The impact of transatlantic transportation in the German natural cosmetics market

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Dedication

For my partner, Rohit Ghosh. Thank you for being there for me.

Abstract

The impact of transatlantic transportation on green purchase intention in the German natural cosmetics market

With green cosmetics becoming widely used in Germany, this research would like to fill a research gap and investigate the impact of transatlantic transportation on the willingness of German customers to purchasing the product. With growing environmental awareness this information might be decisive for companies willing to expand internationally. They can take it into consideration when creating their international expansion strategy and deciding for the mode of entry.

Current research also explores the option of targeting the customers with marketing messages to share information about the low environmental impact of the transatlantic transport. It tests different marketing messages and analyses their impact on green purchase intention.

Kurzreferat

Der Einfluss des transatlantischen Transports auf die ökologische Kaufabsicht auf dem deutschen Naturkosmetikmarkt

Mit der zunehmenden Verbreitung von Naturkosmetik in Deutschland möchte diese Studie eine Forschungslücke schließen und den Einfluss des transatlantischen Transports auf die Kaufbereitschaft deutscher Kunden untersuchen. Angesichts des wachsenden Umweltbewusstseins könnten diese Informationen für Unternehmen, die international expandieren wollen, entscheidend sein. Sie können sie bei der Ausarbeitung ihrer internationalen Expansionsstrategie und bei der Wahl des Markteintrittsmodus berücksichtigen.

Die aktuelle Studie untersucht auch die Möglichkeit, die Kunden mit Marketingbotschaften anzusprechen, um sie über die geringen Umweltauswirkungen des transatlantischen Transports zu informieren. Sie testet verschiedene Marketingbotschaften und analysiert deren Auswirkungen auf die umweltfreundliche Kaufabsicht.

Preface/Acknowledgement

First of all I would like to thank my supervisor, Dr. Roland Alton-Scheidl, for his invaluable insights and constructive criticism.

I also thank the professors and docents of the University of Applied Sciences Vorarlberg, who helped me to grow in the last years not only through their knowledge but also through their diverse and inspiring personalities.

I thank Mirja Eckert and Amarjit Sahota for their interest in my research and their supporting expertise. Thanks also to the German Mensa Sustainability Group for their valuable feedback on the survey draft as well as all the participants for dedicating their time.

Finally I thank my friends Katharina Maier and Matthias Jathe, for their diligent proofreading the German translations.

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List of Abbreviations and Symbols

U.S.	United States of America
USA	United States of America
PEF	Product Environmental Footprint
COVID-19	coronavirus disease caused by severe acute respiratory syndrome coronavirus 2
BCG	Boston Consulting Group
FMCG	fast moving consumer goods
CO_2	carbon dioxide
CO_2e	carbon dioxide equivalent
PESTEL	political, economic, social, technological, environmental, legal
7Ps	product, price, promotion, place, personal, process, physical facilities
EU	European Union

1. Introduction

1.1 Background

Environmental sustainability is an important and fascinating topic for me. Sustainability itself is a very complex issue and with new scientific discoveries being made every day, the „right thing to do“ is changing as well. Technologies are evolving, to help humanity reduce wasteful overconsumption, to enable the reuse of products or materials and make recycling or biodegradation simpler. Our interwoven ecosystem requires multifarious solutions and in order to reach the set climate goals every action counts.

The definition of sustainability is „development that meets the needs of the present generation without compromising the ability of future generations to meet their needs“.[1] Three aspects has been recognised by the United Nations General Assembly in 2005: social, environmental and economic.[2]

In the first line, green cosmetics answer the demand for environmentally sustainable products. While a 2018 United States survey names the absence of harmful ingredients as the main reason for purchasing natural and organic cosmetics[3], a more recent article of a trade magazine shows a very different picture. It explains, that consumers are more consciously looking for products not only to protect their own health, but representing a more wholistic view.[4] Environmental sustainability of the product including package became more important as well as ethical aspects. This means, that consumers are challenging the producers to think cradle-to-cradle when designing their products.

Cradle-to-cradle design resembles the nature, where every living or non-living thing has its use either as food or other ways, according to Andrew Sherratt.[5] There is not waste in natural systems. Braungart et.al. explains in their article, that „cradle-to-cradle design provides a practical design framework for creating products and industrial systems in a positive relationship with ecological health and abundance, and long-term economic growth“[6]. They explain further, that by changing the system to become eco-effective, better products can be created which beside satisfying customers’ needs are also ecologically and socially reasonable.

Although there is already a possibility to certify products by an independent global organisation with a Cradle to Cradle Certification, there are only a handful cosmetics certified under the label and the only mainstream international cosmetic brand is not using the certification in the German market.[7] There is in Europe a similar initiative from the European Union, the Product Environmental Footprint (PEF). The project have developed methodology to measure the environmental footprint of products. This applies currently to

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1 Thomsen 2013.
2 UN General Assembly (60th sess. : 2005-2006) 2005.
3 ‘Top reasons consumers purchase natural/organic skin care U.S. 2018’ 2019.
4 Global Cosmetic Industry Magazine 2021.
5 Sherratt 2013.
6 Braungart; McDonough; Bollinger 2007.
7 ‘Cradle to Cradle Certified Products Registry’ n. y.

a limited circle of products only, there is no mandatory certification for cosmetics, meaning, customers currently have no reliable information on the products environmental impact.[8]

There are numerous reasons behind why customers are interested in an would be benefiting from such transparency.

There is a new young generation who helped the topic of global climate change become more mainstream.[9] In 2018 Greta Thunberg started a school strike to demand action from the Swedish Parliament on the climate emergency. With her fellow students they soon called a movement, Fridays for Future into life.[10] As of today, there are approximately 14 million people joined the movement, which bases its demand on scientific evidences.[11][12] To support the young activists against pushback from the politics, the movement Scientists for Future was established by 28000 scientists signing a statement with facts about global climate change. By these recent events and publicity on global issues more people are being aware of the consequences of remaining passive.

The increase in natural catastrophes both in frequency and severity is also linked to climate change.[13] Since the effects are felt as well as broadcasted globally, the awareness about these events and the link to climate change has increased. Today, the effects are not at faraway lands any longer but felt in Germany as well. The summers are becoming more hot and effecting people’s lives directly.[14] In 2020 when COVID-19 became a pandemic, there was a possibility, that investments in a greener economy will decline.[15][16] This has not been the case and according to a report by BCG the environmental consciousness has increased as a result.[17] The pressure from the population on governments and businesses is increasing for more sustainability. It is not only part of the political agenda, but also of the boardroom. Sustainable investment is has gained momentum and is expected to grow further, reaching a third of globally managed assets by 2025.[18]

As previous research have shown, the reasons to purchase organic products are versatile, including environmental friendliness of the product.[19] It is important to highlight, that environmentally friendliness does not equal to sustainability. An organic product does not necessarily sustainable – although its production is more environment friendly – and a sustainable product is not necessarily organic. Nevertheless, there are consumer groups who are looking for both sustainable and organic products, and with the developments of the international markets this products become more available and affordable. There is however a lot of complexity for this consumer group to take into consideration. Due to the fast pace of the knowledge development as well as the technologies used during the creation of those products, some of the customers‘ judgments might be inaccurate.

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8 ‘Results and deliverables of the Environmental Footprint pilot phase’ n. y.
9 Ellsmoor 2019.
10 ‘Who we are’ n. y.
11 ‘Strike Statistics’ 2021.
12 ‘Reasons to strike’ n. y.
13 Ocko; Sun n. y.
14 ‘Gesundheitsrisiken durch Hitze’ 2021.
15 Hepburn et al. 2020.
16 de Paula; Mar 2020.
17 Kachaner et al. 2020.
18 ‘ESG assets may hit $53 trillion by 2025, a third of global AUM’ 2021.
19 ‘Main reasons for purchasing natural and organic skin care products among consumers in the United States as of September 2018’ 2019.

As currently there is no certified information available in Germany on all products regarding its environmental footprint or its sustainability, customers can only rely on data shared by some of the producers in a form of self-declaration and by non-government organisations.

In case of general cosmetics, there are several well-known international brands and during everyday shopping we can encounter with products and ingredients from many parts of the world. In case of natural cosmetics we find less variety at present. This might have different reasons, and the current size of the market might be one of them. As the natural cosmetics market grows, this is expected to change with the international expansion of some brands. Current paper is investigating if customers are welcoming overseas expansions and if not, if there are certain marketing messages needed to help their understanding to compare products based on their full lifecycle footprint instead of based solely on their country of origin.

1.2 Relevance of this research

Cosmetics are part of everyday life and have a large impact on personal health and wellbeing. Due to spreading awareness of the climate change as well as the negative effects of traditional cosmetics both on the personal and planetary health, natural cosmetics are becoming more mainstream. With the increasing environmental consciousness the market share of this product category has been growing. In the year of 2020, whilst the sales of conventional cosmetics has been decreasing with 0.1% in comparison to the previous year, the sales of natural and organic cosmetics has been growing with 5.7% and gained over 1.3 million new customers. [20]

As this market becomes more and more attractive for manufacturers, internationalisation becomes important for both manufacturers and consumers. Sustainability is not about limiting growth. It is about making the right choices. Although some green producers do limit their exports, the environmental impact of the transport depend on many factors, including the weight of packaging. Do green consumers having different purchase criteria requires a different approach in internationalisation from these companies?

In the food industry, buying green means for some customers buying local. In case of fresh vegetables shorter transport ways mean fresher and healthier food, since after harvesting the nutritional content deteriorates quickly.[21] It can also be considered as a mean to support local economy, about which people became more vocal during the COVID-19 crisis. Lastly, transportation is connected to emission of greenhouse gases and other pollutants.

Some of the reasoning can be applied for cosmetics as well, the public opinion however can be different on cosmetics than on foodstuff regarding above mentioned purchase criteria. There are also many differences between these products, which makes them challenging to compare.

[20] Eckert 2021.
[21] Favell 1998.

For the internationalisation of companies however the information on purchase preferences, especially the place of production and its distance to consumption can be decisive for building a successful plan of expansion.

1.3 Consumer goods business sector

Consumer goods are the products which are purchased by households or individuals for direct use or consumption.[22] Since this business sector includes many different products, these might be categorised based on various properties of the product or the product category. Based on customers' buying habits, including the location to purchase these goods, Copeland divided the consumer goods into three categories: convenience, shopping and speciality goods. Convenience goods are those which the customer is looking for more often and their purchase does not require long consideration, the items are usually immediately required. These products are widely and conveniently available at a lower price. An example of this category is convenience food or basic personal care items. Shopping goods are products where customers might compare prices. Since these products are not necessities purchased every day, these are not as widely available as convenience products, the customers purposefully go to the shops which list these items. An example of this category is chinaware. The purchase is often not immediate. The customers of speciality goods are prepared to make an additional effort of going to a specific store for the selection of the desired product. These items are purchased after consideration therefore purchase might not be immediate. The products are associated with high quality and high price. An example if this product category is quality furniture.[23] Although above categorisation is still being recognised today, the interpretation of these categories have evolved since 1923 due to new insights in marketing, psychology as well as the changes in the environment and possibilities to purchase goods. A major criticism towards these categories is that they cannot be clearly separated, there are some products which might fall into more than one category.[24][25]

Fast moving consumer goods (FMCG) are products, which satisfy the daily needs of the customers, these are convenience goods.[26] Given the nature of cosmetics which are subject of current research as described in paragraph 2.3, we can classify these products in the segment of FMCG products. Although conventional cosmetics are readily available like convenience goods, natural cosmetics in Germany were historically found in special „green" or „organic" stores.[27] Today, while natural cosmetics can still be purchased in these speciality stores, they became part of the product assortment even at discount supermarkets, just like conventional cosmetics.

22 Hayes 2021.
23 Copeland 1923.
24 Mason 2005.
25 Bucklin 1963.
26 Székely; Viktor 2009.
27 Plum n. y.

1.4 Research goals and hypotheses

Current research focuses on the natural cosmetics market of Germany in relation with overseas manufacturers expansion strategies. The German natural cosmetics market has been selected firstly due to its size and growth potential. It is not only the biggest within the EU but also one of the biggest worldwide.[28][29] Secondly due to its availability as the author of this paper lives there. An additional big advantage is when considering the German natural cosmetics market is the structure which has been established is the market research of this field. Due to its transparency the results of different researches within the German market are comparable. This structure will be introduces in a later section of this paper.

For the survey, the U.S. market has been selected to represent the overseas market, due to its distance to the German market and also because of some well-established cosmetics brands which originate from the U.S., like Dove, Oral B or Maybelline.

The aim of this research is to understand the market preferences in case of transatlantic transportation of green products thereby helping companies design better internationalisation strategies. As currently there is only limited amount research is available on green cosmetics, this study aims to fill a research gap.

Based on in the previous chapter mentioned reasons, the author hypothesizes that **H1** the distance between place of production and place of purchase of natural cosmetics has a significant impact on the green purchase intention of Germany customers.

As described in this paper, different natural cosmetics, just like any other product have different level of sustainability within the same product category. Since there are no mandatory, standardised, independent evaluation schemes currently regarding ESG, customers do not have easy access on the sustainability of the product through its life cycle. They need to rely on information provided by the manufacturer on the packaging, on their website or other forms.

The author hypothesizes, that

H2 raising awareness by marketing communication on the product packaging about the low environmental impact of the transportation is increasing green purchase intention of German customers of natural cosmetics manufactured overseas.

The objective of current research is not only to report the research findings, but to present in addition alternative marketing options to the U.S. manufacturers who wish to expand to the German market. With the provided information they can adjust their marketing strategy to effectively address their target market

[28] 'Vivaness: German natural cosmetics market by far the biggest in Europe' 2018.
[29] Mansfield-Devine 2018.

2. Literature overview and theoretical background

2.1 Green marketing and green purchase intention

The term green purchase intention has been established by Chen and Chang in their 2012 research paper on greenwashing and green trust[30]. It indicates the probability of green product purchase as a result of the customer's ecological need. In this paper we will refer to this term as established by Chen and Chang.

With ever growing globalisation, markets are becoming more and more competitive. It is important for companies to understand the motivation of customers as purchase intention can be influenced in different countries by different factors.

As customer awareness about the environmental issues is growing, an increasing number of manufacturers invest in their sustainability goals and develop green marketing strategies. Focusing on sustainability in business has several positive effects, cutting costs of energy usage or complying with regulations are just a few examples of the internal benefits. Being more green can also have further positive impact, which might translate into higher turnover due to an increase in market share or prices. Companies are able to address new customer segments or new markets.[31]

Due to lack of regulations about the display of CO_2 emissions or other sustainability indexes in shops, customers rely on the marketing information from the manufacturer when making purchase decisions. Purchase intention is affected by several factors. These are green perceived value and green perceived risk[32] according to Chen and Chang, as well as green trust.[33][34] There are also other factors playing a role, like green brand positioning and green brand knowledge[35] as well as perceived quality and perceived saving[36].

In case of long and unsustainable transport ways the perception of greenwashing could increase green perceived risk. Green perceived risk is a prediction of the products negative effect on the environment. It is positively correlated with green perceived value and negatively correlated with green purchase intention.[37]

This paper aims to examine the changes in green purchase intention in relation to the distance a product needed to travel from the point of manufacturing to the point of purchase. The author hypotheses, that the long transport distance increases customer scepticism and thus decreases green purchase intention. Sharing information with customers on the sustainability of the product should help them differentiate between greenwashing and green marketing. Thus, if with green marketing messages the green perceived risk is decreasing, this will have a positive effect on customers green purchase intention.

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30 Chen; Chang 2012.
31 Bonini; Görner 2011.
32 Chen; Chang 2012.
33 Chen; Chang 2012.
34 Schlosser; White; Lloyd 2006.
35 Yi-Chun; Yang; Yu-Chun 2014.
36 Lee Weisstein; Asgari; Siew 2014.
37 Chen; Chang 2012.

2.2 Green scepticism

The concept of green scepticism has been well established in the research of green products. According to Obermiller and Spangenberg scepticism has several facets, stretching from mistrust in the

- legitimacy of one's motive or ones claim – including advertisement
- significance for the self and the society
- the suitability to certain receptors and they defined it as the perception of disbelief.[38]

Albayrak et.al found, that customer scepticism is caused by the companies' exaggeration of their marketing claims due to the competitive and regulatory environment. Untruthful communication increases the scepticism of customers.[39]

TerraChoice (today ul.com) carried out a study, and summarising that and consecutive studies it has developed a greenwashing guide to provide information to consumers about false claims they might encounter.[40] As Chen and Chang indicates, it has not only a demolishing effect in the trust towards the companies who carry out these practices but rather towards the entire green market, thus making the efforts of the honest market participants void.[41]

Backlash from greenwash can be however a burden for businesses. Some companies which are becoming more green might also decide against communicating it to their customers and business partners. There can be different reasons and incentives to do so.[42][43] Avoiding the topic of sustainability overall can prevent them being accused of greenwashing. The reason is, that they might have improved one area, but lagging behind in a different one. Given the complexity and all-encompassing nature of sustainability, transforming a company is a longer process. Another reason is the customers' perception of certain green products, they might doubt the quality or the price.[44] As a result, although companies find sustainability important, this is not being communicated to the public to prevent scrutiny. This is unfavourable, as with the right marketing communication they could have a competitive edge on the market, attract talent as well as investors.[45][46]

A later study by Matthes and Wonneberger discovered that the non-green and green consumers react differently to green advertisement. Green consumers consider advertisement informative and this leads to decrease in green scepticism by

[38] Obermiller; Spangenberg 1998.
[39] Albayrak et al. 2011.
[40] 'Sins of Greenwashing' n. y.
[41] Chen; Chang 2013.
[42] Bocken; Morgan; Evans 2012.
[43] Stubbs; Higgins; Milne 2013.
[44] Coburn 2019.
[45] Villaescusa Tárraga 2012.
[46] Atz et al. 2021.

advertisement.[47] This finding is empowering to producers and can facilitate green marketing communication.

2.3 Natural cosmetics

In preparation to this paper, the author have led a conversation with Mirja Eckert, leader of the German natural cosmetics specialised research agency The New. Eckert explained that in Germany there is an agreed standard for market studies about the concept of natural cosmetics. This has been established by the research agency The New and its international market research partners like GfK and Iri in 2006. This system differentiates the following segments (based on the details published on The New website)[48]:

- Conventional cosmetics: contains all products which do not fall into the other two categories; this includes the conventional cosmetics as well as those, which are only using single organic ingredients or green marketing.
- Nature inspired cosmetics or nearly natural cosmetics: these are cosmetics, that use more raw and active plant-based ingredients as well as refrain from the use of several synthetic raw materials and additives. Sustainability and transparency of the used materials are prerequisites to be classified into this group. Nevertheless, as these products do not qualify for natural cosmetic certification, they will be considered as nature inspired cosmetics.
- Natural and organic cosmetics: there are four subgroups found in this category: certified natural cosmetics, cosmetics certified according to the Reformhaus guidelines, natural cosmetics without certification, natural cosmetics with control mark or other quality seal.
    - Certified natural cosmetics: certified through certifying associations. If only certain product lines of a brand are certified, these product lines fall into this category, however if only single products are of the brand are certified, they remain in the category of the main product line or brand. Important to note, that this category is the main driver of turnover of natural cosmetics.
    - Cosmetics certified according to the Reformhaus guidelines: Reformhaus is a traditional health food store chain, established in Germany in the 19th century with its own quality standards and qualification system.[49]
    - Natural cosmetics without certification: cosmetics especially from international niche markets or young brands which fulfil the criteria of certified natural cosmetics, however did not pursue the qualification.
    - Natural cosmetics with control mark or other quality seal: a few brands and products, which let they internal control of raw materials be controlled by external control institution. These brands and products have different quality seals or control marks, are however not certified according to a standard.

[47] Matthes; Wonneberger 2014.
[48] Eckert n. y.
[49] Plum n. y.

In this study we use the term natural cosmetics in a broader sense which incorporates both nature inspired, natural and organic cosmetics thus align to the country standard.

The scope of products which are considered as natural cosmetics can also differ from country to country. In Germany the scope of products which considered as natural cosmetics for market research is also defined: facial care, face cleansing, face masks, body care, hand care, shower baths and bath products. Hair care, decorative cosmetics, baby care, men's care etc. are note in the scope currently.[50]

2.4 The impact of transportation

From an environmental point of view, transport is mostly associated with greenhouse gas emissions. When mentioning greenhouse gases in this paper we use the chemical formula CO_2e, which refers to carbon dioxide equivalent. The reason for this is that CO_2 is the most important greenhouse gas and also the term carbon footprint refers to it. This term is widely used by the media and commonly known. Beside CO_2 however there are other main greenhouse gases, these are methane (CH_4), nitrous oxide (N_2O) and fluorinated gases.[51] These have different warming impact and stay for different length of time in the atmosphere. In order to have a single metric for all these different gases, carbon-dioxide-equivalents (CO_2e or CO_2eq) are calculated and used in many cases. These are calculated based on the warming effect of 1 ton of CO_2. Methane for instance has a much higher warming effect then CO_2, therefore 1 ton CO_2e of methane would equal to less than 1 ton of methane. [52]

Also, sea freight is not only emitting CO_2 but also other pollutants which are harming the environment.[53] Notable are the black carbon particles, which not only contribute to global warming in different ways but also have a direct negative health effect. Beside its warming effect, when it falls on ice it contributes to the ice melting by creating a black layer. Its size, depending on the engine, is between 30nm – 200nm, which means it is fine or ultrafine dust particle.[54] Fine dust is known for its serious impact on human health, as it can enter the lungs, the blood stream and increase the possibility of heart attack, asthma and other diseases. Beyond its contribution to global warming it has further negative environmental effects as well. It is increases the acidification of the natural environment and acidification also has a damaging impact on the built environment.[55] 21% of the CO_2e emissions by ships are attributed to black carbon emissions.[56] On the positive side, black carbon emissions linger in the air for a shorter time period compared to other greenhouse gases, for approximately two weeks, therefore their reduction has an instant impact on the air quality and the warming effect.[57]

Why is there a focus on greenhouse gases? These gases cause global warming by capturing heat in the atmosphere. Global warming leads to global climate change which is

[50] Lungu 2020.
[51] US EPA 2015b.
[52] US EPA 2015a.
[53] 'Shipping and climate change' n. y.
[54] Bond et al. 2013.
[55] 'Health and Environmental Effects of Particulate Matter (PM)' 2016.
[56] 'Shipping and climate change' n. y.
[57] 'Black carbon | International Council on Clean Transportation' n. y.

currently the biggest threat to humanity across the globe.[58] The rising temperatures pose a direct risk to human health by the extreme high temperatures, which can lead to death due to „cardiovascular and respiratory disease“[59]. Indirect consequences are natural disasters and extreme weather events, which decrease food security or can lead to drowning, furthermore there is a higher risk for infections.[60]

The largest CO_2 emitters are China, the U.S. and India, followed by the European Union and Russia, while the by climate change consequences mostly affected countries are those, which emit lower amount of CO_2.[61][62] These countries not only emit less CO_2, but also have lower GDP and thus they are less equipped to fight the negative consequences of climate change.[63] Countries like Burundi, Sierra Leone or Niger not only have financial challenges but their political climate might also an withholding factor for them to respond effectively.[64,65,66]

Transportation in itself is one of the most polluting sectors worldwide.[67] Figure 1 displays the CO_2 emission of the different sectors as of 2018 and transport ranks second with 8257.7 metric tons of CO_2. This explains why transport in general is regarded as strongly polluting. With longer transport ways the pollution is increasing, therefore our assumption is that consumers who are environmentally conscious, prefer to purchase products produced at closer locations to consumption.

58 Costello et al. 2009.
59 ‘Climate change and health’ 2018.
60 ‘Climate change and health’ 2018.
61 Ritchie 2019.
62 Sullivan n. y.
63 ‘GDP per capita (current US$) | Data’ 2021.
64 ‘World Report 2021: Rights Trends in Burundi’ 2020.
65 ‘Sierra Leone: Freedom in the World 2020 Country Report’ 2021.
66 ‘BTI 2020 Country Report — Niger’ 2020.
67 ‘Global CO2 emissions by sector’ 2020.

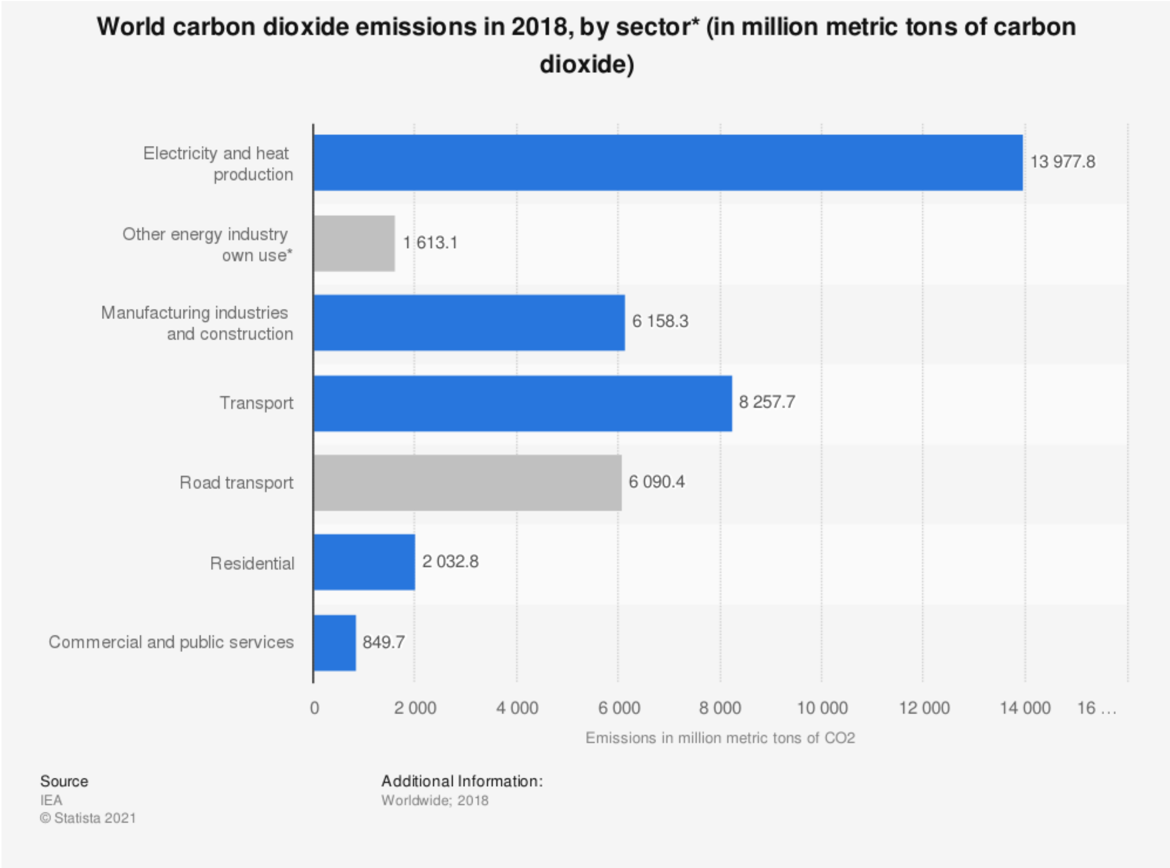

Figure 1: World CO_2 emissions by sector in 2008. Source: Statista 2021.[68]

The analysis of the data shows however, that 75% of the transport is road transport, which includes shipping and also personal car usage. This means that the remaining 25% is shared within the other modes of transports: rail, maritime and air. Figure 2 provides further details of the share of maritime transport (labelled as shipping), which takes up 10.6% of the total transport emissions.[69] Upon analysis of further data the CO_2 impact of container ships and general cargo vessels adds up to 19% of the total maritime shipment, where general cargo, which includes multipurpose transport and other unclassified vessels amounts to only 4% of it.[70] Taking all this data into consideration we can conclude, that taking both container ships and general cargo vessels into consideration, this can add up to 166,31 million metric tons CO_2 into the atmosphere. Of this, only a fracture can be associated with cosmetics, however the exact cannot be determined based on the available data. By breaking up the initial numbers it becomes clear, that however polluting the transport industry is with its 8257.7 million metric tons of CO_2 emissions annually[71], the emissions correlated with cosmetics, especially with green cosmetics is minor.

We can conclude therefore, that the environmental impact of transportation of natural cosmetics overseas remains inconsiderable.

[68] 'Global CO2 emissions by sector' 2020.
[69] Ritchie 2020.
[70] Ritchie 2020.
[71] 'Global CO2 emissions by sector' 2020.

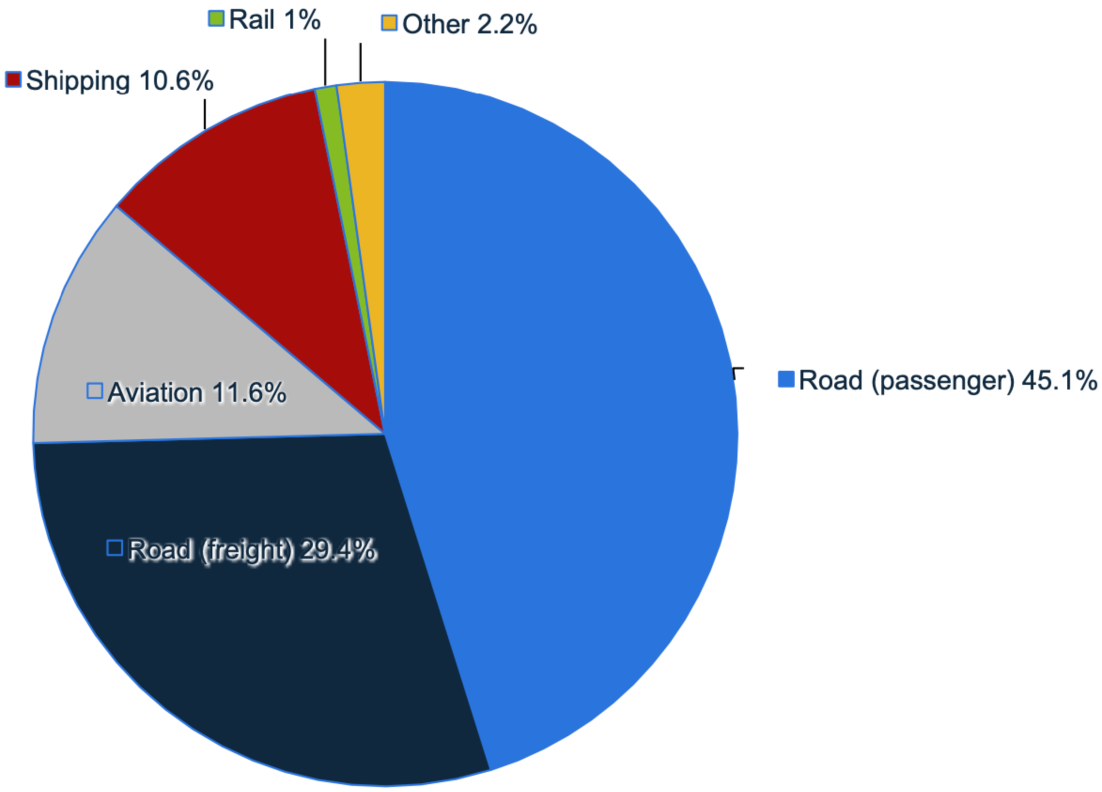

Figure 2: Distribution of carbon dioxide emissions produced by the transportation sector worldwide in 2018, by subsector. Source: Statista 2021.[72]

2.5 The impact of transport on organic food

The organic food sector is the driver of the organic movement. Its market share in Germany grew over 22% in Germany to 6.4% compared to conventional food.[73] Therefore this paragraph provides an overview on the impact on purchase intention of transport distance of organic food between place of production and purchase as well as a comparison with natural cosmetics.

When entering the search term „organic product“ into the Google search engine, seven out of the eleven results, including one sponsored link refer to organic food, the rest is in general to organic products.[74] Organic food is related to organic agriculture, which provides raw materials for the other natural and organic industries.

With 15% market share and strong year to year growth organic food is more popular in Germany than organic cosmetics. Its popularity is not only the result of customer interest. The European Organic Action Plan and Farm to Fork Strategy, which is also part of the

72 ‘Global transport CO2 emissions breakdown’ 2020.
73 Schaack 2021.
74 ‘organic product - Google-search’ 2021.

European Green Deal are promoting organic food as well.[75,76] There is more awareness therefore among consumers and the food producers are also incentivised for producing organically.

Theoretically, foodstuff customers have many choices: organic, local, seasonal, frozen, packaged and so on. What is available on the shelf might be different, depending on the strategy as well as the location of the store. The ideal product is organically and locally grown and is in-season (or in a certain time-frame after season) and unpackaged. In most of the cases there is a trade-off however and in certain questions there is no consensus under the environmental experts regarding the better choice. Cold storage has a high environmental impact and this can increase the CO_2 impact of local products to the extent, that imported products from oversees have a lower CO_2 balance.[77]

The motivations to purchase of organic food are diverse as well. The leading incentive here is health. Respondents of several surveys named health, or the lack of pesticide residues as the main reason for purchasing organic foodstuff. Many answers were related to the environmental factor, which is not only related to transport but the pesticides and antibiotics used in conventional agriculture. In the questionnaires where this viewpoint was considered, approximately 40% of the respondents named environment as a motivation across different countries.[78,79,80,81,82,83]

A 2015 study on the German market found, that organic food consumers prefer to purchase organic before local, however if the food is not organic, they preference is local over food from far away.[84] The study does not give insight for the customer choices though.

The main reason for not purchasing organic food are the premium prices according to surveys with Russian and Indian participants.[8586] A study found however, that insufficient availability is another strongly prohibitive factor.[87]

When customers are asked about their motivations to purchase locally grown food, the reasons which are mostly mentioned are the taste and quality, which is further specified as healthiness and freshness of the food.[88] Here a link can be identified to the preference of shorter transport distances, which is directly related to freshness in case of fresh fruits and vegetables, in that the harvested produce can be transported to the markets, supermarkets or customers directly. Although environmental reasons do not play the main role in customers decision, they do appear important as well.[89]

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75 'The future of organics' 2021.
76 'Farm to Fork Strategy' n. y.
77 Allmann 2020.
78 'Purchase criteria for organic food France 2020' 2021.
79 'Indonesia: main reasons for purchasing organic food 2019' 2019.
80 'Malaysia: main reasons for purchasing organic food 2019' 2019.
81 'Denmark: main reasons for buying organic food' 2020.
82 'Motivations for organic food consumption France 2020' 2021.
83 'Russia: reasons to buy organic products 2020' 2020.
84 Hempel; Hamm 2016.
85 'Obstacles to sustainable food consumption France 2020' 2020.
86 'India - reasons for not purchasing organic food products 2019' 2019.
87 Feldmann; Hamm 2015.
88 Feldmann; Hamm 2015.
89 Feldmann; Hamm 2015.

Based on above overview we cannot find and analogy neither a negative correlation between the purchase motivations of organic food and natural cosmetics customers.

2.6 Internationalisation

Going international is an important step for every company. There are many opportunities, and due to its complexity there are also a lot of dangers. Companies can fail with their internationalisation strategy, or it might not be as successful and fast as they expect it. It is a move, which needs to be planned and executed carefully. Following chapter provides a brief overview on international expansion theory, due to its relation to the outcome of current research.

2.6.1 Why do companies internationalise?

Gaining access to new markets can have many benefits to companies. Depending on the company's size, structure or age and other variables, there can be different reasons to internationalise. Going international can also be limited to certain functions of the company, like supply chain, elements of the production or providing goods and services.

Although international trade has a long history[90], more and faster possibilities of transport mean, that the world is more interconnected today. This, beside other global developments makes international trading opportunities accessible to a broader range of companies.

The motivations to internationalise can be equally complex, this chapter would like to provide an overview of the main reasons. Below categories are based on the International market development strategies seminar by Professor Horn[91] as well as on the study of international expansion of Incze[92], who derived the categories from Dunning.*

- Efficiency seeking: entering new markets can help companies to reach more cost efficiency overall. This can be achieved through „rationalization, specialization, and economies of scale and scope".[93] The new, international location can take over certain activities and integrate into an international network which has been established to support the production processes. It can create efficiency on the supply side also by profiting from location advantages.[94] By reaching a new market, production cost per unit can be decreased as well.[95]

- Market seeking: significance, size and growth as well as per capita income on purchase power parity are important factors to consider when planning to entering foreign markets. Also the preferences of consumers and the market structure are to

*Unfortunately the referenced book Multinational entreprises and the global economy by Dunning and Lundan was not accessible on-line and not available offline due to the COVID-19 pandemic.

90 Wolf 2013.
91 Horn 2018.
92 Incze 2005.
93 Incze 2005. (own translation)
94 Rugman; Verbeke 2004.
95 Das 1982.

be taken into consideration. Further benefits can be reached by the proximity to the domestic and regional customers, which increases trust in the products.[96] When selecting the right market, companies can access new, significant customer base and increase their turnover.

- Resource seeking: these resources can be both physical, providing access to natural resources like inexpensive raw materials or transport, telecommunication and power infrastructure for instance, and also human capabilities, such as enabling access to certain skills or cheap unskilled labour, latter also increases efficiency.

- Strategic asset seeking: acquisition of brands or new technologies, protecting long-term competitiveness both in the home and the host country[97]. Also advancing the global or regional strategy of the firm, and „link into foreign networks of created assets, such as technology, organisational capabilities and markets.“[98]

2.6.2 Stages of international marketing management process

Internationalisation is a process, which brings opportunities and also risks with it. Even globally active companies have seen failures when entering to certain new markets.[99][100][101] The conclusion is, that to minimise risks, it is important to carefully evaluate and plan the strategy of entering to a foreign market.

Following phases are to be considered in the internationalisation process, based on the Market selection, entry and development seminar by Professor Chen[102] and further sources:

- International market opportunity assessment: this initial phase can be broken down to several steps. The company needs to evaluate its reasons for internationalisation and decide for or against it. It is important to analyse and understand the political, economic, sociocultural, technological, environmental and legal (PESTEL) risks and context, as well as to understand the international trade system. A detailed analysis of each target country is crucial in order to discover inhibiting factors and understand the risks as well as opportunities better. [103][104]

- Selecting the markets for entrance: based on previous analysis and further ranking, the countries are selected during this step. The decision needs to be aligned with the objectives and strategy of the company. It is necessary at this stage to forecast the serviceable obtainable market size and the sales revenue subsequently. When translating the data, it is essential to make sure its comparability, as the same concept might have a different notion in different countries. These analyses offer an insight into the return on investment and support pragmatic decision making.

[96] Agarwal; Malhotra; Wu 2002.
[97] Meyer 2015.
[98] Faeth 2009.
[99] Ryu; Simpson 2011.
[100] Patterson; Scott; Uncles 2010.
[101] Tschoegl 2007.
[102] Chen 2019.
[103] Mariadoss 2019.
[104] Balaton et al. 2014.

- Deciding on the mode of entry: determined by the information collected and the strategy the company is following, the mode of entry needs to be decided. Having an international strategy is important in order for the company to gain foothold on the global market. The mode of entry has a vast impact on the success of the project. As Hill et. al. points out „...these modes of entry has different implications of degree of control that a multinational company can exercise over the foreign operation, the resources it must commit to the foreign operation, and the risks that it must bear to expand into the foreign country."[105]
-
- Resource allocation: based on the selected mode of entry, different resources need to be dedicated to the expansion. The resources can be tangible or intangible.[106] Tangible resources are for instance company premises and physical property as well as capital, while intangible assets are non-physical, like brand name or intellectual property.[107] If these assets are reallocated to other purposes, a decrease in value can be expected. The extent of the allocated resources depends on the previously performed steps, largely on the mode of entry.[108]
-
- Strategic marketing plan development: within the 7Ps of the marketing mix, in a global market the decision of a standardised or adapted approach is critical. The main questions are the range and the geographic scale of the standardisation as well as the criteria catalogue based on which above decisions can be made. The decision is supported by the company's previous research made during project furthermore current input on the company and also on the market from micro as well as macro perspectives.[109]

  The standardisation of the product itself is the most straightforward and economical option, however in certain cases it is not possible due to local government regulations or standards. Even if there is no local requirement, the company can decide for more adaptation to appeal to local customers based on the discovered cultural differences or habits.[110] Although standardisation became increasingly accepted by customers with the advancement of globalisation, a throughout strategy of marketing mix is needed for success.[111]

- Organisation of operational team and implementation of strategy: coordination of the international activities and implementation of the previously defined strategy is the next phase of the internationalisation process. The complexity depends on the mode of entry, as licencing requires a different approach then a fully owned subsidiary.[112] It also requires the assessment of the current organisation. There are different models and structures to organisations can adapt depending on their internationalisation strategy.

[105] Hill; Hwang; Kim 1990.
[106] Hill; Hwang; Kim 1990.
[107] 'European Union Accounting Rule 6 - Intangible Assets' 2011.
[108] Hill; Hwang; Kim 1990.
[109] Ghantous 2008.
[110] Ekber Akgün; Keskin; Ayar 2014.
[111] Levitt 1983.
[112] Hill; Hwang; Kim 1990.

- Assessment and control of the operations: the operations control is based on the mode of entry. Just as the extent of organisation, this also depends on the previously developed strategy. The scope of possible key performance indicators depend on the type of the organisation which has been established, on its level of integration.[113]

2.6.3 Modes of internationalisation

The goal of current study is to aid managers in their decision in the mode of internationalisation. In case the study finds that customers are not willing to purchase natural cosmetics shipped overseas and that this attitude also not changing by marketing messaging, the possibilities for a successful market entry would be very different from that in case of customers are indifferent in the shipping distance.

A very important stage of internationalisation is the mode of entry to the foreign market. There are several options for a company to enter a new market, this paragraph would like to provide an overview of them.

2.6.3.1 Export

Export is the form of internationalisation, which – in many cases – can be established the most smoothly. The main reason is that the changes it requires in the company organisation are limited in scope. Exporting is therefore suited even to small, inexperienced companies. It requires an established distribution channel and can be used to capitalise on excess production capacity as well as a long-term strategy. Ideally, the movement of goods and payments is free of restrictions between the exporting and importing countries.[114] Although Berndt et al. states, that export is not suitable „in the presence of tariff- and non-tariff trade barriers, in case of strongly fluctuating exchange rates, in case of high payment risks and poorly transportable goods“[115]. Trade barriers designed to prohibit trading are designed for the purpose of halting import of goods to the target country. Depending on their extent, exporting to the target country might still be possible, although resulting in lower margins or the quantities might be restricted.[116] Volatile exchange rates are a risk, however a 2013 study by the United Nations Conference on Trade and Development found that the impact of exchange rate fluctuations only affect international trade in case of pegged exchange rates or currency unions. The study argues, that in these cases the it is rather the trade policy responsible than the volatility. It also found that the misalignment of exchange rate is has a higher impact on international trade.[117] Although short-term exchange rate volatility remains a risk, it can generally be managed and should not be a prohibitive factor. The same can be stated for high payment risk countries. With the development and digitalisation of the banking sector and finance providers, today there are several options available to

[113] Balaton et al. 2014.
[114] Ralph Berndt; Altobelli; Sander 2020.
[115] Ralph Berndt; Altobelli; Sander 2020.
[116] Ma; Lu 2011.
[117] Nicita 2013.

manage the risk. Pre-payment, letter of credit or escrow are possible options to ensure payments are received according to the agreement. As many services can be impacted by corruption, companies need to do their due diligence in all cases. By payment risk management insurance also needs to be mentioned, although its availability depends on different factors.[118] Poorly transportable goods remain an issue, although the advancements in packaging and shipping technology as well as the shortening of the transport times have a positive impact for many such items.

Companies decide to export have two options, they can export directly or indirectly. In case of indirect export the manufacturer is not exporting by itself but is selling the goods to a domestic company which will sell the goods abroad. The advantage of indirect export is the decrease of risk, as the goods are sold in the own country. It does not require existing expertise of the manufacturer, neither capital expenditure.
When exporting directly, the manufacturer is reaching over the border to its customer. If the customer is the end customer, the manufacturer is involved in direct sales, for which it needs to deploy its resources and might need additional skills or capabilities.[119] It the foreign customer is an importer, the sales is indirect. The importer can be a third party as well as a company related to or controlled by the manufacturer, like a representative office, branch or a sales company. Advantage of direct export is the development of export knowledge as well as having more control over the distribution – certainly depending on the form of the export. Disadvantage is the increased risk the company takes, just as in the case of the advantages, the extend of the risk is depending on the mode of exporting as well as the expertise of the distribution partners the company works together with, if there is any.[120]

2.6.3.2 Licensing

Licensing is „the transfer of patented information and trademarks, information and know-how, including specifications, written documents, computer programs, and so forth, as well as information needed to sell a product or service, with respect to a physical territory“.[121] The extended understanding of licensing by Mottner and Johnson from the year of 2000 tried to incorporate all aspects of modern licensing. This form of transfer is well known from McDonald's and it has been in the headlines during the recent COVID-19 crisis in relation to the vaccine availability.[122,123] Licensing is gaining popularity as it is another option for companies willing to expand with keeping their capital expenditure limited.[124] There are different types of licenses: franchise, know-how and property-right licenses as well as sub-types of these licenses.[125] Advantages of licensing is the limitation of risk, since the investment is done by the licensee. It can also help overcome trade barriers.[126]

[118] Alsem et al. 2003.
[119] Hessels; Terjesen 2010.
[120] Ralph Berndt; Altobelli; Sander 2020.
[121] Mottner; Johnson 2000.
[122] Guarascio 2021.
[123] Hu 2020.
[124] 'Global Sales of Licensed Goods and Services Jump 4.5% to US$292.8 Billion' 2020.
[125] Ralph Berndt; Altobelli; Sander 2020.
[126] Rekettye Gábor; Tóth Tamás; Malota Erzsébet 2015.

Disadvantages are the risks related to the brand reputation as well as the possibility of the licensee breaking the confidentiality agreement or becoming a competitor. In case of a long license period, this can be restrictive in case of new internationalisation projects.[127,128]

2.6.3.3 Joint venture

Two or more companies can cooperate in a joint venture. The aim of these ventures is normally to combine the companies complementary strengths. The details and extent of the investment and based on this the returns and decision making authorities are to be regulated in the contract as well as the duration and goal of the joint venture. The participation can be 50-50% or one company can be in minority or majority. Advantages of joint ventures are the possible overcoming of trade barriers as well as the risk reduction due to the cooperation with a local partner. It can be a good option for companies which are willing to internationalise without capital investment to brin in their know-how and establish a joint venture with a financially stronger partner. Disadvantage of joint ventures are the lack of specificity about expertise being shared. Also, since this is a union of two separate companies, there is a potential for conflict not only due to the different company cultures but also because of the limited flexibility of the parties and the need for intensive coordination.[129,130]

2.6.3.4 Wholly owned subsidiary

This kind of international expansion is the most capital intensive. It requires not only capital investment from the company but also managerial skills. It is also time intensive form of internationalisation. For these reasons, it is not a preferred way of expansion of SMEs. There are several options for companies who decide to internationalise this way. They can open a branch office or a subsidiary; they can acquire an existing company in the target country or start a greenfield investment.[131,132] The main difference between a branch office and subsidiary is their legal standing. While a branch office is „not a separate entity from the parent company“[133], the subsidiary is separate. Since however the regulations and rules related to liability and taxation of these two entities differ from country-to-country, the decision for one or another needs to be done on a country level after evaluating the overall advantages and disadvantages.[134] Acquisition of an existing company means that the manufacturer gets immediate access to contacts and other assets of the acquired

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[127] Balaton et al. 2014.
[128] Ralph Berndt; Altobelli; Sander 2020.
[129] Buckley; Casson 1996.
[130] Ralph Berndt; Altobelli; Sander 2020.
[131] Buckley; Casson 1996.
[132] Ralph Berndt; Altobelli; Sander 2020.
[133] ‘Branch Office vs Subsidiary? It’s a Critical Choice When Expanding Your Business Globally’ 2020.
[134] ‘Branch Office vs Subsidiary? It’s a Critical Choice When Expanding Your Business Globally’ 2020.

company.[135] In case of acquisition the company cultures might be however very different which can lead to difficulties in the organisation or failure of the expansion project.[136]

Advantage of a wholly owned subsidiary further to above mentioned ones is the full control over the subsidiary, which not only ensures that the same strategic direction is followed but also prevents conflicts of interests. Disadvantage is the high investment needed with regards to capital investment, management expertise and time. Also being a complex process – especially in case of green-field investment – the risk is higher in this case.[137]

3. Methodology and measurement

3.1 Research method

To test proposed hypotheses, the study works with a survey questionnaire, which is distributed on the customer level. The questionnaire consists of three parts. In the first part it is verified if the participant lives in Germany, is purchasing green cosmetics and if considers him or herself as someone who is making environmentally conscious purchase decisions. Also, there are thirteen purchase criteria listed which the participant needs to sort from most important to least important when making a purchase decision. This is to measure the importance of the distance between the production and the place of purchase, which in most of the cases very near to the place of consumption.

In the second part a purchase of a shampoo was simulated. The same shampoo was shown to the participants with different marketing messages related to the country of production and the mode of transport. The participants had to rate the likelihood they would purchase the product. This is to measure the reaction to the different marketing messages.

In the third part consisted of demographical questions to gender, age, location, marital status, income, work status and education.

Since the target country is Germany, the language of the survey was German. The author is not a native German speaker. Therefore, after designing the questionnaire in English and translating to German, it has been proofread by a German speaker and the mistakes were corrected. The survey then has been launched to a smaller audience for receiving feedback. 19 people gave their feedback and the design has been slightly altered based on it. Also, it has been proofread by further two native speakers to remove the remaining grammar errors from both the survey and the designed package label as well as to ensure that gender-appropriate language is being used.

The survey has been distributed in sustainability groups across LinkedIn and Facebook as well as in other student groups in Facebook.

[135] Ralph Berndt; Altobelli; Sander 2020.
[136] Gammelgaard; Husted; Michailova 2004.
[137] Ralph Berndt; Altobelli; Sander 2020.

3.2 Data analysis and findings

3.2.1 Sample structure

From 139 participants 128 completed the questionnaire, including the test run. 19 participants took part in the test run. The question related to the country of residence was not part of the trial questionnaire. Although the questionnaire was distributed in a group dedicated to German residents, due to its on-line nature there is no guarantee, that all participants are based in the target country. Therefore the answers without input regarding the country of residence are excluded from the assessment, resulting in 109 answers. 98 of the participants have stated that they live in Germany and completed the survey. 79 of the German residents declared that they purchase natural cosmetics and 86 of them stated that they make environmentally conscious purchase decisions. Two of the participants who declared they purchase natural cosmetics stated that they do not make environmentally conscious purchase decisions. One participant has been identified to have submitted the questionnaire twice, with different answers. These two answers have been excluded from the evaluation. The first data set consists of 77 responses. The participants had to answer four questions in the first part of the questionnaire:

- Do you live in Germany?
- Do you purchase natural cosmetics?
- Please rank the criteria when purchasing natural cosmetic. (from 1 to 13)
- I make environmentally conscious decisions.

12 participants identified themselves as male and 65 as female. This gender imparity can also be observed in other studies related to cosmetics and in general.[138][139][140] The reason might be, that cosmetics were more attributed to women and there are more kinds of cosmetic products available for women, therefore men use less cosmetic products. According to a survey among U.S. respondents, men generally use less or less frequently these products, compared to women.[141] A further reason might be that even men who consume cosmetics often have these products purchased for them. According to an Irish study only 59% of men are buying these products by themselves.[142]

43 of the respondents are living in cities, 18 in suburban areas and 16 in rural areas. 61 of them declared being 34 years old or younger and only 16 answered being 35 years old or above. 32 of the respondents have an annual household income over 20 thousand Euros, which is below average in Germany. 13 are between 20-40 thousand and 23 respondents stated an annual household income over 40 thousand Euros, thus belonging to the top 10% of earners in Germany. 32 of the participants have completed secondary, 45 of them a higher level of education.

[138] 'Alias-Cosmetici-naturali-percezione-e-comportamento-dei-consumatori-verso-i-cosmetici-naturali-e-i-punti-vendita-che-li-trattano.pdf' n. y.
[139] Smith 2008.
[140] Fugate; Phillips Melancon 2010.
[141] 'Beauty and care: products most used by gender U.S. 2017' 2017.
[142] Picodi.com 2020.

In the second part of the questionnaire respondents were shown a product label of a shampoo, designed especially for this survey. The product has been chosen for the survey as the author deemed this as the most neutral product. It is used by both women and men and opposed to other products, men often use gender neutral products[143]. Also, this product currently is mostly purchased in liquid form and over 50% of people are mainly purchasing natural shampoo instead of conservative shampoo.[144][145] Nevertheless, based on the feedback of the test run of the survey, the option of „not purchasing (liquid) shampoo" has been added to the answers. This is due to many people, who look for a more sustainable alternative, do not purchase a liquid natural shampoo, but opts for a solid, a do-it-yourself one or a different alternative to clean their hair.[146] 13 responses – 11 by female and 2 by male – of this art has been excluded from the data analysis. The participants were asked to inspect the shampoo label just as long as they would normally do during shopping. Based on their impression they needed to select the probability of purchasing the product. If they were not seeing any difference, they were asked to select the same probability. 28 respondents did not discover the changes on the label, these 25 female und 3 male participants have been excluded from further analysis. The second data set consists of 36 responses, of which 29 are female and 7 are male. This slightly increases the percentage of the male participants, which still remains under 20 percent. Therefore this minor change will not be considered in the further tests.

3.2.2 Data analysis – first data set for H1

When analysing the 13 purchase criteria on the first data set the overview clearly presents that four options were not rated a most important (1): country of origin, distance to place of production, product known from advertising, attractive design. As second most important (2) two criteria were not rated: distance to place of production and brand perception. The summarised data demonstrates, that these five criteria are ranked the least important.

Overall, the distance to place of production ranks at the 11th place out of the listed 13 criteria, meaning customers attach greater importance for other criteria when selecting products.

When comparing the answers for the different places of residents, there are deviation for every criteria except by „product known from advertising" which is uniformly ranked as the least important criteria in the list. „Distance to place of production" is ranked on 11th place by people living in cities, 12th place by people living in suburban areas and 10th by people living in rural areas. This might be an indicator for different valuations, however it's important to note that 43 of the respondents were from cities, while only 18 from suburban areas and 16 from rural areas. Due to the insufficient amount of answers in the last two categories as well as no further supporting data, there is no evidence to confirm these differences exist, and if yes, what their background is.

Due to the number of respondents the sample was divided into two age groups: up to 34 years old and 35 years and over. This is a rough divide to compare respondents from

143 'Shampoos and conditioners usage by type in Spain 2019' 2020.
144 'Beliebteste Haarpflegeprodukte in Deutschland 2020' 2020.
145 'Anteil von Naturkosmetik beim Kauf von Shampoo in Deutschland 2017' 2017.
146 '89 Mittel für Körperpflege und Naturkosmetik einfach selber machen' 2014.

generation Y and younger with generation X and older. We can observe largely different responses in three categories: for generation X and older, which amount to only 16 of the respondents, the „country of origin“ and „distance to place of production“ are ranked more important and „price“ as less important. 79% of the respondents belong to generation Y and younger, which is not reflecting the German population, in which ca. 42% of them are generation Y and younger.[147] Since the deviations were seen in generation X and older population, it is not possible to confirm that these differences exist due to the low amount of respondents from the related age groups.

The average annual income in Germany was around 22 thousand Euros in 2019. People with over an annual income of 40 thousand Euros belong to the top 10% earners of the country. The data shows, that with higher income the importance of „distance to place of production“ is ranked higher on the 10th place. A similar change can be observed by „country of origin“ opposed to the importance of „price“ which is ranked as less important by the higher earning groups.

From the perspective of education the participants can be divided into two groups: 32 have completed secondary level of education and 45 have a higher level of education. According to the available data, respondents with higher education rate „distance to place of production“ more important to rank 9 compared to respondents with secondary level of education to rank 11 out of 13. Throughout the data analysis „country of origin“ was consistently ranked more important compared to „distance to place of production“. In this comparison we can observe that respondents with higher education ranked „country of origin“ to place 10, which means is one rank after „distance to place of production“. To understand the reasoning behind this difference, further, qualitative investigation would be needed.

3.2.3 Data analysis – second data set for H2

Further analysis have been performed on the second data set. As seen in 3.2.1, this data set consists of 36 responses. In the second part of the questionnaire, we presented the respondents with seven different label design of a shampoo, which presented different marketing messages regarding the country of origin and mode of transport.

[147] ‘Generationenanteile in Deutschland 2019’ 2021.

Figure 3: Survey label design 1. Designed by Shafia Fiaz 2021.

The participants were asked to observe the label just as long as they would look at it during shopping. The respondents were also requested to select the same answer in case they do not see a difference between the different designs.

Following marketing messages have been displayed to the participants:

Label design 1 (F): Made in the USA.

Label design 2 (E): Developed in the USA, made in the EU.

Label design 3 (D): Developed in the USA, made in Germany.

Label design 4 (C): Made in the USA and is proudly CO_2 neutral.

Label design 5 (B): Made in the USA. Sourced, produced and transported CO_2 neutrally. Please recycle.

Label design 6 (A): Made in the USA. Container transport is CO_2 neutral through tree planting.

Label design 7 (-): Made in the USA. Environmental friendly container transport is CO_2 neutral through tree planting.

A 7 seven point Likert scale was used for the collection of the responses regarding the likelihood of purchase, where 7 means „by no means“ and 1 means „certainly“.

To test the data on H1, a paired samples T-test has been performed in SPSS in pairs for label design 1, 2 and 3. For the pairs following results can be read:

Pair 1: Label design 1-2: Mean: ,028 ; Significance: ,869

Pair 2: Label design 2-3: Mean: -,306 ; Significance: ,086

Pair 3: Label design 1-3: Mean: -,278 ; Significance: ,201

Pair 1 compares the probability of the purchase of the product made in the U.S. versus made in the EU. According to the analysis, as the significance value is ,869, there is no significant difference between these two options.

Pair 2 compares the probability of the purchase of the product made in the EU versus made in Germany. According to the analysis, as the significance value is ,086, there is no significant difference between these two options.

Pair 3 compares the probability of the purchase of the product made in the U.S. versus made in Germany. According to the analysis, as the significance value is ,201 there is no significant difference between these two options.

Based on this analysis, H1 cannot be supported.

3.2.4 Data analysis – second data set for H2

As listed in the previous subchapter, there were in total seven label designs presented to the survey participants. The responses of the probability of purchase were registered on a seven level Likert scale, 7 meaning „by no means“ and 1 meaning „certainly“.

For analysing the data, a paired samples T-test has been carried out, testing label design 1 with 4, 5, 6 and 7, as well as testing the different designs 4-7 between each other.

For the pairs following results can be read:

Pair 1: Label design 1-4: Mean: -,056 ; Significance: ,797

Pair 2: Label design 1-5: Mean: -,222 ; Significance: ,291

Pair 3: Label design 1-6: Mean: ,000 ; Significance: 1,000

Pair 4: Label design 1-7: Mean: ,028 ; Significance: ,913

Pair 5: Label design 4-5: Mean: -,167 ; Significance: ,295

Pair 6: Label design 4-6: Mean: ,056 ; Significance: ,720

Pair 7: Label design 4-7: Mean: ,083 ; Significance: ,585

Pair 8: Label design 5-6: Mean: ,222 ; Significance: ,264

Pair 9: Label design 5-7: Mean: ,250 ; Significance: ,221

Pair 10: Label design 6-7: Mean: ,028 ; Significance: ,851

Pair 1 compares the probability of the purchase of the product made in the U.S. versus „Made in the USA and is proudly CO_2 neutral“. According to the analysis, as the significance value is ,797, there is no significant difference between these two options.

Pair 2 compares the probability of the purchase of the product made in the U.S. versus „Made in the USA. Sourced, produced and transported CO_2 neutrally. Please recycle.“ According to the analysis, as the significance value is ,291, there is no significant difference between these two options.

Pair 3 compares the probability of the purchase of the product made in the U.S. versus „Made in the USA. Container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is 1,000 there is no significant difference between these two options.

Pair 4 compares the probability of the purchase of the product made in the U.S. versus „Made in the USA. Environmental friendly container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is ,913, there is no significant difference between these two options.

Pair 5 compares the probability of the purchase of the product „Made in the U.S. and is proudly CO_2 neutral“ versus „Made in the USA. Sourced, produced and transported CO_2 neutrally. Please recycle.“ According to the analysis, as the significance value is ,295, there is no significant difference between these two options.

Pair 6 compares the probability of the purchase of the product „Made in the USA and is proudly CO_2 neutral“ versus „Made in the USA. Container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is ,720 there is no significant difference between these two options.

Pair 7 compares the probability of the purchase of the product „Made in the USA and is proudly CO_2 neutral“ versus „Made in the USA. Environmental friendly container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is ,585, there is no significant difference between these two options.

Pair 8 compares the probability of the purchase of the product „Made in the USA. Sourced, produced and transported CO_2 neutrally. Please recycle“ versus „Made in the USA. Container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is ,264, there is no significant difference between these two options.

Pair 9 compares the probability of the purchase of the product „Made in the USA. Sourced, produced and transported CO_2 neutrally. Please recycle“ versus „Made in the USA. Environmental friendly container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is ,221, there is no significant difference between these two options.

Pair 10 compares the probability of the purchase of the product „Made in the USA. Container transport is CO_2 neutral through tree planting“ versus „Made in the USA. Environmental friendly container transport is CO_2 neutral through tree planting.“ According to the analysis, as the significance value is ,851 there is no significant difference between these two options.

Based on the analysis of the data set, H2 cannot be supported.

3.3 Expert opinion

Ecovia Intelligence is a research company specialised on „global ethical product industries“[148]. The author met briefly with the firm’s president Mr. Amarjit Sahota during the 2021 Biofach Vivaness international trade fair of natural cosmetics and food. Mr. Sahota is an expert in the natural cosmetics market as well as the editor and co-author of the book Sustainability: How the Cosmetics Industry is Greening Up published at Wiley in 2013. The findings of the research survey has been presented to Mr. Sahota during a virtual meeting. Mr. Sahota confirmed, that the research results are in line with Ecovia's research results. He expressed, that although the impact of the distance from place of production to place of purchase on willingness to buy has not directly been researched, there are implications in the currently available research which are in line with results of current research survey. He explained that customers are more concerned about the ingredients of the cosmetics, the prime reason of them purchasing natural cosmetics is the human health. In his opinion natural cosmetics customers are also aware that the ingredients of the cosmetics need to travel to the production location, therefore it makes little difference where the production takes place. Mr. Sahota gave further insight which he concluded is in line with this surveys results. Natural cosmetics customers have a high degree of brand loyalty. This means, even if the given brands different products are produced in different countries, and even overseas, the customers will still prefer to purchase the same brand instead of a local product.

Although – due to being a commercial product – the supporting research of Ecovia Intelligence has not been made available, it was possible to review other sources to confirm above statements. According to previous research and surveys, the preference of natural cosmetics by customers is based on its „cleanness“, which means that these products contain no ingredients harmful for the skin or for the own health.[149] There were several studies about conventional cosmetics which have shown, that these contain ingredients which might harm the human health by impacting the hormone system, reproductive system, being carcinogen or containing toxic metals to name a few problems, consumers might face with.[150] Also, customers consider these products more beneficial for the skins wellbeing compared to conventional products.[151][152]

The other point related to brand loyalty has also been researched and confirmed in relation with natural cosmetics already.[153] Brand loyalty is not only connected to natural cosmetics, it is well known from conventional cosmetics and other industries as well. When comparing survey results or brand loyalty of conventional cosmetics and natural cosmetics customers,

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148 ‘Ecovia Intelligence Company Profile’ n. y.
149 ‘Main reasons for purchasing natural and organic skin care products among consumers in the United States as of September 2018’ 2019.
150 Kaličanin; Velimirović 2016.
151 ‘Main reasons for purchasing natural and organic skin care products among consumers in the United States as of September 2018’ 2019.
152 Zhang; Zhou 2019.
153 Al-Haddad et al. 2020.

there is only a few percentage difference can be observed.[154][155][156] Also, when customers were asked about how they would react if their usual organic brand wouldn't be available when intending to purchase, over two thirds of the respondents answered they would stick to the same brand by postponing the purchase or selecting another product of the brand.[157]

3.4 Risks and limitations

Current study was performed for the German target market in relation to U.S. imports. Due to the possible differences between countries, the results of this research cannot be directly interpreted into other target countries.

The research scope is the transportation of natural cosmetics from the U.S. to Germany. The survey did not take the country of origin effect into account in regards with U.S. products. Therefore, a similar research with other overseas countries like Japan or Brazil might come to different results as customers can hold positive or negative biases towards any of the countries.

The analysis was based on 77 and respectively 36 responses. Therefore the sample size limits the reliability of the results.

From the 77 respondents 61 is below the age of 34, which translates into 79% of the respondents. The reason for this large number of young respondents is not solely due to their higher interest in green cosmetics but rather due to the distribution of the survey link. Therefore they are over proportionately represented in the sample which might have an impact on the final results.

4. Conclusion

The study could not confirm that the distance to the place of production is decreases the purchase intention of the German customers. It could also not confirm, that different marketing messages related to the sustainability of the product have an impact on the purchase intention. Due to above mentioned limitations, this does not confirm however, that distance to the place of production has no impact on the purchase intention. The author recommends a larger scale study in order to confirm the results.

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[154] 'Women's body care brand and product loyalty U.S. 2017' 2017.
[155] 'Brand loyalty of shampoo consumers U.S. 2017' 2017.
[156] 'Organic beauty and care: brand loyalty U.S. 2017' 2017.
[157] 'Organic beauty and care: product unavailability consequences U.S. 2017' 2017.

invitation to the BIOFACH / VIVANESS 2021 eSPECIAL trade fair, where she participated as a speaker and presented the latest market research data.

6. Conflicts

The author declares no conflicts of interest.

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Appendix

I. Survey questionnaire
II. Survey analysis – part I
III. Survey analysis – part II

I. Survey questionnaire

Umfrage zu Naturkosmetika

Seite 1

Willkommen bei meiner Befragung!

Herzlichen Dank, dass Sie sich ein paar Minuten Zeit nehmen, um an meiner Umfrage teilzunehmen! Im Rahmen meiner Masterarbeit untersuche ich den Einfluss des transatlantischen Transports auf den deutschen Naturkosmetikmarkt. Diese Umfrage ist sehr wichtig für mich und deshalb bitte ich Sie, jede Frage sorgfältig durchzulesen und zu beantworten. Es gibt keine richtigen oder falschen Antworten, ich bin nur an Ihrer ehrlichen Meinung interessiert.

Beginnen wir...

Seite 2

Wohnen Sie in Deutschland? *

- ja
- nein

Kaufen Sie Naturkosmetik? (z.B. Shampoo, Seife, Duschgel, Make-Up etc.) *

- ja
- nein

Bewerten Sie die Kriterien beim Kauf von Naturkosmetik. Wichtigste = 1. *

- Ansprechendes Design
- Zertifiziert durch ein bekanntes Zertifikat
- Nachhaltige Verpackung
- Empfehlung
- Preis
- Tierversuchsfrei
- Qualität
- Vegan
- Markenwahrnehmung
- Herkunftsland
- Produkt aus der Werbung bekannt
- Entfernung zum Produktionsort
- Produktwirksamkeit

Ich treffe umweltbewusste Kaufentscheidungen. *

- ◯ ja
- ◯ nein

Seite 3

Sie haben die erste Hälfte dieser Umfrage bereits beantwortet. Vielen Dank.

Im nächsten Teil werden Sie sieben Produktdesigns sehen, bitte entscheiden Sie für jedes Design wie wahrscheinlich es ist, dass Sie es kaufen würden. Bitte schauen Sie die Etiketten nur so lange an, wie Sie es beim Einkauf tun würden.

Bitte beantworten Sie die kommenden Fragen ehrlich, es gibt keine richtigen oder falschen Antworten. Wenn Sie keinen Unterschied merken, bitte kopieren Sie die Antwort aus der vorherigen Frage.

Seite 4

Produkt Design 1. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	◯	◯	◯	◯	◯	◯	◯	◯

Seite 5

Produkt Design 2. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	○	○	○	○	○	○	○	○

Seite 6

Produkt Design 3. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	◯	◯	◯	◯	◯	◯	◯	◯

Seite 7

Produkt Design 4. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	○	○	○	○	○	○	○	○

Seite 8

Produkt Design 5. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	◯	◯	◯	◯	◯	◯	◯	◯

Seite 9

Produkt Design 6. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	◯	◯	◯	◯	◯	◯	◯	◯

Seite 10

Produkt Design 7. Die Frage finden Sie unter dem Bild.

Wie wahrscheinlich ist es, dass Sie das abgebildete Produkt kaufen würden? *

	7 - keinesfalls	6	5	4	3	2	1 - sicher	Ich kaufe kein (flüssiges) Shampoo.
Wahrscheinlichkeit	◯	◯	◯	◯	◯	◯	◯	◯

Seite 11

Um die Umfrage zu vervollständigen, bitte beantworten Sie noch folgende Fragen.

Ihr Geschlecht: *

◯ Weiblich
◯ Männlich
◯ Divers

Ihr Alter: *

- ◯ Unter 18
- ◯ 18 – 24
- ◯ 25 – 34
- ◯ 35 – 44
- ◯ 45 – 54
- ◯ 55 – 64
- ◯ Über 65
- ◯ Keine Angabe

Ihren Wohnort beschreibt am besten: *

- ◯ Städtisch
- ◯ Vorstädtisch
- ◯ Ländlich

Wie ist Ihr Familienstand? *

- ◯ Ledig
- ◯ Verheiratet
- ◯ Verwitwet
- ◯ Geschieden
- ◯ Mit Partner zusammenlebend / eingetragene Lebenspartnerschaft

Welche der folgenden Spannen beschreibt Ihr gesamtes Netto Haushaltseinkommen pro Jahr? *

Bitte wählen...

Welche der folgenden Antworten beschreibt Ihre derzeitige Beschäftigungssituation am besten? *

Bitte wählen...

Was ist der höchste von Ihnen erreichte Ausbildungsabschluss? *

Bitte wählen...

Seite 12

Die Umfrage ist beendet. Herzlichen Dank für Ihre Mitwirkung!

Ihre Rückmeldungen oder Fragen können Sie gerne im folgenden Feld eingeben.
Falls Sie weitere Informationen bezüglich meiner Masterarbeit erhalten möchten, tragen Sie bitte unten Ihre E-Mail Adresse ein.
Alle Angaben werden vertraulich behandelt.

Bitte klicken Sie auf "Fertig", wenn Sie die Umfrage beenden möchten.

Eszter Rázsó
FH Vorarlberg
eszter.razso@students.fhv.at

Hier können Sie Ihr Feedback oder Ihre E-Mail Adresse hinterlassen.

Die Umfrage ist beendet. Vielen Dank für die Teilnahme.

Für Nutzer von SurveyCircle (www.surveycircle.com): Der Survey Code lautet: UWKD-8KPP-ZRMM-FB39

Survey Code mit einem Klick einlösen: https://www.surveycircle.com/UWKD-8KPP-ZRMM-FB39

Das Fenster kann nun geschlossen werden.

II. Survey analysis – part I

_Antwort-ID	Herkunftsland	Zertifiziert durch ein bekanntes Zertifikat	Vegan	Entfernung zum Produktionsort	Preis	Qualität	Tierversuchsfrei	Nachhaltige Verpackung	Markenwahrnehmung	Produktwirksamkeit	Produkt aus der Werbung bekannt	Empfehlung	Ansprechendes Design	4. Ich treffe umweltbewusste Kaufentscheidungen.
83532090	5	9	6	7	11	2	1	4	13	3	12	8	10	ja
83540595	11	9	10	13	5	12	1	3	6	2	7	4	8	ja
83562981	5	10	7	8	6	4	1	3	11	2	13	9	12	ja
83579650	4	12	9	11	5	1	3	8	6	2	10	7	13	ja
83606990	12	2	13	11	3	4	10	1	5	6	9	8	7	ja
83619127	10	1	2	7	4	9	5	3	13	6	11	12	8	ja
83619280	9	3	1	10	5	6	2	7	11	4	13	8	12	ja
83620033	5	13	4	11	8	3	1	2	9	7	12	6	10	ja
83620249	6	9	2	7	5	4	1	3	10	8	13	12	11	ja
83621573	9	8	7	4	10	2	5	3	11	1	13	6	12	ja
83622211	7	11	9	6	10	4	1	5	13	3	12	2	8	ja
83623653	7	3	12	6	5	1	8	2	9	4	11	13	10	ja
83625178	6	5	12	7	10	2	4	3	11	1	13	9	8	ja
83626267	10	12	2	11	7	6	3	5	9	1	13	4	8	ja
83627682	4	2	12	6	9	1	11	5	7	3	13	8	10	ja
83629394	7	10	6	11	8	2	4	5	3	1	13	12	9	ja
83630208	3	9	10	7	4	1	5	8	12	2	13	6	11	ja
83631357	12	7	8	11	2	1	5	4	10	3	13	6	9	ja
83631887	5	1	7	8	11	2	4	3	13	6	12	10	9	ja
83634251	9	1	10	8	6	4	7	2	13	3	12	5	11	ja
83634654	10	8	6	9	3	2	5	4	11	1	13	7	12	ja
83637684	10	12	2	6	13	1	7	4	5	3	8	9	11	ja
83637979	12	10	3	6	7	4	1	5	11	2	9	8	13	ja
83640944	7	2	1	5	8	6	9	4	10	3	13	12	11	ja
83642740	9	1	2	12	8	3	5	6	10	4	13	7	11	ja
83643317	9	7	2	6	8	3	1	4	12	5	13	10	11	ja
83643874	5	9	7	10	4	3	1	2	11	13	12	6	8	ja
83647689	7	1	5	12	8	2	3	4	10	6	13	9	11	ja
83652449	11	6	2	12	7	4	1	5	10	9	13	8	3	ja
83655112	11	8	3	10	7	2	4	5	9	1	13	6	12	ja
83658038	2	3	11	12	8	7	9	4	5	1	10	13	6	ja
83660598	5	7	2	6	10	12	1	4	8	3	11	9	13	ja
83660618	8	3	9	11	7	6	4	5	13	2	10	1	12	ja
83661041	5	10	9	6	3	2	8	4	13	1	12	7	11	ja
83661927	12	5	8	13	4	1	7	6	10	2	11	3	9	ja
83664002	9	6	2	3	10	4	7	1	12	8	11	5	13	ja
83664167	12	5	3	13	7	1	2	4	10	9	11	6	8	ja
83664243	6	11	5	10	4	1	3	7	12	2	13	9	8	ja
83665257	5	6	2	4	12	7	1	3	9	10	13	8	11	ja
83674596	10	8	12	9	4	1	7	6	5	3	11	2	13	ja
83684980	13	8	11	12	2	1	4	9	6	3	10	7	5	ja
83690096	12	4	6	8	9	1	7	3	13	2	10	5	11	ja
83698376	6	4	10	11	5	2	1	7	8	3	13	12	9	ja
83714201	6	11	9	7	4	5	1	3	12	2	10	13	8	ja
83728366	8	4	9	13	2	3	10	11	5	1	12	6	7	ja
83730745	11	6	12	7	10	2	8	3	13	1	9	5	4	ja
83740082	10	5	3	6	8	1	2	7	12	4	13	9	11	ja
83743169	3	11	12	5	10	4	6	2	13	1	7	8	9	ja
83806819	7	3	5	10	9	2	4	6	11	1	13	8	12	ja
83881922	9	6	13	10	8	3	5	4	7	2	12	1	11	ja
83887042	11	10	6	12	4	1	5	8	9	2	13	3	7	ja
83908770	11	10	1	12	5	3	2	7	9	4	13	8	6	ja
83915336	8	8	3	8	8	1	2	7	5	6	8	4	8	ja
83928022	3	10	8	7	9	2	4	5	11	1	13	12	6	ja
83928815	8	6	12	9	2	1	3	7	10	4	13	11	5	ja
83931312	13	1	8	10	5	12	11	2	3	9	7	6	4	ja
83934136	13	7	10	12	1	5	9	11	4	2	8	3	6	ja
83945338	8	7	3	11	6	1	2	5	10	4	13	9	12	ja
83946091	3	11	10	4	7	1	2	8	12	5	13	6	9	ja
83946223	12	11	3	13	7	5	1	2	9	6	10	8	4	ja
83946627	13	12	7	11	4	3	6	10	5	1	9	2	8	ja
83947092	9	4	1	10	2	5	3	6	13	7	12	11	8	ja
83947425	7	5	2	11	13	6	1	8	10	4	9	3	12	ja
83947877	6	12	2	8	5	11	3	1	9	4	10	13	7	ja
83986445	13	7	12	4	3	2	8	1	10	5	6	9	11	ja
84064932	11	8	13	12	2	4	7	9	1	3	6	10	5	nein
84089560	11	2	9	12	8	5	1	3	7	4	13	6	10	ja
84091060	13	2	4	12	5	1	8	9	10	6	7	3	11	ja
84118963	8	12	5	9	13	1	10	6	11	4	2	3	7	ja
84130667	12	11	7	9	2	4	10	13	1	6	3	8	5	ja
84130918	7	11	1	10	9	5	4	12	3	8	6	13	2	ja
84140214	2	12	5	9	4	3	7	10	8	1	13	11	6	ja
84169074	8	10	4	9	5	11	3	2	12	1	13	6	7	ja
84171683	7	8	2	13	4	3	1	9	10	5	12	11	6	ja
84185587	5	11	9	6	12	3	1	2	7	4	8	10	13	ja
84272095	12	9	2	7	4	1	3	11	13	5	10	8	6	ja
84279877	13	9	4	11	3	1	7	8	6	2	12	10	5	nein

Arithmetic mean	8,35064935	7,18181818	6,33766234	9,02597403	6,42857143	3,48051948	4,41558442	5,23376623	9,20779221	3,75324675	10,9350649	7,54545455	8,90909091
St. Deviation	3,0822754	3,50037947	3,77830578	2,67734132	3,02555596	2,79893481	2,99068098	2,84626027	3,10566162	2,55411989	2,50888117	3,14805838	2,74539434
Mean rank	9	7	5	11	6	1	4	3	12	2	13	8	10
Arithmetic mean city	8,79069767	7,69767442	6,13953488	9,13953488	6,11627907	3,51162791	4,46511628	5,81395349	9,20930233	3,72093023	10,3255814	7,39534884	8,6744186
St. Deviation city	3,2461651	3,39311809	3,72034879	2,82498319	3,23648749	2,66215591	3,10550028	3,09730426	3,2533213	2,25497467	2,87508083	3,12632881	2,85885756
Mean rank city	10	8	6	11	5	1	3	4	12	2	13	7	9
Arithmetic mean suburb	8,11111111	6	6,72222222	8,94444444	6,44444444	4,5	4,33333333	3,72222222	8,55555556	5,33333333	11,0555556	7,55555556	8,88888889
St. Deviation suburb	2,80651799	3,39934634	4,39451117	2,39147147	2,62936879	3,57848509	3,33333333	2,04954075	3,00411241	2,98142397	1,80961083	3,48364787	2,90380763
Mean rank suburb	9	5	7	12	6	3	2	1	10	4	13	8	11
Arithmetic mean rural	7,4375	7,125	6,4375	8,8125	7,25	2,25	4,375	5,375	9,9375	2,0625	12,4375	7,9375	9,5625
St. Deviation rural	2,66853776	3,56852561	3,08157326	2,55486668	2,68095132	1,25	2,1469455	2,23257139	2,60932822	1,43478004	1,05881715	2,74928968	2,06060519
Mean rank rural	8	6	5	10	7	2	3	4	12	1	13	9	11
Arithmetic mean up to 34 y.o.	8,7704918	7,1147541	6,54098361	9,42622951	6,04918033	3,42622951	4,49180328	5,45901639	9,1147541	3,75409836	10,852459	7,45901639	8,54098361
St. Deviation up to 34 y.o.	3,05358399	3,56254818	3,82645567	2,60805195	2,91084028	2,62684138	3,05481587	2,93410567	3,20398502	2,36543233	2,59151241	3,3070901	2,773255
Mean rank up to 34 y.o.	10	7	6	12	5	1	3	4	11	2	13	8	9
Arithmetic mean 35 y and over	6,75	7,4375	5,5625	7,5	7,875	3,6875	4,125	4,375	9,5625	3,75	11,25	7,875	10,3125
St. Deviation 35 y and over	2,63391344	3,23976755	3,48153612	2,37170825	3,01817412	3,36746845	2,7128168	2,28787565	2,66853776	3,17214439	2,13600094	2,42061459	2,11301769
Mean rank 35 y and over	6	7	5	8	10	1	3	4	11	2	13	9	12
Arithmetic mean below average	8,90625	7,3125	5,75	9,15625	5,9375	3,625	4,09375	5,28125	9,40625	4,375	11	7,46875	8,6875
St. Deviation below average	3,10603621	3,49497407	4,08503366	2,79630755	2,6331718	2,85864916	3,31058317	2,7068706	2,65588233	2,43349029	2,53722289	3,23056085	2,6033332
Mean rank below average	10	7	5	11	6	1	2	4	12	3	13	8	9
Arithmetic mean 20-40	7,53846154	5,84615385	7,07692308	8,53846154	6,53846154	3,07692308	6,07692308	4,07692308	10,7692308	3,69230769	11,2307692	7,53846154	9
St. Deviation 20-40	3,56511699	3,39334538	3,0749994	2,49970412	2,92510051	2,78627235	2,33572715	2,61538462	2,29225607	3,53846154	1,76084971	3,10372938	2,572039
Mean rank 20-40	9	4	7	10	6	1	5	3	12	2	13	8	11
Arithmetic mean above 40	7,34782609	7,26086957	6,69565217	8,69565217	7,73913043	4,26086957	3,95652174	5,04347826	8,82608696	3,34782609	10,6956522	7,86956522	9,26086957
St. Deviation above 40	2,35184841	3,82460446	3,66457522	2,70964112	3,28656542	2,81637126	2,9114207	3,11348066	3,5220075	2,11842221	2,81972528	3,30091355	2,81637126
Mean rank above 40	7	6	5	10	8	3	2	4	11	1	13	9	12
Arithmetic mean above 20	7,41666667	6,75	6,83333333	8,63888889	7,30555556	3,83333333	4,72222222	4,69444444	9,52777778	3,47222222	10,8888889	7,75	9,16666667
St. Deviation above 20	2,85165644	3,73701455	3,46810867	2,63684131	3,21298965	2,86259401	2,90221286	2,97974127	3,27011817	2,72321411	2,50308452	3,23500816	2,73353658
Mean rank above 20	8	5	6	10	7	2	4	3	12	1	13	9	11
Arithmetic mean secondary leve	8,09375	7,125	5,78125	9,1875	6,09375	3,4375	4,03125	5,25	9,4375	4,5	11,28125	7,4375	8,875
St. Deviation secondary level edu	3,18550796	3,37036719	3,78099173	2,75496711	2,95126429	2,73789951	2,82272447	2,63391344	3,07141559	3,1124749	2,23934107	2,54874356	2,66634113
Mean rank secondary level educa	9	7	5	11	6	1	2	4	12	3	13	8	10
Arithmetic mean higher educatic	8,53333333	7,22222222	6,73333333	8,91111111	6,66666667	3,51111111	4,68888889	5,22222222	9,04444444	3,22222222	10,6888889	7,62222222	8,93333333
St. Deviation higher education	2,94955873	3,61984886	3,74517596	2,6249754	3,03857772	2,84762842	3,09024057	2,99198309	3,12043054	1,90841438	2,67940955	3,53166023	2,76741294
Mean rank higher education	10	7	6	9	5	2	3	4	12	1	13	8	11

III. Survey analysis – part II

```
GET
  FILE='C:\Users\era6363\Desktop\Survey_raw_P2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
T-TEST PAIRS=Wahrscheinlichkeit_F Wahrscheinlichkeit_E Wahrscheinlichkeit_F WITH
    Wahrscheinlichkeit_E Wahrscheinlichkeit_D Wahrscheinlichkeit_D (PAIRED)
  /CRITERIA=CI(.9500)
  /MISSING=ANALYSIS.
```

T-Test

```
[DataSet1] C:\Users\era6363\Desktop\Survey_raw_P2.sav
```

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Wahrscheinlichkeit_F	4,64	36	1,313	,219
	Wahrscheinlichkeit_E	4,61	36	1,554	,259
Pair 2	Wahrscheinlichkeit_E	4,61	36	1,554	,259
	Wahrscheinlichkeit_D	4,92	36	1,461	,244
Pair 3	Wahrscheinlichkeit_F	4,64	36	1,313	,219
	Wahrscheinlichkeit_D	4,92	36	1,461	,244

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Wahrscheinlichkeit_F & Wahrscheinlichkeit_E	36	,769	,000
Pair 2	Wahrscheinlichkeit_E & Wahrscheinlichkeit_D	36	,765	,000
Pair 3	Wahrscheinlichkeit_F & Wahrscheinlichkeit_D	36	,580	,000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Wahrscheinlichkeit_F - Wahrscheinlichkeit_E	,028	1,000	,167	-,310	,366	,167	35	,869
Pair 2	Wahrscheinlichkeit_E - Wahrscheinlichkeit_D	-,306	1,037	,173	-,656	,045	-1,768	35	,086
Pair 3	Wahrscheinlichkeit_F - Wahrscheinlichkeit_D	-,278	1,279	,213	-,710	,155	-1,303	35	,201

```
T-TEST PAIRS=Wahrscheinlichkeit_F Wahrscheinlichkeit_F Wahrscheinlichkeit_F Wahrscheinlichkeit_F
    Wahrscheinlichkeit_C Wahrscheinlichkeit_C Wahrscheinlichkeit_C Wahrscheinlichkeit_B
    Wahrscheinlichkeit_B Wahrscheinlichkeit_A WITH Wahrscheinlichkeit_C Wahrscheinlichkeit_B
    Wahrscheinlichkeit_A Wahrscheinlichkeit Wahrscheinlichkeit_B Wahrscheinlichkeit_A
    Wahrscheinlichkeit Wahrscheinlichkeit_A Wahrscheinlichkeit Wahrscheinlichkeit (PAIRED)
  /CRITERIA=CI(.9500)
  /MISSING=ANALYSIS.
```

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Wahrscheinlichkeit_F	4,64	36	1,313	,219
	Wahrscheinlichkeit_C	4,69	36	1,564	,261
Pair 2	Wahrscheinlichkeit_F	4,64	36	1,313	,219
	Wahrscheinlichkeit_B	4,86	36	1,624	,271
Pair 3	Wahrscheinlichkeit_F	4,64	36	1,313	,219
	Wahrscheinlichkeit_A	4,64	36	1,676	,279
Pair 4	Wahrscheinlichkeit_F	4,64	36	1,313	,219
	Wahrscheinlichkeit	4,61	36	1,712	,285
Pair 5	Wahrscheinlichkeit_C	4,69	36	1,564	,261
	Wahrscheinlichkeit_B	4,86	36	1,624	,271
Pair 6	Wahrscheinlichkeit_C	4,69	36	1,564	,261
	Wahrscheinlichkeit_A	4,64	36	1,676	,279
Pair 7	Wahrscheinlichkeit_C	4,69	36	1,564	,261
	Wahrscheinlichkeit	4,61	36	1,712	,285

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 8	Wahrscheinlichkeit_B	4,86	36	1,624	,271
	Wahrscheinlichkeit_A	4,64	36	1,676	,279
Pair 9	Wahrscheinlichkeit_B	4,86	36	1,624	,271
	Wahrscheinlichkeit	4,61	36	1,712	,285
Pair 10	Wahrscheinlichkeit_A	4,64	36	1,676	,279
	Wahrscheinlichkeit	4,61	36	1,712	,285

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Wahrscheinlichkeit_F & Wahrscheinlichkeit_C	36	,613	,000
Pair 2	Wahrscheinlichkeit_F & Wahrscheinlichkeit_B	36	,659	,000
Pair 3	Wahrscheinlichkeit_F & Wahrscheinlichkeit_A	36	,472	,004
Pair 4	Wahrscheinlichkeit_F & Wahrscheinlichkeit	36	,521	,001
Pair 5	Wahrscheinlichkeit_C & Wahrscheinlichkeit_B	36	,826	,000
Pair 6	Wahrscheinlichkeit_C & Wahrscheinlichkeit_A	36	,840	,000
Pair 7	Wahrscheinlichkeit_C & Wahrscheinlichkeit	36	,851	,000
Pair 8	Wahrscheinlichkeit_B & Wahrscheinlichkeit_A	36	,747	,000

Paired Samples Correlations

		N	Correlation	Sig.
Pair 9	Wahrscheinlichkeit_B & Wahrscheinlichkeit	36	,741	,000
Pair 10	Wahrscheinlichkeit_A & Wahrscheinlichkeit	36	,866	,000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Wahrscheinlichkeit_F - Wahrscheinlichkeit_C	-,056	1,286	,214	-,491	,380	-,259	35	,797
Pair 2	Wahrscheinlichkeit_F - Wahrscheinlichkeit_B	-,222	1,245	,207	-,643	,199	-1,071	35	,291
Pair 3	Wahrscheinlichkeit_F - Wahrscheinlichkeit_A	,000	1,568	,261	-,530	,530	,000	35	1,000
Pair 4	Wahrscheinlichkeit_F - Wahrscheinlichkeit	,028	1,521	,254	-,487	,542	,110	35	,913
Pair 5	Wahrscheinlichkeit_C - Wahrscheinlichkeit_B	-,167	,941	,157	-,485	,152	-1,063	35	,295
Pair 6	Wahrscheinlichkeit_C - Wahrscheinlichkeit_A	,056	,924	,154	-,257	,368	,361	35	,720
Pair 7	Wahrscheinlichkeit_C - Wahrscheinlichkeit	,083	,906	,151	-,223	,390	,552	35	,585
Pair 8	Wahrscheinlichkeit_B - Wahrscheinlichkeit_A	,222	1,174	,196	-,175	,619	1,136	35	,264

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 9	Wahrscheinlichkeit_B - Wahrscheinlichkeit	,250	1,204	,201	-,157	,657	1,246	35	,221
Pair 10	Wahrscheinlichkeit_A - Wahrscheinlichkeit	,028	,878	,146	-,269	,325	,190	35	,851

Statement of Affirmation

I hereby declare that all parts of this thesis were exclusively prepared by me, without using resources other than those stated above. The thoughts taken directly or indirectly from external sources are appropriately annotated. This thesis or parts of it were not previously submitted to any other academic institution and have not yet been published.

Dornbirn, 30th of July 2021 Eszter Rázsó