Fällt hier das Wort</p> <ul style="list-style-type: none"> - Nachhaltigkeit, - keine Verpackung <p>gesunde Ernährung ????</p>	<p>Kannst du dazu mehr erzählen?</p>
	<p><i>Statistiken und Medien zufolge, sind die Menschen heutzutage bedachter und sensibler, was gesunde und nachhaltige Ernährung betrifft.</i></p> <p>Ist das bei Dir auch der Fall?</p> <p><i>Nachfragen, wenn ja:</i></p> <p>Spielt demnach beim Kochen bzw. Auswärtsessen Nachhaltige und gesunde eine Rolle bei dir?</p>		<p>Kannst Du dazu mehr erzählen?</p> <p>Kannst Du dazu ein Beispiel nennen?</p>
	<p>Bevor wir konkreter werden, möchte ich auf die Definition „Nachhaltigkeit“ eingehen:</p> <p>Nachhaltigkeit ist ja in aller Munde. Nun aus deiner Perspektive und deinem Verständnis?</p> <p>Was bedeutet für dich Nachhaltigkeit?</p> <p>Vorlesen einer allg. Definition von Nachhaltigkeit.</p> <p><i>Nachfragen:</i></p> <p>Beschreib mal in wenigen Sätzen, wie du dich „nachhaltig, bewusst oder gesund“ ernährst.</p>		

	<p><i>Ich lese jetzt mal ein paar Begrifflichkeiten vor, magst Du mir dann bitte verraten, unter welchen Punkt du Dich einordnest?</i></p> <ul style="list-style-type: none"> a) vegetarisch b) vegan c) bewusst/weniger Fleischkonsum d) Bevorzugung von regionalen Produkten e) Weniger Verpackung bei den Lebensmitteln 		
	<p>Seit wann ca. bist du _____ Wie hast du dich früher ernährt?</p>		
Motivation			
	<p>Warum bist du _____? Wie kannst du dir deine Veränderung bei dem Lebensmittelkonsum erklären? Was war denn deiner Meinung nach, der Auslöser für diese Veränderung? <i>Nachfragen:</i></p> <ul style="list-style-type: none"> - Hat das was mit gesunder und nachhaltiger Ernährung zu tun? 	<p>Hinweis: wenn es zu unkonkret wird, nachhaken!!</p>	<p>Kannst Du dazu mehr erzählen? Kannst Du dazu ein Beispiel nennen?</p>

	<p>Was ist Dir bei deiner Ernährungsweise dann besonders wichtig?</p> <p><i>Nachfragen:</i></p> <ul style="list-style-type: none"> - Was hat dich denn überzeugt dich so zu ernähren? - Was bezweckst du mit deiner Ernährung? - Persönliche Entscheidung/Motivation? Oder eher Beeinflusst durch etwas anderes? 	<p>Hinweis:</p> <p>Welche Begrifflichkeiten fallen?</p> <p>Darauf achten!!!!</p>	<p>Was meinst du damit?</p> <p>Nenn mal bitte ein Beispiel</p> <p>Beschreib das mal näher</p> <p>Warum ist das so?</p> <p>Warum glaubst du das?</p>
	<p>Möchtest du mit deinem Essverhalten/ deiner persönlichen Ernährung etwas erreichen?</p> <p><i>Nachfragen:</i></p> <ul style="list-style-type: none"> - Welchen Beitrag möchtest du leisten? - Glaubst du, dass du durch deine Ernährungsweise/ durch dein Essverhalten etwas verbessern kannst? - Was konkret stellst du dir vor, ändern zu können? - WARUM? <p>WARUM IST DIR DAS WICHTIG?</p>		<p>Was meinst du damit?</p> <p>Nenn mal bitte ein Beispiel</p> <p>Beschreib das mal näher</p> <p>Warum ist das so?</p> <p>Warum glaubst du das?</p>

Faktoren		
	<p><i>Es muss ja konkrete Gründe oder Faktoren geben, die dich in deiner Ernährung beeinflusst haben und dazu geführt haben, dass du deine Ernährung in Richtung nachhaltige Ernährung geändert hast.</i></p> <p>Welche konnten diese denn deiner Meinung sein?</p> <p><i>Nachfragen:</i></p> <ul style="list-style-type: none"> - Glaubst du, die Corona Pandemie hat dich in dem Thema nachhaltige, bewusste und gesunde Ernährung beeinflusst? - Wie ist es mit der Greta-Thunberg Klimaproteste und generell mit der Klimakrise aus? - Haben Soziale Medien oder Medien allg. auch dazu beigetragen? 	<p>Hinweis: Welche Faktoren werden genannt? Darauf achten!!!</p> <p>Kannst Du dazu mehr erzählen?</p>
	<p>Meditierst du? Folgst du dem Trend Achtsamkeit?</p> <p><i>Nur wenn ja:</i></p> <p><i>Es gibt eine Studie die besagt, dass der Trend Achtsamkeit bzw. Mindfulness den Konsum allg. aber auch was Konsum in der Lebensmittelbranche beeinflusst hat und Menschen heute dadurch bewusster konsumieren, auf Nachhaltigkeitsaspekte achten.</i></p>	

	Glaubst du, dass das dieser Trend auch zu deinen Veränderungen im Ernährungsverhalten beigetragen hat?		
Zukunft			
	Was denkst du, ob du deine nachhaltigen / bewussten Ernährungsweise/verhalten langfristig beibehalten wirst? Oder eventuell zurück zu deinem alten Essverhalten gehen wirst?		
	<p>Welche Barrieren könnten denn auftauchen, die dazu führen können, dass du zu deinem alten Essverhalten zurückkehrst?</p> <p>Allgemein betrachtet: Welche Barrieren könnte es deiner Meinung nachgeben, die einem solchen nachhaltigen Konsum in der Lebensmittelbranche im Weg stehen könnten? <i>Daten haben gezeigt, dass prozentual die Zahl der Menschen, die vegan, vegetarisch oder bewusst Fleisch konsumieren, seit ein paar Jahren gestiegen ist mit Tendenz nach oben.</i></p>	<p>Werden folgende Punkte genannt?</p> <ul style="list-style-type: none"> - Zu hohe Preise - Kein Zugang für Menschen mit mittleren/ kleinem Einkommen - Aufklärung/ Bildung 	
	Was denkst du, gibt es Potential oder Zukunftschancen für einen weiteren Anstieg der nachhaltigen, bewussten und gesunden Ernährung?		Was meinst du konkret damit? Kannst du das näher erläutern?

	<p><i>Wenn mit NEIN geantwortet:</i></p> <p>Was könnte einen solchen Anstieg verhindern deiner Meinung nach?</p>		
Empfehlungen			
	<p>Wenn wir uns nur auf Deine Meinung stützen:</p> <p>Was könnte man tun, um mehr Nachhaltigkeit in der Lebensmittelbranche/Industrie zu fördern?</p> <p>Oder wie könnte man Nachhaltigkeit in der Lebensmittelbranche unterstützen?</p>		
	<p><i>Die Lebensmittelindustrie hat großes Interesse sich dem Trend anzupassen und dementsprechend Produkte anzubieten. Aber gleichzeitig ist das Thema Nachhaltigkeit bei Lebensmittel / Essverhalten genauso wichtig für die Politik, die daran interessiert sind Ihre Versprechungen bei der Reduzierung von CO₂ Emissionen einzuhalten. Sie sind nicht nur interessiert, sondern haben auch die Aufgabe globale Herausforderungen zu meistern. Hierbei war das Thema Klimawandel / Klimakrise ein besonderer Trigger, dass das Thema in den Fokus geraten ist und heute klar auf ihrer Agenda steht.</i></p> <p>Was könnte konkret, deiner Meinung nach, die Politik; die Lebensmittelbranche und allg. die KonsumentInnen tun?</p>	<p>Fällt das Wort:</p> <ul style="list-style-type: none"> - Zu hohe Preise - Subventionen seitens der Politik - Eine klare Umsetzstrategie 	

	Wenn du die Möglichkeit hättest, welche Empfehlungen würdest du der Politik und der Lebensmittelbranche geben? Hast du als BefürworterIn der nachhaltigen Ernährung persönliche Erwartungen und Wünsche an die Lebensmittelbranche oder die Politik?		
	weitere Anmerkungen, Kommentare, Ideen oder sonstige Gedanken in diesem Zusammenhang?		

Abschluss:

- Dank für Auskunfts- und Teilnahmebereitschaft
- Evtl. Fragen nach weiteren Interviewpartnern.

Fragen zum Nachfragen:

- Was meinst du damit?
- Nenn mal bitte ein Beispiel
- Beschreib das mal näher
- Warum ist das so?
- Warum glaubst du das?

Appendix C: The Table of the Category System Used

Kategoriensystem

#	Kategorie Name	Definition	Ankerbeispiel	Anwendungsregel
Haupt-kategorie	Tatsächliches persönliches Essverhalten	Die Art und Weise, wie sich der Befragte ernährt, welches tatsächliche Essverhalten er heutzutage aufweist.		
Unter-kategorie 1.1	Vegane Produkte	Konsum und Bevorzugung von veganen Produkten	„Ich esse bewusst auf jeden Fall. Also Ich mache mir einfach mehr Gedanken über das Essen und habe das Gefühl auch die letzten Jahre, dass ich mich tendenziell oder seid ich mich vegan ernähre ich mich eher aufs essen freue und das einfach noch mehr wertzuschätzen weiß. (B09, Interview, 2022, in Zipfile no 09)	Alle Textstellen, die darauf hinweisen, dass der Befragte vegane Produkte konsumiert oder auch bevorzugt.
Unter-kategorie 1.2	Vegetarische Produkte	Konsum und Bevorzugung von pflanzlichen Produkten	„...ich achte zuhause komplett drauf, zu Hause ernähre ich mich dann vegan maximal also vegetarisch und im besten Falle vegan. (B08, Interview, 2022, in Zipfile no 08)	Alle Textstellen, die darauf hinweisen, dass der Befragte pflanzliche Produkte konsumiert oder auch bevorzugt.

Unter- kate- gorie 1.3	Weniger und bewusster Fleischkonsum	Bevorzugung von wenigem und bewusstem Fleisch- konsum	„... normalerweise kaufen wir eigentlich kein Fleisch unbedingt mehr ein, also ich esse auf jeden Fall deutlich weniger Fleisch mittlerweile und wenn wir dann auswärts essen, dann wenn ich Fleisch esse, gucke ich immer das, was Bio ist. (B02, Interview, 2022, in Zipfile no 02)	Alle Textstellen, die darauf hinweisen, dass der Befragte weniger und bewusst Fleisch und Fleischprodukte konsumiert oder auch bevorzugt.
Unter- kate- gorie 1.4	Ausgewogene Ernährung	Bevorzugung von ausgewogener Ernährung bei seinen Mahlzeiten	„Ich achte schon drauf, dass es ausgewogen ist, dass ich irgendwie Kohlenhydrate dabei habe, Eiweiß und viel Gemüse also, das ist immer so zusammengestellt ist. (B07, Interview, 2022, in Zipfile no 07)	Alle Textstellen, die darauf hinweisen, dass der Befragte eine ausgewogene Ernährung bei seinen Mahlzeiten bevorzugt.
Unter- kate- gorie 1.5	Bio Produkte	Konsum und Bevorzugung von Bio Produkten	„... wir gucken immer, dass wir möglichst Bio einkaufen“ (B02, Interview, 2022, in Zipfile no 02)	Alle Textstellen, die darauf hinweisen, dass der Befragte Bio-Produkte konsumiert oder auch bevorzugt.
Unter- kate- gorie 1.6	Gesunde Produkte	Konsum und Bevorzugung von gesunden Produkten (keine Fertigprodukte, oder Fastfood)	„Genau, also einfach für meine eigene Gesundheit, auch, dass ich meinem Körper mehr Vitamine zufüge, als dass ich ihm schade durch irgendwelche verarbeiteten Produkte oder zu viel von Nährstoffen, die meinem Körper nicht	Alle Textstellen, die darauf hinweisen, dass der Befragte gesunde Produkte konsumiert oder auch bevorzugt.

			gut tun eben.“ (B02, Interview, 2022, in Zipfile no 02)	
Unter- kate- gorie 1.7	Regionale Produkte	Konsum und Bevorzugung von regionalen Produkten	„Ich mag total gerne, wenn es eine regionale, nachhaltige Küche gibt und dann bevorzuge ich das schon. (B10, Interview, 2022, in Zipfile no 10)	Alle Textstellen, die darauf hinweisen, dass der Befragte regionale Produkte konsumiert oder auch bevorzugt.
Unter- kate- gorie 1.8	Saisonale Produkte	Konsum und Bevorzugung von saisonalen Produkten	„Ich guck, dass es möglichst regional und saisonal auch ist. Also möglichst in dem Fall aus Berlin oder Brandenburg wäre ideal. (B02, Interview, 2022, in Zipfile no 02)	Alle Textstellen, die darauf hinweisen, dass der Befragte saisonale Produkte konsumiert oder auch bevorzugt.
Unter- kate- gorie 1.9	Reduzierte Verpackungen	Bevorzugung von weniger verpackten Produkten im Supermarkt	„Was noch ein nachhaltiger Aspekt ist nicht genau von dem, was ich esse, aber wie ich einkaufe zum Beispiel ist eben dieses Verpackungsthema. Also wir haben so Stoffbeutel, mit denen wir zum Bäcker gehen, bevor Corona war natürlich, weil dann durfte man das nicht mehr, aber da haben wir statt brötchentüte quasi mal unseren Stoffbeutel abgegeben und Brötchen zum Kaufen. Wir haben das auch für Tomaten also für Obst und Gemüse und versuchen so Verpackungen zu	Alle Textstellen, die darauf hinweisen, dass der Befragte darauf achtet weniger Verpackung bis gar keine Verpackung bei Lebensmittelprodukten zu kaufen.

			vermeiden und möglichst wenig Verpackungen zu verwenden. (B01, Interview, 2022, in Zipfile no 01)	
Unter- kate- gorie 1.10	Keine Essens- verschwendung	Die Verwertung von Essensresten: beim Kochen wird darauf Wertgelegt, kein Essen zu verschwenden.	„Ich achte beim Kochen auch da drauf, dass ich Sachen, die ich verwerte auch so plane, dass ich die direkt, also dass da jetzt nicht so viel essen übrigbleibt. (B10, Interview, 2022, in Zipfile no 10)	Alle Textstellen, die darauf hinweisen, dass der Befragte darauf achtet Essen zu verwerten und kein Essen zu verschwenden.
Haupt- kate- gorie 2	Veränderung des Essverhaltens	Eine Veränderung im eigenen Essverhalten ist zu sehen.		
Unter- kate- gorie 2.1.	Ja	Befragte bestätigen eine Änderung im Essverhalten positiv.	„Ja, auf jeden Fall. Also das mit dem Fleisch, das ist vielleicht jetzt seit genau eineinhalb Jahren vielleicht ungefähr würde ich mal sagen, dass wir damit angefangen haben, das Zuhause nicht mehr zu essen.“ (B01, Interview, 2022, in Zipfile no 01)	Alle Textstellen, die eine Veränderung im Essverhalten positiv bewerten.
Unter- kate- gorie 2.1.1	Schleichender Prozess	Die Änderung wird als schleichend beschrieben.	„Ja, also bei mir war das schon ein sehr schleichender Prozess. Ich würde jetzt sagen sogar über 10 Jahre.“ (B10, Interview, 2022, in Zipfile no 10)	Alle Textstelle, die den Prozess der Veränderung im Essverhalten als schleichend bewerten.

Unter- kate- gorie 2.1.2	Auslöser/ Ereignisdatum	Die Änderung wird durch einen Auslöser beschrieben.	„Nee, das war nicht schleichend. Ich könnte es fast auf das Datum genau sagen, also es war Mitte Januar 202, das dürfte der dritte 13., 15. Oder sowas sein.“ (B05, Interview, 2022, in Zipfile no 05)	Alle Textstellen, die die Veränderung im Ess- verhalten mit einem Datum, einem festen Ereignis oder einen spezifischen Auslöser bewerten.
Unter- kate- gorie 3	Motivationsart	Grad und Art der eigenen Motivation hinsichtlich seines veränderten Ess- verhalten in Richtung nachhaltige und gesunde Ernährung		
Unter- kate- gorie 3.1	Intrinsisch	Intrinsisch bedeutet „von innen“, ist also die Form von Motivation, die in uns selber entsteht und wenig durch äußere Faktoren beeinflusst wird.	„Da kann ich auch definitiv sagen, dass das Intrinsisch ist, weil ich glaube, sonst würde ich das gar nicht so durchziehen können. Ich glaube sonst hätte ich wahrscheinlich früher irgendwie damit aufgehört. Also dadurch, dass ich verstehe, dass man so zum großen Ein- fluss irgendwie haben kann, überzeugt mich das halt schon intrinsisch.“ (B06, Interview, 2022, in Zipfile no 06)	Alle Textstellen, in denen der Befragte den Begriff „intrinsisch“ erwähnt.

Unter- kate- gorie 3.2	Extrinsisch	„Extrinsisch“ bedeutet so viel wie „von außen“. Also jede Art von Motivation, die durch unsere Umgebung entsteht.	„Also Werbung, die Meinung anderer Leute, sein Umfeld, wenn Yannik was sagt, das ist für mich extrinsisch - Also äußere Faktoren. Oder auch die Ärztin, die mir jetzt sagen würde weniger Zucker essen. (B03, Interview, 2022, in Zipfile no 03)	Alle Textstellen, in denen der Befragte den Begriff „extrinsisch“ erwähnt.
Unter- kate- gorie 3.3	Eine Mischung aus beiden	Motivation für nachhaltige Ernährung entstanden aus einem Wechselspiel zwischen intrinsischen und extrinsischen Faktoren.	„Ich würde sagen, das ist eine Mischung aus beiden war. Also ich würde schon sagen vordergründig war das schon intrinsisch, dass ich überhaupt mich dafür interessiert habe und mich damit auseinandergesetzt habe und über diese intrinsische Motivation, gab es aber ganz viele extrinsische Auslöser, die ganz verstärkend dabei waren oder die ganz viel das vorangebracht haben, mich wirklich dafür zu entschließen. (B01, Interview, 2022, in Zipfile no 01)	Alle Textstellen, in denen der Befragte beide Begriffe „intrinsisch“ und „extrinsisch“ erwähnt.

Hauptkategorie 4	Motivationsgründe	Persönliches Anliegen und Motivationen des Befragten, die sein nachhaltiges und gesundes Essverhalten und auch die Veränderung dahingehend begründen		
Unterkategorie 4.1	Gesundheit	Die körperliche Gesundheit ist wichtig.	„Ja genau also, es geht um mehrere Sachen so natürlich mit meiner Ernährung möchte ich mich aus in erster Linie gesund ernähren und es geht um meine Gesundheit und auch mein Wohlbefinden körperlich, aber auch mental durch das was ich esse. Es hat in meiner Ansicht nach eine sehr große Auswirkung auf die Gesundheit und zwar nicht nur auf die körperliche, sondern eben auch auf die psychische Gesundheit und dadurch dann auch, wenn man möchte auf die auf die kollektive Gesundheit in einer Linie, wenn man gesund und fröhlich ist.“ (B04, Interview, 2022, in Zipfile no 04)	Alle Textstellen, die eine Ernährungsumstellung in Richtung nachhaltige und gesunde Ernährung aufgrund der eigenen Gesundheit begründen.
Unterkategorie	Wohlbefinden:	Die mentale Gesundheit ist ein Zustand des Wohl-	„Dass ich einfach eine ausgewogene Ernährung habe und so das Wichtigste einfach an nähernd Mineralstoffen mit	Alle Textstellen, die eine Ernährungsumstellung in

gorie 4.1.1	Mentale & Psychische Gesundheit	befindens, in dem ein Mensch seine eigenen Fähigkeiten ausschöpfen, mit den normalen Belastungen des Lebens umgehen, produktiv arbeiten und einen Beitrag in seiner Gemeinschaft leisten kann.	meiner and aufnahme und dass ich einfach mich in einer Art und Weise ernähre, die total unterstützend für mein Wohlbefinden ist sowohl körperlich als auch psychisch, weil ich finde, dass das die Ernährung und das Wohlbefinden und der psychische Zustand einfach total zusammenhängt und ich würde mich gerne in einer Art und Weise ernähren, die einfach meine Gesundheit fördert.“ (B10, Interview, 2022, in Zipfile no 10)	Richtung nachhaltige und gesunde Ernährung aufgrund des eigenen Wohlbefindens insbesondere die mentale und psychische Gesundheit begründen.
Unter- kate- gorie 4.2	Umwelt	Die Umwelt wird als Beweg- und Motivationsgrund genannt, weswegen die eigene Ernährung eine besondere Rolle spielen.	„Zum einen eben der Fokus auf dem eigenen Körper, dann aber auch die Belastung der Umwelt, dem entgegenzutreten, ja.“ (B02, Interview, 2022, in Zipfile no 02)	Textstellen, die Bezug auf die Umwelt nehmen.
Unter- kate- gorie 4.2.1	Klimawandel	Der Klimawandel kann auf unterschiedliche Ursachen zurückgeführt werden. Die eigene Ernährung gehört dazu und beeinflusst die Umwelt und somit den Klimawandel.	Und ich glaube gerade auch vor dem Hinblick des Klimawandels, der immer präsenter wird, also vor der Haustür passieren Fluten und Katastrophen, wo umso mehr die Motivation kommen wird da was dran zu ändern. (B02, Interview, 2022, in Zipfile no 02)	Textstellen, die das Wort Klimawandel erwähnen.

Unter- kate- gorie 4.2.2	Nachhaltigkeitsa- spekten	Nachhaltigkeit hängt eng mit der Umwelt zusammen: Denn „ nachhaltige Entwicklung“ zielt darauf ab, verantwortungsbewusst mit den endlichen Ressourcen umzugehen, damit heutige und künftige Generationen weltweit nicht beeinträchtigt werden.	Das ist schon auch mein Ziel, dass es eben eine möglichst geringe negative Auswirkung auf die Umwelt, aber auch auf Gesellschaft auf Menschen hat. Das ist schon auch ein starkes Ziel, und ich glaube, das Ziel noch weiter als nachhaltige Ernährung wäre oder auch als Nachhaltigkeit als Begriff Verso Regeneration, das ist auch ein Thema, was immer stärker kommt. aber vielleicht. (...) Regeneration geht es darum: hey man kann mit der Ernährung nicht nur dass sie nur nachhaltig ist, sondern dass man wirklich dazu beiträgt, dass mehr Reichtum zurückgeht in die in die Erde, in die Natur, dass man sozusagen nicht nur versucht den Impakt zu reduzieren, sondern wirklich auch positiven zu machen durch die Entscheidungen, die man trifft.“ (B04, Interview, 2022, in Zipfile no 04)	Textstellen, die explizit zu Nachhaltig sprechen oder auf Aspekte der Nachhaltigkeit eingehen.
Unter- kate- gorie 4.2.3	Ökologische Landwirtschaft	Der ökologische Landbau ist eine besonders ressourcenschonende und umweltverträgliche Form	„Also woran ich dabei als erstes denken muss, dass das die Landwirtschaft und dass der Anbau von Lebensmitteln in einer Art und Weise passiert, wo die Fruchtbarkeit der Böden erhalten bleibt.	Textstellen, die auf die ökologische Landwirtschaft bezug nehmen.

		der Landwirtschaft, die sich am Prinzip der Nachhaltigkeit orientiert. Der Hauptgedanke ist ein Wirtschaften im Einklang mit der Natur.	Das heißt, dass, wenn Gemüse oder wenn etwas angebaut wird, dass das in einer Art und Weise angebaut wird, wo man Bedingungen einhält, die die Fruchtbarkeit der Böden aufrechterhält. Es kommt natürlich darauf an, dass man keine Pestizide verwendet. Dass man auch die Eigenschaften des Bodens so berücksichtigt und beim Anbau, dass das einfach aufrechterhalten bleibt.“ (B10, Interview, 2022, in Zipfile no 10)	
Unter- kate- gorie 4.2.4	Vermeidung von langen Lieferwegen	Beim Achten auf die Herkunft der Lebensmittel und die Vermeidung von langen Lieferwegen, werden hohe CO ₂ -Ausstöße vermieden und die Produkte sind unter fairen Arbeitsbedingungen hergestellt worden.	„Gerade so der Aspekt der geringen Auswirkungen auf die Umwelt das man halt schaut, dass man jetzt irgendwie nicht nur Produkte konsumiert, die irgendwoher geschifft wurden, die mit dem Flugzeug hergebracht wurden, sondern dass man schaut, dass es regional ist.“ (B07, Interview, 2022, in Zipfile no 07)	Textstellen, die besonders auf Lieferwege oder Lieferketten Bezug nehmen.
Unter- kate- gorie 4.3	Tierwohl	Tiergerechte Haltung orientiert sich an den natürlichen Bedürfnissen der Tiere, berücksichtigt deren angeborenen Ver-	„Genau. Also das mit dem Fleisch, das haben wir auf jeden Fall entschieden, weil also klar einmal auf also diese Tierwohl Geschichte. Aber auch weil ich weiß, dass die Fleischproduktion oder	Alle Teststellen, die das Wohles des Tieres in den Vordergrund bringen.

		haltensweisen und ist dem Tierwohl verpflichtet. Tierwohl rückt immer stärker in den Fokus einer nachhaltigen Landwirtschaft. Ziel ist es, einen praktikablen und ökonomisch tragfähigen Konsens zwischen Verbrauchererwartungen und der Landwirtschaft zu erreichen.	die Tierhaltung ja auch vor allem sich negativ auf die Umwelt auswirkt.“ (B01, Interview, 2022, in Zipfile no 01)	
Unterkategorie 4.4	Globale Werte & Verantwortung	Globale Verantwortung übernehmen und Globale Werte leben, heißt unter anderem auch den internationalen Klimaschutz, die Entwicklungszusammenarbeit sowie verantwortungsvolles Wirtschaften zu unterstützen.	„Wenn du dann immer wieder vor die Nase geführt bekommst, wie drängend das aber ist global zu denken und auch zu schauen, dass man die Umwelt mitbedenkt - hat es natürlich immer wieder weiter bestärkt und motiviert, dranzubleiben und weiterzumachen.“ (B02, Interview, 2022, in Zipfile no 02)	Textstellen, die auf die globale Verantwortung, die wir als Menschen tragen, Bezug nehmen oder auf die die globalen Werte eingehen.
Unterkategorie	Persönliche Einflussnahme	Die eigene Überzeugung eine persönliche Einflussnahme zu besitzen, die	„Ey durch meine Ernährung, durch mein Verhalten kann ich sogar dazu beitragen, dass die Erde noch mehr blüht, das vielleicht Arten gestärkt	Textstellen, die vor allem hervorbringen, dass das Individuum einiges für die

gorie 4.4.1	auf die globale Situation	globale Situation positiv zu verändern.	werden, die auch dazu führen, dass das es noch mehr Pflanzen gibt, oder das sind noch mehr diversifiziert gibt, dass es nicht nur auf der Welt irgendwie 13 Grundnahrungsmittel gibt, obwohl es in Wirklichkeit Tausende gibt. Und dass dann zur eigenen und zur kollektiven Gesundheit beiträgt aber auch zur Zufriedenheit.“ (B04, Interview, 2022, in Zipfile no 04)	Umwelt und für die globale Situation machen kann.
Unter- kate- gorie 4.4.2	(Generationen-) Gerechtigkeit	Im Umweltkontext schließt Generationengerechtigkeit die Weitergabe eines fairen ökologischen Erbes, einer intakten Umwelt, an- kommende Generationen ein: Der Erhalt der Arten- vielfalt, ein verantwortungs- voller Umgang mit natür- lichen Ressourcen, die Lösung der atomaren End- lagerungsproblematik, eine Reduzierung der Treibhaus- gase und das Eindämmen des Klimawandels.	„Sondern wo der Boden noch Energie und Nährstoffe zurückbekommt und damit auch weiteren Generationen nachhaltig für weitere Lebensmittel dienen kann sozusagen, durch den Anbau alleine wie die Produkte gemacht werden.“ (B02, Interview, 2022, in Zipfile no 02)	Alle Textstellen, die besonders auf die nach- folgenden Generationen Bezug nehmen und die Wichtigkeit dessen in den Vordergrund bringen: Generationengerechtigkeit

Unter- kate- gorie 4.5	Ethik & Moral	Ethik und Moral spielen in Zusammenhang mit der Umwelt eine besondere Rolle, denn sie hinterfragt, inwieweit Handlungen und Verantwortung getragen werden müssen, im Umgang mit der äußeren, nicht-menschlichen Natur, die zu Schaden kommen können durch die Menschen, wie Klimawandel.	„Oder man beschäftigt sich damit, ist das, was ich tue, ethisch vertretbar ist das, was ich tue für mich selbst irgendwie positiv. Und also das hängt ja alles irgendwie so miteinander zusammen und ich würde schon sagen, dass ich seit dieser Umstellung keine Ernährung hatte, auch so ein bisschen auf andere Dinge achte und gucke, dass ich im Alltag irgendwie Auszeiten für mich selbst nehme und so also, dass ich will nicht sagen, dass ein Grund dafür war, aber das ist so in einem gekommen ist, dass es so sich bedingt irgendwie.“ (B07, Interview, 2022, in Zipfile no 07)	Alle Textstellen, die vor allem Ethik und Moral als Grund für bestimmte Entscheidung vor allem im Bereich nachhaltiger Ernährung nennen.
Unter- kate- gorie 4.6	Altruismus: Persönliche Werte	Ökologisches und nachhaltiges Verhalten ist unter anderem auch eine Privatsache. Die Werte Natur und Nachhaltigkeit betrifft jedes Individuum, denn einen Erhalt der Natur und der Umwelt beginnt bei der eigenen Person, die ihre persönlichen Werte auslebt.	„Ich glaub, ich würde sagen, dass es eher für mich wie ein Leben von Werten geworden ist. So würde ich das eher bezeichnen. Ich weiß also ich glaub schon, dass ich mich grundsätzlich damit identifiziere, aber ich glaub was viel wichtiger für mich ist, dass ich Werte damit leben oder dass ich zu, dass ich Interessen damit verwirkliche, die ich finde, die mit Ernährung zusammenhängen und dass ich diese Faktoren damit unterstütze wie Gesundheit oder	Alle Textstellen, die persönliche und individuelle Werte als Grund für die eigene nachhaltige Ernährung angeben.

			<p>wie den Zustand von unserem Planeten. Das sind für mich so übergeordnete Ziele, die ich damit eher verfolge oder verwirkliche. (B10, Interview, 2022, in Zipfile no 10)</p>	
<p>Unter- kate- gorie 4.7</p>	<p>Geschmack</p>	<p>Sich nachhaltig zu ernähren und dabei Umwelt, Mensch und Tier zu respektieren, schließt den guten Geschmack nicht aus. Eine überwiegend pflanzliche Kost, bestehend aus ökologisch, regional, saisonal und fair produzierten Lebensmitteln mit geringem Verarbeitungsgrad trägt dazu bei, die weltweiten Lebens- und Umweltbedingungen positiv zu beeinflussen.</p>	<p>„Aber sonst, wenn ich jetzt ganz frei bin, da achte ich drauf, dass es tatsächlich frisch ist. Das es lecker schmeckt. Aber auch, dass es so ein bisschen authentisch ist.“ (B03, Interview, 2022, in Zipfile no 03)</p>	<p>Alle Textstellen, die vor allem den Geschmack der Lebensmittel in den Vordergrund bringen und das als Grund für das persönliche Essverhalten ist.</p>

Hauptkategorie 5	Externe Einflussfaktoren	Diese externen Einflussfaktoren haben eine besondere Rolle für die Veränderung des eigenen Essverhaltens gespielt, unter anderem auch einen besonderen Einfluss auf die Entscheidung sich nachhaltig und gesund zu ernähren.		
Unterkategorie 5.1	Corona Pandemie	Die Corona Pandemie hat bis zu einem Grad einen Einfluss auf die Menschen hinsichtlich ihres Konsum- und Essverhalten gehabt.	„Ja, ich überlege, wie stark oder ob das so eine Beeinflussung war, dass ich jetzt wirklich was geändert habe. Eigentlich bestärkt: das heißt, die Veränderung war jetzt nicht super groß durch Corona höchstens eine Bestärkung, wie wichtig eine gesunde Ernährung ist. Also ich glaube viel, viel stärker als externer Faktor.“ (B04, Interview, 2022, in Zipfile no 04)	Textstellen, die Hinweis darauf geben, dass die Corona Pandemie eine Rolle im Konsumverhalten gespielt hat.
Unterkategorie 5.2	Soziale Medien/ Medien allgemein	Soziale Medien und Medien allgemein beeinflussen heutzutage immer mehr und	„Ja, auf jeden Fall. Also, ich würde sagen so Fernsehen usw. nicht so sehr. Aber gerade bei Instagram, Facebook sind ja sozialen Medien, da entscheidet man ja auch selber, mit wem man sich	Textstellen, die Hinweis darauf geben, dass Soziale Medien eine Rolle im

		können KonsumentInnen in eine Richtung lenken.	vernetzt und wem man folgt. Und gerade, wenn man sich dann drüber, das war bei mir am Anfang, so dass ich mich schon stark irgendwie informiert hab ok was kann ich jetzt machen? Was kann ich an Gerichte machen, weil ich ja doch recht häufig koche irgendwie ohne Fleisch, die auch gut schmecken. Was gibt es dafür Alternativen? Und da folgt man dann natürlich schon vielen Leuten irgendwie auf Sozial Media. Und dadurch kriegt man ja unweigerlich irgendwie ja Inspiration, neue Ansätze oder die Posten dann ja nicht nur Gerichte, die man gesucht hat, sondern auch ja deren Überzeugungen und dann macht man sich auch Gedanken darüber und ja probiert neue Sachen aus.“ (B07, Interview, 2022, in Zipfile no 07)	Konsumverhalten gespielt hat.
Unter- kate- gorie 5.3.	Greta-Thunberg Bewegung (Klimaproteste)	Die Klimabewegung von Greta Thunberg bewirkt und sensibilisiert Menschen zum Thema Klimaschutz. Dadurch überdenken Menschen ihr Handeln mehr in Bezug auf die Umwelt.	Ja, das total. Also ich fand das so beeindruckend auf diese Fridays for Future Demos da immer und ich habe schon mir oft vorgenommen, dass ich mal mitgehen müsste, aber das ist meistens zu meiner Arbeit - diese freitags, mittags Termine, weil ich auch da denke, dass es nur so geht, dass alle	Textstellen, die Hinweis darauf geben, dass die Greta Thunberg-Bewegung eine Rolle im Konsumverhalten gespielt hat.

			darauf aufmerksam werden, vor allem auch die älteren Generationen. Ich glaube hier in und also in meiner Generation und wie gesagt, in meinem Umfeld, sind ganz viele schon kriegten das mit und sind da bewusster geworden. Aber ich glaube, dass zum Beispiel diese Proteste da echt zu beigetragen haben, also die sind hier teilweise bei uns vor der Wohnungstür langgelaufen und man kriegt echt Gänsehaut, wenn man das hört. Dass die aktuelle erwachsenen Generation den Kindern die Zukunft klaut- haben die immer gesungen. Und das finde ich, das hat schon echt viel in mir gemacht, also das hat mich echt wachgerüttelt auch im Bereich, welchen Beitrag kannst du leisten, um dagegen zusteuern?“ (B01, Interview, 2022, in Zipfile no 01)	
Unter- kate- gorie 5.4	Trend der Achtsamkeit	Der Trend Achtsamkeit, Mindfulness und Meditation hat allgemein den Konsum, aber auch in der Lebensmittel Branche beeinflusst. Dadurch konsumieren	„Ja, ich würde sagen, dass es auf jeden Fall alles ineinanderfließt, weil sozusagen meinen Weg zum Yoga und Meditation hatte allgemein einfach auch mit einem Bewusstsein für den eigenen Körper zu tun sei es körperlich, sei es seelisch, sei es gesundheitlich, was das	Textstellen, die Hinweis darauf geben, dass der Trend der Achtsamkeit eine Rolle im Konsumverhalten gespielt hat.

		Menschen heute bewusster und achten vor allem auf Nachhaltigkeitsaspekte.	Essen angeht. Von daher würde ich sagen, dadurch das alles ineinandergreift, dass das damit auch zu tun ja.“ (B02, Interview, 2022, in Zipfile no 02)	
Unter- kate- gorie 5.5.	Andere Faktoren benannt von den Befragten			
Unter- kate- gorie 5.5.1	Soziales Umfeld: Freundes-, Familienkreise	Das soziale Umfeld wie Freundes- und Familienkreis können einen Einfluss auf das Verhalten eines Menschen im allg. haben. Bewegt man sich in bestimmten Kreisen, wo viel über nachhaltige Ernährung diskutiert wird, kann es dazu führen, dass sich Menschen mehr mit dem Thema beschäftigen.	„Also, auf jeden Fall auch einfach und das ist eigentlich der Bereich, der mich oft am meisten mit inspiriert ist und der direkte Austausch mit Freunden und Bekannten. Also und direkt im Freundeskreis irgendwie mitzubekommen, wie Menschen ihre Ernährung umstellen oder Hinweise zu bekommen auf Dokus, die unbedingt gesehen werden müssten oder mitzubekommen, wie es Menschen besser geht, wenn sie auf bestimmte Dinge achten, dann ihre Ernährung also gerade so diese direkten Empfehlungen und das vormachen direkt im Freundes- und Familienkreis, hat auf jeden Fall auch sehr stark beeinflusst.“ (B02, Interview, 2022, in Zipfile no 02)	Textstellen, die Hinweis darauf geben, dass das Umfeld wie Freunde, Familie und Kollegen eine Rolle im Konsumverhalten gespielt hat.

Unter- kate- gorie 5.5.2.	Sozialer Druck; Soziale Akzeptanz	Der Soziale Druck und der Druck nach sozialer Akzeptanz kann dazu führen, dass Menschen sich verpflichtet fühlen, einen Weg einzuschreiten. Sie übt regelrecht einen Einfluss aus, um eine Person dazu zu bringen, ihre Einstellungen, ihre Gedanken oder sogar ihre Werte zu ändern.	„Ja, toll! Ich glaub schon (...) nur Ernährung so ein bisschen wenig ist, weil für mich ist das schon mal irgendwie Auto, Fliegen- als das gesamte so. Ich kann das nicht so reduzieren, aber doch also genau wie ich das erzählt habe mit der Kita oder Umfeld, wenn das meiste Umfeld (...) da schon so ein bisschen mithalten. Soziale Akzeptanz ist bei mir auf jeden Fall.“ (B03, Interview, 2022, in Zipfile no 03)	Textstellen, die Hinweis darauf geben, dass die Soziale Akzeptanz oder der soziale Druck eine Rolle im Konsumverhalten gespielt hat.
Unter- kate- gorie 5.5.3	Unverträglich- keit bestimmter Lebensmittel	Wenn Lebensmittel nicht vertragen werden können, oder es eine Erkrankung gibt, bei der bestimmte Lebensmittel nicht gut sind.	„Ich glaub, ich habe mich schon immer viel vegetarisch ernährt oder ich habe das immer gerne gemocht. Genau das ist der eine Punkt. Der andere Punkt ist, dass ich schon immer gemerkt habe, dass so fettreiche Sachen kann ich nicht gut vertragen, da habe ich mich immer danach gefühlt körperlich. Da habe ich so ein bisschen drauf geachtet, aber ansonsten habe ich mich glaub ich in einer Art und Weise ernährt, die so ein bisschen ja zeitsparend war und mich dann nicht so viel mit auseinandergesetzt.“ (B06, Interview, 2022, in Zipfile no 06)	Textstellen die darauf hinweisen, dass bestimmte Lebensmittel nicht vertragen werden können, sei es auf das Befinden oder in Bezug auf eine Krankheit.

Hauptkategorie 6	Essverhalten in der Zukunft	Mit Blick auf die Zukunft, wie wird sich das Essverhalten der Befragten in der Zukunft entwickeln und inwieweit sind Rückschläge ausgeschlossen		
Unterkategorie 6.1	Steigend	Das nachhaltige und gesunde Essverhalten wird sich weiterhin entwickeln und noch mehr verfestigen und verstetigen	„Also für mich sprechen einfach so viele Gründer für eine vegane Ernährung. Ich kann mir auch einfach gar nicht vorstellen, mich nicht mehr so zu ändern, weil das für mich einfach irgendwie also ich weiß nicht für mich macht das dann einfach irgendwie keinen Sinn? Es passt für mich nicht zusammen zu sagen, ich möchte etwas für die Umwelt tun, ich möchte etwas für meine Gesundheit tun und mich dann eben nicht vegan zu ernähren, also das passt irgendwie nicht zusammen.“ (B06, Interview, 2022, in Zipfile no 06)	
Unterkategorie 6.2	Gleichbleibend	Das Essverhalten von heute wird genauso beibehalten.	„Nee, ich glaub so wie es jetzt ist, werde ich schon beibehalten. Ich hab ja, wie gesagt, ganz am Anfang der Umstellung einmal versucht für einen Monat dann vegan zu leben. Das war jetzt nicht so	

			mit meinem Alltag zu kombinieren, würde ich sagen. Es war ein bisschen umständlich, aber ich glaube, ich habe mittlerweile ganz guten Mittelweg gefunden, wie es für mich funktioniert.“ (B07, Interview, 2022, in Zipfile no 07)	
Hauptkategorie 7	Barrieren	Mögliche Barrieren, die den nachhaltigen Konsum und das nachhaltige und gesunde Essverhalten behindern könnten.		
Unterkategorie 7.1	Finanzen & Budget (Kleines Einkommen)	Kleines Einkommen im Haushalt und die teuren nachhaltigen Produkte stellen eine große Barriere dar, um sich nachhaltig zu ernähren. Einkommensschwächere Haushalte haben es schwer, sich nachhaltig zu ernähren.	„Deswegen versteh ich das auch wenn Unterschichten oder auch mittlerweile Mittel die Mittelschicht sich das einfach nicht leisten kann, weil sie das Geld nicht haben. Die achten natürlich nicht darauf, dass sie dann vegane Produkte essen, sondern dass hier was zu essen bekommen. Ich glaube, das ist glaub ich auch das größte Problem und wo dann die Barrieren kommen könnten, dass dann irgendwie so ein Obst oder Gemüse Teller mehr kostet, also ein	Textstellen, die explizit Finanzen und das eigene Budget im Haushalt als Barriere definieren.

			Stück Schnitzel.“ (B05, Interview, 2022, in Zipfile no 05)	
Unter- kate- gorie 7.1.1	Teure nachhaltige Produkte (hoher Preise)	Im Durchschnitt kosten nachhaltige Produkte um 75 bis 85 Prozent mehr als herkömmliche Produkte	„Also Geldmangel (...). Aber ich glaube es hat auch viel mit Geld zu tun, so wenn man sich regional Bio ernährt, das ist teilweise schon sehr entweder teuer oder sehr aufwändig.“ (B03, Interview, 2022, in Zipfile no 03)	Textstellen, die explizit die hohen Preise von regionalen, gesunden und veganen Produkten als Barriere definieren.
Unter- kate- gorie 7.2	Wenig Zeit	Nachhaltige Ernährung benötigt eine gewisse Zeit, um Zusammenhänge zwischen Ernährung und Nachhaltigkeit/Umwelt zu verstehen.	„... Und das finde ich, sehe ich zum Beispiel auch kritisch daran, dass es ganz wichtig ist, darüber Bescheid zu wissen und auch aufgeklärt zu sein. Ja, (...) wenn man sich über nachhaltige Ernährung informiert, ist das ein wahnsinniger Zeitfresser. Du musst wirklich die Zeit einfach auch haben, um sich darüber zu informieren und ich glaub, dass nicht jeder diese Zeit einfach hat oder haben will. Das sehen ich so ein bisschen kritisch daran.“ (B10, Interview, 2022, in Zipfile no 10)	Textstellen, die explizit die Zeit sowohl im Privatleben als auch auf der Arbeit als Barriere definieren.
Unter- kate- gorie 7.3	Gewohnheit & Faulheit	Bestimmte Ernährungs- gewohnheiten behindern die Annäherung an neue Ernährungsweisen, wie z.B.	„Mhm also ich glaub gerade bei älteren Leuten, das sehe ich ja selbst gerade so bei meinen Eltern und vor allem bei meinen Großeltern, die sind komplett anders aufgewachsen als wir. Und ich	Textstellen, die explizit die eigene Gewohnheit oder auch das persönliche

		nachhaltige Ernährung. Meist werden Ernährungsgewohnheiten und Essverhalten maßgeblich im Elternhaus geprägt.	glaub, die kann das nicht so ganz verstehen teilweise, weil sie es schon immer anders gemacht haben. Also die achten ja nicht so wirklich drauf, wenn ich bei meiner Oma jetzt mal irgendwie in den Kühlschrank gucken und so die kauft alles in Plastik und verpackt und ganz viel Fleisch auch und so weiter, weil es halt schon immer so gemacht. Na klar, wir sind Gewohnheitstiere und das ist glaube ich wirklich für die sehr viel schwerer.“ (B07, Interview, 2022, in Zipfile no 07)	fehlende Interesse als Barriere definieren.
Unter- kate- gorie 7.4	Bildungsgrad	Neben dem Einkommen spielt auch der Bildungsgrad eine gewisse Rolle, wenn es um gesunde und nachhaltige Ernährung geht.	„Also ich glaube Zeit, Geld und auch wissen und Bildungsniveau. Also wenn man jetzt einmal ein hohes Bildungsniveau hätte, dann wird das nicht weggehen. Menschen mit weniger Bildung, die nicht so viel Zeit haben oder nicht den bestimmten Zugang zu Informationen haben, da würde ich nie kritisieren, dass sie sich anders ernähren oder dann irgendwie doch die Plastiktüten immer mit nach Hause nehmen aus dem Supermarkt so. So genau Zeit, Geld, Bildung würde ich sagen.“ (B04, Interview, 2022, in Zipfile no 04)	Textstellen, die explizit den mangelnden Bildungsgrad von Menschen als Barriere definieren.

Unter- kate- gorie 7.5	Wissen & Informationen	Nachhaltige und gesunde Ernährung setzt ein gewisses Wissen und Informationsstand voraus, um gewisse Zusammenhänge zwischen gesunder und nachhaltiger Ernährung und der Umwelt zu verstehen.	„Aber auch mit Bildung, also mit Informationszugang überhaupt, weil ich glaube, viele wissen es einfach nicht besser. Und viele denken da überhaupt nicht drüber nach so wie ich ja auch noch früher. Aber gerade also einmal die älteren Leute, die vielleicht gar nicht so die Möglichkeit haben, weil ich glaube schon also wie gesagt, ich finde so in der Tagesschau oder so ist das jetzt nicht ständig Thema, wie man das angeht, also da steht vielleicht wird vielleicht gesagt, wir haben zu viel Plastik im Meer, aber da wird ja nicht gesagt, was machen wir jetzt dagegen oder was kann jeder Einzelne machen? Also, das heißt, ich glaube, viele wissen einfach gar nicht, sowohl ältere Leute als auch Leute, die eben nicht so gut informiert sind, die vielleicht ihre Schule abgebrochen haben oder eine lange schon nicht mehr irgendwie die Chance hatten, sich weiterzubilden, die kriegen das nicht mit.“ (B01, Interview, 2022, in Zipfile no 01)	Textstellen, die explizit das fehlende Wissen oder die Informationen als Barriere definieren.
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Unter- kate- gorie 7.6	Greenwashing	<p>Umwelt und Naturschutz sind heute den Menschen wichtig, sodass immer mehr Unternehmen mit nachhaltigen Produkten werben.</p> <p>Bei Greenwashing jedoch führt dies schnell zu einem Vertrauensverlust in die Marke oder das Unternehmen.</p>	<p>„Auch in der Ernährungsindustrie gibt es sehr viel Greenwashing, was man selber gar nicht durchblickt Green und Bio-Washing oder wie Mans nennen möchte. Wer weiß wirklich ob Bio Produkte wirklich biologisch ökologisch produziert sind oder geht es da nur um das Essen, das Futter von den Tieren, was irgendwie halbwegs biologisch produziert wird. Aber andere Sachen ist es egal, wie viele Antibiotika die kriegen.“ (B04, Interview, 2022, in Zipfile no 04)</p>	<p>Textstellen, die explizit Greenwashing nennen und somit auch die Konsequenz darauf, das Vertrauen zu verlieren, als Barriere definieren.</p>
Unter- kate- gorie 7.7	Gesellschaftliche Kreise	<p>Gesellschaftliche Kreise oder das eigene Umfeld kann sowohl positiv als auch negativ auf die Person wirken.</p>	<p>„An sich strebe ich da eine Offenheit, die auch mit kulturellen Aspekten in Zusammenhang steht. Also wenn ich in Brasilien meine Freunde oder Gastfamilie besuche, dann ist es für mich auch aus kulturellen Gründen, der dann ein Punkt vielleicht spielt da wieder soziale Akzeptanz eine Rolle. Dann doch vielleicht mehr Fleisch zu essen in den Tagen oder in der Zeit, aber trotzdem auch darauf hinzuweisen, dass ich eher drauf achte, weniger Fleisch zu essen. Es ist das sozusagen eher so flüssige Essidentität und ich möchte</p>	<p>Textstellen, die darauf hinweise geben, dass auch ein Umfeld und bestimmte kulturelle Kreise auch dazu führen kann, Zwang zu verspüren, sich nicht so zu ernähren, wie man möchte.</p>

			mich da nicht zu stark auf ein identifizieren.“ (B04, Interview, 2022, in Zipfile no 04)	
Hauptkategorie 8	Förderung von Nachhaltigkeit	Konkrete Handlungsfelder und -möglichkeiten, die eine nachhaltige und gesunde Ernährung fördern und unterstützen können.		
Unterkategorie 8.1	Durch die Politik	Die Politik kann in der Förderung und Ausbau von Nachhaltigkeit in allen Bereichen viel mitwirken.	“Man könnte zum Beispiel für vegane Produkte die Mehrwertsteuer senken. Also dass man da politisch irgendwie eingreift.“ (B06, Interview, 2022, in Zipfile no 06)	
Unterkategorie 8.2	Durch die Lebensmittel- und Fleischindustrie	Die Lebensmittelindustrie hat auch bestimmte Steuerspielräume um Nachhaltigkeit zu fördern.	“Meine Empfehlung für die Lebensmittelindustrie deckt sich glaube ich überhaupt nicht mit den Interessen der Lebensmittelindustrie, aber ich wünsche mir trotzdem, dass wir eine Lebensmittelindustrie haben, wo Tiere artgerecht gehalten werden, ernährt werden, wo keine Antibiotika und Hormone zugegeben werden, die wir Menschen wiederum aufnehmen. Und das, dass die Tiere, wenn sie artgerecht gehalten	

			werden, auch artgerecht getötet werden und das dann meinetwegen unter den Bedingungen Fleisch angeboten wird. Aber das nicht mehr Fleisch hergestellt wird, wenn diese Dinge nicht erhalten bleiben kann. Das wünsche ich mir von der Lebensmittelindustrie. Hauptsächlich wünsche ich mir von der Lebensmittelindustrie, dass die natürlich immer mehr regionale Ware anbieten und saisonale Ware und dass Dinge, die darüber hinaus gerade nicht verfügbar sind, einfach auch weniger im Laden zu kaufen sind und wenn es halt keine Ananas das ganze Jahr gibt oder keine Mango, sondern nur zu den saisonalen Zeiten, wie das auch importiert werden kann. (B10, Interview, 2022, in Zipfile no 10)	
Unter- kate- gorie 8.3	Durch Einzelpersonen (Individuum)	Jede einzelne Person auf der Welt ist dazu befähigt, eigene Entscheidung zu treffen. Auch das des eigenen Konsums oder der Ernährung.	„Und ich glaube, das ist dann auch eine individuelle Entscheidung, wie man da eine Transformation in Richtung eher so ökologische Landwirtschaft unterstützen kann. Gleichzeitig ist natürlich auch die Politik der super stark gefragt.“ (B04, Interview, 2022, in Zipfile no 04)	

Unter- kate- gorie 8.4	Durch Bildungseinricht- ungen wie Schule	Bildungseinrichtung als Lehrort für Wissen und Information z.B. durch Workshops zu „nach- haltiges Kochen“	„Ja, man kann das natürlich als Schulfach irgendwo mit integrieren und man sagt einmal die Woche eine Stunde nachhaltigkeitslehre, das wäre ein super Ansatz. Da könnte man auch ganz viel mit praktischen Projekten dann auch arbeiten und da könnte man super viel machen. Dann müsste sich halt nur viel ändern in Deutschland.“ (B11, Interview, 2022, in Zipfile no 11)	
Unter- kate- gorie 8.5	Durch Öffentlichkeitsar- beit, Kampagnen, öffentlicher Diskurs	Öffentlichkeitsarbeit, wie auch Marketing wirken auf das Konsumverhalten.	„Große Frage auf jeden Fall: Zugang zu Informationen über was ist eine nachhaltige Ernährung? Warum könnte es oder ist ne nachhaltige, gesunde Ernährung wichtig? Wie steht dies im Zusammenhang zur Klimakrise, aber auch zur Pandemie. Das zu fördern - dieses Wissen darüber und die Verflechtungen- das sehe ich als Verantwortung der Politik. Durch Bildungsarbeit in Schulen verankert das Thema. Es ist bestimmt auch schon, aber vielleicht noch stärker, auch außerhalb von Schulen. Allgemein gestärkt durch Bildung, aber auch durch allgemeine Öffentlichkeitsarbeit und Kommunikation. Aber auch sozusagen,	

			dass die Politik hat natürlich die Möglichkeit bestimmte Landwirtschaftsmodelle und Produktionsmodelle eher zu stärken, zu fördern als andere, zum Beispiel durch Subventionen für Bio Betriebe. Meine Empfehlung wäre eher das weiter aktiv zu stärken.“ (B04, Interview, 2022, in Zipfile no 04)	
Unter- kate- gorie 8.6	Aufklärungs- arbeit; Sensibilisierung	Sensibilisieren kann man vor allem, wenn man mit Menschen sich füreinander setzt und ihnen etwas erklärt oder sie aufklärt.	„Ich finde da ganz wichtig, Aufklärung. Ich glaube, wenn man jetzt seine Nachbarn fragt, Ja, wissen Sie denn, wie das Fleisch hergestellt wird oder wissen Sie, unter welchen Bedingungen bestimmte Produkte hergestellt wurden. Dann weiß wahrscheinlich gut wie keiner und ich glaub wenige zumindest. Ich glaube, da gilt es einfach aufzuklären. Sei es Dokumentationen oder auch über Sozial Media oder dass man vielleicht auch in der Schule ein bisschen mehr bewusster Ernährung spricht. Ja, ich glaub, da gilt es einfach aufzuklären und ja jetzt nicht im radikalen Sinne: ja, die Tiere werden jetzt sadistisch ermordet oder so, sondern einfach aufzuklären. In einem sachlichen Kontext und ja, den	

			Menschen da auch nochmal Beweggründe zu geben, sich weiterhin darüber zu informieren und nachzudenken was eigene Ernährung ausmacht? Also nicht nur im Privaten, sondern auch im ja globalen Sinne. (B12, Interview, 2022, in Zipfile no 12)	
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