

What factors influence green consumption among Generation Z in the biggest cities of Bulgaria?



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By Gergana Georgakieva
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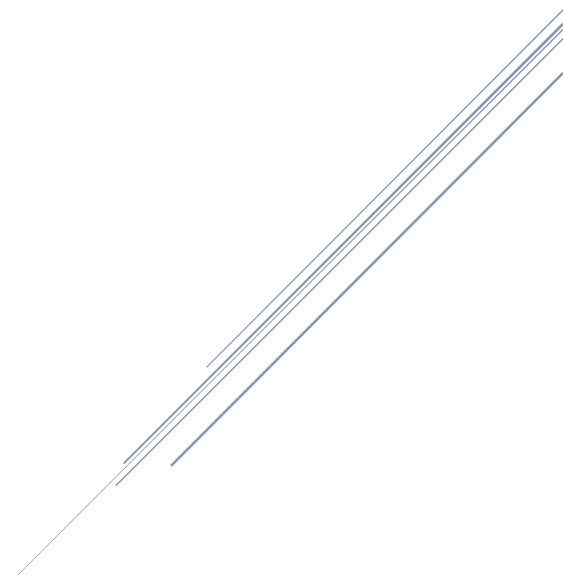
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Abstract

Unsustainable consumption in the last decades has led to ecological crises with harmful consequences for environment and society on the rise. In response to these issues, the notions of sustainable and green consumption emerge. Research has pointed at green consumption and pro-environmental behavior varying in different cultural contexts and among different generations. The aim of the current study is to characterize and examine the factors that influence green sustainable consumption in Bulgaria among Generation Z, living in the biggest Bulgarian cities. Based on literature connected to green and sustainable consumption and theoretical framework on theories of practices, data for the conduct of the study was gathered in a qualitative manner as 8 semi-structured interviewees were performed with eight members of Generation Z living in biggest Bulgarian cities.

Practice theory perspective of Warde was applied to explore how adolescents engage in green consumption, what are their social interactions that motivate such practices. The results indicated that engagements in healthy lifestyles, pursuit of personal health and sport performance influence green consumption. Furthermore, social surroundings as parents, friends and social media spaces play a role in inclusion in green and sustainable practices. Other identified factors have been found to be economy and practicality, skepticism on green labeled products, accessibility and school education. Based on these findings, it is recommended for businesses to change their communication about green products and rethink product accessibility. For policy makers it is recommended to think of measures that can be implemented for environmentally harmless, sustainable practices, regulative control and properly working systems and structures within society, business and institutions

Keywords: *Green Consumption, Sustainable Consumption, Generation Z, Bulgaria, Practice Theory, Qualitative Research*

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1. Introduction

Environmental issues have been a hot topic in the last decades as the problems of climate change, air and water pollution, soil and forest destruction have been on the rise and indicating for the continuous irresponsible consumption of natural resources and the global footprint of people (Sorón, 2010). Indeed the modern lifestyle of people, characterized with excessive consumption of resources has been pointed as the main causative agent to the environmental wellbeing's downfall (Tripathi and Singh, 2016). The continuously increasing demand of people of goods and services leads to increasing production volume of companies which aim at low-cost production that, unfortunately, often is unsafe for the environment, thus a vicious circle of over-consumption that harms the environment emerges (ibid.). In response to the increasing consequences and challenges of the unsustainable way of consuming and producing, the discourse of sustainable consumption occurred and has been evident in the last three decades (starting with Agenda 21 in Rio De Janeiro by the UN) where the unsustainable economic processes and consuming and their effect on the global environment have been acknowledged (ibid.). consumers have started to realize, as resulted from governmental and non-governmental efforts, that they are consuming in an unsustainable way as incomes rise, demands rise, yet sources are shrinking (Sorón, 2010; Tripathi and Singh, 2016).

In response to such issues the concept of sustainable consumption emerges as broadly defined as consumption that satisfies the current needs of humankind, yet, beware those of the future generations (Peattie and Belz, 2010). Sustainable consumption contemporarily have been regarded as megatrend of significant importance among different entities and stakeholders as governments, businesses, consumers etc. (Sheth et. al, 2011). As a result, the pursuit of environmentally friendly producing technologies, policies and initiatives connected to consumption patterns and behavior have contributed to the emergence of green consumption, which does not have an exact definition, yet, it implies consumption that aims to conserve environmental resources and reduce ecological harm (Peattie, 2010).

Green consumption also implies the consumption of green products, which are produced and/or packaged in a way that does no or little harm to the environment and are also defined as environmentally friendly, yet, still there are consumers that are willing to buy such products and consumers that are not (Haws, et al. 2014). Research of green consumption is globally on the rise, but it mostly focuses on the more advanced economies (Sorón, 2010), like North America and Western Europe, and is performed rather from a marketing perspective, whereas Peattie (2010) notes sociological and anthropological

research to be weakly integrated. Indeed, various studies related to pro-environmental consumption confirm environmental complexity and imply differences among different cultures, varying in countries, ethnicities and so forth and their role in analyzing and understanding green consumption and environmentally friendly behavior. Such discoveries have inspired performing several cross-cultural studies aiming to investigate the impact of cultural differences, cultural contexts and socio-geographic in driving green consumption and pro-environmental behavior (Peattie, 2010; Haws et al., 2014; Sarigöllü, 2009). Such findings suggest that using a universal model or theory to understand green consumer behavior and green consumption would be inadequate, what is more, social and culture contexts of any investigated group of consumers should be considered. Apart from research on different cultures, research among different generations has also been noted as important and while there are already solid number of works focusing on pro-environmental consumption of generations as the Baby Boomers and Generation Y (Millennial), Generation Z's has been under researched (Su et. al, 2019).

These remarks motivate and navigate the current focus of the thesis to be related with Generation Z's sustainable and green consumption, specifically in Bulgaria's biggest cities.

The purpose would be to look at the Green Consumption phenomenon, in the times of global sustainable development; environmental consciousness and green social activism and to do so in the country of Bulgaria. Bulgaria is an interesting case as it is the poorest country in EU (Eurostat, "GDP per capita, consumption per capita and price level indices - Statistics Explained", 2020) and in the bottom 10 in EU in Environmental Performing Index ("2018 EPI Results | Environmental Performance Index", 2020). The motivation for choosing young consumers is because this adolescents are to be to most targeted group by marketers, they have purchasing power, they also have influence on their parents and friends (Lee, 2008), these are also the consumers of the future, their consumption habits are likely to stay in their life (Vermeir and Verbeke, 2008) and identifying them or how can they possibly change would provide information about the possibilities for sustainability and green consumption among them, that can be used from different stakeholders (institutions, organization, businesses, researchers, etc.).

Along these lines the following research will aim to answer the following problem formulation:

What factors influence green consumption among Generation Z in the big cities of Bulgaria?

In that respect what the current research aims to answer is: (1) what characterizes green and sustainable consumption among Generation Z living in the biggest cities in Bulgaria and (2) what are the factors that influence this kind of consumption. Thus, answering these questions would provide insights about green

consumption in the context of specific culture and specific generation that have not been investigated in direction before and would eventually give suggestions to what can be the opportunities for green consumption.

2. Philosophy of Science

In this section are going to be defined the epistemological and ontological positions of the current study are going to be introduced with reflection on the reason of choice of paradigm for each position. As Pedersen (2008) explains, the choice of paradigms within the positions are connected to the basic assumptions about the world, society, knowledge and relationships between theory and empirical data.

2.1. Ontological Position

An ontological position in a study points at the nature of being and reality, what is reality, what is believed about reality, what is the truth about existing. In social sciences, the question connected to the ontological consideration is whether the reality of social entities is external to social actors, or, if social entities should be considered built from the perceptions and actions of the social actors (Bryman, 2016). Depending on the answer of this question, ontology distinguished in two positions. The first one is objectivism, a position which considers that social phenomena reality is external to the social actors and is beyond their influence (ibid.).

The other key position in ontology is constructionism, which in contrast to objectivism, it considers social phenomena and their meanings as being continually attained by social actors, i.e. social phenomena is socially constructed (Bryman, 2016). This position confronts the objectivist view that categories as organization and culture are predetermined and therefore, they encounter the social actors as external realities that they have no role in influencing (Bryman, 2016). Constructionism implies that the social world is not external to the social actors, but rather is a product of their interactions.

Thus, when it comes to culture, constructionist view would suggest not looking at culture as external reality that acts upon and constrains social actors, but as a resulting reality that is continuously being constructed and reconstructed (Becker, 1982). An example being given by Becker (1982) is social actors reshaping and reconstructing how they solve a certain problem in their daily life, as new situations, require reconstructed solutions.

The choice of position for the current study is constructionism, as the author adopts the view that social phenomena and their meanings both result from the interactions of people (Bryman, 2016). The focus of the current study revolves around the topics and phenomena of consumption and culture (since the study focuses on a particular group of people - Bulgarian members of Gen Z), these phenomena are going to be regarded as socially constructed and in a continuous state of revision.

2.2. Epistemological Position

While ontology stresses about reality, epistemology concerns about knowledge. An epistemological position of a study points at what is the acceptable knowledge, how reality should be studied, in a social science study, the question is should the social world be studied following the principles and procedures of natural science (Bryman, 2016). The epistemological positions that agree with the motion that the social world should be studied the same way as the natural sciences are positivism and realism (ibid.), yet these nature-scientific modeled orientations can be defined as unfit for the purpose of the current study. That is because the focus is on the social actors' interpretation of the social world and because of the adopted view that reality continuously changing construction of the social actor (Bryman, 2016).

From the latter remark, follows that the position which is going to be used in this study is in contrast to the positivist one and shares the view of studying the social world with distinctive of the natural science practices. Such position is the interpretivism (Bryman, 2016).

As explained by Bryman (2016:26), 'interpretivism requires the social scientist to grasp the subjective meaning of social action'. This epistemological position would provide the researcher an entree to the way of thinking of people and to interpret their view of the social world and their actions (ibid.). In conclusion, the position of interpretivism would allow the researcher to acknowledge people have different understandings and attach different meanings, but also the meaning of their actions, which itself requires interpretation (ibid.).

3. Methodology

3.1. Research Strategy and Design

The choice of research strategy depends on what the researcher wants to find out. The research strategy and design of the study allow the researcher to structure and plan the study. A social science study can adopt a quantitative, qualitative or mixed methods research strategy, as for many authors defining are also the epistemological and ontological positions they consider for their research (Bryman, 2016). A quantitative research strategy relies on numbers, quantification of data collection and analysis. In quantitative study the role of theory in relation to the research can be characterize as deductive, implying that a theory is going to be tested, while the ontological position is natural science modeled and the ontological position is objectivist (ibid).

In relation to the purpose of the current study and the defined ontological and epistemological positions, the research strategy that is going to be adopted is within qualitative approach. Qualitative research allows the researcher to understand, describe and explain social phenomena by looking at the experiences of an individual or a group, interactions and communications or by looking at documents (Gibbs, 2018). The choice of this research strategy would let the author of the current study to look at the experiences and the understandings and meanings members of Generation Z have connected to green consumption, it would help shed a light about why they do what they do and what meanings it holds.

3.2. Inductive Approach

Choosing between inductive and deductive approach for a social study depends on the relationship between theory and the social research. With deductive approach, the research starts with theory, from which are derived hypothesis, which after data collection and analysis are being tested and are either confirmed or rejected. Usually, deductive approach is adopted in quantitative studies (Bryman, 2016).

The structure that is going to be used for the current study follows the inductive directions, as the purpose of the current study is not to a test a theory, but rather to contribute to understandings and insights of social phenomena of green consumption, with a possible development of theory or extension of an existing one. Still, inductive approach entails to some extent a degree of deduction as there may be a phase of a theoretical reflection upon the data (Bryman, 2016).

3.3. Data Collection – Semi-structured Interviews

The source of data collection for the current study is qualitative interviews which are widely used in qualitative research. Doing qualitative interviews can be very time consuming but has the benefits of flexibility. In a qualitative interviewing, the researcher can focus on the perspective of the interviewees and their point of view (Bryman, 2016). Interviews in qualitative interviews are separated in two main types - unstructured interviews and semi-structured interviews.

The main difference is that unstructured interviews do not follow any exact set of questions and none are made in advance. Semi-structured interviews adopt both structured and unstructured characteristic, as prior to the interviewing the researcher has an interview guide with specific topics that need to be discussed with the interviews, but yet, the researcher can divert from the questions, move to other topics and ideas and encourage the interviewees give more insight into interesting topics that might have not been included in the initial guide (ibid.). Since the current study has a clear focus, the method for the collection is performing semi-structured interviews. Semi-structured interviews are highly flexible, they provide opportunities for emerging of interesting topics and themes that might not have been previously considered by the researcher. Such type of interviewing would allow participants to elaborate and digress in their choices, actions and experiences (ibid.).

The interview guide is formed after relevant to the theme of the study literature and theories have been reviewed to assure that "the 'what' will further provide a ground for the 'how' of the study" (Kvale, 2007, p. 39). Overall, the interviews would be significantly useful tool to study the understandings and meanings of participants connected to green consumption and the topics revolving around it, but also to reflect on the relevant to the theme, experiences and perspectives.

Interview Guide

The nature of performing semi-structured interviews to collect data allows for the researcher to both create a framework of questions that would navigate throughout the interviews, but also to be flexible and to be able to go beyond the framework and ask participants additional questions that can contribute for further insight and don't limit the researcher in sense that one's able to pursue an interesting topic or a situation mentioned by the interviewee that has not been initially considered.

Guide will be constructed upon gathering information about the consumption habits of interviewees, what are their shopping principles and preferences, how they shop, where, what do they shop for,

meanings they engage to shopping. Moreover, questions would also revolve around non direct purchase related consumption, for example, sources and consumption of heating, water, energy (inspired by Warde and Welsch, 2012). Questions about their social relations and social surroundings, the social spaces they inhabit, the activities they engage in, their knowledge of environment, environmental issues, awareness of impact on the environment etc. (Interview Guide, Appendix 1).

3.4. Recruitment of Interviewees

The need to sample is widely encountered in quantitative studies (Bryman, 2016), but researchers performing qualitative research also have to face the matter of this term as they have to make a selection of the relevant for the topic and purpose of the study individuals, groups, cases etc. (Kvale, 2007). The recruiting technique that is commonly used for qualitative studies is purposive sampling (Bryman, 2016). Such sampling is conducted with reference to the research question of the study so that criteria is created in a way that secures that the necessary for answering the question data is collected (ibid.). The purposive sampling technique has several forms, the one that is to be used in the current study is Generic Purposive Sampling.

Generic purposive sampling can be characterized as a fixed and a priori sampling technique. When using this technique, sampling criteria is established with concern to the research question (Bryman, 2016). The recruitment can also be characterized as adopting Snowball technique, because some of the already recruited interviewees, connected the researcher to other answering the criteria participants that were interviewed.

The main sampling criteria to be applied in the current study, is for interview participants to be:

- Members of generation Z (which mean individuals aged between 15 and 20).
- Residents of Bulgaria
- Citizens of Bulgaria's biggest cities (by biggest is meant most populous).

The current study will not focus on the gender factor, specific group of people or cases.

There is no specific guide to what size should a sample of a qualitative study be, but a sufficient answer is to interview the necessary number of participants to find out what is needed to be known (Kvale, 2007). An issues in qualitative studies arises when a sample is too large or too small, Kvale (2007) suggest number of participants depends on resources available for the research and time, in interview studies participants

tend to be between 5 and 25 (ibid.) Here it is important to mention the concept of data saturation since saturation is a core principle in qualitative research (Hennink and Kaiser, 2019).

Initially because of factors as time and resources, considerations of the number of interviews varied to up to 15, yet, the concept of data saturation implies that enough data has been gathered for the conduct of the study (SOURCE). Fusc and Ness (2015), sum up valuable advice from different scholars in the area (see Guest et al, 2006; Bernard, 2012) for one, to secure reaching data saturation, multiple interviewees should be asked the same questions and to avoid interviewing a participant that has specialized information on the researched topic since this data can be overshadowed. Whether intentionally or not. Throughout the interviewing of the participants, around the 8th interview it was notices, codes and themes are starting to be repetitive and none new themes and codes, thus, data saturation was reached and there was no need for further interviewing and the data that has been collected throughout the 8 performed interviews would be analyzed..

Homogenous group has been identified, Bulgarian teenagers, living in the biggest cities, of age 18 or over (but part of Generation Z), all the interviews happened to be 18 years old by the time of the interviews which further strengthens the heterogeneity of the group. All interviewees are enrolled in High School.

Note: The below displayed names are not real names but pseudonyms with the purpose of participant anonymity, the rest of the information is authentic.

Participant		Age	Location	House/ Apartment	High School Education/ Program Focus	Gender	Lives with
1	Hrisa	18	Burgas, Bulgaria	House	Biology	Female	Parents, brother
2	Sonya	18	Sofia, Bulgaria	Apartment	French	Female	Grandmother, mother
3	Dani	18	Plovdiv, Bulgaria	Apartment	Information Technologies	Male	Parents, brother
4	Misha	18	Plovdiv,Bulgaria	Apartment	Biology	Female	Parents, sister
5	Gera	19	Stara Zagora, Bulgaria	House	French/English	Female	Parents, 2 sisters
6	Ivan	19	Varna, Bulgaria	House	Mathematics & Informatics	Male	Parents, grandparents, brother
7	Galya	18	Varna, Bulgaria	Apartment	Chinese	Female	Parents
8	Moni	19	Sofia, Bulgaria	Apartment	Architecture & English	Female	Mother, grandmother, uncle

Table 1 Interviewees' information

The choice of cities has been made based on information about population in Bulgarian cities listed from the Bulgarian National Institute. The cities are as ranked: 1.Sofia (capital city) - 1,242,568; 2. Plovdiv –

347 851; 3. Varna -336,795; 4. Burgas – 301,779; 6. Stara Zagora – 134,726 ("Population by towns and sex | National statistical institute", 2020).

3.5. Method of Data Analysis – Thematic Analysis

Performing qualitative analysis with data collection deriving from interviews usually results with large amount of unstructured texts that are not ready to be directly analyzed, thus, analytical paths are needed through the richness of data (Bryman, 2016). A commonly used analytical approach in qualitative studies is Thematic Analysis. The core technique of generating themes can be can also be discovered in other analytic methods as grounded theory, critical discourse analysis, narrative analysis and so forth (ibid.). There are several strategies developed by scholars which navigate the researcher through thematic analyzing of data, the one to be applied in the current study is the Framework approach, developed at the National Centre for Social Research in the UK (ibid.). The Framework is matrix-based method, the idea is to make an index of central themes and sub-themes, which are reoccurring patterns in the text (ibid.).

Since the notion of the current qualitative study can be defined as exploratory, the approach to data analysis that is going to be applied is content-driven, which means codes and categories are not predetermined, but derive from the collected data (Guest et al., 2012).

Even though codes and themes would be derived in a data-driven way (inductively), it is important to acknowledge **Braun and Clarke's** (2012) remark that in practice, it is impossible to be exclusively deductive or inductive, as the analyst of the study always incorporates something to the analysis of the data. For the conduct of thematic analysis, Bryman (2016) suggest researchers follow a set of steps based on insights from different scholars (see Braun and Clarke, 2012). The steps are as following:

1. Reading through the materials, in the case of the current study, getting familiar with the interview transcripts.
2. Starting to code the materials - open or initial coding of the transcripts, giving names to proportions of texts.
3. Continuing with reducing the amount of codes and looking for common patterns to further distinguish higher-order codes and themes, naming them and explaining their meanings.
4. The fourth step is to evaluate the extracted higher-order codes and themes. Names are being given to the themes and sub-themes with possible reference to the reviewed literature, it is important to give names that are adequate for capturing the data. At this stage, these names can be considered as concepts.

5. At this stage, connections, patterns, sequences among the concepts are being examined
6. The final stage consists of gathering the insights from the previous steps into narrative about the data. Here, it is important to connect the themes to the research question and the reviewed literature. Further, the themes need to be justified, it is crucial to explain why they are important, how are they interconnected and the process of their derivation (Bryman, 2016).

Coding

Coding is considered the starting point for many forms of qualitative research (Bryman, 2016). The process of coding involves intensive reading and review of the text transcripts and the deriving codes from them (ibid.). Given the inductive nature of the current study's analysis, the coding technique to be adopted is data-driven coding. This means that there are not any predetermined codes prior to the beginning of coding, yet ideas for the beginning of the coding process can derive from researchers observations on the social world or the relevant to the topic of the study literature and then continue to observe and re-observe the interview transcripts to find out what is happening in the texts and what can be extracted and coded (Gibbs, 2018).

In contrast to the adopted in the study data-driven coding is the concept-driven coding, which characterizes with priori coding based on concept and theories from literature review and previous studies (ibid.). Supporting the remark by Guest and colleagues (2012), Gibbs (2018) also points out that the two approaches to coding are not exclusive and data-driven coding (open coding) also requires moving back and forth between data and inspirational literature. In the case of the current study, there is a defined theoretical framework - theory of practice, particularly the conceptualities of Warde and Bourdieu - which will be the source of ideas for the conducting of the coding process.

3.6. Ethical Consideration

The ethical considerations applied in the current study are the following:

Interviewed were only representatives of generation Z that are 18 years old or over, underage representatives of this Generations were not interviewed because of the possible vulnerability and special considerations to conduct of the research as for example additional consent from parents or guardians. It was also made sure there was consent and understanding of the scope and nature of the research by the interview participants. All of the interviewees have filled out consent forms in which they get familiarized with project topic and with the type of personal information that is going to be used (see Appendix). From

ethical considerations and with the purpose of keeping the identification of interviewees anonymous, no real names are being stated in the course of project writing, but are instead used pseudonyms.

Researcher was also careful with potential sensitive topics connected to politics, gender and household income, standard of living, likewise, researcher was also aware of participants feelings when conducting the research, to elaborate, when a participant showed restrain from giving more broad answer, they were not pushed further. In that sense was followed the advice of scholar Gibbs “cause no harm, but make a benefit to society” (2018, p. 139),

3.7. Limitations

Limitations of the research are connected to time, resources, conditions and subjectivity. One limitation is the small sample size - only 8 interviewees, which can limit representativeness of findings. Other limitation is the time, resources and space as the conduct of the research was parallel to the Covid19 pandemic. Thus recruitment of interviewees and interviews were very time-consuming and stretched in time as the participants were enrolled in online education and were also facing challenges with adapting themselves. Limitation is also the unequal amount of interviewees from each gender, thus representative connections between consumption and gender are likely not be possible. The researcher of this study being a Bulgarian also is a predisposition for subjectivity, but at the same time being Bulgarian also ensured easier communication and less possible barriers between the interviewees and researcher. Another limitation has been the language, the interviews have been conducted in Bulgarian language which required a translation to English in the transcriptions so the analysis can be made, thus this creates an unfavorable conditions in which meanings could be lost or misinterpreted during translation. Lastly, a possible limitation, found also in every qualitative research, is the subjectivity or of the researcher and their interpretation.

4. Literature Review

The literature review section of this project would aim to explain the major topics which the research would revolve around. It will discuss upon the existing academic literature connected to the problem area and would introduce the reader with information about previous findings in or connected to the scope of the study.

Literature and research on green consumption/sustainable consumption or in broader terms pro-environmental behavior connected to consumption, I would also look at research on consumption among Generation Z and the definition and characteristics of the generation group that is going to be studied. In addition, literature connected to green consumption and environmental behavior connected to Bulgaria or Eastern Europe would also be reviewed with a critical notion to the methods and findings of previous works related to the topic.

4.1. Defining Sustainability

Definitions of the term sustainability vary and are often related to environmental concerns (Sheth et al., 2010), the origin of the word speaks for its meaning to 'maintain', to 'endure' (Onions, 1964). The view of sustainability that is going to be adopted in this study is as consisting of three components/dimensions which are interdependent and cannot exist alone - economic, social and environmental (Jackson and Michaelis, 2003; Morelli, 2011). In economic dimension, sustainability presents economic growth without a negative effect to the environment or society, in environmental dimension, sustainability means management and protection of natural resources, preservation of biodiversity, management of the physical environment and living according to the ecological limits, lastly, the social dimension of sustainability is about the people - provision of health and safety, support and investments in communities, maintaining social diversity and interaction (Cato, 2009; Salonen, 2019).

I would also like to enclose and use Goldsmith's definition of sustainability:

Sustainability is about conscious design and the consideration of the impacts consumption choices make on the environment given finite resources. It involves ethics, ecology, and estimations of system life expectancies. The ultimate goal is sustainable development – a form of growth wherein societal needs, present and future, are met. Sustainable development requires the input and cooperation of all segments of society, producers as well as consumers. Towards this end, more careful decisions at every level are being made about the products and services brought into and used in the home.

(Goldsmith, 2010, p. 330).

This definition is more accustomed to family resource management and household practices, the definition is about the everyday practices of humankind which have imprint on the planet's natural resources, particularly air and water, additionally Goldsmith argues that individual person's and family's behaviors are significantly impacted by socialization and observation at home and in the neighborhood (Goldsmith, E.B. and Goldsmith R.E., 2011).

Considering this is a study within a consumption research field, a definition for an environmental product would be enclosed as borrowed by Haws and colleagues:

"We consider an environmentally friendly product as one with at least one positive environmental attribute. An "environmental attribute" is an attribute that reflects the impact of the product on the environment. As such, environmental product attributes can be positive (i.e., the product has little to no negative impact on the environment and is considered environmentally friendly) or negative (i.e., the product harms the environment)."

(Haws et al., 2014, p. 336)

Using this definition would help determine whether a product can be qualified as an environmentally friendly or not.

4.2. Sustainable Consumption / Green Consumption

Sustainable consumption is characterized by use and purchase of environmentally friendly products (those whose use and production do no harm to the environment) and strive of people to live in harmony with nature by adopting activities of sustainable consumption (Steg and Vlek, 2009).

In their study, Tripathi and Singh (2016) mention some of these activities to be consumption of organic products, reducing usage of plastic, using public transportation, reuse of items or their repair, waste reduction and recycling, etc. Based on their review on several sustainable consumption studies, the scholars point out that the terms sustainable, green, environmentally friendly and ecological are interconvertible (identical, highly similar).

The exposed determinants for sustainable consumption are grouped into demographic characteristics and socio-psychological characteristics. Exemplary components of the first group are age, occupation, education, social class, income, geographic location, number of people in the household, type of attended school etc. The socio-psychological factors consist of attitudes and intentions, norms and values, environmental concern and knowledge, identity, mindfulness, consumer innovativeness, perceived consumer effectiveness, consumer environmental responsibility, willingness to sacrifice, cultural orientation and more (see Tripathi and Singh, 2016, p. 329-342).

The conclusion of Tripathi and Singh's study suggests socio-psychological factors are dependent on processed information received in different context and can significantly influence an individual behavior. Yet, the authors point out that theoretical frameworks that have been effectively applied in the Western

context do not necessarily apply to Eastern ones. Based on their reviews, the scholars maintain that, when studying green behaviors and consumption, the role of such characteristics as self-identity, mindfulness and contextual factors has been insufficiently analyzed (Tripathi and Singh, 2009). A similar remark has been made by Soron (2010), who looks at the sociology of consumption and the role of self-identity in sustainable consumption. Thus, Soron (2010) discusses the significance of the individual consumer who might presume with anxiety the impact of his routines and might feel pressure to take an action and to make a change in his behavior (Soron, 2010).

4.3. Characterizing the green consumer

After reviewing what determines sustainable/green consumption, this Thesis follows with looking at some literature focused on identifying the green consumer. Scholars Gilg, Barr and Ford (2005) have carried out a study aiming to identify the sustainable consumer, starting with the remark, also mentioned by Tripathi and Singh (2009), that green buying has many forms and often revolves around discourses, sometimes conflicting ones.

They discuss different sets of variables to determine the green consumer, suggesting two dimensions: an "altruistic-egoistic" and "conservative-open to change", within which the green consumer falls into both altruistic and open to change categories (see Stern et al, 1995).

Regarding, socio-demographic variable, there is the stereotype of green consumers being young females with a wealthy status and educational background and liberal orientations, (Hines et al.1987). This argument has also been backed up by other researches whose outcome confirm that young and older women with the mentioned characteristics indeed participate in green consumption (see Roberts, 1993; Dunlap, 1975).

The third set of variables discussed in Gilg, Barr and Ford's article (2005) is psychological factors including factors as the extent to which a particular consumer can impact the environment viz-a-vis perceived consumer effectiveness, social responsibility, self-efficacy and price, quality and brand loyalty's effects interaction. The scholars conclude that engaging in sustainable lifestyles is to be "seen in the context of a holistic move towards new lifestyles, incorporating purchase-related and habitual elements that cross conventional behavioral boundaries" (Girg et el, 2005, p.503).

The understanding of green consumer has been the purpose of solid research work and it interconnects from the broader attempt to understand with ethical, socially responsible/conscious consumption, and

explaining the differences among the individual consumers (Roberts,1993; Peattie, 2010), which alone has many aspects and research results often include non-directly related to the environment issues (Haws et al., 2014).

Qualitative study constituted with data from in -depth interviews with green consumers, shows these consumers feel responsible and empowered to deal with environmental and personal health risks while consuming (Connolly and Prothero, 2009). Even though these consumers feel obliged to act and address environmental issues, they also express anxiety and uncertainty about how to act because of the feeling of individual responsibility and the question of what choice is the right choice, which itself can cause dilemmas. Connolly and Prothero's study (2009) demonstrate how green consumer behavior is individually personalized and has to do with how these consumers feel, think and act, hence, resulting in them integrating green practices in their personal lifestyle and possibly family's one.

Another qualitative study by Barbarossa and Pastore (2015), focused on investigating why those who are environmentally conscious do not buy green products. The results suggested lack of green purchases among those consumers can be due to low product availability, higher perceived prices and problems with communicating green products to the consumers. Thus, these barriers make a green product purchase seem stressful and expensive for the eco-conscious consumers. Results from the interviews analysis suggest these consumers are not likely to search for extensive information about green products, especially when buying frequent for their shopping cart items, the greater the change in consumption habits of these individuals, the less likely they are to turn to green alternatives. For environmentally conscious consumers the functional attributes a product is suggested to be determining and they would switch to a product that has environmentally acceptable attributes in the expense of functional ones. Overall, unavailability of green products and lack of proper communication about their pricing and positive impact on the environment are the barriers to purchase of such products by the environmentally conscious consumer (Barbarossa and Pastore, 2015).

Results from qualitative study on green consumers in Portugal by scholars Luzio and Lemke (2013), show that the conventional characteristics of a green product are just as important as its eco-friendly character. Thus, apart from the internal ethics of the green consumer, factors for demand for green products are also consumer's self-interests and individual pursuit of health benefits (Luzio and Lemke, 2013). The scholars also find high pricing, low confidence and comprising as obstacles for environmental attitude to reach environmental behavior.

In the Journal of Consumer Psychology, Haws et al. (2014) perform several studies investigating the green consumption values, confirming Roberts' remark on correlation of certain demographics, liberal orientations and environmentally friendly consumption. Different studies address that individuals sharing green consumption values are more likely to buy green products and services on their own, with less convincing from, for example, marketers. These findings suggest that focus on conviction should be focused on those with poorer green consumption values. Conclusion is that it is of high importance to grasp how consumers understand and respond to green products, while not excluding the possible cultural differences across various cultures, where scholars suggest investigating adaptations to a green scale to culture for a future research (Haws et al, 2014).

4.4. Green Consumption Behavior and Norms

Scholar Ken Peattie (2010) reviews and investigates consumption processes and pro-environmental behaviors and collects and discusses green consumption behavior and norms, he acknowledges their influence, complexity, diversity and context dependency. Peattie points out not every environmentally friendly behavior is resulted by not wanting to harm the environment, but it might be based on other motivations, for example, political, religious, economic, personal health etc., like being vegetarian and vegan.

Green consuming /behavior not always involves a purchase but might be evident in the example of reusing or borrowing and when looking at use, it also is important to think about post-use behavior as a product might be allocated to a system of recycling, reselling or just being stored for a later reuse (Peattie, 2010). The major impact from domestic consumption is suggested to be by food and drinks, housing, energy use, transport, water use, clothing etc., thus food and drink impacts, with their complexity of land and energy consuming, have significant eco-footprint (Peattie, 2010).

Even though demographics has been noted to be determinant of green consumption or green behavior, some scholars (see Diamantopoulos et al., 2003) argue alone they are insufficient to understand green behavior or the profile of the green consumer. Another factor believed to be the 'drive' of green consumption is environmental knowledge, yet what is puzzling is that having environmental knowledge does not automatically means a person would engage in a green consuming behavior, one might be able to recognize the unsustainable systems of consumption, here a factor can be also limited access to 'green' products, notably Peattie points out there needs to be a distinction between knowledge and understanding about environmental issues and impacts (Peattie, 2010).

Attitudes, values and beliefs have been focus on research connected to green consumption behavior showcasing examples of environmental attitudes being a predictor for a consumer willingness of such behavior and consumption (see Leiserowitz et al., 2006; and Dietz et al. 2005), what is interesting, as Peattie (2010) points out, environmental values are to great extend a reflection of certain cultural traditions which alone differ from country to country and within different nations, ethnicities etc.

Lifestyles and habits of consumers also play a role in engaging in green behavior as behavior is an expression of lifestyle, predominantly research is commonly performed with theories and models investigating conscious actions and decision making (i.e. Theory of Planned Behavior and Theory of Reasoned Action) compared to studies focused on understanding the influence of routines and habits and practices, thus there needs to be a recognition that attitudes may shape behavior, but experiences can shape attitudes (Peattie, 2010). Other factors influencing green consumption are the context of consumption - time and place, the spatial dimensions - country, style of housing, energy sources, access to certain products and services. It is also important to acknowledge consumption as a social process, as Peattie remarks:

"Much of our consumption behavior does not simply reflect ourselves and our circumstances, but it also reflects our social relationships and obligations so that we behave not just as individuals but as members of families, households, communities, and social networks." (Peattie, 2010, p. 211).

This implies that consumer's choice to purchase or to not purchase a product shapes his social identity and indicates it to others. When it comes to social norms, they involve what is perceived to be normal and what is morally right and in green consumption they can play a significant role, for example a study by Goldstein and Geller (see Goldstein et al., 2008) suggest that letting people know about what environmentally friendly measures or actions others are taking may impact people to eventually do the same as them (the others). Peattie (2010) also mentions the role of media and it being under-researched when it comes to influencing green consumption, thus with the boom of social networks and technologies for communication, such research and practice opportunities arise.

4.5. Culture, Societal Contexts and Green Consumption

Results from a cross-cultural study on environmental motive concerns and their complications for pro-environmental behavior shows there is difference in environmental responsible behavior between two

ethnic groups of the same country in New Zealand (European New Zealanders and Asian New Zealanders). This can be due to the distinct meanings the two groups are ascribing, which alone, the authors of the study suggest, is most likely an outcome of the different traditions and symbolism in the cultures of the two groups (Milfont et al, 2006).

Another cross-cultural study (mixed methods) (see Sarigöllü, 2009) exploring environmental attitudes confirms environmentalism's complexity and encourages more research among different cultures to be carried out, again mentioning the comparably solid research in more developed countries. The results from the study show significantly different environmental attitudes between the two studied countries - Canada and Turkey, as people living in different countries mature in different cultural and contextual factors which later on reflects on their attitudes (Sarigöllü, 2009).

4.6. Defining Generation Z

Definitive age of generation Z vary in different research articles, still the most common frame for determining a person for a representative of generation Z is to be born between the middle of the 90's up to year 2005 (Iorgulescu, 2016; Wood, 2013; Cameron and Pagnattaro, 2017). Generation Z is a digitally native generation, they value information and connection and use technology and social networks, as members of this group are suggested to not know a world without the internet (Csobanka, 2016), yet their ability to question validity of information online is considered to be lacking (Shatto and Erwin, 2016). Compared to Millennials, people from Z generation have a shorter attention span, suggesting they do not focus for a long period of time, but it can also be interpreted that they might filter information rather faster (Cameron and Pagnattaro, 2017). Generation Z individuals are characterized to be more entrepreneurial, loyal and not as much motivated by money compared to Millennials, they are also impatient and individualistic (Singh and Dangmei, 2016). The Z Generation are also displayed to be tolerant and receptive of different cultures, they are flexible and globally connected (Csobanka, 2016).

As consumers Generation Z individuals show affinity towards innovation and are more likely to spend money on products and services with innovative designs and ideas, they value convenience, for example, online shopping and time and effort saving technologies, members of this generation are also a strong market for products and services that provide escapism for example video-games, movies and music, but these individuals also value security as they have been affected by childhood in economic crisis which results in them engaging in saving money and reasonable spending (Wood, 2013).

Lastly, some studies point that even though members of this generational group are actively connected on social media, they tend to involve less in civil engagements (Addor, 2011), still they are characterized to be significantly concerned with environmental issues and to feel responsibility towards natural resources (Mihelich, 2013).

In a study on sustainable food market segmentation of Generation Z in the U.S, consumers are distinguished into three type of groups depending on their environmental involvement and values - sustainable moderates, sustainable believers and sustainable activists (Su et al., 2019). The results suggested about 92% of generation Z consumers increase their concern about the environment, yet the level of concern depends on how involved they are with pro-sustainable behaviors and environmental issues (Su et al., 2019). Sustainable believers took almost 47%, followed by sustainable activists with almost 46% and the smallest group -sustainable moderates with the modest 7%, where respondents with higher eco-consciousness (as sustainable activists) consider eating healthy and nutritious food more important compared to those with lower level of eco-consciousness (believer and moderates) (Su et al., 2019).

Considerably contrasting outcome has a similar study performed among Greek university students who are members of Generation Z. The study revealed the students did not have homogenous sustainable food consumption behavior, it separated them into two groups of those who are under-consideration for such consumption and those negatively positioned. Even though the study concludes there is no segment that embodies a sustainable food consumption lifestyle among Generation Z students, still there are the 60% percent of the respondents (total 252 students) than are willing to engage in such behavior in the future (Kamenidou et al., 2019). Multiple surveys online and news articles report Generation Z to be demanding more sustainable products (Berthiaume, 2020; Adesina, 2020) and be more environmentally concern (Barbiroglio, 2020; White, 2020), yet scholar Su and colleagues suggest environmentally friendly purchasing behavior among Generation Z to be under researched compared to this of other generations (Su et al., 2019).

4.7. Bulgarian Culture and Past

Bulgaria is one of the oldest countries in Europe, with rich history, diverse nature and centuries old traditions who have endured Ottoman rule and Communist suppression (Word Trade Press,2010).

Bulgarians are stated to be hospitable people, close to their families and friends. Children are often been take care of not only by their parents but also from their grandparents and to considerable extend by their godparents, often guiding and counseling them while growing up.

Good education is considered as very valuable among Bulgarians, children raised in rural areas are said to 'help around' their parents compared to city residents, average Bulgarian household consists of three members. Many Bulgarians enjoy nature and sport and social life. Family ties are very important in the Bulgarian society (World Trade Press, 2010).

Before the Second World War, Bulgaria could be defined as an agrarian country with land separated into small ownerships with poor agricultural technology. After the war, land is being nationalized and its owned by the state, technology is being imported from the USSR, farms with different livestock and greenhouses emerge. This state agricultural cooperation was called TKZS (labor cooperative agricultural holding) and was based on the Soviet model (Kaneff, 1995).

During Socialism, a planned economy was persecuted in Bulgaria as plans for the economy were made for a 5-year period. Despite the planned economy, due to frequently unrealistic and unfulfilled plans, the socialist period was marked with shortages of products and goods and their poor distribution. This forced people in the countryside to work on and maintain wheat plots, production from which they used to support their household livestock and vegetable gardens and on land plots, provided by the cooperative farm in order to meet their basic needs (Creed, 1995). After the end of the Socialist era, Bulgarian stores were filled with products and there was no shortage of food supplies. Products were at affordable for the average citizen price, which at first intensified consumption, but the poor quality of products made the Bulgarian consumer nostalgic of the times of **standardization** law on products during socialism (Dunn and Nestle, 2009). After the state returned the land to its original owners, those living in towns mostly refused to work and maintain it but those living in villages leased it or produce their own food supply (Giordano and Kostova, 2003). Author, Krasteva-Blagoeva (2018) suggests the lack of products supply during Socialist time to have caused the emergence of the "do it yourself" ideology, as Bulgarians were both producing and consuming their own goods, from fruits and vegetables in their house gardens to sewing clothing. Krasteva-Blagoeva also suggests there are still habitual traces of these practices among the "socialist children".

In conclusion, despite the 'do it yourself' practices of for example producing their own food in home gardens being motivated by need to satisfy their basic needs, they still can be defined as sustainable as

home gardens are considered to be ecologically friendly approaches for food production (Chakravarty et al., 2017).

In modern days, agricultural sector remains important for Bulgarian economy, but there is a decline in production of traditional for Bulgaria products (Rangelova and Dimitrova, 2017), yet, the Bulgarian families that have home gardens grow their own vegetables and fruits for their own consumption, whilst preservation in time of the variety of plants has been guided by traditions, habits and celebrations (Angelova et al., 2016).

4.8. Green Consumption in Bulgaria and the region

The already reviewed literature suggest different geographical regions with different societies, cultures and traditions are more likely to have as well differences reflected in pro-environmental behavior and green consumption, environmental attitudes, yet, following this train of thought, arises an assumption that different societal groups from the same region might have similar or at least not as contrasting consumer characteristics and green behavior.

Thus, studies connected to the topic of pro-environmental behavior and green consumption in the geographical region of Bulgaria (i.e. the Balkans) would be reviewed. The availability of such research in Bulgaria and the region is rather poor. Yet, a few scholars have engaged in such research, for example Roman, Bostan and colleagues study the profile of green consumers in Romania by performing a quantitative research (2015). The outcome of their work displays that Romanian respondents consider global warming, fuel crisis and waste of natural resources as the most serious environmental issues and agree with green consumption assertions, hence sharing of main performing actions as unplugging devices at home when not used, engaging in recycling and using public transport. An important outcome is that results show Romanians under 40 are more willing to engage in environmentally friendly behavior than those who are older, though it is evident that not all environmentally friendly behavior is motivated by environmental attitudes, but might be encouraged by other factors as income. For example, some Romanians who would like to save money and buy fewer plastic bags.

Overall conclusion is that Romanian consumers are poorly involved in buying green products, when they do buy green products the main reasons are stated to be because these products are considered to be healthier and are trusted to be beneficial, but consumers state such product prices are higher. Generally, the Romanian consumers to a considerable extend are familiar with the idea of green consumption, yet

the high prices of green products and the insufficient information/knowledge fails to transform the positive attitude towards nature into an environmentally friendly consumption (Roman et al., 2015).

Another research in the region is Tilikidou's study (2006) on the effects of knowledge and attitudes upon Pro-Environmental Purchasing Behavior in Greece, which has been performed more than a decade ago, results back then show the Greeks were not commonly involved in such behavior. Those who did, were professionals in the age group of 35 to 55 years, with high school or university degree and had more knowledge and less concern about environmental problems. Tilikidou compares her findings to previous research on the geographic region and finds them similar, yet she acknowledges the need for research to focus on motives behind environmental behaviors, the role of personal, societal and nature's well-being (Tilikidou, 2006).

Later on, in a study published in 2013, Tilikidou studies ecologically conscious behavior in Greece, finding that ecologically conscious consumers in Greece are well-educated, most likely politically active and engaging in buying green products and preventing the environment by trying to reduce their overall consumption and by rational water and energy use (Tilikidou, 2013).

Research connected to green consumption and environmentally friendly behavior in Bulgaria is rather scarce. The data from the existing literature indicates that Bulgaria is among the bottom three of the European Union countries regarding engaging in green purchasing behavior (Liobikienė et al., 2016). In a survey investigating the knowledge and attitudes towards green consumption in Bulgaria, findings displayed a modest knowledge of green consumption among Bulgarians. Environmental knowledge among respondents seemed to vary within different demographic groups, as the author Stoimenova (2016) points out that the better educated, living in urban areas and wealthier, showcase to be more self-informed about environmental issues. Still, most Bulgarians do not self-identify as informed about environmental issues, most of those who do consider themselves as informed also claim to have 'common knowledge'. The author of the study finally concludes that environmental education has been lacking and that the focus should be on educating people about the environmental problems surrounding them (Stoimenova, 2016).

Another survey's results among citizens in big cities in Bulgaria in a study on sustainable consumption focused on recycling of household waste in the country confirm the claim that individual attitudes to sustainable behavior are not common in the country (Ivanova et al., 2010).

4.9. Green Consumption and sustainable behavior among young adults

Alongside the quest for stronger and richer understanding green consumer behaviors and pro-environmental behavior, the studies focused on specific age groups and generations have also emerged and have been evident in green consumption analysis in the last decades. An example, a study with qualitative approach constituted by scholar Hume, (2010), focuses on young consumers, in particular Generation Y (Millennials), showcases them as socially, economically and environmentally conscious, but there is a contrast between a young consumer possessing knowledge and being supportive of green practices, yet not transferring these into sustainable actions and practices. The latter suggests there are other dimensions outside the principles and values that drive the action (Hume, 2010). Hume (ibid.) encourages similar research but focused on other generations to shed more light on factors that influence sustainable living.

A survey's results in a study on sustainable consumption focused on young adults in Chinese cities, using the theory of consumption values, assert their social values have significant influence on green consumption behavior (Awuni and Du, 2016). Thus, these results suggest there is evident importance of well-developed communication strategies transferred by product labeling and other marketing techniques (see Awuni and Du, 2016). Outcome of the research is the recommendations for increased education on environmental topics that can contribute young adults to recognize and make personal contributions, as social media is a suggested instrument as a technology of information (Awuni and Du, 2016).

Scholars Autio and Heinonen (2004) investigate with a qualitative approach environmentalism among Finnish young people in affluent society, finding out the center of green discourse revolves around topics of recycling, waste management and buying green products (2004). The studied young Finns are suggested not to be willing for a radical lifestyle changes but do show to be supportive of such changes. Authors also note that these young people consume mostly in their leisure time, their commitment to green practices varies from simple ones as recycling to more dedicated ones as being vegan (Autio and Heinonen, 2004).

Another perspective for analyzing green consumption practices among young people has been adopted by Perera and colleagues (2018), who focus exclusively on studying consumers who are environmentalists in Australia. Using a qualitative approach, they apply Warde's notions of theory of practice to find out how young environmentalists develop positive self-image compared to an environmentally non-informed

group (i.e. a dissociative reference group which implies for building personal identities). The young environmentalists actively use technology to access information instead of waiting to be passively informed. Last but not least, social norms are being negotiated by young environmentalists to their friends and family about environmentalism which indicates complex interaction of 'green' beliefs and personal relationships. Scholars suggest future research should explore similarities and differences of their findings in other contexts - like other countries and cultures (Perera et al., 2018).

A qualitative study among young consumers based on analyzing narratives, divides them into three groups - a 'hero', who adopts the dominant discourse being a well-informed consumer and moral social actor, the 'antihero', who rejects the dominant discourse, and the antichrist, who argues that one shall go beyond simply being a responsible consumer and question information and information channels (see Autio et al., 2009).

Apart from qualitative studies, there are also studies adopting the quantitative friendly theory of planned behavior like the study by Vermeir and Verbeke (2007), who look at sustainable food consumption among young people in Belgium, discovering that different levels of beliefs in the sustainable aspect of the food and different value orientations result in different strengths of the theory's determinants and suggest stimulation towards sustainable food consumption by public policy and marketing efforts. The scholars also suggest that incorporating perceived responsibility and self-identity might benefit further research, they also acknowledge as limitation to their research not reviewing past experiences, which, they suggest have a considerable influence on behavior (Vermeir and Verbeke, 2007).

Lastly, I would also like to mention a study, adopting qualitative approach that looks into communication about consumption among families in Denmark connected to 'green' consumer practices by Grønhøj (2006). The findings display smaller number of conversations among family members with the purpose of educating children to be responsible citizens. An issues here is that not all family members might be interested in sustainable consumption discourse, and even if such discourse do happen initiated by a member who is interested, it is likely that others remain imperceptive towards green changes in behavior.

5. Theoretical Framework

In the case of social research, the theories and concept help the researcher to make sense of the social world. The purpose of using theories, concepts and models is to help understand the area that is of interest and to be a tool for navigation and organization of the research process and results (Bryman,

2016). The following sections would aim to explain the defined theories and models, to introduce the key contributors and to discuss crucial points.

The move towards sustainability and sustainable lifestyles is suggested to be a move towards a new lifestyle which incorporates 'purchase related and habitual elements that cross conventional behavior boundaries' (Gilg et al., 2005, p.503). Based on the revision of the existing literature, it can be concluded most of the studies of sustainable consumption and pro-environmental purchasing is often about investigating socially conscious consumption (Haws et al., 2014), which implies that unconscious actions might be under-researched in studies. Since the interest of the study is to identify factors that influence green consumption among a specific generational group in Bulgaria, the theory to be used in the study is theory of practice. Practices are often carried out automatically, looking at practices through the lenses of practice theory would shed a light on what happens after actual purchase, practice theory would be also helpful in understanding changes in doing of things or the antagonism towards such in relation to green consumption (Røpke, 2009).

5.1. Theory of practice

Theory of practice is a cluster of theories which aim to explain and provide understanding of the social and cultural world by analysis of interconnected practices which shape more complex social entities (Ortner, 2006). Knowledgeable contributors to the theory are French sociologist Pierre Bourdieu, Anthony Giddens, Michel Foucault, Theodore Schatzki, Alan Warde and others. The core of the practice theory is to reveal/analyze the relations between human behavior and social systems and structures and to provide the ability for a multicultural and flexible view of these systems and structures. The different researches of the theory suggest different views including different components of the theory. Some key theorists like Bourdieu and Giddens share the view of practices resulting social order and individuality (Schatzki, 1996). The practice theory throughout the perspectives and mapping of principles by other contributors as Schatzki and Reckwitz, has led to the theory being incorporated in various studies as social, organizational, and gender studies and with regard to application, the practice theory is used in cultural studies, research on the environment and sustainability, consumer behavior, sociology etc. (Halkier, Bente et al., 2011). Such modern applicability of the theory is what sets it to be an appropriate organizing tool for the current study.

Bourdieu's theory of practice consists of three interconnected concepts, where one of them cannot be addressed without pointing back to the others. On the scheme below are displayed the three concepts of

field, capital and habitus. **Fields**, and concrete social fields, are the entry of Bourdieu's of rain of thoughts towards the other concepts, the social fields are considered arena of practice, a place of interactions which occur under different circumstances, according to the French sociologist, and social fields are where agents and institutions interact with each other (Walther, 2014). In order to enter a social field, as explained by Bourdieu, agents need a set of resources in accordance to the rules and basics of the field so they can enter it. Such resources are defined as **capital**. Bourdieu characterizes capital into four types - economic, cultural, social and symbolic, even though they are distinguished, they are linked between each other and inter-convertible (ibid.).

The concept of habitus

The last concept, the habitus, is the central point of Bourdieu's theory of practice. Bourdieu explains the concept of habitus as the "ensemble of schemata of perception, thinking, feeling, evaluating, speaking and acting that structures all expressive, verbal, and practical manifestations and utterances of a person" (Krais, 1993, p.169), here history lies into the production of practices with a continuous adjustment to the current, there also lies the tendency to "always act the same way in similar situations" (Walther, 2014, p.13). Habitus is being obtained over primary and secondary socialization, the former one, originating in childhood, from family and the latter built on the first one and especially education and life experiences. Habitus originating from primary socialization is defined as a stable one and is referred to "class habitus" as the parent's manners of thinking, feeling and behaving are relation to their social space position and are also incubated into the habitus of their children. On the other hand, the habitus resulting from secondary socialization, called secondary habitus, can be defined as dynamic as life experiences create a continuous modification (Walther, 2014). What is intriguing is the so called by Bourdieu *hysteresis effect* - "when a habitus is not adapted to a modified field conditions" (ibid. p.13), as for example Walther (2014) points out generational conflicts where habitus of the agents is formed at distinct times resulting distant understandings of 'reasonable practices'. Bourdieu explains the habitus as principles that build strategy for handling unpredicted and constantly changing situations (Bourdieu, 1977).

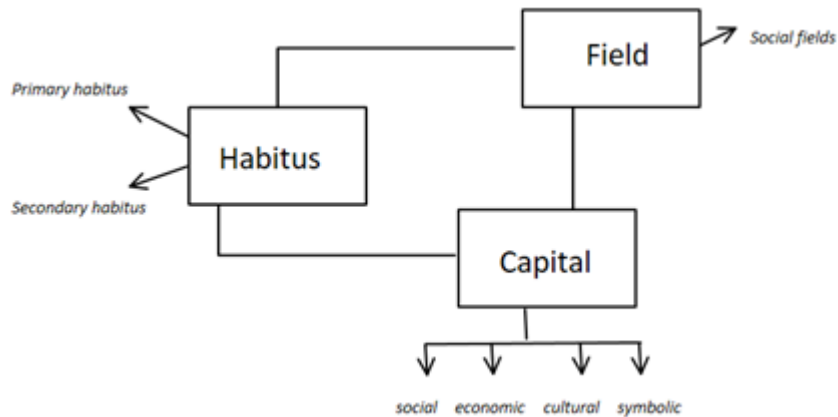


Figure1 Key concepts of Bourdieu's Theory of Practice (inspired by Walther, 2014)

5.2. Theory of practice and consumption

After establishing the use of theory of practice as a possible tool for studies in different disciplines by Schatzki and Reckwitz, scholar Alan Warde (2005) presents his article on Consumption and Theories of Practice in which he discusses the use of theory of practice for consumption analysis (Halkier et al, 2011). Warde reviews and takes for influence visions from Bourdieu, Schatzki, Giddens and Reckwitz. He distinguishes between 'practice as praxis' (describing the entire human action), 'practices' (as of part of social practices is a routinized behavior, consisting of different interconnected elements) (Warde, 2005). Warde also draws upon the importance of 'doings' and 'sayings' and the enabling their coordination 'nexus'. The latter consists of three components which Warde refers to as understandings, procedures and engagements (ibid.).

In regard to consumption and practices, Warde suggests that all practices require and involve consumption. The latter, Warde understands as 'a process whereby agents engage in appropriation and appreciation, whether for utilitarian, expressive or contemplative purposes of goods, services, performances, information or ambience, whether purchased or not, over which the agent has some degree of discretion' (Warde, 2005, p. 137). In addition to his understanding of consumption, Warde also adds that consumption is a moment evident in every practice, rather than a practice itself. Further, Warde mentions the *social differentiation of practices* and their performance, connected to which he explains that practices do not necessarily lead to identical types of participation of agents but rather a differentiated on multiple dimensions ones, indeed Bourdieu specifies that the social differentiation of

practices is internal and a result of classifications and perception based on class, as Warde confirms that 'empirical evidence indicates differences between groups of people with regard to their understandings of a practice, the procedures they adopt and the values to which they aspire' (Warde, 2005, p.139). Another characteristic of practices important for their understanding is the practice *trajectory*, connected to the development process of the practice i.e. its history. Particularly, this trajectory is dependent on institutional arrangements characteristics (time, space, social context) which recognizes the social construction of practices and as argued by Warde, confirms the role of consumption in such practice trajectories (Warde, 2005).

Guiding for the use of practice of theory in studying of consumption and especially the concept of habitus by Bourdieu, is the due to its embodiment and structured dispositions which encloses the sequence and predictability of how people would act upon having free choices among one or multiple (different practices)(ibid).

Briefly, routines are central for practices, at any given moment a practice consists of set understandings, procedures and objectives, thus, theories of practice accentuate on multiple processes, including habituation, practical consciousness, traditions and onward. Practices are changeable and dynamic as a result of processes connected to people's improvisation, adaptation and experimenting, which itself is connected to pursuit of trying new things, changes in consumption within volume but also expectations (Warde, 2005).

The pursuit for new things, the implication of enthusiasm and interests among people in the contemporary era leads to demand for variety and consequently leads to peoples inclusion in multiple practices - there is multiplicity of practices, which itself leads to economic consequences (ibid). Different practices bring different in kind and amount of rewards, Warde (2005) also highlights effect of social power of dominant groups as access to some practices depends on factors as social networks, economic advantages and so forth of participants, a remark which is favoring Bourdieu's point that some practices provide more external social rewards compared to others (Bourdieu, 1979). As primary source of desire, knowledge and judgement, practices drive consumption. Inclusion of practices itself can happen in different stages of life and in different spaces, for instance in as a child enrolling in domestic practices and to later at joining different organization/networks pursuing social and recreational activities. The enrollment in different practices and changes of practice, including starting new ones and giving up others also is suggested to reflect onto consumption (Warde, 2005).

Scholar Halkier and colleagues (2011) pinpoint several advances of using the theory in studying consumption. First, they mention its availability for illustrating different aspects of social behavior change,

thus, the theory can be used to understand how social changes happen. Secondly, as theoretical advancement evident in the discussed by authors studies is the "subtle dance between practices as individual performance and practices as embedded in a cultural structure" (ibid. p.9). This opens a door for looking into how culture and social structure can create a ground of resistance and challenge, even though practices reproduction is based on imitation, they still may undergo changes as interpretation and alteration. With the latter said, authors conclude that practice theory can be helpful in studying the performative processes of social life, which include consumption without excluding the significance of consumption's cultural conditions and consumption of practitioners (ibid.).

5.3. Theory of Practice and Sustainable Consumption

While reviewing of theory of practice as applicable in consumption studies, Warde distinguishes three general components of practice. These are (1) understandings, (2) procedures and (3) engagements (Welch and Warde, 2015). Such identification with addition of the components' coordination, histories and dynamics, as argued by Halkier (2010), is a key ground for investigating practices in the sphere of sustainable consumption.

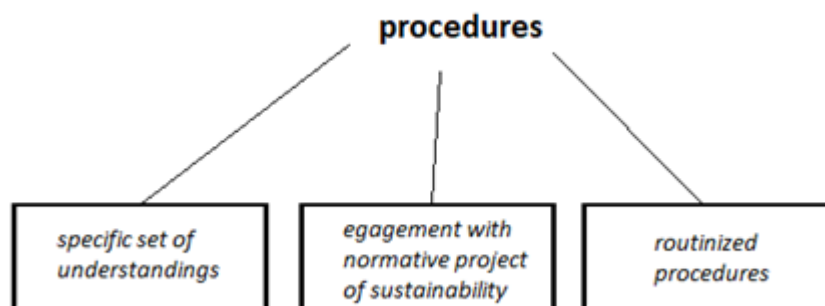


Figure 2 An Engaged Form of Environmentally Friendly Food Consumption (Author's Creation) (Halkier, 2010)

Understandings are about the way of doing things, know-how and practical interpretations, procedures are about the rules, instructions and principles of doings, while engagements have to do with the affective and normative orientations According to Warde (2005), people learn in different way and relationship of

the tree components also varies, thus, he suggests to focus on 'how understandings, procedures and values engagements are each acquired and then adapted to performances' (ibid, p. 139).

Yet, the question that arises is what theory of practice can offer for the study of sustainable consumption. To answer that question, Warde and Welch give example with the novel ways the theory of practice provides into looking at consumption, as the authors specify:

First, by providing an alternative to models of individual choice, whether based upon the sovereign or the expressive individual; and second, by uncovering and exploring phenomena normally concealed in cultural analysis...Against the model of the sovereign consumer, practice theory emphasizes routine over actions, flow and sequence over discrete acts, dispositions over decisions, and practical consciousness over deliberation. In reaction to the cultural turn, emphasis is placed upon doing over thinking, the material over the symbolic, and embodied practical competence over expressive virtuosity in the fashioned presentation of self.

(Welch and Warde, 2015, p.86, p.87)

Additionally, Warde and Welch argue for compatibility of the practice theory and sustainable consumption by presenting a number of reasons: inconspicuous consumption for running daily routines by using goods and resources in opposition to just acquiring them but still having a significant environmental impact; second argument is that goods and services are mainly used for performance of social practices, thus putting a highlight on social practices as a piece of the puzzle for explaining the increasing environmental impact of consumption; at third is given the argument of theory of practice being a solution to close the gap between attitudes and actions and to look at the phenomenon of pro-environmental values and the tenacious unsustainable behavior (Welch and Warde, 2015).

They discuss the contribution of Shove et al. (2012) connected to theory of practice application, and particularly the changes in practices and promotion practice transitions. On the scheme below I have displayed the generic elements Shove et al, have presented, with which recombined and circulating result practice transitions (Welch and Warde, 2015).



Figure 3 Generic Elements of Practices (Author creation) (Shove et al., 2012)

Halkier's research on sustainable food consumption empirically signals the higher importance of social networks and practical procedures than individual normative commitments.

Apart of discussing the applicability of theory of practice when studying consumption, Warde, (2014) also presents some critique of its use. He points out the emerging question of whether practices should be looked at as entities of power, hence leading to puzzling issues of conceptualizing relationship between body, mind, things, social context and action. Another point, the scholar suggests, is whether practices should be treated as the most fundamental unit of sociological analysis (ibid).

Overall, theory of practice vary in perspectives, it is broad and heterogonous. The perspective that is going to be applied in this study is within Warde's mentioned practice nexus consisting of understandings, procedures and engagements. That way motivations behind the green consumption practices of interviewees can be discovered and examined as Warde (2005) notes practice is a form of behavior and understanding that emerges in different spaces, in different time and moments among different bodies and minds. he ay this will be applied in the current study is to examine the understandings of the interviewees, their know-hows of practice, followed by procedures, the routines they apply through their knowledge or already acquired habits, for example how they choose their food, their clothes, how do they perform daily routines, and lastly, engagements, which are the connections and meanings that they would assign to green practices, what leads to them.

Furthermore, Warde notes routines are temporary and are sequences of procedures, routines are mental and procedural (2014). The role of commodities in different body activities is pointed to be important, as

for example in body management, playing sports which might require special diets, trainings, equipment etc. (ibid.).

6. Analysis and Findings

In this section are going to be presented the findings based on the semi-structured interviews. As mentioned in the methodology section, thematic analysis' framework approach was used to help order and synthesize the collected data. The thematic analysis first started with an initial coding, where large portions of text were turned into codes. In the process of coding there was gradual movement back and forth among the different transcriptions, as some repetitions, similarities and differences began to occur. After the initial coding, multiple codes emerged from the data. These codes were then revised several times and turned into themes. In the paragraphs to follow, the main extracted themes are going to be analyzed, as well as elaboration on linkages and contrasts in participant responses. Questions to participants aimed at gathering information about their daily routines, their social surroundings and relationships, their understandings of the world around them (in particularity, connected to environmental issues, topics of sustainability and green consumption, and household fundamental consumption).

In the end the main themes that have been ejected are elaborated into consumption habits, consumption preferences, knowledge and evaluations, influences and relations, inclusion and willingness. Though these themes are interconnected, they will be revised separately. In the end of the section, an overall conclusion of the relationships and dependencies among the main themes is going to be introduced. The tables of the thematic analysis can be found in the appendix.

6.1. Consumption Habits

How do interviewees shop?

When it comes to shopping, half of the interviewees express enjoyment of shopping, while the other half rather characterize themselves as not a “shopping person”. Two of the interviewees restrain from qualifying themselves, yet, whether they enjoy shopping seems to depend on what exactly would they shop for. Moni (19, Sofia) shares *“I love shopping particular things...I like grocery shopping, but I don't like going shopping for shoes and clothes”*, a similar response is given by Hrisa (18, Burgas), who often shops for groceries but avoids going shopping for clothes and shoes as she finds it exhausting. Almost all of the

interviewees share that they usually or often do grocery shopping for their households, whether they do it with family members or alone, except for Dani (18, Plovdiv), who shares he rarely go grocery shopping for home and in the rare occasions that he does, it is usually for things like bread and cigarettes. A contrast in responses was detected among Gera (19, Stara Zagora) and Ivan (19, Plovdiv), who share they do not like spending a lot of time shopping and they make their shopping decisions fast, while, on the opposite, Misha (18 Plovdiv) and Sonya (18, Sofia) like to take their time choosing products and walking through shop isles. Respondents' answers show that they shop both in neighborhood stores as they are proximate to the home of respondents and in big market chains, which have more product variety, but at the same time, often have long queues. Most of the interviewees also share of their experiences of shopping online, as Moni (19, Sofia), Dani (18, Plovdiv), Hrisa (18, Burgas) and Sonya (18, Sofia) often purchase products online, while Misha (18, Plovdiv) and Ivan (19, Plovdiv) share to rarely shop online, and Gera and Galya (18, Varna) do not shop online. Interviewees showed preferences between online and on site shopping, they also showed preference for homegrown food or locally produced one, but more insight on such preferences, including such for prices, quality and brands, would be presented in the analysis of the distinguished main theme of *Consumption Preferences*.

When asked about whether they read or pay attention to product labels Sonya, Misha, Dani and Galya confirm of reading product labels, as well as Moni, who initially says she does not really look at product labels when grocery shopping, but later when talking about shopping for cosmetics, she, similar to Misha, checks the ingredients. Dani and Galya read product labels when they want to check nutrition facts about the food they would buy, the former usually checks for calories, while Galya cares about whether the food has additives and if it has been through a lot of processes. Sonya's answer to the question "*I learned to*" implies, one might be required competences to read product labels. This can be also noticed in two other responses, Gera shares she used to check the labels, yet she adds "*I don't really understand all the information that is written*", a response similar to the one of Hrisa, who does not really pay attention to labels but also states "*I am not educated on these topics, so even if I read those labels I might not understand their meaning*". Ivan, like Hrisa, does not really pay attention to what is written on product labels and what are products contents, he rather guides his grocery shopping based on brand labels his household usually buys.

How do they consume?

When asked about what they do with things they do not need anymore, interviewees gave different answers. The most common pattern was of donating clothes and objects or giving them to other family

members, that was within the majority of interviewees (Moni, Gera, Misha, Ivan, Hrisa, Galya), the rest - Dani and Sonya did not share what they do with things they do not need anymore but Dani adds *"I usually prefer buying things that will be of use to me for a long time"*. A pattern was detected among Sonya, Hrisa and Moni, who share of being attached and sentimental about their belongings. Moreover, interviewee Misha also shared of secondhand shopping occasionally as she adds:

"I like it because I think it's good that used clothes and even new clothes that were not needed by the people that bought them initially, can be used by others, but not thrown away, also not to forget it's much cheaper." (Appendix 5)

Interviewees were also asked about sources of energy, water, heating of the household and how they manage waste at home as the purpose was to get an outlook if there are any sustainable, green or eco-friendly sources, whose choice might not be directly made by interviewees, yet they are consumers of these sources. The source of energy and water in all the respondents' households are from regional suppliers of water and electricity in their respected cities. Yet, the differences occur when interviewees share about their heating sources and consumption of drinking water. Half of the interviewees point at air conditioners as their source of heating. Ivan, Moni and Gera share they have fireplaces at home and they use pellets for heating, according to some sources this can be defined as eco-friendly due to low CO₂ emissions and using waste from lumber industry to make the wood pellets (see Thomson and Liddel, 2015), Hrisa shares they use gas and radiators for heating, gas is considered to be the least harmful fossil fuel for the environment ("Data & Statistics - IEA", 2020). Other similarities and differences were found in connection to the water interviewees drink at home. While Ivan, Sonya and Gera drink tap water without mentioning anything specific about their water intake habits, Misha, Hrisa and Moni say they used to buy mineral water from the shop, but currently use filtrating jugs in which they clean the tap water, whereas interviewees Dani and Galya buy mineral water to drink at home. Interesting here is also that Dani and Galya, who drink bought mineral water, share that they do so because tap water tastes bad for them, as Dani even states that if they do not have mineral water at home, he would rather drink soda or something else but not tap water. Misha also points out tap water tastes bad for her, but says once water is filtered, she likes it. When asked about things they do that they think are good for the environment or at least not as harmful, half of the respondents point at stopping the water while they brush their teeth. Hrisa, for example, shares she stops the water and she adds *"I think I do it unconsciously, I don't really think about it"*, Sonya, however, says she recently started to stop the water when brushing her teeth but because she

realized the waste of water, while Dani and Misha, who also stop the water, do it as they were told by their mothers.

Economy (in the sense of saving)

What is interesting in Dani's response about stopping the water when he brushes his teeth is the following elaboration: *"I think this has to do more with expenses rather than thinking about the environment that much"*, this is one of the several times, economy has been mentioned as the reason of the occurrence of some of the eco-friendly practices, interviewees have identified at their homes. Ivan also shares a similar remark, *"we always turn off lights and our computers and chargers when we don't use them...we do it for economy"*, he states all family members do that. Similar response was given by Gera, who not only talks about being sensible with the use of electricity but also water, as she also points at her whole household applying these practices set by her parents. In the same notion, Galya shares about energy-saving lights at her home and turning the lights off, when not in the room, again being told by her mother, as Galya adds *"I don't think this is because of wanting to preserve the environment but rather because of the electricity bills"*. Sonya's response also supports the above given, as she says:

"I've noticed that we generally do a lot of economy, like electricity and water, to save money but still it's good for the environment. My mom does it, turns off everything that we don't use. And I think I also start to do these things by watching her do it. " (Appendix 3)

Overall, the notion of economy as a motivator for eco-friendly practices is present in interviews of the half of the respondents, most of them also state that they themselves do this practices because their parents do or have told them to do, on one side we have Hrisa and Sonya, for example who do it, because they watch their parents do it (unconsciously), while others like Dani, Gera and Ivan, do it because they were taught that way, again, by their parents.

Saving money

Interviewees were also asked about their sources of money and what they usually spend money on. The answers of what they spend their money on common, they majority are for leisure activities as going out with friends, visiting cafes, eating out, food, clothing and shoes, cosmetics, and Dani mentions spending on computer games.

An interesting pattern was noticed as half of the interviewees mention that they receive scholarship. Hrisa admits: *"I try not to use the money from my scholarship during the schooldays, I rather use them during*

summer when I go out more often", Ivan also notes that he saves the money from his scholarship for *"tough days"*. For such practices of trying to save the money from their scholarships also share interviewee Misha and Gera. Misha, however, admits she is *"bad at saving"* and likes to buy things for herself and contrary to Ivan, she says she *"don't put aside for bad times"*. Saving money does not appear to be hard for interviewee Gera who unselfishly shares:

"I usually try to save it and don't withdrawn money from my card, I want to use them for something meaningful not just to waste it on something. Also, I would like to use this money to buy something for my parents for thanking them that they take care of us." (Appendix 6)

She also adds she is responsible and rational about spending money, a note also made by Sonya who does not mention saving money but says that her mother arranging her a monthly budget resulted in her being wiser about money spending.

Even though interviewee Moni says she receives scholarship, she does not save it but rather buys herself things. However, similar to Sonya and Gera, she claims she is rational about spending money and that she knows its value. Lastly, the code of saving also emerged in the interview of Dani, who does not receive scholarship but mentions sometimes he saves money when he wants to buy something for himself, for example a videogame, or a present for his girlfriend.

Avoiding Plastic

The first interviewee, Hrisa, recalls of a novel practice at a dance club she often visits, where visitors have the option to order their drinks with biodegradable organic straws instead of plastic ones and that is something that she does as she describes it as the *"right thing to do"* as she adds that is because she has seen posts on social media about plastics pollution and the harm it does to animals. Most of the interviewees also mention the use of reusable bags when shopping as some like Ivan have been taught that way by a family member, he shares *"my grandma was always making me shop with it (reusable textile bag) and I just stick to doing it"*, while others like Moni share of reusing plastic bags for shopping but then turning to textile ones as they are more durable, she elaborates *"I just have been seeing a lot of people on social media use those and I bought some for us and now we use them (textile reusable bags)"*. Even though in her household, they do not use reusable bags, Gera's response implies she is open to the idea of using them in the future as she says: *"I think it would be nice if we reduce and eventually stop using plastic bags, I've seen my grandmas always shopping with reusable textile bags, and maybe we can also start doing that"*, she also has witnessed this from another family member, she also added *"I think this is*

a very good idea and it's good for the environment", showing she evaluates it as a good and eco-friendly practice. Overall, many of the mentioned practices at home occurred to be similar, yet a more elaborating response from Moni stands out as she says:

"at home we stopped using plastic cups and plates, we don't use straws, and we buy boxes that are from multiple uses, not those for one time. I try to buy more things that have cartoon package than plastic, but it's also hard to do that because most things are in plastic. We also go to the shop with textile bags for multiple use" (Appendix 9)

She is the only one that mentions of such already established practices at home, yet she does not recall when exactly it has started but says it results from her family acknowledging plastic is bad for the environment. Sonya also realizes the impact of plastic on the environment and even though, she and her family have not adopted practices as Moni's, Sonya shares:

"I feel like if we have opportunity to do something, like using bamboo cups instead plastic or paper ones at coffee shops, but these bamboo cups are very expensive, so not anyone can afford it" (Interview Nr 2, SOURCE), here she suggests a solution, but also points at another problem. Sonya also avoids buying reusable bags, her mother has given her the idea to use her backpack instead, while her mother shops with reusable bag. What Sonya later adds is intriguing, she shares: *"I feel like if you use reusable bags people look at you differently in negative way, like they judge you, like you don't have money to buy a plastic bag at the counter"*, which can suggest that using reusable bag is more an act of money saving and practicality rather than an eco-friendly act, as Sonya continues *"And it again has to do with not spending money for plastic bags, but also because we know it's good for the environment"*.

Even though Dani and Misha do not share of using reusable bags, Dani for example picks up plastic waste when he is outside with friends as he acknowledges plastic is not degradable and this is why he do it, Misha also mentions of separating plastics and glass in their household waste *"we try to put aside glass and plastic for recycling"*, a practice mentioned also by interviewee number 2 (Sonya), she says: *"We don't usually recycle but when there are a lot of plastics and bottles we do"*, they also share some thoughts on recycling, related to skepticism and criticism, but those will be explored more thoroughly in other following in the analysis main theme. Overall, almost all interviewees have some eco-friendly practices they do themselves or at their households, including the use of reusable bags, the avoidance of plastic, and separation of waste for recycling.

Consuming Food

Homegrown Products and Locally Produced Products

Most of the discussion about consumption in the interviews revolved around food products, without it being initially the focus. That can be explained as it is what the interviewed teens consume the most, as all of them mention about grocery shopping and some food consumption habits, they have. Almost all of the interviewees shared about consuming homegrown products either by having their own household garden in the city or village or their close family, usually grandparents, having gardens in village areas. Respondents do not miss to mention these vegetables usually grow in the appropriate season and when they cannot supply themselves with homegrown products, they usually shop from distinguished vegetable and fruit markets rather than big chain or convenient stores. Dani for example shares that not only his grandparents grow vegetables in their backyards but also conserve food *"with some of their production from the gardens in the backyards they make conserved in jars food like vegetables, jam and some traditional Bulgarian vegetable dishes so we can eat them in winter when there are no vegetables and so in the garden"*. Hrisa, Gera and Ivan share that they have their own vegetable gardens in the yards of their houses, while in the cases of Dani, Misha and Moni, their grandparents are having houses with gardens in villages, often near to the city, where the grandparents live and grow their own production which they share with the rest of the family. In the case of Galya, she points her family lives in an apartment and does not have a garden, nor anyone close to the family does, thus, she and her parents usually buy their vegetables and fruits from local vegetable markets. The case of Sonya is to some extent similar, yet different, she lives with her grandma and mother in an apartment and does not share of having a garden, but mentions the following: *"My dad lives at a village nearby, until last year he was growing various vegetables in the garden of his yard for us, but he now stopped"*, which implies Sonya also was consuming vegetables grown in a family garden, but since her father stopped growing them, she shares she buys imported ones at big chain stores, yet expresses preference for products by local producers.

Vegetables and fruits are not the only kind of homemade products mentioned to be consumed in the interviews. Interviewee number four - Misha, shares that her grandparents, who have a house and a garden in a village, not only supply them with vegetables but she also states *"we don't buy eggs and meat, because my grandparents live in a village nearby and are having some hens and chickens they take care of in their yard and they usually supply us with chicken meat and eggs"*. While such practice is absent in the other interviews, Moni mentions her grandmother buys eggs from a woman who has free-ranged hens. The interview participants Dani and Moni share of them and their parents consuming meat bought

from local butcher shops rather than convenience store or big chain markets. Further, Moni shares her family mostly buys and consumes dairy products bought from local dairy farm shop.

Bio products

Interviewees also shared if they have used green products, what are their opinions on such products and why do they buy them. Their preferences and opinions will be thoroughly analyzed further in the analysis, currently only what they consume is going to be looked at.

Six, out of the eight interviewees, share of buying and consuming bio products. Misha, for example, usually buys her muesli and oatmeal from the bio stand, initially she cannot say why exactly she chooses them over the ordinary ones but says: *"they just look better to me"*. Galya, also buys bio products as peanut butter, popcorn and humus, but her reasoning is the following: *"they have less added unnatural ingredients"*. Interviewee number 3 (Dani) recalls his family buys fruits and vegetables that are bio from the vegetable markets. The purchase of bio desserts is present in the responses of Misha, Sonya and Moni, the three girls share they often buy desserts from the bio stand. While Misha do not mention of checking any ingredients or any specific reasons for choosing these bio desserts, Sonya, for example, notes *"I just ate a bio-waffle of einkorn and the content at the package is longer than the ordinary waffles"*, which suggests she checks the contents of the product and concludes that there are supposedly more ingredients or processes than in an ordinary waffle. She also adds *"just because something is labeled as BIO and ECO, I don't really think it is because it's processing can be much bigger than the ordinary food"*. Moni, similar to Sonya, also buys bio einkorn waffles, which she says she *"love and I always keep an eye out for them"*, unlike Sonya, she does not mention checking the contents, her reason for keeping on buying them are that they are tasty to her, she also notes she likes that they are bio, but taste is the leading driver in choosing them. Even though, interviewee Gera recalls seeing bio products and visiting bio shops, she has not consumed such products, yet she shares she considers buying them, similar is the response by Ivan, who also has not tried such products but does not exclude the possibility of doing so.

The BDS Products

When asked about any shopping rules or principles when shopping for some foods, three of the interviewees mentioned they look for products that are labeled "BDS". The three girls, Moni, Hrisa and Misha, mention their families strive to buy BDS products and that when the girls themselves are out grocery shopping, they also buy such products (a common example among the interviewees is dairy

products) which are labeled BDS. As the mention of BDS is present in almost half of the interviews, a brief introduction of what BDS stands for is given below.

BDS is an abbreviation of "Bulgarian National Standard", which implies a certain standard for the production of foods, the ingredients that can be used, the amount of ingredients and the techniques and procedures of producing and packaging the product ("Bulgarian Institute for Standardization", 2020).

Though this can be qualified as part of the consumption habits, the reasoning about this BDS choice will be reviewed in the next main theme section of the analysis - Consumption Preferences.

Consumption of social media

All interviewees mentioned that they use social media. The mostly used platforms among them have occurred to be Instagram and Facebook, followed by platforms as YouTube, Twitter, TikTok. An interesting note was detected in the replies of Ivan who says he tries to spend less time on social media, while Galya says she spends a lot of time on social media, Moni also says she spends a lot of time on YouTube, where she watches videos. A common pattern is noticed in the responses of Gera and Moni, who say a lot of their peers are too attached or addicted to using social media.

Discussing Key Findings:

With regard to the notion of Warde's theory of practice implication, the main consumption practices of the interviewees can be identified. These are connected to shopping groceries for the household, shopping for clothes and cosmetics. Additionally, in these theme is shed a light on the basic consumption activities of the interviewees and in their households, including the usage of water, heating, energy and managing of waste, which can be also defined as inconspicuous consumption (Warde, 2014). In the household of the most of the interviewees there are procedures, motivated by economy and practicality which result lower environmental impact, as one-time purchase and use of water filtering jugs instead of buying bottles of mineral water for daily consumption and using sources of heating as wood-pallets and natural gas, this is an occurrence, that is noted by Warde (2014). Findings from the interviews are in congruence with Warde's outtake that in the same habitual and routine consumption practices the interviewees take part in, the procedures they adopt are different. This is represented by, for example, interviewees shopping for clothes, some of them do that predominantly online, while others at the physical store, another example is the procedures of reading product labels, while some of the interviewees involve in reading labels and product contents, other share of not paying attention. The latter procedure showcases the remark made by Warde, about the significance of understandings - the

knowhow, where some of the interviewees' answers implied on the importance of *understanding* and *knowledge* one needs, when reviewing product labels. Such understanding and evaluation of product labels would be confirming of a conscious reviewing and decision making process, which some of the interviewees apply, they are also those who check the product labels, but exactly those who do not check product labels and contents are also basing their grocery shopping on already established by their parents/household routines, thus as explain by Warde, their social and material environment they have at home results in habituation. In that sense interviewees which shop with accordance to the way their parents shop can be argued to that mindlessly, as they already have experiences this activities done by their parents or co-doing them with their parents (Warde, 2014).

The analysis of the interviews also show that some of the eco-friendly practices of rational usage of electricity and water, using reusable shopping bags is motivated by rather economy and saving from bills, which is consistent with Peattie's remark that not every environmentally friendly behavior results from not wanting to harm the environment (2010). The occurring in some of the interviews notion of consuming second hand clothes, exchanging and donating items rather than throwing them away, can be identified as form of green consuming, as Peattie (2010) points out, this is an example of post-use behavior, where items can be recycled, reused, resold. Interviewees rather talk with approval about the practice of donating and giving away clothes as they found it practical that these clothes are not just thrown away but can be reused and also when it comes to them buying such clothes they also mention that such purchase is cheaper, which again points at such practice being motivated by economic factor rather than pro-environmental aspiration. An interesting occurrence from the interviews is that most of the interviewed representatives of the Gen Z, share of being rational about spending money or involving in saving for different purposes, this outcome confirms the suggested in the literature characteristic of this generation being rather reasonable about spending money (Wood, 2013) and it can be said this is applicable for Bulgarian representatives of this generation living in the big cities. Other environmentally friendly practices have been found to be the avoidance of consuming plastic, which is mostly based on imitation of procedures that are being done by other family members or on acquiring of new understandings and knowledge through other social spaces and channels of information as social media, which is consistent with Warde's remark (2005) that people learn things in different ways. For example in Moni's case, her family acknowledges the bad effects of use of plastic and this results into avoiding its use, which also transcends into her usage of the material, thus this can be argued to be a rather embedded know-how from her family environment.

Those of the interviewees that live in houses share of having gardens in their yards where their family grows products as vegetables and fruits. Most of the interviewees share of having grandparents that live in villages and have their own vegetable gardens, thus supply the families of interviewees with homegrown products. The small proportion of those not supplying themselves with their own or family homegrown products, look for the closer alternative of buying products from local farmers and producers. This outcome is consistent with the remarks in the literature review about Bulgarian families having their own gardens and producing food for their own consumption (Angelova et al., 2016), such tradition is argued to be present in the Bulgarian households as a "do it yourself" ideology formed in Socialist Bulgaria, due to shortage of food supply (Krasteva-Blagoeva, 2018). This can be stated as having in mind the parents and grandparents of the interviewees have experienced and lived during the socialist period of the country, as also Krasteva-Blagova (2018) argues habitual traces are present among the practices of "socialist children". As Warde (2005) explains, every practice is conditional upon time, space and social context. Looking at space and connecting it to the pointed by Peattie (2010) spatial dimensions and to current interview outcomes, it can be suggested that style of housing -having home gardens (either by parents and grandparents) and looking at consumption as social process, being a member of family and household, having access to production of local farmers, plays the role of influencing factor of green consumption.

From the interviewees it also comes out the majority of interviewees have consumed green products, yet their consumption experiences and understandings of the products vary, but these are also to be discussed later on. The practice of buying BDS labeled products have also been present in some of the interviews and can be connected to preference quality but also BDS history can be traced back to the Law Of standardization back in the Socialist era ("Bulgarian Institute for Standardization", 2020), about which as Dunn and Nestle (2009) argued people were nostalgic about after the end of the socialist era.

6.2. Consumption Preferences

Quality

When asked questions about how they shop, how they choose products, or when asked about their opinions on certain products, most of the interviewees mention quality. First interviewee, Hrisa shares *"if it's about food is better to go for better quality"*, she also is one of those interviewees (like Misha and Moni), who looks for BDS products, because for her *"it indicates for quality "*, this can be also noticed in

the interview with Moni, where she shares the importance of buying quality food for her and the household she lives in, she replies: *"we also want to have quality food at home"*, she also adds *"we really want to avoid food of poor quality"*, the main reason for this, said by her is connected to health. Interviewee Galya also strives to eat healthy food, from her interview also emerges the code of "poor quality" (as in Moni's), indeed, because of quality, Galya states to have given up eating meat and becoming vegetarian, she elaborates: *"the meat at the stores is injected with unhealthy substances and I think it's of bad quality"*.

The importance of quality is also mentioned in Dani's and Ivan's interviews as the former shares his family buys only quality vegetables and the latter briefly states when it comes to buying food *"quality is important"*. Sonya, similar to Galya, also strives to buy products and especially food of quality as she also talks about leading a healthy food regime. This pattern also continues within Gera's interview as she explains *"I try to eat healthy so I look for healthy food and quality food"*, while Moni says her whole family prefers healthy food, Gera and Galya share to be the only ones in their household with such regimes. Misha's family also tries to consume healthy food and she shares it reflects also onto her, she explains:

"it comes a bit from my dad how I shop, because he is very pretentious about what he buys, especially food, he strives to buy BDS products, which means they are done according to standards and are of more quality. " (Appendix 5)

Quality and brands are interrelated in the interviews of Sonya and Gera. Sonya shares that *"brand means quality"* for her and that she is *"willing to pay more for it"*, while Gera gives example of her buying the same brand of yogurt as her mother who is convinced this brand represents good quality and taste.

Overall, quality is mentioned in all interviews. It appears to have significant impact when the interviewees buy and choose among products, as for some it is a reflection of how their parents shop, while for others, there are other factors as the desire to lead a healthy food diet.

Price

When explaining about the process of choosing and buying products, interview participants also made some interesting remarks about price. Hrisa and Sonya for example state that price has the role of a navigator, when Hrisa likes something she checks price and makes an evaluation whether the product is worth it or not, a process that also interviewee Gera describes - *"I think about prices, I ask myself if something is worth the money"*. In the case of Sonya, price is not only a navigator but she adds: *"Most of the times my top criteria is price"*, when she likes a product, the price is of most importance for her, yet,

in her interview she also mentions that she would prefer buying more expensive products as those produced by local producers, but she finds those imported products in big market chains more affordable and convenient. In these examples, Sonya mainly talks about food, but when asked what in general is important for her when shopping, she answers the following:

"I've always cared for the brand. It's that I am like that, I can starve to save money but to buy something with quality, because I know that for the money that I will buy something with qualitythe brand means quality for me and I am willing to pay more for it. Because you will lose a lot of time and also resources for things of poor quality, because you need to change them, and it becomes annoying. Most of the times products of brands are with more quality, I am not saying it is for all brands, but from my experience." (Appendix 3)

Here can be noticed the relation Sonya makes about a product being more expensive because it is of certain brand and it meaning it is of better quality. In contrast, Hrisa shares she does not pay attention to brands, but still quality is important and for her, unlike Sonya, expensive brand does not necessarily mean good quality. Yet, the relation between price and quality is not only present in Sonya's interview. Misha, for example, shares her shopping process is mainly based on her fathers and that for him, and respectfully for her *"the higher the price, the higher the quality"* of product, this pattern of quality and price being interrelated is also evident in Moni's interview where she says: *"we buy things (food) that are a bit more expensive because of their quality...we've tried some products that are more expensive, we see that they are better and we continue to buy them"*. For others like Ivan, product price is important, but not as much as quality.

Taste

Different codes related to taste have been occurring in the interviews and lead to the forming of the sub-theme of taste. Most commonly in interviews taste has been mentioned when interviewees talked about homegrown products. Sonya, for example says the following about homegrown products: *"taste of production is so much better than the vegetables in the shops"*, a similar remark is made by Misha, who also states taste is better and that she relates it also to products being natural. The comparison between homegrown food and the ones in most regular shops is also made by Galya, who says the following:

"when it comes to vegetables and fruits we always buy them from the main vegetable market of the city where you can find homegrown vegetables that taste better and also are probably healthier than the ones in the ordinary shops" (Appendix 8)

Here not only taste is compared but also that these products are likely to be healthier.

The interview where importance of taste is most noticed is of interviewee number 8 - Moni. Like her interviewed peers, she confesses of preferring homegrown products and that in her opinion they taste better. Connected to taste she also shares of finding no difference of such when consuming bio labeled and non-bio products, which is also confirmed by Galya, yet the difference, between the two is that Moni's demeanor when talking about this was if she expects taste to be different as in better, while Galya's demeanor could be interpreted as she was satisfied that there is no difference in taste. Taste is determining for interviewee Moni, she states it is important for her that food is tasty and an example are some bio desserts she is buying, she likes that they are bio, but the main reason for buying them, she adds, is the taste, further she also mentions a recent purchase of vegan bio candies as she says she bought them because *"they looked really tasty and I wanted to try them"*.

Design/Outlook/Product Attributes

Apart from quality and price as main criteria for choosing and buying a products, some of the interviews mentioned the importance on how, for example if clothes, products would look on them, if they are suitable for them, if they like the fabric or the design of the product itself. When asked about what is important for him when choosing a product, interviewee Dani explains: *"my criteria for buying something is to be extravagant, to be unusual, it has to be something, I wouldn't see someone else wearing...I don't like mainstream stuff"* and that is why he also sticks to specific brands of sneakers, because of their design, variety and uniqueness of making collaborations with sportsmen he follows and admires and that is what makes him chose these brands over others. In the interview with Misha, she recalls of purchasing clothes with eco-conscious labels, yet, when asked would she buy such products again, she responds:

"It depends if I like the clothes, if I like how they look, if I like how the fabric feels, otherwise I wouldn't buy such products, it's pointless for me to buy it if I don't see any use in it." (Appendix 5)

These lines signal of the importance of product's basic attributes of material, functionality and design over the attribute of being an eco-friendly product. Sonya also confirms she has noticed such products in a clothing retail store, even though she does not mention of buying such before, she says she is willing to buy them in the future as the reason for that she adds is: *"in order for us to be alive, our environment has to be alive and generally our planet"*, thus, in that case the eco-friendly attribute is the motivator for buying such product.

Such example for contrasting prioritizing of basic product attributes and eco-friendly attributes is present in Misha's and Moni's interviews. The product category is the same, both share about cosmetic products and about checking the ingredients. While Misha says she checks the ingredients to see if the product is suitable for her body, Moni explains the following:

"I don't buy shampoo with silicone, I strive to buy less products that have a lot of parabens and unnatural enhancements, also I avoid shampoos with I think a type of sodium sulfate, because I know it's very dangerous for animals when it goes into the ocean." (Appendix 9)

Her explanation points at the importance of the eco-friendliness of the products and the avoidance of ingredients which might have a harmful effect on the environment, thus, for her eco-friendly attributes, at least particularly for cosmetics, are more important than basic product attributes.

Preference for shopping online vs. in the physical store

Another set of distinguished preferences among interviewees was connected to them preferring online shopping to shopping in physical stores and vice versa. There were the cases of Moni, Sonya, Dani and Hrisa, who prefer shopping online, especially for clothes and shoes. The reasons for that are connected to the convenience and comfort of not having to go from store to store but being able to buy things online and get them delivered at the front door. Dani also mentions he prefers online shopping because he thinks there are more models and choices available in the online store of his favorite brands or retailers. Making a choice online is also easier for Moni, but in her case, it is because shopping online saves her the pressure and anxiety of trying of and choosing among products.

In contrast to this half of interviewees, the other half share that they prefer shopping at physical stores. Ivan explains *"I prefer going at the store...I prefer to be able to try the things on, to see how they look on me."*, the same remark is made also by Galya and Gera, where Galya also adds shopping online is risky in her opinion and Gera states she has not shopped online and that she would be rather impatient to wait for her purchases to be delivered. In the case of Misha, she also admits she prefers to be able to try and touch products in person, plus, she also enjoys shopping and going from store to store.

Preference for healthy food

The preference for healthy food was also present in the interviews. Sonya is the first one to share she follows a healthy food regime, she says the following about her preferences: *"I buy more expensive things, I look for healthy products or at least to answer my expectations to what I want for my food regimes"*.

Misha also shares the importance of consuming products not being refined or with additives. That is also the case with Galya, who strives to buy products with more natural ingredients instead of unnatural additives. The similarities between Galya's and Misha's consumption of healthy foods is evident in their replies about consuming bio-products. Both of them share to prefer bio products as Misha also shares *"Bio products are more expensive, but I think it's worth it...I prefer spending a bit more money on bio products...I am doing it for me, for my health"* indicating her personal health is what motivates her purchase of bio-products. Gera is another interviewee who shares of trying to lead a healthy food diet, for her, the homegrown and domestically made products her family produces are healthy and she avoids those from shops, but when she has to buy, for example vegetables, she chooses production of local farmers, same as Galya, Moni and Dani.

Interviewees Dani and Moni do not confirm of having any food regime, but they rather at the time of the interview share about consuming "junk" foods, yet, they do not show a complete exclusion of healthy diet practices. Dani for examples shares: *"When I train actively I look for things that are lower in calories that are healthier, I need to lose weight"*, which implies his inclusion in somewhat healthy food regime, which is not originally connected to his personal health, but rather to his inclusion in a sports club. He also displays preference for homegrown products from the garden of his family as for him those are *"not GMO or threatened with unhealthy things"*. The case with Moni is different, she does not share of specific diet she follows, she goes for food and drinks that she likes and that are tasty to her, but she also adds: *"I am not some healthy diet maniac, but sometimes I restrain from some things that I know are not very healthy"* which itself points at her not completely being ignorant and unaware of the healthy and unhealthy characteristics of foods she consumes. She also prefers homegrown vegetables as she regards to them as of more quality and being tastier which, as already established, is very important for her.

Discussing Key Findings:

The analysis of the interviews interviewees connected to consumption of food point to an overall conclusion that quality of food is very important for the interviewees. Price, worthiness of products, taste, design and functionality have also emerged to be important. The findings here can be related to the notion of rewards of practices that Warde (2005) mentions in his work, thus in that view, the consumption of a product by the interviewees results in them getting a reward from their consumption. Some of the interviewees engaging in a healthy food regime, thus, consume products that would provide them the rewards of nutritious, natural food, with no additives, this products often happen to be the natural homegrown or locally produced products and in some cases the bio and organic products in the shops. In

some of the interviews was also find the importance of product brands and the connection between brand and quality. For the example, in the case of Sonya prefers branded products because of her understanding and experiences that they are of more quality, which would later save her the inconvenience and annoyance of needing the buy a product again because the first purchase was not of enough quality. This can be identified as related to Warde's (2005) remark that tasks that are becoming too difficult arouse anxiety, as in Sonya's case a potential complication of the consumption would result her being frustrated about needing the buy a product again to satisfy the same need. Brands are also present in Dani's interview, which is an example for the external reward of the practice connected the prestige f the practice (Warde, 2005). Dani's interest in Basketball has resulted in his preference for specific brands of shoes, collaborating with some of the sportsman he likes and also being consumed by other of his peers that play basketball, which can be explained by Warde's (2014) remarks on brand communities, as it is example how the interviewee built his sense of attachment to the network of those who play and are interested in Basketball.

Most of the interviewees consumption of environmentally friendly products as homegrown one and bio-products is mostly motivated by the desire of the interviewees, related to healthy food regime, and their strive for personal health, well-being and appearance. This outcome is consistent with Luzio and Lemke's (2013) findings for consumer's self-interest also being a factor for demand for green products. Another example is Galya engaging in vegetarianism because of her understanding that meat sold in shops is unhealthy and of bad quality which again implies personal health as motivation for green consumption, as noted by Peattie (2010), rather than desire not to harm the environment. This is also present within the mentions of taste. Taste has occurred to be important for interviewees and even determining for their consumption, as the suggested by interviewees better taste of homegrown and more natural products make them prefer them over the conventional ones found in stores, If taste can be seen as part of the rewards of the products, its combination with also the already mentioned health benefits of these products and their more natural status make the green products, ones of multiple rewards, thus they might be more desired (Warde, 2005).

6.3. Environmental Awareness and Environmental Knowledge and Concern

When it comes to environmental issues and topics revolving the environment, all interviewees have confirmed to have some knowledge, which often was acquired based on their studies, discussion at school

or encounters on social media posts. Both Misha and Hrisa's curriculums are profiled in Biology and both of them state that studying with such focus has resulted in them having knowledge about environmental issues, Misha also adds: *"We have talked about pollution in general, we also went to plant trees with our Biology teacher."* Moni, who studies architecture, recalls:

"We have had some classes on Building processes and we have talked about sustainability, we've talked about how we should calculate materials, strive to not have overconsumption and also after building is done there are a lot of materials left and also waste and we have been talking about sustainability in that sense, that materials that are made of recycled other can be used and so on, I know it has to do with the environment" (Appendix 9)

Here can be noticed that not only Moni has been introduced to topics to do with the environment at school, but also to the term of sustainability.

For the other interviewees the topic of environmental issues at school has often been a onetime discussion in a class period (a once a week class with different kind of topics each time). Sonya and Gera, who bought study French language, mention they have been introduced to several environmental topics in their French classes. Gera, for example, explains about the following environmental problems she has been introduced to at school: *"We have also talked at school that ice melting, acid rains, floods are because we are irresponsible towards the environment. All these are because of our waste, because of our lifestyles."* Here, she does not only talk about the environmental issues, but also acknowledges they are caused by people in general, including her.

Even though all interviewees confirm they have had discussions about environmental issues at school, all of them agree that those are not enough. Galya, for example mentions, not only such discussions are insufficient but she also adds: *"we have to talk more about it at school so this can make us have some measures maybe, because it's not only about conversations but also taking an action"*, she also recalls doing a school related project about the pollution of rivers which really made an impression on her as she found out there were people in India dying because of drinking water from a polluted river. Indeed, she mentions pollution from *"people and factories"* and construction activities leading to *"destruction of environment"* as the biggest environmental issues in her opinion. Similar to Galya, interviewee Ivan remembers doing a presentation at school about preserving the environment, though, he points out this was the only time he recalls they had an environmentally related topic in school and concludes *"we don't talk about it enough"*. A common remark is made by interviewees Dani and Sonya, who say teachers who

usually talk about such topics at school do so just because they have to, and they show disinterest as Sonya even adds:

" I think teachers have to change their opinions, I feel like they are not competent enough but we are supposed to learn from them, if they show that they respect and care for the environment, we will also learn to do so. "(Appendix 3)

Social media posts have also been given as examples from interviewees about some issues they know about. Misha shares of seeing a video of a popular Bulgarian actor who talked about the pollution of the planet, while Hrisa acknowledges "*maybe Social Media has a huge influence because of all these photos of ocean and sea pollution and the dead animals*". More about the influence of social media is being shared by the interviewees and is going to be presented and analyzed later in the analysis.

It can be noted topics of environmental issues usually arise after a natural disaster or environmental accidents happen based on what interviewees Dani and Gera share in their interviews. Dani even admits that talking about these issues only when something happens irritates him. Overall, the most mentioned in the interviews environmental issues are related to air and water pollution, irresponsible littering, temperature rise. Interviewees also mention the fires in Australia and Amazonia and the Ozone hole.

When it comes to initiatives, most of the interviewees are aware of such either in their cities or country. The most commonly mentioned initiative has been "Let's Clean Bulgaria for a Day", which is largely promoted on media and some of the interviewees also confirm of taking part in it. Most initiatives that have been mentioned have to do with cleaning the environment. Three of the interviewees, Misha, Hrisa and Ivan talk about collecting plastic caps at home which then go to organizations that take them for recycling and in return funds for various initiatives as charities are being collected. There are also initiatives in the schools of interviewees as Hrisa mentions taking part in "Let's Clean Bulgaria for Day" together with her school, Moni also mentions cleaning activities organized by her school and Misha shares of planting trees with her Biology teacher and classmates.

Anxiety and Frustrations

When asked about what they think and how they feel about environmental issues, interviewees mutually shared of being upset. An interesting occurrence was the expression of anxiety and frustration by some of the interview participants. This anxiety is connected to the future as Gera shares "*I am a bit worried about what will happen in the future. I also have asked myself how far this will go.*" a similar confession is made by Moni, she also admits:

"They make me worry about the future, what will happen. With these ocean levels rising and stuff I am worried because I am young and I don't know what future we will have...I feel bad that we have let this happen, we are all guilty, people, factories and manufacturers that pollute and also we the people are guilty for not stepping up for change" (Appendix 9)

Here she is not only stating how she feels but she also elaborating of who in her opinion is guilty of pollution and environmental issues. Gera also acknowledges guilt, she restrains from personal guilt but still says that as part of a generation that pollutes, she feels conscientious about it. The pattern of anxiety about the future is also found in Galya's interview as she is worried the situation might get worse and consequences might be irreversible. Reflecting on the fires in Australia, interviewee Dani admits he feels anger and frustration, he shares *"it makes me feel angry and frustrated that because of someone's irresponsibility innocent, plants, people and animals suffer"*.

From the given example, not only notions of anxiety are being noticed, but also of guilt, responsibility and impact.

Impact

Interviewees were also asked if they have ever thought about whether their lifestyle or the way they consume has any impact on the environment. Some of them showed to be enthusiastic to answer that question and to elaborate while others were reserved. Hrisa, for example, defined the impact she has on the environment as *"insignificant"*, while Ivan shortly answers that he cares for the environment and that he finds the pollutions displeasing, yet he fails to add anything about personal impact. In contrast, other interviewees were more explanatory. Misha shared about, in her opinion, eco-friendly consumption habits she has. These are: the consumption of domestic and homegrown products, not overconsuming (buying things excessively), riding bike instead of using a car and etc. Dani on the other hand acknowledges him driving his car has a negative impact on the environment, but he is also quick to add when he is outside with friends, he always collects litter, especially plastics. Sonya and Galya, both share of thinking of negative influence to the environment, personal but also collective. Sonya states: *"I think every person's lifestyle impacts the environment and harms it, no matter what they do and how they do it"*, Galya also confirms this but also giving examples:

"Here are a lot of examples, like people buy some stuff and then throw the package wherever they find, also there are a lot of cigarette butts everywhere, and also when I've travelled I've seen around some of the roads piles of waste. Also, when I am at school, I've noticed how much waste my classmates make. And all this I think pollutes the environment a lot." (Appendix 8)

The last interviewee, Moni, also acknowledges impact to the environment as she shares about her and her family not recycling but the reason for that being external rather than one in their reach, this remark is also made by other interviewees and is going to be reviewed in a separate section. Overall, the discussion on impact in the interviews led to interviewees giving their opinions about needed actions and responsibility of who must take those actions.

Responsibility

Most of the interviewees agree that responsibility for preserving the environment is mostly to all of the people. Moni for example says: *"we need to take care of this planet, that's our responsibility of the people. It's individual responsibility"*. This position is also taken by Sonya, Dani, Misha, Galya and Gera. Ivan and Hrisa rather mention the responsibility of organizations, institutions and authorities. They also share the same belief that the actions of one person for preserving the environment are rather insignificant and collective and major actions are necessary. Still, regarding caring about the environment, Hrisa also adds *"the more of us start to care about the environment, the more will follow"*.

In the responses of the other interviewees, they share an opinion that small changes can lead to big changes and every person's actions for preserving the environment have an impact. Some of them also share that they think the more people start to care about such issues and act in environmentally friendly way, the more other people will follow. Gera, for example says: *"I also think that if more people do some gestures, more people will follow. They will be motivated to do so."*, the importance of small gestures is also mentioned by Misha, who similarly responds: *"I think with little gestures, I can make some change"*.

Not only people are mentioned to be responsible about environmental issues and as needed to take action on preserving the environment, as exposed in the previous sections, the interviewees mention factories and corporations, business in general, also having negative impact on the environment. Interviewees agree that measures are lacking but have to be taken as well as being controlled. This conclusion is backed up by the following responses:

"I feel like in my country they (measures) are not that much but they have to be, I feel like institutions have to talk about this, also school, we have to be raised with caring about the

environment and know what harms and what not. Maybe also fines and bans should be made.”
(Appendix 9)

“I don’t really think enough things are being done in our country...I don’t think there is tight control or any control about it. I think, if people knew there were solid consequences for their actions, they would reconsider doing it” (Appendix 6))

And

“I think people themselves have to take measures, because I feel like even if there are some laws and bans, I just think that if people themselves don’t decide to help and to keep the environment safe... I just think it starts with us, with people...Something has to be done, by people, by government.” (Appendix 8)

Measure and importance connected to parenting and household education of environmental values and social responsibility are also mentioned, Moni for example says: *“I think we should first look at education both at home and at school. And then maybe having some rules and fines even about recycling and things like that”*. The code of parenting also emerges in the interviews of Sonya and Gera. The latter shares: *“it’s because of how they were raised by their parents, I think what’s the most important for any kid is what its parents are telling it to do or not to do”*. The influence from parents is not only present in interview responses connected to environmental responsibility but is also evident in other aspects, which will be reviewed in the next theme of Influences.

Skepticism and Criticism

From the thematic analyzing of the interview transcripts codes of criticism and skepticism emerged. Since the occurrence of these codes repeated in some of the interviews, it was noted that these derivations should be analyzed.

The most noticeable skepticism is towards bio-products as some of the interviewees are unlikely to believe bio-labeled products are really what they are stated to be. For example Dani shares the following: *“In my opinion this is just marketing trick, you see something it costs 2 lv and then there is the same thing but it has the eco label and it’s suddenly 5 lv.”*, similar opinion also is shared by Moni, who adds:

“Yes, I’ve heard about them (bio products). I am rooting for such foods but as long as they are really what they are stated to be not just having the green label. I am not saying all products like that may be fake green, but I don’t really believe all of them are. I’ve noticed green products tend to be more expensive so I feel like maybe some brands would just put the label so they can put higher prices of their products as well” (Appendix 9)

Skepticism and criticism are evident when some of the interviewees talk about recycling. Those of them, who say they do not recycle, point at the reason for that being not enough or accessible recycling containers in the areas they live. At the same time interviewees seem not to believe in effective recycling since they mentioned once cleaning services pick the waste from recycling containers they put it all together, making sorting the waste of the household, in the words of interviewees - *“pointless”*. Sonya for example says: *“I don’t think it’s really effective...in the end they put all the waste together”*, this is also stated by Dani, Misha and Moni, as the latter also elaborates: *“There are not any conditions for recycling, I mean there are some containers but cleaning services put everything together in one place, so what is the point?”*.

Interviewees have also expressed criticism towards social media and their peers, yet these are noted as not relevant for the study question so they will not be reviewed in detail.

In the course of the interviews some of the interviewees also expressed criticism against a food diet with no consumption of meat (vegetarianism and veganism). For example, Hrisa, Sonya and Moni claim people need meat in their diet as it is in *“our nature”*, yet, all three of them share of having people from their close circles that are applying such diets.

Discussing Key Findings:

Environmental knowledge is stated to be the influential drive of green consumption (Peattie, 2010). Analysis of the interviews point that interviewees have somewhat environmental knowledge which is mainly connected to environmental issues. This knowledge in the most of the cases is acquired during their education in school or encounters on social media of posts about environmental issues. The main problems they mention to be aware of are pollution of air, water, land, deforestation, temperature rise and ice melting. They also acknowledge the role of people and business in the result of such negative environmental occurrences. The majority are able to recognize their own impact and even feel guilt. They also evaluate that such topics are not talked about enough at educational level or when they are being talked about it is not in an effective way, example is the remark made that such topics occur as a onetime

class or teachers show disinterest, no inclusion and lack of competence when discussing such topics with students. It is important to note that interviewees were aware of environmental initiatives, and they commonly mentioned of knowing end some of them even enrolling in a national initiative focused on cleaning the polluted areas in the country, which was also stated to be significantly promoted on TV media, thus familiar to many people and many people taking part in it. This is consistent with Peattie's (2010) imply that media has an important role when it comes to the environmental knowledge, concern and opinion of people, as it is also a constructor of consumer culture. The scholar also suggest social networks and technology to also have an influence on green consumer behavior and this is confirmed by the findings of the interviewees, as Hrisa for example uses organic straws, because she have seen pictures on social media about the harms pollution of plastic ones causes to animals in oceans and seas. Most of the interviewees have also shown to be somewhat aware about having negative impact the on the environment, but rather have focused on talking of the collective negative impact that people have.

Analysis in this theme also showed some of the adolescents feel anxiety and frustration about the environmental issues and their development and consequences in the future, as also they fear of those being irreversible. Though, they overall share of insignificant personal impact harmful to the environment, they do account all people in general people are responsible and need to take action. Furthermore, they acknowledge the negative impact from business and the responsibility of governments, institutions and authority in general to take measures and to apply control those measure to be followed. These findings have occurred to be in contrast to scholar observations presented by Soron (2010), which suggest consumers feel anxiety and guilt about their own everyday consumption decisions, which can have insignificant impact on the environment, and fail to recognize the responsibility of governments and institutions and environmental policies. In the current study interviewees have shown to recognize not only the negative impact of the ordinary people's activities and consumption, but also those of businesses and the need for action and responsibility from authorities, thus, frustration and anxiety in this case extend to rather consequences in the future if actions are not taken, rather than just on the concern connected to the individual consumer's impact.

Notions of skepticism and criticism were also detected in the interviews. The majority of interviewees express doubt about green labeled products being indeed such, some of the interviewees even define green labeling as a marketing trick companies apply so they can higher the prices of their products. This finding is consistent to Ottman's (1998) remark that even if individuals care about the environment they might not give credit to traditional advertising techniques and media. But here it is also important to

mention the remark of Peattie (2010) that indeed green labels can be used for communication between producers and consumers and to address the lack of trust, but again this would be only effective if consumers pay attention to product labels.

6.4. Influences

Influence from family

When asked about certain practices and certain procedures of consumption, interviewees mentioned about their parents or someone from their family teaching them or introducing them to such or the interviewees just noticing what their parents do and copying it. Hrisa for example says the way she chooses products when she shops is based on the choices her parents make. The same remark is made by Misha, she also shares she has been following her father's way of shopping. Having a healthy food diet is determining in Sonya's choices of foods, but about her food diet she also shares: *"my mom has always been manic about looking good...she has been doing a lot of diets...she gives me advice"*. Interviewee Dani alone acknowledges the influence of his parents, he says: *"I think my lifestyle habits are influenced by my parents"*, he also adds his parents have taught him about being responsible for his own waste.

Influence from parents is also noticed in the practice of donating clothes. Many of the interviewees also share of being told by their parents to be compliant about their water and electricity consumption, the most mentioned examples were connected with stopping the water when brushing teeth and turning lights off and devices when not using them.

Influence from friends

Influence from friends has also emerged. For example, Hrisa shares of her close friend reading product labels and this making her occasionally doing it as well. When asked about whether she thinks her friends can influence her in any way to care more about the environment she responds:

"I am very close to some of my friends, I perceive them as a family and we do things mostly the same or in a similar way, we are like a society that does everything the same way. So, if some of us start doing something in a different way, the rest will follow, not only one, not only me. "
(Appendix 2)

Dani also confirms his friends have an influence on him, he recalls joining a club - organization in his city that his friends were part of and he heard about it from them, the same organization, but in the branch

in her city, joins Sonya and similarly to Dani's case, she says her best friend got her into it. Interviewee Galya also acknowledges her friends have an influence on her and she also adds she would like to have support for taking part in environmental activities, the note of support is also mentioned by Gera. Only interviewee Ivan does not signal any influence from friends, but the interviewee was generally reserved about influences in his life, he also states his opinion being the one he values the most and then partially his mother's.

Influence from social media

Codes about social media and influence also emerged from the interview transcriptions, in this part only the findings that are connected to the focus of the study are going to be presented. Overall, social media has been mentioned from interviewees to be the place where they encounter content connected to their interests and friends. When it comes to environmental topics or influence on their lifestyles, there are a few examples of how social media can also play a role. Interviewee Misha, for example, shares: *"maybe for something about the environment I am more likely to pay attention to these posts...if it's someone like famous people, I would probably be influenced to do as them (eco-friendly consumption habits)"*

Here the influence she suggests is from the people she admires, yet, still social media is where she follows these *"famous people"* and where she can witness their lifestyles and practices. Galya for example uses social media to look for inspiration for her food regime, in fact, she admits what led her to taking on a healthy food diet was seeing people's posts on social media about their healthy diets. Moni is another interviewee which elaborates more on her social media encounters. Her interests are connected to cosmetics and make up and that is why she watches and follows a lot of content makers on social platforms like YouTube and Instagram. When asked about where she knows about harmful cosmetic ingredients and some eco-friendly practices, she responded:

"I know them from the beauty videos and tutorials I watch on YouTube, I follow a lot of U.S. cosmetic gurus, let's say, and they pay attention to such things when they review products and I guess when I noticed most of them do that, I kind of started doing it as well...I see people on Social Media living such lives (eco-friendly)... also they share the reasons why they do it and it makes me want to do it as well" (Appendix 9)

It is again social media where she sees people using eco-friendly reusable shopping bags, so she buys one for each member of the family to shop with it. The influence and presence of social media in the lives of the interviewees is undeniable. While for some of them it is just a place to interact with friends and to

follow their favorite celebrities, for others it has turned into inspiration for changes in their lifestyle and developing different understanding of the way they consume (for example Galya and Moni).

Influence from sports; organizations.

Inclusion with sports and sports interests have also shown to play a role in the lifestyles of the young interviewees. Hrisa, for example, shares she loves playing volleyball and tennis, that is why she follows and watches some tournaments and sportsmen and this connected her more to the fires in Australia where one of the biggest tennis tournaments at the time was being held, she also recalls one of her favorite tennis players having a company for healthy desserts. Dani's active involvement in a martial arts sports club has made him track his calories and eat healthier food, he also mentions the influence of the sports coach: *"these people (coaches) have a lot of knowledge about the sport but also about healthy lifestyle"*, a similar remark is made by Misha, who also plays volleyball and remembers asking her coach about foods and their benefits, she also adds:

"I started some food regimes because of training, like I was checking fats and carbs, calories and it became important to me to buy products which are not refined and don't have added sugars. And now I am just used to this way of eating" (Appendix 5)

It is indeed her inclusion in playing volleyball which makes her pay more attention to food ingredients and nutrition but also to healthy foods in general. Although, sport has made her and Dani lead a healthier food diet, while Misha confirms of sticking to such regime, Dani admits that when he is not training actively, he just goes back to his normal food diet. Dani also talks of his interest in basketball which has let him to buy basketball sneakers not only for playing basketball but for everyday use. Overall, most of the interviewees (everyone except Moni and Gera) say they have been playing/doing sports.

In the section of influence of friends, it was mentioned that Dani and Sonya both have been influence by their friends to become members of an organization, which in their words, works within different initiatives. Sonya shares that in this organizations she had been introduced to conversations about the environment and why people should be concerned about it. That is also where she heard about the alternative of using bamboo cups instead of plastic. From his experience in the organization, Dani shares about organizing cleaning activities and meeting people who have interest in keeping the environment clean.

Discussing Key Findings

Analysis of the interviews indicate that the social surroundings of the adolescents have an influence on their own actions and understandings. The mentioned social surroundings to have influence are the family, the group of close friends of interviewees and also the people they admire and follow on social media, or social media in general. With regard to Warde's (2005) components of the practice nexus - understandings, procedure and meanings, this influences role can be positioned. If we take the example of Sonya, she engages in a healthy food lifestyle, with procedures like checking product labels and in general consuming healthy food, yet her understanding and know-hows can be argued to be influences or based on her mother's advice.

Though social media's influence is undeniable, the social media can be seen as a tool or a platform that the interviewees use to follow their area of interests and it can be in that sense rather connected to procedures of being online, which result from engagements. This engagements in the current study have found to be connected to: engaging in healthy food diet, joining a sport club and engaging based on interests as beauty and make up as in Moni's case. Leading a healthy food diet and enrollment in sports have also shown to be interconnected. As Warde (2005) explains, practices consist of constant change, this is confirmed by the cases of the most of the interviewees (Gera, Dani, Misha, Galya and Moni) as they start and adapt to new lifestyle procedures. Because of their engagement in sports, Dani and Misha change the way they consume food, this adoption of new way of consuming through the lenses of Warde's remarks, can be seen as the interviewees' pursuit of performance and excellence in the sports. This can possibly explain the contrast between Dani and Misha of him stopping his healthy food procedures when not training, but her continuing them. That might be because she wants healthy lifestyle and it entails doing sports while he wants to train and lose weight so he can perform well in the martial arts, he does not mention aiming for healthy lifestyle.

6.5. Inclusion Willingness

This was distinguished as a main theme since sub-themes of willingness to recycle, willingness to buy green products, willingness for eco-friendly lifestyle and willingness to join eco initiatives have emerged from the interviewees.

It was mention earlier in the text that some of the interviewees were sceptic about whether bio-labeled products are being such indeed. When asked about whether she would buy such products if she is certain

they are what they are stated to be on the labels, Moni says: *"To be honest I think if I am sure that these products are really what they are said to be, we would buy them even if they are a bit more expensive"*, here she is not only willing to buy bio-product but also to pay more for it, but still price has to be reasonable for her, she adds: *"but also if it is not at excessively higher prices"*. Ivan, in contrast to Moni, has not tried bio-products before but when asked whether he would, he also expresses openness to buy such products even if they are more expensive, he adds *"I would try them and see for myself... if I think it is worth it I would buy it again"*.

A similar scenario is noticed when talking about recycling, some of the interviewees find recycling pointless since they do not believe waste is being collected by cleaning services correctly. Others, who do not recycle, say they do not have access to recycling containers around their homes which deprives them of the opportunity to recycle. Dani is from those who are sceptic about recycling, but he adds that if he is sure it is being done correctly by cleaning services, he would recycle. Other interviewees as Galya, Gera, Ivan and Moni also express willingness to recycle if they have access to such containers.

Some of the interviewees also said to be willing to take part in eco-friendly initiatives and practices. Gera and Ivan for example both state they are open to take part in such initiatives. Ivan adds that in his opinion these initiatives to be more promoted and more information about them should be spread, so people get to know about them. The same remark is also made by Galya, who also is willing to partake. Some interviewees also share of willingness to adopt green practices at their homes, but an obstacle for that has been pointed to be the habit of doing things certain way. This can be noticed in the interviews of Galya and Gera, the latter elaborates:

"I think they (her parents) would be willing to do so, it's just that when we are used to do certain things it's hard to change the way we do them...even if I strive not to use many plastic bags sometimes I just do something and I use them unconsciously, it's just routine". (Appendix 8)

Another obstacle is the accessibility to alternatives, for examples the bamboo cups mentioned by Sonya. She is aware of them as alternative to plastic, but also points out their high price makes them unaffordable. Interviewees Gera and Moni also share it is hard to buy less plastic when most products are packaged in it.

Discussing Key Findings

Findings from this main themes has shown that interviewees are open and willing to engage in environmentally friendly practices as purchasing green products, recycling and open to take part in

initiatives connected to preserving and caring for the environment. For the purchase of green products, the interviewees mention they would buy such products if they are certain the products are really what they are stated to be. They are also willing to pay more money for such products, but as long as they think it is worth it. Yet from here arises the question what makes a product worthy for them, is it its environmentally friendly nature or its conventional attributes, what is the reward? with respect to Warde (2005) wants are fulfilled only in practice and consumption aims to satisfy needs, thus, bio-products can be looked as novel products for the interviewees, thus there would be new expectations towards these products, for example in Galya's case who is already consuming such products, that is to have the same taste as non-bio products of the same type but to be healthy, natural and free of additives, while in Moni's case she expresses disappointment that taste is the same as if she expects it to be better, thus this can be noted as a reflection of the preferences and rewards consumers desire from their consumption of products and that they indeed vary among the different people and their engagements, understandings and the procedures they apply.

The willingness of interviewees to alter their practices, to take part in new initiatives, confirms Warde's point that changes are evident in practices, as they can transform, differentiate and decline (2014). The example of interviewees being willing to recycle if there were enough containers or if there was a properly working recycling system in their cities showcases Warde's note that people in most time do not have control over circumstances but if these circumstances change, in this case recycling system start working effectively and there are accessible recycling containers, then change in behavior is also likely to occur (Warde, 2014) i.e. interviewees to recycle. Warde's also mentions norms, standards and institutions create shared understandings and common practices (2014), thus it can be suggested that indeed authorities and institutions might create common environmental policies and regulations that would result in people being collectively informed and possibly likely to adopt common procedures that favor the environment.

Connected to the reviewed in the literature review academic work, the results of the current study show that young consumers feel empowered to consume in regard to their personal health and to some extent to the environmental wellbeing, which is congruent with Connelly and Prothero's findings (2009). The findings also confirmed the mentioned characteristics about Generation Z in the literature review, that they are individualistic, rational, show signs of impatience and valuing of convenience (Csobanka, 2016; Wood 2013). Findings also confirm Bulgarians are very close to their families and friends and that grandparents play an important role in the upbringing and education of children. Confirmed is also the

remark of Goldstein and colleagues (2008) that the more people take on environmental actions and share about them, the more others are likely to follow. The findings about Bulgarian adolescents buying green products because of their healthy characteristics rather than ecofriendly attributes is similar to the findings of Roman and colleagues (2015) about Romanian consumers which buy green products because they trust them to be healthy, the current research extends this findings as it shows Bulgarian consumers are rather less trusting and more skeptical about green products in shops indeed answering their healthy characteristic. The current research also extends findings of scholar Stoimenova (2016) whose quantitative research on green consumption in Bulgaria points on needed focus about environmental issues surrounding Bulgarians. The current study shows that not only education on environmental issues is needed, but also a deeper education and understanding about the causes of such issues.

The current study also points at importance of parenting and upbringing in the childhood about being socially responsible.

7. Conclusion

The broader aim of the current research was to investigate green consumption in Bulgaria. Since this scope is too broad, after reviewing different literature and scholarly work, it was found there is needed research on sustainable and green consumption among different cultural contexts, geographical locations and in particular, focused on the still comparatively under researched generation Z. Thus the question that guided the research was to examine what factors influence green consumption among Generation Z in the biggest Bulgarian cities and to answer this question, a light was needed to be shed on what green practices do the young Bulgarians exercise, what meanings are they given, what causes the. In the pursuit of answering this questions, eight semi-structured interviews were performed with eight teenagers from Generation Z, living in the top six biggest cities in Bulgaria. Interviewees were asked about their daily routines, about their consumption habits, understandings and opinion on environmental issues and inclusion and willingness towards green initiatives.

Results from the conduct of the research point at Bulgarian representatives of that generation being opinionated young consumers with established consumption habits and preferences. Outcomes of analysis point at green consumption among the adolescents being characterized by consumption of homegrown and domestically produced products, which can be explained by Bulgarian agrarian culture,

practices remaining from Socialist past and housing structures. The majority of the interviewees either have a close family living in houses with home gardens in village areas or are living in houses in the cities and their households are having home gardens on their own, those with no supply from home gardens look for locally produced in season vegetables and fruits. Green consumption can also be identified in the basic consumption needs of a household, as cases of using wood pallets and gas for heating, rational use of electricity and water. Some of the interviewees also purchase bio-labeled products and products were more natural and clean characteristics. Overall, their responses point at rather sensible and reasonable purchases and there was not identified notion of excessive buying, moreover, instead of getting rid of things they do not need anymore, interviewees have shared or donating them or giving it to other family members or acquaintances. Interviewees are aware of environmental issues as they recognize the most problems with air and water pollution, deforestation and consequences of temperature rise. Overall, environmental issues concern them, make them feel upset and uncertain, in some cases interviewees have also expressed frustrations and anxieties about the future.

After identifying there are notions of existing green and sustainable consumption practices among Generation Z in Bulgaria, the question of what are the influential factors still remains. Findings from the interview analysis have shown that most of the household environmentally friendly and green practices are motivated by **economy and practicality**, some of the participants recognize the notions of economy while others just share or imitating what their family members do at home. Education can also be stated to play a role since it is one of the main source of information and knowledge constructor of the teenagers. Those who have a **study profile** related to foreign culture and language, ecology and land management, have been introduced to more environmental topics than those interview participant with other study profiles. In the notion of knowledge and information, another factor that was identified is connected to the influence of social media. Representatives of Generation Z confirmed of using **social media** to follow not only friends, but people and lifestyles admire and are interested in as well as. Thus, solid content of videos, posts, photos are stated to be encountered on social media and catch the attention of interviewees and in some cases transmitted information about environmental issues and leading sustainable lifestyles has inspired adolescents to change their consumption practices or to experiment with novel ones. Furthermore, results point at interviewees' **engagements in healthy lifestyles**, healthy food diets and inclusion in sport activities to positively influence their green consumption as they strive to eat more naturally produced products, foods with no additives and with undergoing excessive production processes, it is important to point out, those are not primarily pro-environmentally motivated

or in the sake of green consuming, but rather in the **pursuit of personal health** and wellbeing, and better performance in sports.

Not only factors that positively influence green consumption were identified in the analysis but also factors that in a way interfere green consumption and sustainable practices. Even though education and environmental topics at school have been identified to provide environmental knowledge, hence green practices, all interviewees have agreed such topics at school are insufficient and on demand. Interviewees have also expressed **skepticism** towards green-labeled products which can be identified as a barrier for purchasing of such, yet they have expressed willingness to buy such products if they are sure of their truthful green characteristic. Another limitation of green consumption and sustainable practices is connected to **high prices** of green alternatives and lack of **accessibility**, for example in some cases there are not enough recycling containers and there is also skepticism of effective recycling by the responsible authorities which demotivates interviewees to recycle.

Practical Implications

The results from the current study can have managerial applications for stakeholders as educational institutions, environmental organizations, policy-makers and businesses. Results showed, education on environmental issues and related discussions to be insufficient, thus it can be suggested that educational curriculum including more substantial content of environmental topics to be implemented. In addition a suggestion is also for teachers to apply an approach with more materials and environmental competences to engage the students in environmental topics and try to reduce the gap between knowledge of environmental issues and actual understanding of such.

The implication for environmental organizations based on findings is to focus on extensive promotion related to their activities and initiatives, as well as information on where, how and why such initiatives can be organized and supported. The results show that the more an initiative is promoted and popularized by the media, the more likely people are to participate. It is proposed to use social networks to create and share content related to the environment and its protection, with the help and collaborations with influencers or celebrities, who are more likely to capture the attention of adolescents and engage them in the initiatives.

For policy-makers the current research indicates need for implementation of measures and needed body of regulation and control over acting accordingly to measures. Such can be fines for irresponsible littering, control over responsible authorities for preserving the environment, for example, control over recycling

structures and systems in the country. In addition also information about consequences of irresponsible behavior towards the environment should be widespread by authorities.

For businesses, the results of the current study imply that communication between producer - consumer might be a place for potential improvements. Adolescents are skeptical of products with green labels, which raise questions about whether these products are really what they are supposed to be or are the result of the companies' desire to sell at higher prices. This also points to the necessary regulation of goods and products of this type, which should be established, legal and accessible to the masses as a basis for information and certification of quality and reliability. Also, companies selling such products can try to use non-traditional channels of the advertising and target potential customers with something more than information that is only about the contents and characteristics of the product, but also what they mean, why they matters.

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Appendices

Appendix 1 Interview Guide

Opening

Let's start with telling me some things about yourself.

- Where do you study, what do you study
- What do you do in your free time
- What are your interests, hobbies

Consumption (practices, procedures, routines, preferences)

- Are you a shopping person?
- How do you usually shop?
- What do you shop for? (Where do you get your meat, vegetables?)
- Where do you shop?
- How do you choose a product? (questions about the buying process) What is important and what is not for you?
- Do you have any shopping rules, principles, preferences or something that you usually do / stick to?
- I would like to ask you if you look at what is written at product labels.
- Do you think commercials online and TV influence your shopping in a way?
- Do you look for other people's recommendation when choosing what to purchase? Whose? Do you know why? Has someone asked you?
- When it comes to food do you/your family have any preferences towards some products? Why?
- Do u have you have own budget, how much do u spend monthly, what are your sources of money, what do you usually spend your money on?
- Do you shop online or at the store (ask this question because according to some studies shopping online is eco-friendly/more sustainable)

Sustainability

- When you hear about sustainability, what comes to your mind? Do you have any idea what it is? Have you heard about sustainability, what do you know about it? What pops up in your mind about it?
- Do you know about green consumption or consuming with having in mind environmental and ecological problems/impact from consumption?
- Have you ever thought about if and how your lifestyle affects the environment?
- Can you tell me about your social surroundings, have you ever talked about environmental issues with you family, friends, classmates or other acquaintances? Can you tell me more about those conversation, your opinion?
- Do any of your friends engage in green behavior / sustainable consumption?
- Where do you usually look for information or opinion on a certain topic? What are your 'reliable' sources?
- Have you ever heard about green, eco-products? Have you bought one? Opinion?
- Do you easily get rid of stuff, for example do you repair stuff or save it till you need it again or do you get rid of it?
- **Would you buy a green product? Why?**
- **Do you look at green labels? Have you seen one? What do you think about it?**
- **Would you be willing to buy a green product? What if it's more expensive?**

Environmental Issues

- *I would like to ask you about environmental issues, what pops up in your mind? Could also be example of events?*
- What are your sources of information?
- What do you think about these issues?
- How does that make you feel?
- Have you been introduced to environmental topics and discussions in school or anywhere else?
- Can you think of example of any initiatives, campaigns, movements etc. connected to the environment?
- Do you have an experience or have you ever noticed something connected to the environment issues that made an impression on you?
- **What are the biggest environmental issues in your opinion now that come to your mind?**

Other

- Whose opinion matters the most to you? Why?
- In what city area do you live?
- Do you have any relative in a village or do you go there?
- Do your family has a garden?
- How do you spend/organize your time?
- What do you think about the environment in general and how you relate to it?
- How do you see yourself in future, what do you want to do?
- What can make u switch to more sustainable consumption / who?
- Do you live in a house or in an apartment?

- Do you have any idea what are the sources of heating/electricity/energy/water in your household? What about waste?
- What about social media?
- *Can you think of a time where you were “influenced” by someone on social media or someone made an impression on you connected to sustainability or environment?*
- *What is your opinion on green movements, initiations, green activism even? Would you participate? What would make you participate or who?*
- *Which are the people you spend the most time with?*
- *Let’s say hypothetically, your closest friends, start to care more about the environment, what harms it, what doesn’t, do you think this would impact you in any way?*
- *What do you think about having discussions about sustainability/green consumption/environment topics at school? Are they talked about too much or not enough?*
- *Can you think of any action or practice that you or your family does that you think is good for or is preventing the environment?*
- *Whose responsibility is in your opinion to keep the environment safe?*
- *Who do you live with?*
- *Do you think that in your everyday life, yours or your family’s, such practices favoring the environment can be adopted? What or who do you think can contribute for this to happen?*
- Where do you like to spend your free time at? What places do you like to go?
- Do you participate in any clubs or something of that kind?

Appendix 2 Interview 1 Hrisa

Interview Transcription Nr 1 Hrisa - Burgas

IN- Interviewer

00:08 IN: Welcome to this interview, you are the first participant

00:33 IN: We can start with you telling me something about yourself

00:45 Hrisa: Well, I am 18 years old, I am studying at Math High School, my studies are focused on Biology and Chemistry, and I want to study Pharmacy and become a Pharmacist, to work with Biology and Chemistry and I love to play Volleyball in my free time

IN 00:01:12 Do you live in a house or an apartment?

Hrisa 00:01:15 In a house.

IN 00:01:19 Can you tell me more about how do you shop, do you like to shop, what are some of your shopping habits?

Hrisa 00:01:36 I don’t love it, but also I don’t hate it, I often shop groceries with my parents or alone for home. But, I don’t really like shopping sprees it’s exhausting for me, for those I prefer to shop online because it’s easier because they bring the things at your door but if I have to go to the shop buy things that are of basic need like food or similar, I go the a neighborhood store, close to my place. We usually

shop together with my family, we chose a day and we go to some shopping mall or department store, a place where everything is at one place and it's much more convenient to shop.

IN 00:03:23 Can you tell me how do you pick what to buy?

Hrisa 00:03:40 When it comes to clothes, I pick things that I myself like, the price navigates me, it is pointless for me to buy something ungodly expensive and to wear it very rarely. About brands, it doesn't matter for me if it's some expensive brand or a more budget brand – if it's with a good quality and I like it visually it doesn't really matter for me.

IN 00:04:33 And about food for example, how would you choose a product or a producer, what helps you make a choice?

Hrisa 00:05:02 I think I make those choices with regard to my parents, because by looking at what they buy I navigate my choice, for example when it comes to yoghurt, I will buy a product that is produced according to BDS (Bulgarian National Standard for production), because it indicates for quality and they my parents are buying it and even if it's more expensive, if it's about food is better to go for better quality.

IN 00:05:36 As a follow-up of this question I would like to ask you if you look at what is written at product labels?

Hrisa 00:05:47 Sometimes, haha when I am bored. 00:06:16 I don't think I pay that much attention. But for example, one of my best friends, he is a fitness maniac and healthy eating, counting calories, carbs, proteins.

IN 00:07:04 Has this influenced you in any way or made you think about it?

Hrisa: 00:07:16 Well, I think yes, for example at school when we sit next to each other and he has bought something healthy and he reads labels and stuff about it, it also makes me read labels I think, but not to that extend as he does. It's just that he is really into these things. I am not educated on these topics, so even if I read those labels I might not understand their meaning, how much a given food is healthy or unhealthy.

IN 00:08:14 Have you heard about sustainability, what do you know about it? What pops up in your mind about it?

Hrisa 00:09:06 I think we have talked some things about it at school when we were in lower grade as part from lessons about preventing the environment. For example, this year a disco club I go to very often in my city, started offering organic straws that are made from an organic material, so if someone wants to use those they can tell the waiter when they order drinks, as the goal is to gradually replace plastic ones.

IT 00:10:08 And what is your opinion on that?

Hrisa 00:10:14 I think that is the right thing, and when I go there I would order with the organic straws.

IT 00:10:32 Can you tell me why?

Hrisa 00:10:35 Maybe Social Media has a huge influence because of all these photos of ocean and sea pollution and the dead animals, actually at home we have those reusable shopping bags and we shop with them.

IT 00:11:06 It seems you approve of that and are enthusiastic about it..

Hrisa 00:11:11 Well, yes, I even noticed in some of the shops in my city, but I don't really remember which ones, they had only paper bags, no plastic ones, I think I noticed around the Christmas shopping this year, everyone was annoyed the paper ones won't be durable enough, but I wasn't because I study about those things, ecology is part of biology, things I study, understand and apply.

IT 00:12:15 I understand. What you said about social media was intriguing, Can you elaborate?

Hrisa 00:13:31 I use Instagram the most and Facebook sometimes, as in Instagram the most people I follow are not Bulgarian celebrities, you know actors, singers, I follow celebrities mostly from USA, I don't know of them having any influence on me, or maybe they do but I don't realize it, I think I follow them because I feel like they think alike me, we have common, I don't know "interests". For some time now I follow this famous chef Silvena Rowe, she uploads a lot of content with really healthy products, vegan products, even though I am not much a fan of those, but for bio products I don't really like them because I don't believe they are really bio produced, I am likely to believe products we get at local markets are bio or those from our village garden, getting food from there is what we usually do, it's our practice, because they are "clean" products and I think this is something I will continue to do after I move out, because I am very closed to my parents and everything they tell me has a big influence on me, they have big influence on me, I see everything they do as correct.

Hrisa 00:18:25 I met a guy at a "Biology Camp" and he is vegan because doesn't want to cause harm to animals, he doesn't eat anything that comes from animals except from eggs, which are from hens which are his grandmothers' and he is sure the eggs are from "free animals".

IN 00:19:10 What is your opinion on that?

Hrisa 00:19:12 On the one hand I think that this is very correct, but on the other, just we are biological animals and apart of vegetables, in my opinion we have to also have to eat animal products

IN 00:19:44 So far we mentioned that your family has a big influence on you, how you consume. Can you think of something else that has influenced you, it can be from social media or whatever?

Hrisa 00:21:09 Another celebrity person I can think of is Mariya Sharapova, I think she has a company that makes sweets that are gluten free and vegan, I am not very familiar with it but I think this is what she does now. Maybe this "Let's Clean Bulgaria for a day" initiative, I even have taken part in it from school, but I don't think it has to be just for a day and even it shouldn't be needed as people shouldn't pollute the environment.

IN 00:24:53 Can you think of a time where you were "influenced" by someone on social media or someone made an impression on you connected to sustainability or environment?

Hrisa 00:26:34 Greta Thunberg I think, I know about her from TV and social media, we even have talked about her at school with teachers. I don't fully agree with her position because I think the humankind develops constantly and she wants a change that would make it go back to 30-40 years back, which I don't think is a convenient way. Maybe everyone should compromise but what she offers is in my opinion for sure not the right thing to do.

Hrisa 00:28:10 As far as I know, her family in Sweden, they are not ordinary people, I would say they are influential, they are celebrities, so this helps her somehow, also I know she has some medical conditions, so someone can take advantage of her and use her for some kind of a propaganda, so I cannot really say I am influenced by her as I am sceptic.

Hrisa 00:29:23 In school in final year we have some extra Biology classes for revisions and discussions, and one time we spent a class on talking about ecology and it led to talking about her (Greta Thunberg) and most of my classmates share the opinion that whatever good she does talks about, we can't really see it as sincere and as only good intentions. By the way, I have never encountered her on Instagram.

IN 00:30:55 Detaching from Greta, what is your opinion on such movements, initiations, green activism even?

Hrisa 00:31:24 I would take part in such activities, but I don't think this would change the situation we are in, because nowadays our life is tied and depending on money, on development and if these things hinder it .. there are always the people that are richer and rule the world, even if a person can't see it. And if those people don't decide for this to change, I don't think other people will succeed for a change.

IN 00:34:10 Can you tell me more about what/who influences you in your daily life?

Hrisa 00:36:07 Apart from my parents and friends that have big influences on me, another person is my godmother, she is a psychologist and I feel that she can really understand me and I can really talk to her, she talks to me about moral values, what is right, what is wrong, I am very close to her, she has a larger life experience, she's been through a lot and I think because my mom trusts her a lot it makes me trust her much as well and I tell her the things that I also tell my mom.

Hrisa 00:37:50 For my friends, I am not sure to what extend they influence me, in my opinion, sometimes I have been influenced by what people say about a certain situation about what I do.

IN 00:38:31 Let's say hypothetically, your closest friends, start to care more about the environment, what harms it, what doesn't, do you think this would impact you in any way?

Hrisa 00:39:31 Yeah, I think for sure, I am very close to some of my friends, I perceive them as a family and we do things mostly the same or similar way, we are like a society that does everything the same way. So if some of us start doing something in a different way, the rest will follow, not only one, not only me.

IN 00:39:47 In the beginning of our interview you mentioned you study Biology and Chemistry and that has influenced you and have given you knowledge about certain ecological topics, can you think of other sources of information that you have, where do you look for information?

Hrisa 00:40:44 I think Internet, no matter how many wrong things can be written there, still there is a lot of correct information and if you know where to look for reliable information. You need to learn how to use internet in the right way. My friends, sometimes make fun of me because sometimes when we have an argument over something I check on the internet.

IN 00:42:03 do you think the way you consume has some impact on the environment? Have you ever thought about that?

Hrisa 00:42:17 if it's just about me, I think this consequences for the environment are insignificant. It haven't really came into my mind before to think about how my way of living or consuming has consequences for the environment.

IN 00:43:37 Do you know of any movements, campaigns or something like that in your city, area or in general?

Hrisa 00:43:55 Well this "Let's clean Bulgaria for one day", in my city there is this Rotary Club and make a lot of campaigns, I cannot think of any specific one right now, but I am sure they do.

IN 00:44:15 Would you take part in such activities?

Hrisa 00:44:18 I haven't thought about it, maybe yes, it depends. There are people from my school that are members of the youth group of the rotary club.

IN 00:44:43 what do you think about having discussions about such topics at school? Are they talked about too much or not enough?

Hrisa 00:44:53 I think it's important to have these discussions and to talk about these topics because for sure there will be people that would really want to hear about it and would really consider changing their lifestyle, but I don't think it's for everyone. Well, I think everyone should think about it, but in reality this is not what happens.

IN 00:45:28 You said you lived in a house, in what are of your city do you live.

Hrisa 00:45:33 I live in the city center, but we also have property in a near village, and I really like it there because of the people my age that I met there, I feel more free there, I find it more peaceful and secure compared to the city, I feel like in the city there are more dangers than in the village. I feel like people are pettier about things in the city.

IN 00:47:02 You mentioned that you and your family use these reusable bags, can you thing of other similar things that you do, maybe even things we haven't thought about before?

Hrisa 00:47:38 When I brush my teeth I stop the water, but otherwise if it's just for a matter of seconds, I don't do it. But I think I do it unconsciously, I don't really think about it. 00:48:10 Actually, for some time now I switch the lights when I am going through rooms, maybe for a year now, I didn't before, I even used to leave the house and all the lights were left on. 00:49:06 I don't really know why I started doing it, I think I grew up and also watching my parents do it, they always switch off the lights and I think I started to do it as well without realizing.

Electricity

Hrisa 00:49:50 Our electricity comes from a regional provider, we don't have solar panels.

FOOD

Hrisa 00:50:15 Some food we buy from the shop, but vegetables and fruits we mostly get from our garden in the village when they are growing. Also my dad has beehives, and he produces honey for our family and acquaintances.

IN 00:51:10 Have you ever thought about environmental issues and bees for example, the consequences?

Hrisa 00:51:20 Yeah for sure, those issues cause harm to almost all animals, especially bees, because when certain plants extinct or are being destroyed for something to be build, the bees are left with no food, also these spraying treatments for some plants are bad for bees.

Hrisa 00:52:53 I know there are some measures about this, but no one respects them, more likely there is need for control. Maybe that should be rom some institutions, form authorities.

Hrisa 00:53:00 If all bees go extinct, the planet would also die, because with no bees there is no pollination. So bees are ones o the most important creatures. On our planet. But every day they more and more but I still don't know what can be done with that.

Water

IN 00:53:27 What about the water that you use at home?

Hrisa 00:53:40 As far as I know it's from the ordinary regional supplier, but for drinking we buy mineral water but lately it becomes more rare that we buy because we have water jug that filtrates the water, so we put water from the tap in the jug and it gets filtrated.

Hrisa 00:54:05 By the way, me and my mom have this container at home and we collect plastic caps there. Mom has started doing it a while ago, it's for these initiatives where you donate those caps to be bndled and to raise money for some charity activities. Last time for example the money were for children my age, one needed cancer treatment and the other needed money for recovery after car accident. And I think it somehow still helps with the environment, maybe not that much but still, these caps are getting recycled.

Heating

IN 00:55:22 How do you heat your place, do you know?

Hrisa 00:55:24 We are using gas and water, we have this boiler I think it's called and then we have radiators.

FOOD

IN: You wanted to tell me more about where do you get your vegetables and fruits from?

Hrisa 00:55:52 During the Summer if there are enough vegetables from our village garden we use them, if it's out of season we buy them from the local vegetable and fruit market, we don't really buy vegetables and fruits from the big chain shops.

IN 00:56:37 How do you organize your time? How do you spend it?

Hrisa 00:56:47 Usually, I go to school in the morning, after school I have volleyball practice, then I get home, study for next days and that's ow it usually goes. Some days I also have additional private classes, and then again practices, overall it is monotonous. Though, during summer, I am out with my friends every day, while during school time it is not that often, on Saturdays we go at Basketball games, or going clubbing on the weekend. Usually, I spent my evening hours like 7 to 9 with my family and I go out with friends after that.

INCOME

IN 00:58:30 Can you tell me about how do you budget your money, what are your sources, how do you spend them?

Hrisa 00:58:55 It's different for each day, sometimes my dad gives like let's say 10 lv, and it's for a couple of days, or we just agree for me to tell when my money is over. Otherwise I get scholarship, but it's not that much because we have a lot of excellent students in the class and the money have to be divided to a lot of kids. I try not to use the money from my scholarship during the schooldays, I rather use them during summer when I go out more often.

Hrisa: 01:00:07 I spend most of my money for food, sometimes clothes.

Additional:

Hrisa: 01:00:47 I live with my brother and my mom and dad. I wouldn't say we are rich or poor, we are normal for me, I have everything I need.

IN: 01:02:33 Do you think that in your everyday life, yours or your family's, such practices favoring the environment can be adopted?

Hrisa 01: 03:06 I think we are likely to do so., I just think we haven't really thought about it before.

IN 01:03:36 what or who do you think can contribute for this to happen?

Hrisa 01:03:42 I think someone that is very close to us, for me I think a close friend, my closest people, if something like that reaches them, they would probably pass it on to me.

IN 01:04:18 I would like to ask you about environmental issues, what pops up in your mind? Could also be example of events?

Hrisa 01:04:55 Maybe the most recent thing that comes to my mind is the Australia fires, mostly I heard about it from the social media and from tv news, me and my dad watch a lot of tennis matches, and during the times of the fires, there was a the Australian Open tournament which is one of the most important for the year, so it was drawing attention that every tennis player was donating money, to help the people and now as I think about it, I also follow a lot of tennis players on social media, it interests me.

Hrisa 01:06:40 Such situations, like the fires, makes me feel compassion.

IN: Do you easily get rid of things you don't need anymore? Wat do you do with them?

Hrisa: I am a bit attached to my belongings but usually when I don't need something but it is in good condition I don't throw it away but give it to someone else to us it.

Appendix 3 Interview 2 Sonya

IN – Interviewer

S - Sonya

IN: First we can start with you telling me about yourself?

S: I study in a Language High School with French Language, what I love the most is to do sports, my hobby is to swim, this is my favorite sport. I also like to run

IN: How do you like to spend your free time?

S: With my friends, with the people I'm close with. The way we spend our time depends on the people I am with. There are always the different character, in most cases we have fun, you need to have some 'chill' time with your friends. I have a few groups of friends, more or less I share interests with them, we have some things in common and yeah.

S: I love to talk with my mom on different topics, her social surrounding/environment is more different and the people she surrounds with, the discuss and reflect on very different topics which can be about anything, things like the secrets of the world, healthy diets, from the most ordinary topic to everything. Most of the people around my mom are lawyers and each of them knows a lot. You listen to a lot of points of views and actually from all you hear you can form your own point of view in that way I think you become an independent person with personal opinion.

S: I also read some stuff, there are articles and books which are also very interesting, most of the movies we watch, they also influence our mentality and many of them are truthful, but we just don't realize it. I think most movies, also Hollywood movies, like common comedies and so on, they de facto .. there are theories they warn people for different invasions, there are a lot of movies about aliens, in a way they can warn us, because our mentality gets it, be we don't think about it in that way, we don't see it that way, for us it's just a comedy, a story, when in fact it can be a warning, things like signs.

IN: You alone are saying we can be watching this things, without realizing, but here you are knowing and realizing this, why do you think is that?

S: I think overall it is because of the information around me, because at the moment we literally, our lives are connected into a network, the whole society, and in that way we receive various information and because we filtrate information that we have extracted from somewhere, we form our own opinions. Plus many of the theories, they can be true or untrue, there is no way to know at this time, at least from us ordinary people, but in such theories I am likely to believe because when you think about it and then watch movies you do it and perceive it a more different way and you can see things that you haven't before.

IN: You mentioned "the ordinary people" like us, who are the non-ordinary ones?

S: They are those who have power, power over us. I would start with, we get the oldest technologies, military technology is like 10 year advance compared to what we get on the market, im talking about the world, an example are the phones, their technology is developed to the minimum of what humankind can do, just in more cases, it is not shown because if all this power/abilities can be in the hands of ay person, it would be scary. We are the most ordinary people because we don't know what is there and what isn't. We neither know a thing about the world, everyone says different things, yes there are theories, but people, you know they go to Mars to explore, while we de facto don't know anything about our planet, and what we know actually we can't be sure it's true. Te information that comes to use is from the non-ordinary people, second hand, third hand information. All this filtration, for example the Bible, there are some information that in Istanbul there is one of the most strictly guarded rooms, where the real Bible is being kept, and actually the Bible that we read and study, nearly has nothing in common and we being so

manipulated that there is no way for us to know if what we are being told is true, because of media we are being manipulated, and it's all around us, television, articles.....overall our phones are like media.

S: I think we are all deluded one way or another, everyone has formed somewhat opinion, whether listening to their parents or in some other way, with this formed opinion....anyone can be deluded. I can think in one way, you in another and also then is lost the connection between generations, and everyone can say "well you are the deluded one", my point of view is totally different, I am above these things, but at the same time, the way you think might be more sensible than me, you can think in a different way.

S: I don't like to talk on such topics with my friends, the ones that are my age, because I can say I am much grown for my age. Not anyone can understand you, for example, there are people that you start having serious conversation with them, you tell them your personal experiences, and not only experiences, generally, the information that you have derived from different places, in a lot of cases they would laugh at you.

S: They say about our generation that we are open, but really I think we are the most closed (minded), because we show our fake personality to people, while in reality very few of us can show our emotional personality and all the things we are interested in.

IN: This is very interesting, and this fake personality, how do you think it gets formed?

S: I think people, children, they are the worst little humans, because not accidentally there the saying that "you're missing the first seven years", because during this seven years your parents have tried to lead you into particular way, but after you start going to school, there are a lot of bullying cases, aggression, children make fun of each other, it doesn't matter if it's about their family orgenerally, now there are a lot of strangers even, people we don't know, haters generally, which pop out commenting on videos and posts by people about our experiences and so on, in some way people that have been bullied or laughed at, they form complexes, and because of all that, to get it out on someone somewhere, and this keeps on repeating. And because of this social media, children cannot become independent personas.

IN: How does this make you feel?

S: Especially for social media, 98% of my peers have fear, it's about privacy and personal stuff, for it not to get out publicly. About what post of you are getting uploaded, like photos that you don't like yourself on and yeah..and all that because you fear someone is going to make fun of you .. and it can even stay for a lifetime

IN: Are you a shopping person? Do you like to shop?

S: A lot, I like to take my time to walk around the shops and look at the different products. Most frequently I buy stuff about my appearance, clothes, cosmetics, food. About food shopping, I started do it more recently, maybe for around two years, because before there was no one to guide me or at least before I couldn't see how important food diet is.

S: It's because I have always been a bit curvy, I was 8th grade when I realized I wasn't doing any movement, like physical activities, and I didn't feel well and I decided to try different things, starting with diets, but they weren't efficient, so I started to learn, I started to look for information, to read, my friends also started to do similar things and we shared about our experiences, this is what our friendship is based on, not only to share but to help each other in different ways.

IN: From where do you get information? For example, about what is healthy?

S: Generally from social media. I follow a lot of pages on Instagram, which not as much influence your mentality, but for example, show you the health benefits of some foods, like the seasonal food we eat, different calories. But not only social media, my mom has always been manic about looking good, being fit and slim, she has been doing a lot of diets and she gives me advise.

IN: Can you think of people on social media in connection to that?

S: Yes for example this couple Bulgarian influencers, they help people a lot, the woman she talks about different foods and they have a page on which they describe in detail foods, for example they would post about 9 kinds of meat with their characteristics, about vegetables, about fruits. This is very helpful for us because in the end, because we cannot know with the use of chemicals which are widely used on treating vegetables and fruits. It's very helpful information, which they prepare and it's easy for us to see.

IN: When you shop, what matters for you?

S: I've always cared for the brand. It's that I am like that, I can starve to save money but to buy something with quality, because I know that for the money that I will buy something with qualitythe brand means quality for me and I am willing to pay more for it. Because you will lose a lot of time and also resources for things of poor quality, because you need to change them and it becomes annoying. Most of the times products of brands are with more quality, I am not saying it is for all brands, but from my experience.

IN: Do you look when you shop, for example, for clothes, about the material that is used...?

S: I don't think many people to that, I pay attention to the fabric, because some fabrics are very uncomfortable.

IN: Have you noticed, for example in H&M, there are clothes made form eco-friendly materials?

S: I've seen some clothes with eco-conscious labels but there are not many here, there aren't enough of these, at least in Bulgaria.

IN: Would you buy such product?

S: For sure, because in order for us to be alive, our environmental has to be alive and generally our planet. That's my opinion.

S: At the moment there are a lot of initiatives, but there is one very big problem of prices. And especially for Bulgaria, this is one of the biggest problems, because standard of living is very low.

IN: You mentioned some posts about meat made an impression you and that for your diet you consume a lot of vegetables and fruits, where do you get them from, does the place matter to you? Do you have some criteria bout these things?

S: Most of the times my top criteria is price. I don't actually eat that much meat, but for vegetables and fruits, when a big market chain offers much lower price for products from another country, but they also are good and tasty, I would buy from there. It's just that you can't afford to buy everyday products from Bulgarian local producers, because it's very expensive. But I would prefer to do that.

IN: By the way, does anyone from you family has a garden with vegetables and fruits?

S: My dad lives at a village nearby, until last year he was growing various vegetables in the garden of his yard for us, but he now stopped because it takes him a lot of time and he is an ordinary person, who works and this is like additional hobby/occupation during his free time, but this takes a lot of time, a lot of patience and he stopped, but of course, taste of production is much different (better) than the vegetables in the shops.

IN: Who are you living with, you mentioned your father lives in a village nearby?

S: I live with my mom and my grandma.

IN: Who does the most shopping at home?

S: I think everyone does it for herself. For example, I buy more expensive things, I look for healthy products or at least to answer my expectations to what I want for my food regimes, but of course I share, yet I live mostly with my grandma and her taste is very different because she is from the old generation, she doesn't understand the things I buy and she can't appreciate them. She can't see the value of these healthy products. So, everyone buys for themselves and when someone wants to try the products of the other one, we do it.

IN: What is most important for you when you buy a product? You mentioned brands, quality, and price? How do you prioritize them?

S: The most important is, when I go into the shop to see the product looking good, the way it looks, and afterwards when you start reviewing it, reading it, checking out the price....you will make up your mind whether to buy it.

IN: You mentioned reviewing and reading the product. Do you read product labels?

S: I learned to. My mother's boyfriend is careful with eating unhealthy food, like avoiding foods with a lot of E's (food additives), he insists for products with more quality, such that don't have a lot of 'junk' and a lot of procession levels in the making.

IN: Can you think of such products, do you buy such products? How would you defined them?

S: Well, for sure they are not BIO products. Because they have bio-labels....I often eat some bio dessert, by the way I just ate a bio-waffle of einkorn and the content at the package is longer than the ordinary waffles....it just that most people see the product label and if they start reading it, when it's long they will just not continue reading...Just because something is labeled as BIO and ECO, I don't really think it is because it's processing can be much bigger than the ordinary food.

IN: Then what it means for you for one product to be healthy, to be BIO and ECO?

S: Well overall, to grow it yourself or to make it yourself. Then you will be sure. For example, growing your own cucumbers and tomatoes and then knowing what treatment you used, you pick them when ready, make your salad and know what is there.

IN: Do you shop online?

S: I often shop online for clothes and shoes because it is more convenient and things are getting delivered at your door.

IN: Do you think commercials on TV or internet, like social media for example, influence you in some way? For example, maybe in the way you shop and consume?

S: Yes, a lot. I can explain in my opinion why they influence us. Because our brains remember everything we see, but we don't pay attention to it but it still remains saved in our brains, it's the same with commercials, for example the different texts and effects in commercials are very attention striking and memorable, also in computer games as well and then you seem something that is connected to the commercial that you saw and it triggers you and you also pay more attention to it.

IN: If you need a recommendation about buying something, who do you ask, where do you look for information? Do you count on your own opinion and observations or...

S: Depends on the product, if it's cosmetics, which for me is very important, I will always look for second or third opinion, at least I will read in internet some information and reviews about it, I have people I can trust like my mother, my best friend, which cares a lot about her skin and in general about appearance.

IN: Do your parents or your grandma that you live with has some shopping habits or principles that made an impression on you?

S: Hmm, I cannot think about anything right no, but for example my father prefers to buy dairy products that are produced locally and in domestic environment, because of the quality. He also started to make his own wine.

IN: Have you heard about BDS or some standards in production of products?

S: I've heard of BDS, but I don't really know what it is. I think I've heard it somewhere in commercials but I don't really know what it is about.

IN: Do you have your budget, how do you spend your money, and what do you buy with them most often?

S: I have a monthly budget, my mom established it and I have to settle within it and I actually like it because it makes me feel independent in a way. I think it also makes me grow up a bit because I started to be more rational about money and when you're a grown up this one of the first things you have to consider. Money. I spend a lot of my monthly budget on private classes. I take classes on Biology and Chemistry, I want to be a doctor or something related to medicine.

IN: Have you heard about the term sustainability? It can be related to anything.

S: Hmm, I don't really know. Is it about durability of products?

IN: (Reading the definition of sustainability)

S: It occurred in my mind about the bees, the bees in America are disappearing and it's said to be because of the 5G network, they also are integrating in Bulgaria, there is this theory that there was no Corona virus but it's staged so attention doesn't get paid to the 5G or that they have started putting chips in people so they can control them.

IN: Seems like you're interested in such theories?

S: Yes, I love them. But I also the information from the different places, like social media, someone I know, or some video clips and they I connect things and make my own opinion.

IN: Now that told you the definition of sustainability, what do you connect it with, have you talked about something related in school? What about green consumption – do you have an idea what that is?

S: I thinks these things are not much talked about, at least in my country. I think people in my country are not confident enough because the lack money and this makes them dependent, manipulated, they won't even riot and we let authorities threat us that way and because of that I think this cannot really be integrated.

IN: Have you ever thought about whether your lifestyle impacts the environment?

S: I think every person's lifestyle impacts the environment and harms it, no matter what they do and how they do it. Everything we do, like turning on our lights at home, it harms the environment.

IN: Now that mentioned the lights, can you think of practices you have at home that might be friendlier to the environment?

S: I actually waste a lot of water when showering. But when I brush my tooth I started to stop the water, so I don't waste that much. I have this bad habits but it's really hard to get rid of them. I've noticed that we generally do a lot of economy, like electricity and water, to save money but still it's good for the environment. My mom does it, turns off everything that we don't use. And I think I also start to do this things by watching her do it.

IN: Can you tell me if you have ever talked with your friends, family, classmates or anyone about these topics, like environmental issues and so on?

S: In school we had French exam and we prepared on different topics and a lot of them were related about the environment. I think we need to talk more about it but not everyone has positive attitude towards such topics. I feel like if we have opportunity to do something, like using bamboo cups instead plastic or paper ones at coffee shops, but these bamboo cups are very expensive, so not anyone can afford it.

IN: How do you know for example about this bamboo cups?

S: There is this organization I am a member of. It's called Interact, and the organization has a lot of initiatives, my best friend got me into it, and there we had a lot of conversations about the environment and why we should worry about it and I think it's because we are also concerned about ourselves. And I think the topics we are given at school are for us to think about the environment and how we are connected to it.

IN: Do you think it is enough talked about, or that it's too much?

S: No, I don't think it's enough. I feel like teachers just talk about it because they have to, but not because they want to. I think teacher have to change their opinions, I feel like they are not competent enough but we are supposed to learn from them, if they show that they respect and care for the environment, we will also learn to do so.

IN: Have any of your friends did something related to the environment?

S: I know some people, but I am not really close to them so I can't really say, but I feel like other people look at them funny. Like in general, maybe not only in Bulgaria.

IN: Why do you think is that?

S: For example, buying plastic every time when you go to the shops, I feel like if you use reusable bags people look at you differently in negative way, like they judge you, like you don't have money to buy a plastic bag at the counter. It's always about what the others would think or say. I personally, for some time now after my mom has told me started to put my groceries in my backpack and my mom now always carries with her reusable textile bag when she shops. And it again has to do with not spending money for plastic bags, but also because we know it's good for the environment.

S: When I think about 'green' products, what pops up in my mind is vegans. My uncle's ex-wife was vegan, but I don't think it's a very healthy lifestyle, we have an eating system (being omnivorous) that has been like that since forever and I think it needs to stay that way.

IN: Do you easily get rid of stuff? For example if you don't need something anymore?

S: I keep stuff that have some sentimental value.

IN: Would you buy green products, even though you said to be a bit skeptic about them, what if they are really green?

S: If they are really green or if they are healthy for me, I would. I mean it's important for these products to be environmentally friendly, but what's more important it's for them to be healthy.

IN: What do you know about environmental issues? For example, what problems about the environment you can think of?

S: Climate change. I think everyone can notice how climate has changed, Winter here was very warm for example. And I think it's us people that are to blame. And also other non-ordinary people that manipulate the ordinary ones. But I feel like control has been lacking for so long that even the ordinary people don't know what to do, our natural resources are limited, which means at a certain moment if we don't preserve ourselves and what we need, no one would be able to be safe.

S: I don't really say I feel guilty but I feel like I am a little piece from the blame. I would change something in the way I do something, but I don't feel like one person can make a big change.

IN: Can you think of initiatives, campaign or movements you've heard about connected to the environment?

S: I don't know if it's about the environment, but there was in the city this campaign about measuring how much you have walked and then you gain money and you can use them for different causes and one of the chosen causes was about preserving the environment. I took part in it and it stimulated me to walk more. Even if it contributes with 1 cent for kilometer, you feel like you can make a positive impact.

IN: DO you think there are opportunities for such initiatives in your city? Are they accessible?

S: I think there are opportunities and also access, this organization Interact for example, but I think it's not that well-spread.

IN: What has to happen in your opinion for it to become more wide-sread?

S: I think people need to change. I actually think it is popular enough but there has to be something to influence people's mentality so they change.

IN: Is there any environmental problem that made an impression on you? Might be some event.

S: Yes, the Ozone hole. I think it's a massive topic that includes a lot of things, like for example fruits and vegetables are unhealthier to eat than meat because the Ozone hole skips harmful UV lights which change the structure of the vegetables and fruits and they also lose their health benefits, also becoming cancerous, not to mention our skin.

S: I think the biggest environmental issues are climate change, deforestation, without trees we would not be alive. But if you think about these fires, there is conspiracy theory for example the fires in California where a lot of celebrities live, are made on purpose to threaten these celebrities, when they do something against the non-ordinary. I've watched some YouTube clips about it.

IN: Now that you mention that, where do you get such information from or information in general?

S: Internet. Sometime just google and then related topics, but also from people around me. I also have twitter and follow some global figures like Donald Trump and new channels.

IN: Whose opinion matters the most to you?

S: My mother's, it's constructive for me. To some extend my friends, but my mom the most.

IN: Do you live in a central part of the city?

S: Yes.

IN: How do you organize your time?

S: it's very chaotic. But recently because of school and private lessons and sport practices I get some schedule, but it's made for me, I don't make it.

IN: What or who can make you live a more eco-friendly life?

S: I think that's me, what I see and experience, if I feel like my life, well-being is threatened and also my loved ones.

IN: Do you live in a house or in an apartment?

S: Apartment.

IN: What are your heating/electricity/water sources?

S: For heating we have air conditioners, electricity and water is from regional distributors. My mom wanted us to get solar panels, we live at the last floor, because it is more economical in the long-run but it's very expensive to buy the panels so she gave up. We don't usually recycle but when there are a lot of plastics and bottles we do, but I don't think it's really effective because in the end they put all the waste together and it doesn't matter that you separated it.

IN: What about social media? What do you think about it? Does it have any impact in a way?

S: I think it's the biggest manipulator of people. There is this person on Instagram I follow a woman that I think, she promotes products that are both for wealthy people but also similar alternatives that are much cheaper and I really like her for that, because most Bulgarian influencers just promote stuff without really caring about what the product is really like and who can afford it and use it.

IN: Are you willing to take part in such movements or initiatives about preserving the environment?

S: I think I am. I really like to give ideas so I think I can contribute with that.

IN: Who are the people you spend the most time with?

S: My friends, my family.

IN: If hypothetically your closest friends start to care and engage in eco-friendly behavior and initiatives, do you think this would influence in a way?

S: I think so yes, and if I become like that I can also influence them as well. For example when my best friend started to care more about healthy diets and started some of them and shared about what she learned and her experiences and it also made me interested in it. But of course I also make my own judgement if something is good or bad.

IN: Whose responsibility it is in your opinion to preserve the environment?

S: Any one of us has responsibility, it's like preserving our own lives. But still I think the biggest responsibility is of the non-ordinary people.

IN: Who are those non-ordinary people?

S: Maybe authorities, maybe celebrities as well, but celebrities I think are more like pawns/figures. Like during the communism in Bulgaria, there were people like that and now still there are such people.

IN: Do you think your family can incorporate more eco-friendly practices?

S: I think my mom is likely to adopt such practices.

IN: Where do you like to spend your free time?

S: Somewhere in the nature. I feel the best there, the air is different, it takes all the negative energy, like some people say you can hug a tree and you will feel much better and fill with positivity.

IN: Do you take part in any clubs and organizations?

S: Aside from what I mentioned, I've done theatre, dances, singing. I'm enthusiastic and social.

IN: Have you heard about Greta Thunberg?

S: I've heard about her from the news, but I don't have a lot of insight. Still, I don't think she is the person to say what should be done ... I don't know it's somehow positive what she does, but also the other way around.

Appendix 4 Interview 3 Dani

IN: Let's start with telling me something about yourself? Where do you study, what do you study? What are your interests what are your hobbies? Things like that..

Dani: My name is Daniel, I am 18, and I'm turning 19 this year. I study in High School of Mathematics with major information technologies and intense courses in English and Mathematics. In my free time I go out with my girlfriend and play video games on my computer.

Dani: I am interested in graphic design, I watch a lot of videos about it, and my hobby is a sport – Brazilian Jiu Jitsu, I take part in a club called Black Mamba in my city.

IN: Are you a shopping person? Do you shop often?

Dani: No. Not at all. I mostly shop in my videogames or for videogames and they are actually expensive so I don't buy stuff like that very often. But when I am out with friends I grab something to eat from the shop. Sometimes I go grocery shopping alone, to help my parents because they usually do it, but that is very rear and it's usually for basic things like bread or cigarettes. About clothes and shoes, usually my parents tell me they liked something for me and take me to see it, otherwise I just look at thing online. There are specific websites I shop from. My criteria for buying something is for it to be extravagant, to be something unusual, it has to be something I wouldn't see someone else wearing. I don't like mainstream stuff.

IN: How do you shop when you're outside? Are there any specific places you would like to go or..? Specific things you buy?

Dani: I prefer shopping at smaller shops, because at the big chain there are big queues. Also I shop at neighborhood shops.

IN: How do you chose what to buy? Do you look at product contents/labels?

Dani: I don't train at the moment so I don't look at that stuff, but when I am training my martial arts I look at calories. But right now I just walk in the shop and just 'junk' something. When I train actively I look for things that are lower in calories that are healthier, I needed to lose weight.

IN: Do you have some rules, some criteria, about the things you buy?

Dani: Maybe brands, Adidas, Nike has much better models than for example Puma or Rebook. I look at other models but nothing can impress me like Adidas and Nike. Also these brands have a lot of collaborations with Basketball players, they have more diversity and variety. I would rather buy shoes that are being designed in collaboration with some sportsmen or are endorsed by them. Maybe because in Bulgaria only the people that play basketball buy shoes like that for playing, while I get those shoes to wear them daily because they are more comfortable than the normal shoes. I've nearly seen no one wearing such shoes apart from those who play.

IN: Why exactly Basketball players? Are you interested in basketball?

Dani: Yes, I had a videogame and it made me start watching real basketball games and o play Basketball with friends for fun.

IN: Apart from that, has it happened or you to check product labels?

Dani: Oh yeah, when I am training I do it regularly, it's like a law for me.

IN: Have you ever noticed products with eco or bio labels? Have you bought one?

Dani: I've seen such labels, but in my opinion this is just marketing trick, you see something it costs 2 lv and then there is the same thing but it has the eco label and it's suddenly 5 lv. When we go at local vegetable and fruits market it's written they are eco and bio and we buy them but the ones in big chains that are packaged and have the labels we don't buy.

IN: Do you think commercials on TV or on the internet influence you in any way?

Dani: Depends, but I've noticed that things I have been reviewing or something close to them start popping out in my feeds. For example lately I listed a lot to a one rapper and I had an ad on my feed about him collaborating with a Sneaker Brand and I really liked the shoes and I'm thinking of buying them. Usually I don't pay attention to this ads, except if something that I really like pops out.

IN: When you want to buy something, do you ask for recommendations?

Dani: No, when I like something I don't care about anyone else's opinion and it's like that for everything. But if I have to choose among different things I would ask someone who has experience or knowledge about this things.

IN: What about money, do you have your own budget, how do you manage money?

Dani: I get money from my parents, day per day, it's the same amount of money for every day (10 leva) and I decide how to spend it but that's my limit. I don't save up from those, it's not like I put aside some money for the next day, but sometimes I spend them all per day, other times I don't spend almost nothing. Depends also on how my day is going to be.

IN: Have you notice what do you usually spend your money for?

Dani: When I am going out, to buy food, energy drinks, and cigarettes. But when I like something I save money for videogames or present for my girlfriend.

IN: You mentioned shopping online? Do you usually prefer shopping online or..

Dani: I prefer shopping online even at the websites of stores that are in the city malls, because there are much more models and sizes. Also online I can look at all the models they have, while at the store I can't do that.

IN: Let's talk about social media, do you use social media, what platforms do you use?

Dani: Instagram and I use messenger to text, but Facebook I use more rarely. On Instagram I follow only my close friends, I also don't let random people follow me, and the other people I follow are rappers. I also follow top Basketball players from the NBA and fighters from UFC.

IN: Have you ever heard about the term sustainability?

Dani: No, I don't know what this stands for.

IN: (reading definition of sustainability)

IN: Have you heard any topics about the environment or related things?

Dani: I've heard about the Ozone layer, at school we have talked about some general things, we have talked about at school about rubbish, which we shouldn't just throw it wherever we want. I feel like this is it, we haven't actually talked about it a lot in school. It's in internet where you can see more related things. In facebook some articles jump out, I haven't paid attention from what sources. Usually there are some posts about people who responsibly ditched their rubbish, it irritates me that people do that, it's not that hard to throw it at a container.

IN: What do you think about environmental issues?

Dani: I haven't really thought about it before, but I saw some articles how during the pandemic around the virus, thing with the Ozone layer are getting better, the hole has reduced. Otherwise, I think some measures have to be taken, like reducing waste and emissions from factories, from cars. I think this is something that has to be done by the right authorities, I don't know who that is exactly, but authorities.

IN: Have you ever thought about if your lifestyle impacts in a way the environment?

Dani: I haven't really thought about it. I guess my car pollutes with CO2. But also when I am outside with friends, I always collect rubbish and take it to litter boxes. Especially plastics that are not degradable. I don't really know why I do it. It's a habit I think, my mom and dad has though me to always take care of my rubbish, also if I have thrown something irresponsibly when I was little some friends would tell me it's not right and I've stopped.

IN: Have you had conversations about the environment or something related to with your friends, family, classmates..?

Dani: I can think of recently taking with my friends about the fires in Amazonia, I feel like we start talking about things like that when something grand happens. I feel like nobody thinks about this stuff until they happen. Nobody seems to care about the environment and suddenly Australia is on fire and everyone started to care about it. It annoys me, because they don't do anything about the environment and suddenly Australia is on fire and they start posting about it on social media.

IN: In your opinion what has to happen? What have to be done?

Dani: We need to learn ourselves about the things we can do to make a change. Like how to drive your car, and everyone should do it for themselves and for the environment. There also have to be measure from authorities, but also people have to take more care about the environment. There people that throw their rubbish and are like "so what, it's just my rubbish" and when everyone thinks like that

IN: You mentioned that you've talked about some related things in school, do you think you talk enough about this thing and about more ways you can prevent the environment?

Dani: I think we have to talk more about it. We usually have this Class hours when we discuss different topics and mentioning the environment it's like one time topic, I feel like our teacher talks about it a bit with disinterest and she doesn't give us any insights or more information about it, just what it's planned and it's not enough because no one gets interested and pays attention.

IN: Can you think if any of your friends or someone you know has done anything for the environment?

Dani: I have some friends that at least try to keep the environment clean of rubbish, always putting it in the right places. This is what I can think of. They even take someone else's waste.

IN: When you need information about something, could be anything, where do you look for information?

Dani: if it's something related to history and history events I ask my dad, he know a lot of stuff. If it's about something present I look for information in Google, but when I check for something I check if the websites are legit, that wouldn't post fake or false information. Also sometimes the website name speaks for itself.

IN: I guess your parents do the most shopping at home, have you shopped with them, have you noticed how they shop or wat they shop for?

Dani: They buy meat from butcher shop or from a local small stock breeders because they want quality food. With vegetables we buy again from local distributors that grow them in natural gardens, but also my grandparents have gardens and they usually supply us with vegetables when it's the accurate season and also with some of their production from the gardens in the backyards they makes som conserved in jars food like vegetables, jam and some traditional Bulgarian vegetable dishes without using any additives to make them so we can eat them in winter when there are no vegetables and so in the garden. I honestly prefer the vegetables from our gardens because I know they are not GMO or treated with some unhealthy things.

Dani: I am willing to buy eco and bio products but only if I am sure they really are such. But it also depends on the price. This products sometimes are very expensive. If the price is not that higher I would really buy the bio and eco product, but if the price difference is significant I would consider whether I should buy it.

IN: Do you easily get rid of things you don't need anymore?

Dani: I don't know, but I usually prefer buying things that will be of use to me for a long time.

IN: Have you ever heard about BDS?

Dani: Not really. I haven't heard of it.

IN: Have you heard about the term green consumption?

Dani: I haven't really heard of it but when I hear it I think of healthy products and maybe ecological.

IN: What in your opinion are the biggest environmental problems right now?

Dani: I think these fires, but it really upsets me when the animals suffer and die, like when they said how many animals like kangaroos and koalas have died in Australia it made me feel upset. It also makes me angry and frustrated that because of someone's irresponsibility innocent plants, people and animals suffer.

IN: Can you think of any initiatives, movements, campaigns something related to the environment?

Dani: I think of this national campaign "Let's clean Bulgaria for one day", it was very popular and very talked about in media. I also forgot to say I take part in this club called Interact and sometimes we organize cleaning activities in parks and we also attract volunteers to join. It makes me feel better when we do

things like that, we not only clean the nature around us but also we are a team, we get closer and we also meet new people, which also share these interests to keep the environment clean.

IN: How did you become a member of this club?

Dani: I heard about it from friends, I got to know they have good initiatives and I wanted to join. All of the activities of the club are connected to doing something good, it's charity and helping, not only something for fun.. it doesn't cost me anything to help, helping and doing something good motivates me.

IN: Whose opinion is the most important for you?

Dani: My family's, they are the closest to me and only their opinion is of importance to me. And also other people that I feel very close. Like friends.

IN: Do you live in the central area of the city?

Dani: Yes.

IN: How do you spend your time or organize it?

Dani: Usually, school and then mostly I spend time with my girlfriend and friends and in the evening I spend time with my family and I also play computer games.

IN: When we talk about the environment, how do you connect to it? Do you feel any connection/

Dani: For the environment I feel like it's important for me for it to be preserved, without it there is no life.

IN: What do you want to do in the future?

Dani: I want to be a graphic designer. I want to work for some big company and make good money. I like graphic design so I think it would be something I would enjoy doing.

IN: Have you ever thought about how you can impact the environment negatively or positively?

Dani: I think yes, when there are some eco cleanings, I go to help the environment and I am motivated. But I don't think about such things that much.

IN: Do you think there should be more initiatives like that?

Dani: I think there should be more yes and that all citizens should get involved. There should be organized initiatives in convenient time when most people can take part. I think such initiatives should be a priority of the people of highest authority could be parliament, president. They have to organize it.

IN: Do you live in a house or apartment?

Dani: An apartment.

IN: Do you know what your sources of electricity are, heating water.....

Dani: We used air conditioners, electricity is from regional supplier, same as water, but I don't drink tap water, only mineral bought from the store if there is not such at home I drink something else like soda or milk.

IN: What about waste? Do you separate waste?

Dani: No we don't. But you know I've watched a lot of video clips how they collect the recycled waste and mix everything up so the whole point is lost. If I know recycling is effective and done in the right way then I would recycle.

IN: Have you noticed on social media from these celebrities you follow if something has taken part in any initiatives?

Dani: From the people I follow I haven't noticed anyone doing something like that, but I think it's better to post about initiatives and give information about when they happen how someone can take part rather than taking a photo how you clean or recycle, these photos are funny to me., because it's just for people to see, a show off. I think this is something for you to know and to be socially responsible about.. not to show off.

IN: Let's say hypothetically if your closest friends start to care more about the environment and start adopting more eco-friendly habits, do you think this would influence you?

Dani: I think it would a lot. I think my friends have influence on my life in general, we get interested in similar things for example. I think my lifestyle habits are influenced form my parents, my close friends and also my teachers at school.

IN: Who do you live with?

Dani: I live with my mom and dad and my little brother, he is almost 13.

IN: Can you think of things you do at home that might be eco-friendly?

Dani: I haven't really notice, but mom and dad teach us to turn off lights off, TV's, computers when we don't use it, always when we are brushing our teeth out mam has told us to stop the water, but I think this has to do more with expenses rather than thinking about the environment that much.

IN: Who do you think has to promote preserving the environment?

Dani: In my opinion, we have to promote keeping the environment sage, people from parliament have to do something about it, to organize initiatives for helping the environment, also famous people should take part into promoting it, because I think when someone is your idol and they do some things, you also want do take their example, it's like you want to copy them, so I think these famous people can promote such initiatives.

IN: Do you think in your lifestyle or in your family's lifestyle such eco-friendly habits can be integrated?

Dani: I think we are likely to do so. I also think that if more people start doing such things other people will also follow and everyone will start caring about the environment. (code: social phenomena)

IN: Where do you like to spend your free time, what places do you go?

Dani: Honestly, I love spending time at home, I don't like going at bars and clubs.

IN: Are there any other clubs apart of interact that you are taking part in?

Dani: I was training swimming, did some Kung Fu classes when I was little, I was also taking some guitar classes before. And maybe debates club at school. I really liked it because we had different discussions and everyone had to share their opinions.

IN: You mentioned a few sports, what about coaches, how do they influence you?

Dani: Yes because these people have a lot of knowledge about the sport but also about healthy lifestyle.

Dani: I think for our generation, technology is very ahead and we use a lot of technology and platforms and we have access to information about everything, also politics, and what happens around the world.

IN: What in your opinion are the the biggest environmental issues?

Dani: I think pollution in general, and running out of natural resources.

IN: Do you think social media has an influence on your generation?

Dani: Yes, a lot. People see a lot of posts about other people, about events and situations, and they share opinions and spread it among people....and to some extend it has a negative effect because most people just believe everything on social media, they don't question it and they shape their opinions based on false things, and this results false accusations, hating, sharing of conspiracy like the one about the 5G network and the dying bees, but for me this is not real because I haven't seen any official website or media confirm it.

IN: Have you heard about Greta Thunberg? What do you think about her?

Dani: Um yes. I know she is eco-active and she fights for environmental stuff but mostly I know about her from people making fun of her on social media. I don't really know exactly what she does. Most comments I've heard and seen from people my age about her are negative, they make fun of her. I can't really share my opinion because I don't know very well who she is and what she does. I think authorities, scientists that are competent, people like that have to deal with such problems, not some girl that haven't studied about it.

Appendix 5 Interview 4 Misha

IN: We can start with you telling me some things about yourself, like where do you study, what do you study? Do you have any hobbies, any interests?

Misha: I'm 18 years old, I study in High School of Mathematics, I am in a Biology program and I would like to study pharmacy or something medicine related in the future. Since I was a little child I play sports, for several years I have been playing volleyball. I like to paint in my free time and most of my free time I spend with my friends. I like to walk, I like to take long walks and to do sport to stay healthy, I like running from time to time. I like walking in the big parks.

IN: I would like to ask you some questions about shopping? Do you like to shop, are you a shopping person?

Misha: Yes, a lot! I can stay for hours in the shop, the case might be I just want to buy some strawberries, but I take my time choosing and going around the shop.

IN: What do you usually shop for?

Misha: Usually, I help my parents with shopping groceries, but we don't buy eggs and meat, because my grandparents live in a village nearby and are having some hens and chickens they take care of in their yard and they usually supply us with chicken meat and eggs. They also grow their own vegetables and give us from them as well. When I need to buy something I go to the near neighborhood shops, I don't really like going to the big chain markets where there are a lot of people.

IN: Which do you prefer, homemade products or the ones in the shops?

Misha: Definitely homemade, the taste is different, maybe because it's natural and also when it's from happy hens it's just better.

IN: When you are out shopping how do you choose what to buy? It can be about anything, food, clothes etc. What is important for you?

Misha: I think it comes a bit from my dad how I shop, because he is very pretentious about what he buys, especially food, he strives to buy BDS products, which means they are done according to standards and are of more quality. Also, for him stands the principle that "the higher the price, the higher the quality", so he doesn't buy the cheapest products, and he usually buys the same products from the same producers ... and I just do the same as him.

IN: When you shop, let's say for clothes, do brands matter to you or, what is important?

Misha: Maybe sometimes, but most times just look around for something that I like and it doesn't really matter what brand it is.

IN: When you shop, has it happened for you to check and read product labels?

Misha: Yes, this happens to me very often. Especially when I buy something that I will use, like cosmetics, I always read the contents to make sure the product is suitable for my skin, for my hair. I don't have any rules about ingredients, though.

IN: What about food, do you look at labels?

Misha: Oh yeah, usually the expiry date. But also as I told you if I am buying Bulgarian products I check for the BDS signs, I can't really think about anything else.

IN: Have you ever noticed products that have bio, eco, organic labels or something similar?

Misha: Yes. In the big chain markets there are whole sections with bio products and I usually buy from there my oatmeal and my muesli.

IN: What makes you buy those which are from the BIO stand rather than then the let's say usual one?

Misha: I don't really know, they just look better to me, I'm used to the bio ones, I think I prefer the bio products, there are a lot of bio and organic desserts I also buy from the bio stands.

IN: How did you start buying such products?

Misha: Two, three years ago, I started some food regimes because of training, like I was checking fats and carbs, calories and it became important to me to buy products which are not refined and don't have added sugars. And now I am just used to this way of eating.

IN: Does anyone else from your family buy such products?

Misha: Maybe my dad because we are the ones that shop the most for things in the house and he cares a lot about food quality, but I haven't noticed anything specific.

IN: How come this food regimes came into your life? How did you find information about what to eat and what not?

Misha: We had a really nice and young coach at school and he was always giving us some interesting information about things and I could always ask him about foods, I remember I was eating low-fat yogurt and he thought me that to be low-fat this yogurt has been processed and that probably it has lost its health benefits and it's even bad for me.

IN: Do you look for someone's recommendations when you need to buy something, maybe when you are in doubt?

Misha: Rarely. Maybe sometimes for cosmetics I check reviews online because I don't really know much about it, I want to check if the other people have tried it, liked it, if it's quality product. Sometimes my friends ask me about cosmetics and make up that I use.

IN: Do you think commercials on TV or internet influence you in some way?

Misha: Now that I think about it, sometimes when I go through Instagram I see ads about something I am interested in and I click on it. But I pay more attention to famous people doing ads about some products, especially if it's someone I admire and they upload a post about certain product, and maybe even something about the environment, it's more likely to pay attention to these ads and posts.

IN: Why do you think is that? Especially about the environment?

Misha: I haven't really thought about it. Maybe because it's someone I admire and if they are serious about a certain topic I also perceive as such.

IN: You mentioned Instagram, do you spend a lot of time on social media? What platforms do you usually use?

Misha: I think I do. I use Instagram the most and often Facebook.

IN: What people do you usually follow? Have anything from the people you follow made an impression on you? Could be even initiative.

Misha: On Instagram I follow a lot of sportsmen, and on Facebook too, also some showmen people, for example recently I saw on Facebook a video by a famous Bulgarian actor and TV host where he talked about the virus and that it's a bit like reflection of the planet, that it needs and wants to take a break from us. It was very interesting, the video was like 15 minutes long, but it still I watched the whole of it. He talked about how we pollute the planet too much, that we have taken it too far, and I really liked how he talked about it, he was passionate and serious. I really agreed with what he said, it made me feel upset

because what he said is true and truth is hard to swallow. I know it's not only me, it's all of us responsible for this kind of problems.

IN: Does it make you want to do something about the planet?

Misha: Yes, I think with little gestures I can make some change, I think if we all start doing little things, big changes will follow. For example, at home we only use energy-saving lights, we stop the water when we brush our teeth my mom has thought me that. We also ride bikes a lot rather than using the car for short distances, and it's nice because it's fun but it's also good for the planet. Also, we collect plastic caps for charity, there are organizations that recycle the collected caps and in return they buy some medical equipment or help people in need of healthcare. My mom told me about it and she started doing it and I follow her example because I think that's a great cause. Also, we try to put aside glass and plastic for recycling and we put them in the special containers in the neighborhood, but first I don't think these containers are widely distributed around the city and also I don't really believe that afterwards they are being recycled, I think they rather put everything together, which makes it pointless. I talked about this with my dad, he is likely to believe, but I am a bit sceptic because I think I saw I while ago a video on social media how they put all the rubbish together.

IN: Have you ever heard the term sustainability?

Misha: I think I've heard about it from somewhere but I have no idea what it is about. It makes me connect it to something that is durable, to endure certain conditions.

IN: (reading definition of sustainability)

IN: Have you heard about green consumption? When you hear that what pops up in your head?

Misha: No really, maybe not to use things too much, not to use things excessively. By the way, I don't know how much this is connected, but recently we were talking about the Communism in Bulgaria and how things were back then, I think it was somehow cool because people were getting only as much as they needed not like us now buying more than we need and also I like how people weren't divided into poor and rich, but were mostly equal. I don't remember how exactly this conversation occurred, I remember asking my mom and dad if it was better when there was communism. Even though they told me we didn't exactly have communism in Bulgaria, but they explained this about communism, that you take stuff just as much as you need and leave the rest for others. I really like the concept of this

IN: Have you ever thought about how your lifestyle or the way you consume certain things influence the environment?

Misha: I think somehow yes, for example I don't think I buy things excessively, I strive not to buy things that I don't really need. Also, I realize that it's good that we don't buy chicken meat and eggs but make our own, but I also realize that this is a privilege that not a lot of people have, you know to have natural products made by them or their family.

IN: Have you ever talked with classmates, friends, family or other people about something that has to do with the environment?

Misha: I think that my school program is focused on Biology has to do with it, we have talked about the environment at school at Biology classes. We have talked by pollution in general, we also went to plant

trees with our Biology teacher. I also pay attention to some things, for example I am not a smoker, but I notice how many smokers throw away their cigarette butts wherever they find. Also when they open a new pack of cigarettes I notice how they throw away the cellophane on the ground, I have also seen my friends do it and I scold them about it, sometimes they listen to me but most of the times they don't really care. They are like "what's the big deal, there are cleaners who sweep up ... and that really annoys me because it's ignorant and because they pollute.

IN: You mention these kind of friends, but are there friends that do the opposite, that somehow care about the environment or do something for it?

Misha: I can think of this collecting plastic bottle caps initiative. A lot of friends were also doing it, you know we don't just throw them around to pollute but used them for a good cause. You know I've also noticed how in some shops they even collected these caps and you could leave the ones that you have collected there. It was really nice.

IN: Where do you usually look for information? What are your sources? Do you trust your sources?

Misha: Maybe I first ask my family, but when I really want to learn a lot about something, I try with Google. I try to make sure websites are reliable, for example if its news related I check the most popular media websites. I used to check out only news about Bulgaria and where I live, but with this situation with the virus I actually started to look at news for around the world.

IN: Do you easily get rid of things you don't need anymore?

Misha: I easily get rid of things I don't really need, my sister is not like that, but I do. But when it comes to clothes that I don't need anymore, I don't throw them away, but we give it to other people that can use it, my mom gave me this idea because just because I don't need them anymore doesn't mean someone else can't use it.

IN: I understand. In that matter, what do you think about thrift shopping?

Misha: I've shopped a few times from second hand shops, my mom does it more often, I've also shopped for things second hand online, and one of my best friends showed me some good online places for second hand shopping. I don't think that's something bad or to be ashamed of, but I feel like most people see it as such. I like it because I think it's good that used clothes and even new clothes that were not needed by the people that bought them initially can be used by others, but not thrown away, also not to forget it's much cheaper.

IN: You mentioned online shopping, do you usually shop online? Do you prefer shopping online or at the physical store?

Misha: I often shop online, I buy cosmetics, clothes and I think I am very good at it and I really enjoy it, because many people find it hard with the sizes, for example my mom has bought some things and she never manages to order things that match her size, but I always do and everything I've bought online I like and I use it. But I wouldn't say I prefer online shopping, I enjoy going at different stores and I do it pretty often, because I like to see in person the products, to touch them.

IN: Have you shopped for example in H&M?

Misha: Yes, a lot of times.

IN: Have you noticed for example there are these clothes that are made of fabrics and in a way that doesn't harm the environment and them also have these more different that the other products labels?

Misha: I haven't noticed before, but now that you mentioned to labels, I think I've bought some clothes with such labels, but never really paid attention to that. I didn't know they has such collection.

IN: In your opinion, now that you know about this would you be willing to buy such things or it depends on something?

Misha: It depends if I like the clothes, if I like how they look, if I like how the fabric feels, otherwise I wouldn't buy such products, it's pointless for me to buy it if I don't see any use in it.

IN: What about your budget? How is it structured? What do you spend your money for?

Misha: I get scholarship, but this money stay in my card and I try not to take from them, but I am actually bad at saving, if I have money I spend them, I don't put aside for bad times, I will probably use the money to buy some things that I like. My parents give me pocket money but it's not like anything fixed, they give me some money and when I'm out of it, I just tell them. I spend my money mostly on things like cosmetics and books. I rea a lot of books and I buy a lot of books, but sometimes I buy books even when I haven't yet read the ones that I already have at home.

IN: You said you've bought some bio products, would you buy more products like that?

Misha: I think I would buy more of these but only if I really need them. I think now that there are these big sections in the big chains shops, more people notice these products and are curious to try them.

IN: I guess before buying this Bio and Organic muesli and oatmeal you used to buy regular ones, have you noticed any difference between them?

Misha: Hm, first thing that pops up is that these BIO products are more expensive, but I think it's worth it. I haven't eaten regular muesli and oatmeal in a long time so I don't really remember any difference. But I definitely think BIO ones are better. So yeah, I prefer spending a bit more money on the bio products I use, because I am doing it for me, for my health.

IN: What do you know about environmental issues? What comes to your mind? Can be also events, anything that comes to your mind?

Misha: Maybe the first thing that comes to mind is how much we pollute, also there is so much plastic, I see a lot of photos mostly on the internet about plastic islands in the oceans and the seas and it's so unpleasant. Also all this factories that pollute the air, cars. I don't know, I feel like everything nowadays pollutes the environment more or less. When I watch some pictures and videos about how turtles, fish and animals that live in the ocean die because of the polluted water and it makes me really upset that is us humans that cause this. I mostly encounter such photos on Facebook, by incident.

IN: Have you discussed such topics in school?

Misha: Yes, we have talked about it. I think we have talked about it in the classes we have on common topics, but I don't really remember what we exactly talked about. But also in Biology classes we had some presentations. But I don't think we talk about it enough at school, also having in mind we are a Biology

major, other classes probably even discussed it less or not at all. There need to be more discussions like these at school.

IN: You mentioned the initiative you took part of when planting trees, can you think of other similar to helping the environment initiatives? It can be local, national, and global.

Misha: I can think of this campaign that is initiated by one of the biggest Bulgarian media, 'Let's Clean Bulgaria for One Day', a lot of people take part in it, also from my city and the whole country actually. I remember going taking part with mom, she took me with her. I think a lot people were active because it was very promoted on TV, the one that also organizes it, it was promoted at all times, you watch TV while you eat or relax and it's in the commercials. Especially when it's closer to the event, that happens once in a year. I think it's impossible not to pay attention when it's all over the TV.

IN: Would you take part in more initiatives like that?

Misha: Yes, I would, if I hear about it. I think there should be more of them and more often, it's a good thing.

IN: Who in your opinion is responsible for such things, initiatives, happening/

Misha: I think we wait for someone else to initiate something, everyone are polluting no matter who they are and what they do, I think we alone have to think about it be responsible.

IN: Which do you think are the biggest issues connected to the environment?

Misha: Water and air pollution, I feel like the least we can do is throwing our waste at the places that we are supposed to, because at a lot of places when I travel around the country I see major piles of waste, dumpsters which is disgusting and ugly. Maybe we even need more trashcans and litterboxes.

IN: Do you think in your city there are enough opportunities to enroll in such initiatives that help the environment?

Misha: I think yes, if we know about them, like these initiatives with the plastic caps, planting trees and also cleaning.

IN: Do you have any school clubs?

Misha: We have volleyball, biology clubs and I think we also have for other sciences and classes as well, those are just the ones I take part in.

IN: Whose opinion matters the most to you?

Misha: I think my parents' opinion, what they think. That's the most influential for me as well.

IN: As you probably have some observations and opinion about the people your age, what do you think about social media? Does it influence you?

Misha: All these influencers, they share things about their lifestyle, they share their opinions about things, products and I think many people my age just follow them and copy them. But I also get impressed when someone I like and admire posts something like that, like those sportsmen that I mentioned. One of my cousins trains a lot and cares about her body and staying fit a lot and she told me about this influencer

trainer/coach, a Bulgarian one, and I started following her on Instagram and she promotes healthy living. Like not using sugar but alternatives like honey, dates, she also promotes bio and organic products. I also a friend of mine gave me a book by two influencers that are very popular about healthy lifestyle and training and I read it, but I think having such lifestyle is quite expensive and it's not for everyone, a lot of these bio, organic and healthy foods are much more expensive than what's more convenient, I tried to follow their regime for a couple of days, but it was too costly and I stopped. I think such foods are overpriced, if they were more accessible I think I would eat like that and maybe more people would as well. For example, when we go to school I notice that everywhere around school there are little fast foods where you can get kebab, burgers, junk food, sandwiches and junk food in general, while there are no shops where you can buy some fruits or nuts, something healthier, also this junk food is much cheaper. And most children are overweight and they eat this junk food that is all around it.

Misha: Also I think social media instead of making us more united actually sometimes bring us against each other because of gossips, screenshots and things like that and I think it's sad.

IN: Who do you spend the most time with? How do you spend your time?

Misha: With my family, my classmates, my friends, also from people from my volleyball team.

IN: You mentioned you wanted to study medicine or pharmacy..

Misha: Yes, I would like to be a doctor or a pharmacist, I would really want to help people. But sometimes I think about being a teacher, I love children a lot, I get along with them a lot and I think I would really enjoy it.

IN: Do you live in a house or in an apartment?

Misha: Unfortunately, in an apartment. I would prefer much more to live in a house and to have no neighbors and to have a yard and have some flowers there and some fruits.

IN: What are your sources of heating/electricity/water?

Misha: For heating we use air conditioners, but at the village house we have a fireplace. Water and electricity are from the regional suppliers. But I don't drink water directly from the tap, used to buy water from the shop but we bought a jug with a filter that cleans the water so we don't buy anymore. Water from the tap just tastes bad for me, but after is being filtered it's like normal.

IN: What about these pro-environmental initiatives you mentioned? Do you think they are enough? Should there be more?

Misha: I think more campaign are need and more often. I don't think occasional activities are enough. My parents have always thought me to not follow what other people do but to do what I think is right so I think every individual have to realize that this is the right thing to do and that anyone can do something. But we are always waiting for someone to show us what is the right thing to do, but also we don't usually accept other's opinion so I don't know. I also don't like people that pretend to care about the environment but don't do anything about protecting it. I also don't support veganism and vegetarianism because humans are omnivorous and we need these nutrition.

IN: Let's say hypothetically if more of your friends start to care about the environment and to have more eco-friendly lifestyle and consumption habits, so you think this would influence you?

Misha: I think so. If it's someone I like even famous people, I would probably be influenced to do as them. I also think me and my friends also influence each other with things we buy, things we like, things we do in general.

IN: Can you tell be who do you live with?

Misha: My family, my mom, dad and my sister, who is 15. .

IN: Do you think your family is open to adopting more green practices?

Misha: I think they would always listen to me, so if I share with them and talk with them about something that would help, I think they would consider it, but I think they so some things already as I told you and I learn from them, like tis with the energy-saving, the water.

IN: Have you ever heard about Greta Thunberg?

Misha: I've seen her on TV news, but I don't know anything about her.

Appendix 6 Interview 5 Gera

IN: First I would like you to tell me some things about yourself, like where do you study, what you study, what are your interests and hobbies, things of that sort.

Gera: I am 18 years old, I study at Language High School and my studies are focused on French and English language. I love languages, I had no idea I would enjoy it so much and I want to do something related in the future. I'm curious about other nations, other cultures, I want to learn and see more, I want to travel. I love music and play the piano, I also sing at my church, I love to sing gospel. In my free time I listen to music or I play the piano or I go out with friends, I love to spend time with them. I love to take walks, to take care of my body. I try to do some little thing like walking, running somewhere in the nature it makes me calmer, I also like to paint.

Gera: I love to spend time with my friends because we listen to each other we give each other advice about things like when we have some issues with other people, with family or if we need advice on what decision to make about our future, we help each other to make the right decision, to follow our hearts.

IN: I would like to ask you some questions about consumption, like shopping habits. Do you shop often, are you a shopping person?

Gera: Even though I am a girl, I don't like going around from shop to shop. I go shopping when I need something, not just to look at what is there and then to buy something that I might not need just for the sake of shopping. I don't like spending too much time on shopping, I am also fast with deciding what I want to buy, while I have friends that might need a whole day and it wouldn't be enough to decide.

IN: You say you decide rather fast what to buy, how do you chose, what is important for you when you buy something?

Gera: I can't prioritize over things, but I think about prices, I ask myself if something is worth the money, also I's important how it looks like, what are the features and then based on all these things I decide. When it comes to food, I try to eat healthy so I look for healthy food and quality food, for clothes, it's not

important if some clothes are trendy and in fashion but rather how it looks on me and whether it fits my style.

IN: You mentioned eating healthy food, how did this happened what motivated you? Can you tell me more about it?

Gera: A few years ago I was a bit overweight and I wanted to lose weight, but it wasn't because of how I looked in the eyes of the people but because of me, I wanted to like myself when I look in the mirror. But I don't want to say that appearance or weight is the most important thing but I just made that decision to lose weight because I wanted to feel better in my skin and to live healthier, because I think such lifestyle not only makes you look better, but also feel better. I think it's been 3 years now, I don't have a strict diet, or a diet recommended by someone, I just strive to eat healthy food like domestically grown and produced products, vegetables, fruits and I avoid non-domestically produced foods, especially fast foods, which we all know are unhealthy. And this way of eating is very effective, everyone told me that I've lost weight and I felt much better, more energetic, I also used to have some stomach problems but with this lifestyle they disappeared. I feel much better is like I have done what I owe my body, because this body is not given for me not to take care of it, but the other way around. I think it's good for people to eat healthy, not because of their appearance but because of their body and health.

IN: How did you built your knowledge about what is healthy and what not, where did find information/

Gera: I tried not to listen to a particular person but rather from what different people have told me, my mom and also things that I read on the internet, I just made my own plan based on the things I have learned. For example, my grandpa has thought me that things from our garden are very healthy. And I remember this things and I apply them.

IN: You mention this domestically produced foods, where do you get them from?

Gera: My grandparents are living in a village and they have a big garden, we also live in a house and have a small garden where we grow the vegetables that we eat the most. And I really enjoy eating homegrown food. When we don't have fruit and vegetables from our gardens I strive to buy ones that are seasonal and also to buy from local farmers if possible, because I want to make sure they are healthy and haven't been treated a lot.

IN: Who do you live with?

Gera: I live with my mom and dad and three sisters, my bigger sister is 21 and other one is 14.

IN: Who usually shops things for home, like groceries for example?

Gera: That's usually me and my bigger sister because we try to help my mom with some chores. My bigger sister tells me what we should buy, what our parents usually buy, because my mom has thought her before and now she tells me these criteria.

IN: Have you noticed if you there are any special family requirements about certain products? This can be like preferences for producer, quality, and things like that.

Gera: I feel like I am more pretentious than my family because I strive to eat healthy, while they are not that interested in it, I don't really know why they buy certain products I just know they do and that's it. But now as I think about it I can give you example with yogurt, my mom only wants us to buy a certain

brand of yogurt that she believes is the most taste and quality one and I remember that and I always buy this yogurt even for myself. We also like to stick to the same producers and products that we like and are satisfied with.

IN: Where do you usually shop, smaller shops, big chain markets?

Gera: Usually smaller shops or shops that are the closest to home, but if it's a bigger shopping spree then it's a big chain market because there are more products and more variety.

IN: Do you read or have you read product labels when shopping?

Gera: Yes, I used to but I don't anymore because I don't really understand all the information that is written what does it mean.

IN: I guess you see a lot of commercials on TV and also the internet, do you think they influence you in some way?

Gera: I think commercials always influence us because they are all around us, I just think it's impossible that is all around you to not have an influence on you, maybe in the way you think about certain things, products. It happened to me with clothes, some ads started to pop out and foods and I start to check them out and remember some of them, but it's not like I see it's being advertised and I will buy it. I also don't think I would pay that much attention to something that is not my style.

IN: When you want to buy something for yourself, do you ask for recommendations, for advice?

Gera: I think this happens often, especially when I was younger, I would always ask my mom, now I mostly ask my big sister.

IN: I guess you have your pocket money, maybe scholarship, do you get money for a fixed time or do you just get and ask when you're out of it?

Gera: That's a very interesting question because things with me are not that simple. I guess most people get pocket money for a week, or even a month, actually when I go to school my dad give me pocket money that are for the whole week but they are just for my expenses of being at school, for food, otherwise if I need stuff like clothes I just tell my parents and we buy it, my parents take care of it. If sometimes the money that I am given for the week weren't enough, my parents would give me extra. I also get scholarship, I usually try to save it and don't withdrawn money from my card, I want to use them for something meaningful not just to waste it on something. Also I would like to use this money to buy something for my parents for thanking them that they take care of us. I think I am rather responsible, and rational when it comes to wasting money when I compare to my friends, I spend my money on thinks that I really need, rather than just because I wanted to buy something.

IN: Do you shop online?

Gera: Not really, many times I have been thinking about buying something online, my friends have told me it's very convenient and there are some really good offers, but I've never tried it, as I said I am not much a shopping person. I also prefer being able to try out the things I want to buy, to see how they look on me, I also I think I wouldn't be patient enough to like something and buy it and then wait for it to get delivered.

IN: By the way what do you think about thrift shopping?

Gera: I've never been thrift shopping. But I have friends that do though and they buy some really nice things, I don't think it's a bad thing. If someone doesn't have enough money to spend on new clothes, it's very convenient to buy them from second-hand shops or maybe just people like to shop from there even if they have enough money, if they are okay with wearing used clothes, I would hesitate a bit, I don't think it's bad, but I am also not sure it is for me. I've never really thought about it but who knows maybe I would try.

IN: Have you ever heard about sustainability, maybe sustainable development?

Gera: Yes, actually at school. I think we were studying about some topics in French classes, I don't know how to explain it but it has to do with being oriented for things to stay and to be oriented about the future, something like that, to have something for as long as possible, for it to endure.

IN: (reading the definition of sustainability)

Gera: I think we have talked about this, that we should use more renewable resources, and limit the use of the natural resources that we might run out. Also in some French classes we were talking about shared economy, like shared travelling and in that way it's more rational the using of things that are necessary for you and the people around you.

IN: Were these topics interesting for you?

Gera: Yeah, not the most interesting, but still interesting.

IN: When you hear green consumption, what comes to your mind?

Gera: Maybe the home produced vegetables, fruits, and also things that we can make ourselves.

IN: (some information about green consumption)

IN: Have you ever thought about whether your lifestyle impacts in a way the environment?

Gera: For example in school some of the materials and exercises are being printed and each teacher wants us to print a lot of things, and I think too much paper is being wasted, me and my friend had been talking about it and that a lot of trees get cut down. Maybe they can do something to reduce the amount of paper they use. There are some teachers that try to use less paper but others I think just don't care and they just use and use. I've also have thought about this problem at home when writing in my notebooks, that there is so much paper going, so many notebooks.

IN: What about the things you do at home? Are there some things that you do that have an influence on the environment? Might be things that you've never even considered to have any regard to the environment. Could also be consumption economy?

Gera: Well, here I can add that I have realized such things before or thought about them, for example I've been thinking about the large amount of plastic bags that are being used and at home I have been thinking that is very harmful and bad, also that every time people go to the shop they buy new plastic bags. At home my mom and dad has thought us to always turn off lights and device when we don't need them, but I think it's rather for not wasting electricity. When it comes to water, we are also thought to be sensible in using it. I think it would be nice if we reduce and eventually stop using plastic bags, I've seen my

grandmas always shopping with reusable textile bags, and maybe we can also start doing that. Actually, I think this is a very good idea and it's good for the environment. I notice that at school and at home we buy a lot of drinks that are in plastic bottles, would be nice if there were more drinks that you could buy in glass bottles or something better than plastic.

IN: Have you ever had a discussion with something related to the environment with classmates, friends, family or other people?

Gera: We have talked in school classes sometimes, like when something happens like natural disaster, that the more we harm the environment, the more the nature is avenging for it. I think we have talked about it in French classes, where we discuss a lot of topics in order to train our communication and language skills. Unfortunately, I can say that very small group of people my age care about the environment and about the consequences of not caring about it. The only person that have talked about this but not while having classes but in period breaks is my friend, the one I mentioned I talked about the paper use. We have talked with her about the trees and overall, that a lot of waste is being discarded all the time, we have also talked about that people are very irresponsible for throwing their waste wherever, but not in the appropriate places. Things like that.

IN: You said most people your age do not care about the environment, why do you think is that?

Gera: In my opinion, it's because of how they were raised by their parents, I think what's the most important for any kid is what his parents are telling them to do or not to do. So, I think if children are raised to keep the environment safe and clean, they would care more and they will not harm it as much. I think the parents are responsibly for preparing their child to be a responsible citizen. I saw a kid in the park not a while ago throwing rubbish around in the park on the ground and I was amused, but not because he does it, but because probably his parents haven't thought him this is not right and he shouldn't do it. I also think parents should give more examples about what their children should and shouldn't do, otherwise how can they know? Also, I think these topics about the environment are getting widely-spread lately so it's not like people don't have an idea that there are issues. A random woman in the shop the other day was saying the shop that this Corona virus is nature's revenge for us harming it. I don't exactly agree with her, but that was her point of view and it made an impression on me. We have also talked at school that ice melting, acid rains, floods are because we are irresponsible towards the environment. All these are because of our waste, because of our lifestyles.

IN: You mentioned about your friend, the one you talked with about the trees and the paper, do you have any friend or someone you know that does something for the environment, something that you notice maybe?

Gera: This friend of mine is always careful with her waste, also putting it in the right places, if there is not a trashcan nearby, she will just keep it until she sees one, this is also something that my older sister always does and I do it as well. But it's actually easier for me to notice those who throw their waste wherever inappropriately, because I feel like it's not right, I'm not thought by my family that way. I also have friends from my church who have gathered by themselves to clean the environment, like parks or places around river and lakes, I think if there are more people like that, things would get much better. My friends did it because they believe that everything depends on us. We have to be responsible, our actions are what can make a change and I agree with that. Next time they do it I will probably join them.

IN: Have you heard about bio and eco products, have you bought one, what is your opinion on them?

Gera: Yes, I have they are more natural and also they don't harm as much the environment as their package I think is biodegradable. I know they are more expensive, I've been in Bio shops and I have noticed that the prices are higher than in the ordinary store, I think this might not be very likable by people but also I guess if these products are of higher quality than the ordinary products it's normal for them to be more expensive as well. I think people spend money on a lot of things so it's worth it to pay a bit more for quality products. But of course not everyone can afford it. I personally, haven't started to use such products because more or less I can't buy things just for myself since we are a big family, as I said we are three sister and also my mom and dad and I can't afford and I don't want to make them buy such products if they don't feel like it, I haven't talked about it with them, but if I live alone in the future, I will probably buy such product. Also, as I told you have a lot of bio products that are homegrown, so we don't really need to buy ones that much.

Gera: But also I've heard from different people that when you buy things from the store you can never be sure that what is written on the label is absolutely true and I also think this is valid for these kind products. Yet, I tend to believe these products are at least a bit better than others.

IN: When you used something and you don't need it anymore, do you get rid of it or?

Gera: Me and my sister always exchange things, if I don't need something I just give it to my sisters for them to use it and they do the same. Our parents have taught us to share things among each other. When it comes to clothes when we don't need them and cannot exchange among each other we collect them and donate them to someone in need, my mom does that and taught us that way that just because you don't need something doesn't mean you should just throw it away, but should give it to someone that might need it. I also know there are websites and organizations where people can exchange things they don't need anymore, I've seen ads on social media and I think that's really nice. My mom has taught us that we have to be humans first, to help, to donate if we can and that's how we are raised.

IN: By the way have you heard about BDS?

Gera: I think I've heard this term but I am not really familiar with it.

IN: What do you know about environmental issues, you told me about some issues actually, but what comes to your mind when you hear about it?

Gera: Deforestation, erosion, soil destruction, all the pollution of water, of air, which cause acid rains, floods, ice melting, ocean levels increase, I've even heard that earthquakes are avenge for this. I can't say we are responsible for all that, I mean not all of us have the equal amount of guilt, everyone does some things but they have different impact I think, like for example some rich guy decides to build himself a mansion and cuts down many trees and destroys part of the environment, but also we daily probably do stuff that do harm. I think people shouldn't be like "even if I do something for the environment, the other will harm it, so what's the point", because no one will do anything, we should think that every little gesture is important by any of us and that way maybe would be a step forward. I don't think person have to be part of some movement or campaign to do something, they can just do it by themselves. The more people do these things the more noticeable will be the change. I also think that if more people do some gestures, more people will follow. They will be motivated to do so.

IN: You mentioned several environmental issues, where do you get information about such things, what are your sources?

Gera: Maybe at first place school, when I was little I really liked biology classes and cases the human and the nature and I know a lot of things from this classes, but also if information from school is not enough I just search the internet or ask my parents.

IN: How does these environmental issues make you feel?

Gera: I feel bad for the environment, I don't feel like I am to blame for this but also I am part from this generation, from this planet and maybe I feel a bit conscientious and also at times I am a bit worries about what will happen in the future. I also have asked myself how far this will go.

IN: Can you think of some initiatives, campaigns or movements you know about?

Gera: I know there are some organizations in the city but I can't really name them now, I can think of practice in some countries where people pay for their waste depending on the amount of waste produced by the household, so the less waste they have, the less they pay, so that motivates people to reduce their waste. I think that's a good practice. I don't really think enough things are being done in our country, the most things I've heard of are always from other countries, although I can think of "Let's clean Bulgaria for one day", I would take part in such initiatives, but also I think there should be initiatives about stopping the pollution rather to clean after it. Also there are usually fines for throwing stuff where you shouldn't but I don't think there is tight control or any control about it so. I think if people knew there were solid consequences for their actions, they would reconsider doing it, I know this is being done in other countries. So yeah, I think his is a great initiative but at the same time other initiatives preventing these consequences seem to lack. I think there should be initiatives about buying less plastic but less harmful products and packages, also to not use plastic bags but alternatives, I think we are responsible for that and we should do it, we shouldn't wait for someone else to do it.

IT: Whose opinion matters the most to you?

Gera: For me God's opinion is the most important, my pastor than my mom and dad, their opinion, their advice and then maybe my friends.

Gera: Also nature and environment are God's creation and we shouldn't harm and destroy them. By the way, faith also helped me in starting to eat healthy because I know that my body is made by God, also in the Bible there are a lot of words that we should take care of our bodies, because they are our temples. Also my pastor and spiritual people around me do it and taught me this that we have to take care of our bodies because you can't live well if your body is not well.

IT: How do you usually spend your time, how do you organize it?

Gera: I like to organize my time, I always think about what I am going to do next, I love to plan my time and to know the order of things, I don't like to waste time and for the day to be gone and for me not to have done what I wanted to. I try to have time for my school duties, and then to have leisure time with friends, to play the piano, I also strive to help around the house. I also like watching movies with friends, I love to spend time with my family, and we have discussion for example like how our days were. But yeah I always organize my time.

IT: So you live in a house?

Gera: Yes. I like it and I'm used to it and if I have to choose to live in a house or apartment I would always pick house, because I feel free and I feel like I have space, also I love that we have yard. We used to live in an apartment but I felt more limited and somehow isolated.

IT: Do you have any idea about your sources of heating/energy/water in the house?

Gera: We have a boiler and radiators and we use pellets, water and electricity are from normal suppliers.

IT: What about waste?

Gera: We put everything together because there are not recycling containers nearby, if there were we would.

IT: What do you think about social media? Which platform do you use?

Gera: I think we all get influenced by social media. I think they can influence you in a bad and good way like everything else. You know, someone might use a knife to make a salad, another can use it to kill. Social networks are good for networking, communication with friends, with relatives abroad, to get information about something I am interested in. But also there is the other side of things, I think sometimes a person can get too attached to social media and this instead of helping in communication can actually make you bad at it. I feel like most of my peers have become dependent or even addicted to social media. I think they spend too much time on social media. I feel like they connect their whole lives to social media, you know likes and comments. I don't approve of this, I've heard of cases where people using too much social media lose their ability to communicate in real life.

Gera: I don't feel like I am a 'fan' of someone and or to have idols that I admire, my friends are and they follow what their idols do, but I want to be myself, I follow my friends and people I know, that's it, maybe I follow some people that I admire, musicians of gospel.

IN: Who do you spend the most time with?

Gera: My sisters, my cousin, my family.

IN: Let's say hypothetically your best friends start to care more about the environment and adopt more eco-friendly lifestyle, do you think this would influence you?

Gera: Yes definitely, because when you have people that support you, you feel more secure into doing something and more willing to do something. I would be happy if this happens, if more people from my surroundings start doing things like that. Maybe I can suggest something like that, I have been thinking about telling them to do some cleaning of the environment around where we live.

IN: You mentioned you had a few conversations about the environment in school, do you think such topics are talked about enough or maybe too much?

Gera: I feel like we talk enough about the problems, but maybe we don't talk enough about how we can react to these problems, what we can do. I am glad we talk about this issues, school is not only to teach us about science, but I think also how to behave and I think my school is doing well at this but I think other schools are not like that, but the only classes we have discussed such topics have been French classes and

while working with French textbooks. It's not biology or science classes, maybe they need to be included in other classes as well.

IN: Do you think that in the everyday life of your family more eco-friendly practices can be included or your family would rather be traditionalistic?

Gera: I think they would be willing to do so, it's just that when we are used to do certain things it's hard to change the way we do them. Like for example, even if I strive not to use many plastic bags sometimes I just do something and I use them unconsciously, it's just routine. But I think if we really want to and decide we can do such things.

IN: Do you take part in any clubs or anything like that?

Gera: I used to do dancing a bit, there are a lot of different clubs in the school but I felt about stressed when starting high school and haven't taken part and later I had no time because I concentrating my time on studying the languages, but I feel sorry for not doing it now.

IN: Why do you feel sorry?

Gera: Because it could have been an experience and I would have met more people and would have done different things probably. But now I try to make up, I signed up for piano lessons and I would take other activities as well in the future.

IN: Have you heard about Greta Thunberg, do you have an opinion about her?

Gera: Yes. I've heard about her from TV and then I looked for information online. I know she is a maniac about saving the environment, but I think she has gone into extremes, I don't really approve of her, I am not sure of her true motives and the way she does things.

Appendix 7 Interview 6 Ivan

IN: First, I want to ask you a few questions about yourself like where do you study, what do you study, what are your interests, your hobbies, things like that?

Ivan: I am studying in a High School of Mathematics, I study Mathematics and Informatics mainly, I usually spend my free time with my friends and family. I like to watch different TV series, to read books. I have been training volleyball for 4 years now, before that I was swimming, for the most part of my life I have been playing sports. It's really pleasure for me to do sports and to be active. I think it all started with my parents signing me up for the swimming, I was even scared of the water in the beginning but afterwards I loved it. And that's it.

IN: I would like to ask you a few questions about shopping? Do you shop often? What do you shop for?

Ivan: Not really. I feel like shopping is very time consuming, and I am a bit lazy for it. Usually, when I go shopping for shoes, clothing I like to make my mind fast, I just spot something I like and I get it. I don't like going from shop to shop and spending hours for it.

IN: When you need to buy something, what do you look for, what is important in a product for you?

Ivan: I look at how the products look, if it's about clothes, it's important for me that it looks good on me, after that is the price probably and I don't really care that much about brand.

IN: What do you usually shop for most often?

Ivan: Usually, I shop for groceries for home, mostly than a bit clothes and cosmetics and that's it usually.

IN: When you shop for home are there any specific routines, principles connected to products and shopping that your family has?

Ivan: I shop everyday things for home, actually it is mostly me who does the shopping, I also do the shopping for my grandparents since they live with us, and when I shop for them they are very strict, they have specific products by specific producers that they use, but with my parents it's not like that, they let me decide on my own.

IN: Have you checked product labels when shopping, is this something that you do?

Ivan: Not really, I just notice the brands logos of products that we like and that's it I think. Quality is important, sometimes price. We stick to the same brand dairy products at the store, vegetables we get from our garden, we have a house with a big yard, and during warm seasons we grow our own vegetables and even fruits, but when there are none, we just buy from vegetable store as we strive to buy from local producers. But to be honest I like the ones from the garden better because I know how they were grown, what they were treated with.

IN: There are a lot of commercials on TV and social media, do you think they influence you in a way?

Ivan: Well that's what ads are for to influence us, but I don't really think I get influenced that much by ads, maybe opinion of a person who used the product would have more influence. I don't easily trust just words about a product, I mean I listen to people that I know and that have used the product.

IN: How do you organize your pocket money, do you have any other sources of income like scholarship or something similar?

Ivan: Usually, when my parents give me money it's not for a certain time, when my money is over I just tell my parents. I get scholarship from the school as well, I try not to use the money, I save them for tough days. Usually, I spend my pocket money for going at, taking coffee with friends, eating something out. Sometimes I just buy some snacks from the shop.

IN: Do you shop online? Do you prefer online shopping or going at the store?

Ivan: I prefer going at the store and I rarely shop online. I prefer to be able to try the things on, to see how they look on me.

IN: Have you ever heard the term sustainability?

Ivan: I haven't heard of it and I also have no idea what it is.

IN: (reads definition of sustainability)

IN: Have you ever thought about whether your lifestyle has any impact on the environment?

Ivan: Yes, I can say I care about the environment and I care about leading a healthy lifestyle. It's just ugly all the waste in the environment and the dirty oceans and seas. I cannot really add anything else.

IN: Have you ever talked with family, friends, classmates or someone else about the environment?

Ivan: At school we had to make presentation on topic we choose and I chose to do a presentation about preserving the environment. That's the only time we have talked about it. I remember looking on the internet for information about the presentation.

IN: Do you think this is a topic that is enough talked about?

Ivan: At school for sure we don't talk about it enough. In internet there is a lot of information, on TV they was just starting to talk about it more, but now with the virus, they stopped.

IN: Can you think of someone you know that has been doing something connected to preserving the environment?

Ivan: In the city there are some organizations that I know of, like Interact, Red Cross, they have some initiatives connected to cleaning the environment. Also I can think of the "let's clean Bulgaria for one day".

IN: Would you take part in such initiatives?

Ivan: Yes I gladly will, I think I haven't before because I don't know that these activities are being scheduled, usually I find out afterwards if I even got to know. I would like to help, our city would look much better if we clean, also the environment would be even a bit cleaner.

IN: Usually, when you look for information, where do you look for it, or who do you ask?

Ivan: Usually I check internet or I ask my parents, to be sure the websites are reliable I check only most visited ones or the ones on the top of the result page. Also I check if the website name sounds reliable.

IN: Have you ever heard of products which are bio, eco, organic, of that sort? Have you used one? Do you have an opinion?

Ivan: Yes, I've seen such products, usually in the bigger stores and market chains, I don't really have an opinion about them, I never used one, but I have my suspicions whether those products are really bio and eco. But still I think I would try them and see for myself. I know those products are a bit more expensive but I am willing to try and then if I think it is worth it I would buy it again.

IN: Do you easily get rid of things you don't need anymore?

Ivan: Yes, definitely. The clothes I am giving to my younger cousins, but other things I just throw away.

IN: Have you heard of BDS?

Ivan: Yes, I've heard about it but I have no idea what it is.

IN: Have you ever heard the term green consumption?

Ivan: Not really. But when I hear it I think of recycling or something like that..

IN: (explaining green consumption)

IN: What do you know about environmental issues, what comes to your mind?

Ivan: I know of water pollution, air and soil pollution, because of this pollution a lot of animals are dying, also the fires in Australia.

IN: What do you think about this problems? How do they make you feel?

Ivan: I feel really upset when I hear things like that. I feel like I want to do something, but also if I only I feel that way and do something or small amount of people do something, this wouldn't help a lot. There needs to be more organizations about preserving the environment. There are such organizations but they need to work harder. I think they have to promote keep the environment safe, also governments have to do something about it.

IN: Do you use social media, what platforms do you use the most? What's your opinion on social media/

Ivan: I use Instagram the most, I follow my friends, celebrities. I feel like social media has a bad effect on my peers, I feel like social media is world that most of my peers live in rather than real life, they don't socialize in real life, I try to spend less time on social media.

IN: Do you follow any influencers, or any celebrities that in a way have made you try something or have influenced you in some way?

Ivan: No really, I try not get influenced, but I do follow influencers, but I think that these are their lifestyles and their choices and I think people my age should not copy them blindly because they have to be an individual person that make their own choices.

IN: Whose opinion do you value the most?

Ivan: Mine. And also my mom's partially.

IN: How do you spend your free time, how do you organize your time/

Ivan: I try to organize my time, but I sometime I just fail to do so, I try to make time fr everything, right now at home we have some reconstructions and I am trying to be around to help out. Also I have to study and I help my little brother to study, he is 13 and he has some exams. I also have to find time to see my boyfriends and my friends.

IN: How do you related to the environment?

Ivan: I want people to keep it clean, I always tell the people around me not to throw their rubbish wherever they find. I also collect plastic caps from bottles for recycling, my mom set this bag at home where we put plastic caps, then when we collect a solid amount she takes them to some organization that exchanges them for recycling and in return they make some financing of charity.

IN: How do you see yourself in the future, what do you want to work with?

Ivan: I have no idea, maybe something within mathematics and English, maybe also going into the navy school, my mom has been there and I think it's cool from what she have told me. Also I think it would be nice to travel to different countries, but I'm not quite sure.

IN: DO you have any idea about sources of heating, electricity, water in your house?

Ivan: We have a fireplace with pellets and radiators. Electricity and water are from ordinary sources.

IN: What about waste, how do you manage your waste?

Ivan: We put everything together, but it's because that's the containers nearby, if we had opportunity to recycle, we would.

IN: In general what is your opinion about such initiatives and campaigns that want to help the environment?

Ivan: I think it's very good to have these things, but also these organizations have to do their work right.

IN: Let's say hypothetically that your closest friends start to care more about the environment and start a more eco-friendly lifestyle, do you think that would influence you in any way?

Ivan: That would make me very happy, and we will have another thing in common.

IN: If you think about the things you do at home, do you think there is something that is ecofriendly, it might not be something you do for the environment, but if you think about it now?

Ivan: I think with electricity we turn off light and devices we don't use, we do it for economy, my parents and grandparents and also me and my brother, we always turn off lights and our computers and chargers when we don't use them.

IN: Do you think your family would be willing to adopt more eco-friendly practices or are they more traditional and skeptic?

Ivan: I think they would be willing to do such things, a few years ago me and my parents and some of their friends took us to a resort and we planted some trees. And I was very happy we did that.

IN: What places do you like to go in your free time?

Ivan: Usually we like to go different places across the country, by the seaside, in the mountains. We like to explore pretty much. I like seeing different places, different people.

IN: Do you think in your city there are opportunities to sign up for eco initiatives?

Ivan: Yes, I think so. But maybe they have to be more promoted, so that more people know about them and their activity.

Ivana: Since I was little I use a textile bag when I shop, because my grandma was always making me shop with it and just stick to doing it.

Appendix 8 Interview 7 Galya

IN: Can you tell me a bit about yourself, like where do you study, what you study. Do you have any hobbies, what are your interests?

Galya: I just turned 18, I study in a Language High School with profile in Chinese. In my free time I love to listen to music and dance. I like to go out with friends. I like things connected to art, music, dancing. I also go to a Latino dancing club.

IN: Now, I would like to ask you a few question about shopping? Do you like to shop?

Galya: Oh, I love shopping, a lot. I most often buy things like purses, shoes, skirts.

IN: Do you also shop for groceries, maybe with your parents?

Galya: Yes, usually we shop together.

IN: Have you noticed if you have any particular way of shopping, like preferred products or some principles you follow when shopping?

Galya: Because of my food regime I usually pick what I will eat and leave my parents to buy whatever they will eat. I avoid eating sweet stuff, bread, ready to eat foods from the shops, I try to eat more vegetables and fruits and yogurt. Also, I've been vegetarian for more than a year now, I don't eat meat and fish.

IN: That's interesting, how did this started? How did you turn into such lifestyle?

Galya: A lot of things made me change my food regime, first I think we should eat more pure food and the meat at the stores is injected with unhealthy substances and I think it's of bad quality. Also before turning to vegetarian I was doing a diet that required I ate a lot of meat and I really got fed up with it.

IN: You said you want to eat products that are healthy and clean, how do you know a product is such? How do you shop for yourself?

Galya: I look for foods that have more protein and less fats, also yeas I want products to be with maximum natural ingredients, for example when I buy peanut butter I take the one that doesn't have any additives and it's natural.

IN: By the way, where do you usually shop, small shops, big chains/

Galya: When it comes to vegetables and fruits we always buy them from the main vegetable market of the city where you can find homegrown vegetables that taste better and also are probably healthier than the ones in the ordinary shops. Other things we usually buy from larger shops since there is more variety.

IN: Now that you mentioned that you prefer homegrown vegetables, is there anyone in the family that has a garden.

Galya: No, that's why we buy from the market.

IN: Do you read product labels, product contents?

Galya: I used to read product labels, when I started eating healthier I started to check if the products have been going through a lot of processes if they have a lot of additives. Things like that. But now I don't check that often because I already have some idea about which products to buy myself so I don't do it as much as before. Maybe if I need to buy something new, I will probably check it out.

IN: Can you tell me about how you turn to such lifestyle, how did this happen?

Galya: Things is that before I was eating a lot of unhealthy food, burgers, chips, different snacks and so and so....so I gained weight and I wasn't feeling well. I also started to notice on social media how people share posts about the healthy food they eat and they also looked better and I felt bad for my unhealthy lifestyle, I think this was the big thing that inspired me to start eating healthy.

IN: That's very interesting? You mention social media, what platforms do you use, what do you think about social media?

Galya: I use Instagram the most and then Tik Tok and I can say I spend a lot of time on social media. There is this influencer – Anni, I like her a lot, she has shared that she used to have an eating disorder, she is posting on her page how to eat healthy, how to take care of our bodies, I like her, she is one of the women that I really like how they eat. Overall, for social media I would say it has its good and bad sides. For example, me turning to this healthy eating style is because of social media, I got inspired from people there, but I would say there is also bad influence as a lot of teenagers my age get very influenced by social media, I would say they believe too much to whatever is posted and written on social media, also they try to copy one another or the people they follow and like and they are not really themselves. In my case, except for my friends, I follow a lot of people that do healthy eating lifestyle and exercise posts, I also follow some of my favorite actors and actresses.

IN: I guess while you are on social media or watch TV, you see a lot of ads, do you think they influence you and if yes – in what way?

Galya: For sure there are a lot of ads everywhere, especially on social media, and yes there are some ads that make me stop scrolling, but also there are this ads that are just repeating on showing up very often and I just get really annoyed.

IN: When you are shopping and you need to choose a product but you have doubts, do you ask for advice, do you look for recommendations?

Galya: Most of the times I rely on myself, but if I can't really make it on my own I use internet, especially for the food I can't really go to my parents because they don't follow this lifestyle. When it comes to clothes, I really want to make sure I look good in whatever it is, just because something might be expensive doesn't mean it will look good on me.

IN: How do you manage your pocket money, do you also have fixed amount of money for a fixed period or is it until your money is over? Do you have scholarship or something similar?

Galya: No scholarship. Usually it's a day to day thing, but also it's kind of my parents give me some money and when I'm out of it I just tell them, because sometimes I spend less, sometimes more.

IN: I understand. Have you noticed what do you most often spend your money on?

Galya: I would say I rather don't waste them on food but I mostly use them in my free time when I go somewhere with friends. At school, I don't really buy anything because I bring my food from home, because I prefer preparing my own food. Also I can't really buy the food that I eat anywhere around school, there are mainly pizza and burger places. I wish there were places nearby where I can get some healthy food, when I couldn't bring my own, but unfortunately, there are none. I also think there are not a lot of places like this in the city in general, yes, there are some, but compared to the fast food ones it's like nothing.

IN: Do you think that if there were more places like that, people your age would be willing to get food from there?

Galya: I guess there still would be those who usually eat junk food, but for people like me who want to eat healthy, I'm sure they would enjoy such places. Also many people think that it's very expensive to eat healthy or when they hear about healthy diet they think "oh I have to eat only salads, that's not for me" so yeah, I think it depends a lot on what are the attitudes of people.

IN: When you decided to become vegetarian, how did your parents react, did you have any discussion?

Galya: I shared with them what my decision was, we didn't have any discussion or anything like that, I remember my mom laughed but she said "well okay", I think they didn't have any problem with it, but in the beginning it was hard for them to get used to it, it took my dad half an year to stop asking me if I wanted to try the steak or some cooked meat.

IN: Have you noticed if your healthy diet has any influence on their diet?

Galya: I can say my mom used to have some sort of healthy food practices before I turned to my current diet, for example she only eats whole-grain bread, maybe after I stopped eating meat she started to avoid meat products like sausages and salami that have a lot of additives and sugars.

IN: Do you shop online?

Galya: Not really, I usually visit the stores. When I buy something I want to see it live, I want to be able to touch it, see it up close, shopping online is a bit risky in my opinion because you can't see exactly what you are buying, you cannot be sure if it's for example clothes or shoes, would they look good on you.

IN: Have you ever heard the term 'sustainability'?

Galya: I think I've heard it somewhere, not sure where, but I have no idea what it is.

IN: (giving the definition of sustainability)

IN: Have you ever thought about whether your lifestyle has any influence towards the environment?

Galya: Yes, I have thought about it, also not only mine but overall, of all people, unfortunately, I don't think this influence is a positive one. There are a lot of examples, like people buy some stuff and then throw the package wherever they find, also there are a lot of cigarette butts everywhere, and also when I've travelled I've seen around some of the roads piles of waste. Also, when I am at school I've noticed how much waste my classmates make. And all this I think pollutes the environment a lot.

IN: Have you ever had a conversation with someone about such issues? Maybe friends, classmates, family, someone you know? Maybe at school?

Galya: I don't think I have had any conversation like that to be honest. In school we have discussed such things a bit in Geography classes, also I think we have talked about it in one of the class periods.

IN: What do you think about paying attention to this at school, is it enough or is it unnecessary?

Galya: Oh definitely that's not enough, we have to talk more about it at school so this can make us have some measures maybe, because it's not only about conversations but also taking an action.

IN: Who is responsible for those measures you mention? Who has to initiate them in your opinion?

Galya: I think people themselves have to take measures, because I feel like even if there are some laws and bans, I just think that if people themselves don't decide to help and to keep the environment safe... I just think it starts with us, with people.

IN: I understand. Can you think of a friend or someone you know that helps the environment? If not maybe some initiatives or movements, organizations?

Galya: From my acquaintances not really. I've sometimes seen people I don't know cleaning the environment though, I know of "Let's Clean Bulgaria for a Day", I've taken part of it, a lot of people do. I know there are a lot of organizations in other countries, but I haven't really been exploring that.

IN: Would you take part in such initiative? Do you think there are enough opportunities in your city to take part in such?

Galya: Yes, I would. I would like to help the environment. To be honest I don't know of many organizations and initiatives in the city, but I think that might be because they are not being promoted and maybe not a lot of people know about them. I think there should be more people that do such initiatives but also promote them and explain what they are about.

IN: When you need information about something, what are your usual sources?

Galya: Mostly I use internet to find information, if I hit dead end I just go to my mother and ask her.

IN: Have you heard about bio, eco, organic products, have you used them? What is your opinion on them?

Galya: Yes, it's not very rear that I buy such products, for example I buy bio peanut butter, bio hummus and bio popcorn, because they have less added unnatural ingredients and the taste is the same. Though, I don't know if they really are what the label states they are, maybe they are slightly better than usual products, but in my opinion the products that are the most eco and bio are the ones that you make/produce yourself.

IN: When you use something and you don't need it anymore, do you easily get rid of it? What do you do with unnecessary things?

Galya: Well, I first though of clothes, most clothes that I don't use anymore but are in good condition we give to the daughter of my mom's friend. My mom says as long as they are in good condition they should be used even if it's not by us. But the things that can't be used anymore we throw away.

IN: Have you ever heard about BDS?

Galya: Not really.

IN: Have you ever heard the term ‘green consumption’?

Galya: I think I’ve heard it, not sure. I don’t know what exactly what it is, but when I hear it I think it’s something connected to consuming products that are not harmful, but maybe healthy. Something like that, consuming things that are healthy for us.

IN: (giving definition about what green consumption is)

IN: Would you buy products that are ‘green’ i.e. they don’t harm the environment?

Galya: Yes, I am willing to.

IN: What if they are a bit more expensive?

Galya: I think I would still. I love to try new and different products and if I like a product if I think it has quality, I would buy it even if it’s more expensive.

IN: Now I would like to ask you a few questions about environmental issues. Can you tell me what do you know about environmental issues? Could be anything that comes to your mind, events for example.

Galya: I think the biggest environmental issues is pollution, and not only the pollution from people, but also from factories. Also there are a lot of building and construction and destroying of environment.

Galya: Actually two months ago I did a project at school about the pollution of rivers and what really struck me was that the biggest rivers in the world are polluted, I remember about river Gang in India, it’s extremely polluted but also an extremely important source of water for millions of people and they have to use the polluted water, this is not healthy at all and also a lot of people are dying because of this annually.

IN: Whose opinion matters the most to you?

Galya: To be honest I care the most about my own opinion, still, I think it’s important to listen to what is the opinion of other people, but still, my opinion matters the most to me.

IN: Do you live in a central part of the city?

Galya: Yes, I think so, I mean we are not in the outskirts so.

IN: How do you spend your time, do you organize your time?

Galya: Usually, school defines my time, depends whether I should be at school from the morning or afternoon.

IN: How do you relate to the environment?

Galya: I think the people and the environment are extremely related, we are very dependent on the environment. If the environment is not in a good condition, if it gets destroyed, I don’t think we can live without it. I feel connected to the environment when for example I am at the beach, or the mountains, in the forest. In the park.

IN: How do these issues connected to the environment make you feel?

Galya: I feel sad and bad about it, because I feel like if these issues continue to exist we wouldn't be able to fix the damages, also I feel a bit worried that things might get worse. Something has to be done, by people, by government. Everyone. I think the actions of any person are meaningful, because if everyone do something small, in the end we will have something big, even though for us it would not have costed that much.

IN: Have you ever thought about what you want to do in the future? Might not be profession, might be just interests?

Galya: My biggest dream is to be an actress, but if it has to be something more secure, I am thinking of studying law in the future.

IN: Do you have any idea what are your sources of heating/energy/water?

Galya: We use air conditioners, water and electricity are from the usual providers, we drink mineral water, never tap one, it tastes bad and I also have noticed it's a bit yellowish sometimes, so no tap water.

IN: What about waste? Do you put everything together or do you separate it?

Galya: Everything all together. But it is because there are no containers for recycling around. Otherwise I think we would, or at least I would I am not sure if my parents would.

IN: Why?

Galya: I think they are used to doing it that way, but who knows?

IN: You said you spend time in social media, have you ever noticed something connected to the environment on there?

Galya: Yes, I remember a girl was posting about an initiative for cleaning the parks of waste, but I don't really know her.

IN: Who are the people you spend the most time with?

Galya: Well, I think my classmates, since most of time is spent at school, out of school I'm mostly my friends or my family.

IN: You live with you parents right, do you have brother or sister?

Galya: Yes, I live with my mom and dad and I am an only child.

IN: Let's say hypothetically, your closest friends start to care more about the environment and start living a more eco-friendly lifestyle, do you think this would influence you in a way?

Galya: We do influence each other, so I think if they were to start something like that, I would join and we will even do stuff for the environment together.

IN: Have you noticed, or maybe you can think a bit about it now, if at home you have any practices that might favor the environment, have in mind that this can also be things that you don't do in spite of the environment, but maybe because they are practical or economically-motivated.

Galya: I can immediately think of turning the lights off when we don't use them, my mom always tells me to turn them off when not needing them. I am not sure, but I also think we are using energy-saving light bulbs, but I don't think this is because of wanting to preserve the environment but rather because of the electricity bills.

IN: Do you think that your family would be willing to adopt practices that would favor the environment?

Galya: I think they would be willing if they realize that it's important or if they see that I really want it, though it would be hard for them if it's something drastic.

IN: what places do you like to go when you have free time?

Galya: I enjoy travelling, when my parents have free time we usually go somewhere, Otherwise, I like visiting cafes with friends, going to the park to walk or run and also shop.

IN: Have you ever heard about Greta Thunberg? If yes, what do you know about her, what is your opinion?

Galya: Yes. I've heard about her and I've read some stuff about her online. I know that she is extremely active about saving the environment, I know she has spoken in front of many World leaders about some issues. I also know she organizes some protests every Friday. I think it's a good thing a young person like her is trying to do something about the environment, though, I think a lot of politicians are using her for different purposes, I also know she has some health conditions, overall, in my opinion it is good that she tries to help the environment, but also a lot of people might be using her so I think she is vulnerable.

IN: Lastly, I would like to ask you if there are any things you have noticed about your generation, like something like overall opinion.

Galya: I think we let what other people do influence us and most of my peers copy their idols or just people they want to be like, and in that way they lose their identity and that I think is bad.

Appendix 9 Interview 8 Moni

IN: Let's start with you telling me some things about yourself, that can be where do you study, what do you study, what are your hobbies and interests? Things like that.

Moni: My name is Monika and I am 18 years old. I am studying in High School of Architecture and Building, with profile in Architecture and English language. I love watching movies, I like watching videos on YouTube, I like playing video games, and I also like board games.

IN: You said you love watching videos on YouTube, what are your favorite types of videos?

Moni: I watch a lot of different things to be honest, but I what I love the most are make-up videos, tutorials, also I like watching crime videos. I also like watching Sci-fi videos.

IN: Have you been in any clubs, could be something sport-related, could be something in school or out of school?

Moni: I've never been signed for any sport, I love watching sports on TV but that's it. I take part in club "I can build" and I was in "Astronomy Club" which are organized by the school. I like being in the "I can build" club we learn a lot of new things about architecture and building, but I didn't really enjoy being in the "Astronomy Club", I signed up to impress the teacher so I can have higher grades in Physics.

IN: Are you a shopping person? Do you shop often, do you like to shop?

Moni: I love shopping particular things, I like shopping for groceries for home, I love cooking, my grandmother is a cook and I have been always around her when she is cooking and it has turned into a hobby of mine to cook, I love to cook for the family sometimes. So yeah, I like to go grocery shopping, but I don't like going shopping for clothes and shoes, I prefer shopping for these things online.

IN: Why do you think is that, you like going to the physical store about groceries, but when it comes to clothes, you prefer online shopping?

Moni: I think it's because this urge to try the clothes when you're in the store, like you feel obliged to try it when you are there, it annoys me, also there are so many things around me in clothes shops and I get frustrated and overwhelmed what to choose.

IN: You said you mostly go to the shop to buy groceries, what do you usually buy? Where do you buy it from?

Moni: We usually buy vegetables from little vegetable shops in the neighborhood as we insist to buy from little local producers from the region, meat we avoid buying from the big chain shops, we go to butcher shops for meat, and for dairy products we shop from a local dairy farm's store. All the rest we buy from the big chain stores.

IN: So you don't try to buy everything from one place, do you know why do you shop from different stores from dairy, meat and vegetables?

Moni: My family shops like that and I do the same when I have to shop for home, yes it's a bit annoying to have to go to all these different places, but also we do that because we really want to avoid food of poor quality, my family says meat at the big chain shops is probably old and with uncertain origin and antibiotics, for dairy is something similar, they put a lot of additives in dairy products and for vegetables we want them as natural and clean of treatment as possible. I also think my grandma buys eggs from a woman that has a few hens in her yard in a village and they are from this "happy hens".

IN: When you shop for products what are the things you pay attention to, what is important for you in a product?

Moni: When it comes to food, I think we buy things that are a bit more expensive because of their quality, we've tried some products that are more expensive, we see that they are better and we continue to buy them. Also we don't tend to buy things we don't need, we buy what we need, but also, we are not from people that shop for the week, you know, we shop once in two, three days.

IN: By the way who do you live with and do of you in the household have the same regime?

Moni: I live with my mother, my uncle and my grandma. Our food diets are quite different I would say, my Grandma and I use to eat almost the same things but she had a surgery and now she has special diet, as for my mom, she is diabetic and she avoids eating a lot of carbs and sugar, she relies a lot on vegetables

and meat, in contrast to my uncle who is a vegetarian and doesn't eat any meat. I think this is part of the reason why we also want to have quality food at home, because of health. But also it's a bit complicated at home with everyone eating differently, my uncle doesn't eat meals with meat, but my mom relies on meat, so very often we have two different things cooked, all of us cook, but grandma is the boss of the kitchen.

IN: You mentioned your uncle is a vegetarian, what do you think about that? Do you know why he turned vegetarian?

Moni: I think that as long as he is satisfied with his food regime than there is no problem about it. I don't remember for how long he is being vegetarian but for sure it's been many years, as for why, he says it's because he doesn't like how meat tastes, it's not the usual "oh animals are getting killed". But at the same time he has shared that meat is not that healthy and that there is overproduction.

IN: What do you think about his words of meat being unhealthy and overproduced?

Moni: I think we need to eat meat, that's in our nature, but he is also right in a way.

IN: What are your preferences when you shop? Also, do you have some rules, some principles?

Moni: When I shop for cosmetics for example, make up, I also check contents, I think I've been doing this for almost an year now, I prefer more natural products, for example I don't buy shampoo with silicone, I strive to buy less products that have a lot of parabens and unnatural enhancements, also I avoid shampoos with I think a type of sodium sulfate, because I know it's very dangerous for animals when it goes into the ocean.

IN: How comes you know about these things? What made you start shopping like that?

Moni: I know them from the beauty videos and tutorials I watch on YouTube, I follow a lot of U.S. cosmetic gurus , let's say, and they pay attention to such things when they review products and I guess when I noticed most of them do that, I kind of started doing it as well.

IN: About food, you mentioned this is what you most frequently shop for? Any principles there?

Moni: Well I kind of talked about vegetables, we strive to buy fresh products and for them to be seasonal. My family for example wouldn't buy strawberries in December, because they are not grown in a natural way I think. We also have a garden in a nearby village, my grandma goes there often and she grows different vegetables when is the appropriate season, so when we have products from there we use them. We prefer those vegetables because we know for sure how they are being grown, what treatment is done and so on. I used to tell my grandma to just stop putting so much effort for the garden when she can buy the same things from the shop, but she explained to me that is not about that but about quality of the food and knowing what you eat, so I get it now. I also prefer those home grown veggies we get, they really taste so much better.

IN: Do you read product labels usually, you said about cosmetics, but what about foods and drinks?

Moni: I would rather say I don't.

IN: You said you spend a lot of time watching videos on YouTube, you probably evidence a lot of ads, do you think they influence you in any way?

Moni: Definitely, maybe a bit negatively, because I've heard from somewhere before that when something is highly advertised it is probably of a bad quality. But also if I see something that intrigues me I will click on it, especially I've noticed how when I look at something online and then I'll be just on social media or some website and ads of this type will pop up, I get annoyed.

IN: Do you usually look for recommendations when you want to buy something? Or maybe when you have doubts and need advice?

Moni: Sometimes, I really have doubts about certain products, for example technology devices or cosmetics, things like that, so I check online reviews. If I see that something I want to buy has a lot of negative reviews I won't buy it.

IN: Do you often shop with your family, or?

Moni: Before I used to go with someone else from the family, but since they are working and it is a bit like a chore, I do it on my own more often now and I actually enjoy it.

IN: When you shop together have you noticed if you have any specific requirements about certain products?

Moni: We strive to buy BDS products, I know it is a Bulgarian Standard for quality. We haven't bought for years dairy products that are from imitation products, like palm oil and so. That's important. It's just how my family shops. When I shop I get brands and products that are already liked and 'approved' let's say by the family. It's very rare to buy something out of the 'approved'.

IN: What about your budget, what are your sources of money, do you plan spending them, what do you spend them for?

Moni: I get pocket money and I also have scholarship. I don't really save my scholarship, I use it to buy things for myself. I have been raised to value money and to be rational about spending, I think I am a bit of a scrooge, I don't buy things easily or just because I feel like spending money, because I have some friends like that, but I would rather say that I buy things that I really need, that's how I have been raised.

Moni: Most definitely, I spend most of my money on food. I love drinking beverages like Coke, I like sweet stuff and chips and snacks. Overall, I love junk food.

IN: Do you often shop online?

Moni: I would rather say yes.

IN: Have you ever heard the term sustainability?

Moni: Yes, in school, we have talked about it and I've also seen it on the internet, in some of the video clips I watch online. In school we have had some classes on Building processes and we have talked about sustainability, we've talked about how we should calculate materials, strive to not have overconsumption and also after building is done there are a lot of materials left and also waste and we have been talking about sustainability in that sense, that materials that are made of recycled other can be used and so on, I know it has to do with the environment.

IN: You mentioned about building and the environment, but have you ever thought about whether your lifestyle impacts in any way the environment?

Moni: I think yes, because I've been thinking that at home we are not really recycling, but that is because there are not any conditions for recycling, I mean there are some containers but cleaning services put everything together in one place, so what is the point? There are not any rules, also I feel like there is not much information about it, how can you do it and where.

IN: Have you ever talked with someone from your social surroundings about the environment that can be anyone you know, friends, classmates, family and whoever?

Moni: I have talked with some friends, at home we stopped using plastic cups and plates, we don't use straws, and we buy boxes that are from multiple uses, not those for one time. I try to buy more things that have cartoon package than plastic, but it's also hard to do that because most things are in plastic. But when I watch these videos online of this make up influencers that sometimes also talk about their lifestyle and how they strive to also cut off plastic, I notice that maybe in my country we don't really realize that this is a problem. We also go to the shop with textile bags for multiple use, each one of the family members has one, so we don't get plastic ones. I actually was the one who bought everyone such a bag, because before we also strived to not buy plastic bags and we were reusing the ones we had but you know they are not that durable so at some point we had to start buy new ones again and I just have been seeing a lot of people on social media use those and I bought some for us and now we use them.

IN: Why did you stop for example using these plastic, cups and plates?

Moni: I don't know exactly when it started, maybe because plastic being bad for environment has become common knowledge in the household and without even realizing we started to avoid plastic when we can.

IN: Can you think of a friend or someone you know who also does such things that are good for the environment?

Moni: I can't really think about something specific right now, oh maybe my best friend, we were shopping things about her birthdays and we saw this biodegradable straws and she bought them instead of plastic ones, because we have seen pictures on social media about how many plastic straws are there in the oceans and animals die because of them. Also at school we have been organized by teachers to clean the parks or areas around, and I know my friends from other schools have also been doing that.

IN: You mention school, can you remember of times you have talked about the environment at school?

Moni: To be honest, no, we have mentioned some things but not much and it has always been in the periods when we discuss class things with the class teacher and that is usually in the end of the school day and we don't really pay attention to it I think.

IN: Do you think it is something that is talked about enough at school, what is your opinion?

Moni: In my opinion no. But we I think we have to, we need to take care of this planet, that's our responsibility of the people. It's individual responsibility. It's very unpleasant for me to see someone on the street that throws away their rubbish on the ground just like that. I think we should first look at education both at home and at school. And then maybe having some rules and fines even about recycling and things like that. I feel like even if a few people start being responsible it's better than no people at all. I feel like even if a few people start being responsible it's better than no people at all. Yes, I would like to have more people do that but...

IN: when you need information about some topic, where do you look for information?

Moni: Internet, definitely. I know sometimes not all things are reliable but it's like that with everything, not just internet. But yeah when I see the same thing is written on different places I am likely to believe in it, but I also would say I am a bit sceptic by nature.

IN: Now I want to ask you about these eco, bio, organic products, have you seen or heard about them, have you tried, do you have an opinion on them?

Moni: Yes, I've heard about them. I am rooting for such foods but as long as they are really what they are stated to be or just having the green label. I am not saying all products like that may be fake green, but I don't really believe all of them are. I've noticed green products tend to be more expensive so I feel like maybe some brands would just put the label so they can put higher prices of their products as well. I saw the other day a "bio" yogurt in plastic bottle, how can you prove to me that this product is bio.

Moni: I have bought such products, I can't say I have noticed some solid difference in taste, mostly if I buy bio products these are probably fruits. But other things not that much. The other day I bought bio milk and I didn't even notice it was bio. I saw at home the green label. To be honest I think if I am sure that these products are really what they are said to be, we would buy them even if they are a bit more expensive. But also if it is not excessively higher prices. Also when I walk into big chain shops I notice that now there are more sections of such foods, there weren't as much before, I love to check what is there on these stands, there are these einkorn bio waffles that I love and I always keep an eye out for them. They are my favorite.

IN: Do you buy them because they are bio or this there another reason?

Moni: Definitely, I like that they are bio, but I think the taste is what makes me stick to them. I like things that are tasty to me, I am not some healthy diet maniac, sometimes I restrain from some things that I know are not very healthy. By the way, I just remembered that last night I bought some bio candies, they were vegan actually, we were out with some friends and one of them is on a diet right now and needed a protein bar and we were at this bio healthy etc. products section and I saw them and they caught my attention because they were without any added sugars or oils and stuff and they looked really tasty and I wanted to try them, I haven't tried them yet but if I like them, I will probably buy them again.

IN: Do you easily get rid of things you don't need, what do you with things you don't need anymore, what about clothes?

Moni: To be honest, I get attached to by belongings and it's difficult to me to get rid of them. But for example when I have make and cosmetics I always finish them, even if I don't like them, I don't just throw them away but use them until they are over. Clothes we use until they are not in good condition anymore, but also while growing up my mom has always made me give my clothes and toys that are in good conditions to cousins or other close to the family people that can have use of them.

IN: Have you ever heard about the term green consumption? What comes to your mind when you hear it?

Moni: I don't think I have heard of it. Is it about consuming these kind of products, bio and eco?

IN: Yes. (Giving an overview of what it is about).

IN: Now let's talk a bit about environmental issues, what do you know about them?

Moni: Greta Thunberg!

IN: Okay, tell me about Greta Thunberg.

Moni: I know she is Swedish, about my age, I know her parents are famous I know she also has some health conditions. I know she started some kind of a movement with making strikes against climate change. I know she has met and have spoken in front of World Leaders. I like her initiative, but I think she is a bit of a hypocrite, I don't believe that she really practices what she preaches.

IN: And you know about her from?

Moni: Social media.

IN: What do you know what environmental issues, what are the biggest issues in your opinion?

Moni: I've seen some posts on social media, how since people are not going out as much due to the virus, a lot of air and water pollution is gone, also that dolphins are back in the canals of Venice. Otherwise, I think that the biggest issues are connected to the high temperatures, the ice melting, I lot of animals in the wildlife are being in danger because of this.

IN: From when do you know about these issues?

Moni: To be honest from the internet and the Daily Mail, I started reading it a lot a few months ago, I accidently visited the site because I was curious about some gossip article I saw on social media and I saw they have a lot of articles with different topics and also from around the world and I got interested and now I check it frequently.

IN: How do these environmental problems make you feel?

Moni: They make me worry about the future, what will happen. With these ocean levels rising and stuff I am worried because I am young and I don't know what future we will have. I saw a short documentary video about an island in the Caribbean that it will get completely under water in the next 20 years, a place where people have been living for generations. That's mind-blowing. I feel bad that we have let this happen, we are all guilty, people, factories and manufacturers that pollute and also we the people are guilty for not stepping up for change.

IN: Why do you think is that?

Moni: I feel like everyone is like "why should I care, I am not going to be alive when this happens", I think this is the major issue.

IN: Can you think of initiatives, campaigns movements related to the environment?

Moni: I first think of this "let's clean Bulgaria for a day" campaign, also there is this movement that also has a branch in our city, it's called the "the greens" and they had some campaigns against deforestation of parts of Pirin mountain and also other initiatives like that. They also protested. I've heard about it from the news.

IN: Do you think that in your city there are opportunities to take part in such initiatives?

Moni: I think we have such initiatives, but they are not very known and then if we don't know about these, how are we supposed to take part.

IN: would you join such initiatives?

Moni: Yes I would. But I don't really see myself protesting, that's not my thing.

IN: Whose opinion matters the most to you?

Moni: I would say my own. Then my family's and lastly my closest friends'. But I am the type of person that when I believe in something it is very hard to convince me otherwise.

IN: In what city area do you live, do you live in a house or in an apartment?

Moni: We live in the city, not very far from the center. We live in an apartment but my dream is to live in a house, to have more space and freedom and to have a garden.

IN: How do you spend your time, how do you organize it?

Moni: I mostly study, I have final exams coming up. I don't usually organize my time, I often write my homework in the last moment. I go to school, I go out with friends, I watch videos and stuff, I spend time with my family, but every day is different.

IN: How do you relate to the environment?

Moni: I feel like I have respect for the nature, it makes me feel small. It's awful to see how people threat the environment.

IN: What makes you and is likely to motivate you to lead a more sustainable life?

Moni: I think maybe social media, I see people on there living such lives and I also they share the reasons why they do it and it makes me want to do it as well.

IN: Who are those people?

Moni: Mainly some vloggers and influencers that I really like, they do different things like beauty and make up tutorials or just share how they live their lives.

IN: Do you have any idea what are your sources of heating, energy and water at home?

Moni: For heating and warm water we use fireplace with pellets, energy and water are from normal suppliers, we have put filters on the taps so the water is filtrated but we also use a filter jug.

IN: Let's talk a bit about social media? Do you spend a lot of time on social media, what platforms do you use?

Moni: Yes, I do. I use Instagram the most, then Facebook and Youtube and Twitter lately.

IN: What is your opinion on social media?

Moni: I think they are a good thing, because you can access a lot of information, you can be connected with people all over the world, but I also think they deprive us from the personal contact with people what I mean is that we get used to communicate through social media and forget how to do it in person. I feel

like me and people my age are too attached to social media, we are addicted to them, when I go out with friends I notice everyone is on their phones rather than talking with each other. It's not very nice.

IN: Can you think of a moment where you were influenced by social media with something connected to the environment?

Moni: I can think of one beauty influencer that posted about using metal straws. Also from social media I learned about how bad plastic bags are, I saw a picture of a turtle with a bag around her head and it made me upset.

IN: What do you think of all these green initiatives and campaigns, movements?

Moni: I support them as long as they don't get disturbing.

IN: Can you tell me what do you mean by that?

Moni: I've seen some protests where people break things and fight and I think that this is too much.

IN: Who do you spend most time with?

Moni: With my family, my friends and also with my classmates.

IN: Let's say hypothetically that your best friends start to care a lot about the environment and start a more eco-friendly lifestyle, would this have an impact on you?

Moni: I feel like it will, yes. If we start talking more about it.

IN: Do you think the topics we discussed are enough talked about?

Moni: I feel like in my country they are not that much but they have to be, I feel like institutions have to talk about this, also school, we have to be raised with caring about the environment and know what harms and what not. Maybe also fines and bans should be made.

IN: Do you think your family would be open to adopting eco-friendly practices?

Moni: I think so yes. There are a lot of things we actually started making our own bread at home, we also strive to cook our own meals rather than order food and it's not because of money but maybe out of habit and also because we know how the food is prepared. I noticed that by accident I have bought biodegradable litter bags, I didn't know of them before, but now I will probably continue buying them. They were on the shelf with regular ones and I just took them.

IN: What places do you like to go?

Moni: I love walking in parks with friends or going at cafes. I like being outside.

IN: Who do you follow on social media?

Moni: I follow my friends, celebrities, influencers and vloggers. I really like Tesla cars so I started following Elon Musk and he often posts things about the environment.

IN: What do you want to work in the future, any plans?

Moni: Something architecture related.

Initial /open coding

SC – Sustainable Consumption

SM – Social Media

GC – Green Consumption

DIY – Do it yourself

	codes	examples
Interviewee 1 Hristiana	Enrollment in sports	"I love to play volleyball in my free time"
	Shopping with family	"usually, I go shopping with family"; "shop together with my family"
	Shopping online	"as for clothes I prefer shopping online"
	Choices based on what parents buy/collective choices	"I make choices with regard to my parents"
	Food quality importance	"if it's about food is better to go for better quality"
	Influence from friends group	"one of my best friends reads labels...it also makes me read labels"
	Approval of green practice	"I think it is the right thing" in reference to using organic straws
	Performing green practice	"I would order with organic straws" "at home we have those reusable shopping bags and we shop with them" "when I brush my teeth, I stop the water" (unconsciously) "I switch the lights when I go through rooms...my parents they always switch the lights off...I started to do it as well without realizing" "me and my mom...we collect plastic caps...these are getting recycled"
	Social media influence impressions	"all of these photos of ocean and sea pollution and the dead animals" "I follow this famous chef...she uploads a lot of content with healthy vegan foods"

		"another celebrity makes sweets that are gluten-free and vegan"
	Understandings from studies/ Education Influence	"I study about these things, ecology is part of biology, things I study, understand and apply" "we had a class on ecology"
	Bio-products skepticism	" I don't really like them, because I don't really believe they are bio produced"
	Preference for home grown/made products (vegetables)	"I likely to believe products are bio...from our village garden, because they are clean products"
	Preference for local producer	"I likely to believe products we get from local markets are bio" (It's important to mention that interviewee by 'local' market, also mean local producer) "we buy from the local vegetable and fruit market"
	Engagement/performance of practice in the future	About buying vegetables and fruits from local markets or from the family's garden "I think this is something I will continue to do after I move out" "I think we are likely to do so...If someone close to us starts doing it"
	Influence of family/parents (BDS products)	"I am very close to my parent, everything they tell me has a big influence on me" "I will buy food with regard to the choices of my parents....I will take BDS product...because my parents are buying it"
	Approval of family practices	"I see everything they do as correct"
	Veganism criticism	"I am not a fan" "we have to also eat animal products"
	Enrollment in green initiatives/campaigns	"Let's clean Bulgaria for a day, I even took part in it from school"
	Homegrown vegetables	
	Criticism/skepticism of campaigns and activism, movements	"Greta Thunberg.... I don't fully agree with her position...what she offers is not the right thing to do" "we can't really see it as sincere and as only good intentions" "I don't think this would change the situation we are in"
	Responsibility/Guilt	"there are always people that are richer and rule the world...if they don't decide to change, I don't think other people will succeed to make a change" "the appropriate institutions, they have to do something" "I think that should be the business and the people"

	Influence from other people	"Sometimes I have been influenced by what people say ..about what I do"
	Influence from friends	"my friends have big influence on me...we are very close" "if someone start doing something...the rest will follow"
	Evaluation of environmental issues	"Maybe people...fail to realize how important these issues are" "I think they are worrisome...I know it's not right"
	Importance of more people taking action (who takes action) (society phenomena)	"the more of us start to care about it and so something, the more will follow"
	Green consumption / Sustainable consumption	"vegetables and fruits we mostly get from our garden" (GC) "we have water jug that filtrates the water...we put water from the tap"(SC) "for heating we use gas and water" ???(SC)
Interviewee 2 Simona	Enrollment in sports	"what I love the most is to do sports...my hobby is to swim"
	Conspiracy theories	"many of the theories, they can be true or untrue...I am likely to believe" "I love them..."
	Relationship with friends (distancing from friends) (sharing experiences) (Helping each other)	About conspiracy theories – "I don't like to talk on such topics with my friends" "more or less I share interests with them, we have some things in common" "we shared about our experiences...our friendship is based on, not only to hare but to help each other" "to some extend the opinion of my friends (about matter of opinion)"
	Relationship with family (close relationship with family)	"I love talking with my mom" "I have people I can trust like my mother" "my mothers opinion matters the most to me, it's constructive for me"
	Critics of generation Z	"I think we are the most closeminded...we show our fake personality to people..."
	Importance of parenting	Implying that parents have to lead children into particular (correct) way of behavior "during these first years...you're parents are trying to lead you into particular way"

	Social media critics	"because of social media, children cannot become independent personas"
	Healthy Lifestyle (theme) Food Diet/Regime (code)	"before I couldn't see how important food diet is" implying the participant realizes now "I look for healthy products or at least to meet expectations...of my food regime"
	Use of social media (positive use of social media)	"from social media...pages that show you health benefits of some foods"
	Influence of family	"my mom has always been manic about looking good...she has been doing a lot of diets...she gives me advice" "my mother's boyfriend is careful with eating unhealthy...avoiding foods with a lot of additives...more quality...that don't have a lot of procession in the making"
	Influence of friends	"when my best friend started to care more about healthy diets and started some of them and shared experiences...it also made me interested in it"
	Brand of products importance	"I've always cared for the brand" "brand means quality for me...I am willing to pay more for it"
	Product quality importance	"I can starve to save money...to buy something with quality"
	Prospect for buying eco-friendly/sustainably products	To question whether she would such product – "for sure, because for us to be alive, the environment has to be alive" (code: persona health → env. Importance) "If they are really green or if they are healthy for me, I would buy them" again (pers. Health > env.)
	Critics/problems of green practices/consumption	"there is one very big problems...for Bulgaria...standard of living is very low" "these bamboo cups are very expensive, so not everyone can afford it" "my mom was thinking of buying solar panels. She gave up...they are very expensive"
	Importance of price	About some foods - "most of the times my top criteria is price" "you can't afford to buy products by Bulgarian local producers, it's very expensive" "I buy more expensive things"
	Preference for buying locally produced food	"I would like to do that" "my father prefers to buy locally and home produce dairy products, because of quality"
	Growing own food	"takes a lot of time, a lot of patience" "taste of production is so much better than the vegetables in the shops"

	Differences with family	<p>"my grandma...she doesn't understand the things I buy"</p> <p>"she can't appreciate them"</p> <p>"she can't see the value of the healthy products"</p>
	Critics of bio products	<p>"well for sure they are not bio products, because they have bio labels"</p> <p>"just because something is labeled as bio and eco, I don't really think it is...its processing is much bigger than ordinary food"</p>
	Approval of DIY BIO and ECO products	"grow It yourself, make it yourself...growing your own cucumbers and tomatoes, knowing what treatment you used...you know what is there"
	Influence of commercials/ads	"they influence us...you see something that is connected to the ad...you pay more attention to it"
	Green consumption	"my father started to make his own wine" , buying bio waffles
	Lack of information/discussion on sustainability/green consumption	<p>"I think these things are not much talked about, at least in my country"</p> <p>"I think we need to talk more about it"</p>
	Acknowledgement of personal and collective environmental impact	"I think every person's lifestyle impacts the environment...everything we do ...it harms the environment"
	Green practices	"when I brush my teeth I started to stop the water" "I started to put my groceries in my backpack" "when there are a lot of plastics and bottles we do (recycling)"
	Economy Practices (related to green/sustainable)	"we generally do a lot of economy on electricity and water, to save money. But it's still good for the environment"
	Taking part in clubs/initiatives/movements	"I am a member of organization Interact...it has a lot of initiatives...we had a lot of conversations about the environment"
	Critic to education/school	"I feel like teachers just talk about it because they have to...I feel like they're not competent enough...if they show that they respect and care for the environment, we will also learn to do so"
	Influence of others	"I feel like if you use reusable bags people look at you differently in a negative way, like they judge you" "it's always about what the others would think and say"
	Veganism Criticism	"I don't think it's a very healthy lifestyle"
	Importance and impact of who takes action	"I feel like I am a little piece of the blame" "I don't feel like one person can make a big change"
	Weaknesses of green initiatives/campaigns etc.	"I think it's not that well-spread"
	Skepticism Recycling	"I don't thinks it's really effective...in the end they put all the waste together"
	Social Media / Influencer Criticism	"I think it's the biggest manipulator of people" "most Bulgarian influencers just promote stuff without really

		caring about what the products are like and who can afford them"
	Responsibility towards the environment	"any one of us has responsibility" "the biggest responsibility is of the non-ordinary people (authorities, people with power)"
	Preference for less plastic and paper waste	"we have opportunity to do something, like using bamboo cups instead plastic or paper ones at coffee shops"
Interviewee 3 Daniel	Enrollment with sports	"my hobby is a sport – Brazilian Jiu Jitsu, I take part in a club called Black Mamba in my city"
	Parents influence	"usually my parents tell me they liked something for me" "my mom and dad have taught me to always take care of my rubbish" "my family's opinion is the most important for me" "I think my lifestyle habits are influenced by my parents"
	Influence from friends	"if I have thrown something irresponsibly when I was little, my friends would tell me it's not right and I would stop" "I heard about it from friends...I wanted to join (about Interact)" "I think my friends have an influence on my life in general"
	Online shopping	"I just look at things online" "I prefer shopping online ...there're much more models and sizes"
	Strive for uniqueness	"my criteria for buying something is to be extravagant, to be unusual, it has to be something, I wouldn't see someone else wearing" "I don't like mainstream stuff" "I've nearly seen no one wearing such shoes apart from those who play basketball"
	Unhealthy diet vs. healthy diet	"right now, I just walk in the shop and 'junk' something...When I train actively I look for things that are healthier" "I buy food, energy drinks and cigarettes"
	Preference for specific brands	"Adidas, Nike have much better models" "they have more diversity and variety" "also this brands have a lot of collaborations with basketball players"
	Influence from sports interests	"I would rather buy shoes that are being designed in collaboration with Basketball players or endorsed by them" "on social media...I follow Basketball players from NBA and fighters from UFC" "Yes, these people (coaches) have a lot of knowledge about the sport but also about healthy lifestyle (influence)"
	Attribute to Basketball playing/group	"In Bulgaria only the people that play basketball buy shoes like that for playing" "I've nearly seen no one wearing such shoes apart from those who play basketball"
	Skepticism and criticism of bio and eco products	"in my opinion this is just a marketing trick" "the ones (vegetables and fruits) in big chains that are packaged

	(expensive) (marketing trick)	and have the labels (bo etc.) we don't buy" "these products are sometimes very expensive"
	Support for local producer	"when we go at a local vegetable market it's writer they are Eco and bio and we buy them"
	Green consumption	"when we go at a local vegetable market it's writer they are Eco and bio and we buy them" "my grandparents have gardens and they supply us with homegrown vegetables and fruits and also conserved food of their production without any additives"
	Influence from social media	"I listened a lot to a one rapper and I had an ad on my feed about him collaborating with a Sneaker Brand and I really liked the shoes and I'm thinking of buying them"
	Influence from others	"When I like something I don't care about anyone's opinion. It's like that for everything" "if more people start doing such things, other people will follow"
	Interest in video games	"I usually buy videogames" "I save money for videogames" "I shop in videogames"
	Green/sustainable practices	The interviewee usually shops online, some studies point online shopping is more eco-friendly and sustainable, though it's controversial "when I'm outside with friends I always collect rubbish and put it in litter boxes...especially plastics which are not degradable" "mom and dad teach is to turn the lights off and device when we are not using them" "when we brush our teeth our mom has told us to stop te water"
	economy	"I think this has more to do with expenses rather than thinking about the environment that much"
	Economy (saving)	"pocket money...I don't save up from those...but when I like something I save money...for videogames or present for my girlfriends"
	Environment discussions	"we haven't actually talked about it a lot in school" "it's the internet where you see more related things" "I can think of recently talking with my friends about the fires in Amazonia" "it annoys me because they don't do anything about the environment and suddenly Australia is on fire and they start posting about it on social media"
	Responsibility for the environment	"something has to be done by the authorities" "we need to learn ourselves about the things we can do to make a change" "people have to take more care about the environment" "I think it' something for you to know and be socially responsible about" "people from parliament have to do something about it"
	Evaluation of environmental issues	"I think some measures have to be taken"

	Acknowledgement of personal impact on the env.	"I guess my car pollutes with CO2"
	Criticism on school/education	"I think we need to talk more about it" "mentioning the environment is like an one time topic...our teacher talks about it with disinterest and she doesn't give us any insights" "it's not enough because no one get interested and pays attention"
	Preference for homegrown food	"I honestly prefer vegetables from our gardens because I know they are not GMO or threatened with unhealthy things"
	Prospect for buying bio and eco products	"I am willing to buy eco and bio products...if I am sure they are really such...if the price is not that higher"
	frustration	"it makes me feel angry and frustrated that because of someone's irresponsibility innocent, plants, people and animals suffer"
	Inclusion in initiatives	"I take part in this club called Interact, we organize cleaning activities" "when there are some eco cleanings, I go to help the environment"
	gratification	"it makes me feel better when we do things like that (cleaning environment)" "helping and doing something good motivates me"
	Environment Attitude	"I feel like it is important for me for it to be preserved, without it there is no life"
	Knowledge of initiatives	"I think of this national campaign Let's Clean Bulgaria for a Day"
	Support for initiatives	"I think there should be more...all citizens should get involved" "such initiatives should be a priority of the people of highest authority" "I think it's better to posts about initiatives and give information about when and where they happen"
	Skepticism on recycling	"I've watched a lot of video clips how they collect the recycled waste and mix everything up and the point is lost"
	Prospect for recycling	"if I know recycling is effective and done in the right way then I would recycle"
	Skepticism on Conspiracy Theories	"it has a negative effect because most people just believe everything on social media... sharing of conspiracy....for me it's not real"
	Social Media Criticism	"it has a negative effect because most people just believe everything on social media...this results false accusations, hating sharing of conspiracy"
	Neglect towards the environment	" Nobody seems to care about the environment and suddenly Australia is on fire and everyone started to care about it" "they don't do anything about the environment"

	Greta Thunberg Criticism / Importance of competence	"I think authorities, scientists that are competent, people like that have to deal with such problems, not some girl that haven't studied about it"
Interviewee 4 MIHAELA	Doing Sports	"since I was a little child I play sports" "for several years I have been playing volleyball"
	Healthy practices/lifestyle	"I like to take long walks and to do sport to stay healthy" "it become important for me to buy products which are not refined and don't have added sugars"
	Green consumption (unconscious consumption)	"we don't buy eggs and meat...my grandparents have some hens and chickens and they usually supply us" "they also grow their own vegetables and give to us as well" "I usually buy from there (bio and eco sections) my oatmeal and my muesli" "at home we only use energy-saving light bulbs" "I've shopped from second hand shops a few times" "I think I've bought some clothes with such labels (eco-conscious), but never really paid attention to that" "we used to buy mineral water, we bought a jug with filter...with water from the tap" (SC)
	BIO Products approval	"Bio products are more expensive, but I think it's worth it" "I definitely think Bio ones are better" "I prefer spending a bit more money on bio products...I am doing it for me, for my health"
	Neglect towards the environment	"I have also seen my friends do it and I scold them about it (throwing waste innappropriately), sometimes they listen to me but most of the times they don't really care"
	Preference for homemade/produced food	"(asked for preference on products) Definitely homemade, they taste different, maybe because they are natural...and from happy hens, it's just better"
	Preference for bio products	"I think I prefer the bio products, there are a lot of bio and organic products I buy from bio stands"
	Influence from family (BDS products)	"I think it comes from my dad how I shop...he strives to buy BDS products...I just do the same as him" "my mom taught me" "my mom started it" "I think my parents' opinion ...is the most influential for me" "my parents have always taught me not to follow what other people do but to do what I think is right"
	Importance of quality	"the higher the price, the higher the quality" "I want to check...if it's quality product"
	Insignificance of brands	"most times I just look round for something I like...it doesn't really matter what brand it is"
	Influence from sports	"I started some food regimes because of training" "we had...coach at school...I could always ask him about foods...he taught me that low-fat yogurt has been processed and has lost its health benefits"
	Influence from famous people /	"I pay more attention more attention to famous people doing ads about certain products, especially if it's"

	Most of those are from social media, so also Social Media Influence	<p>someone I admire” “maybe even something about the environment I am more likely to pay attention to these ads and posts (from famous people)” “it’s someone I admire and if they are serious about a certain topic I also perceive it as such”</p> <p>“I saw a video on Facebook by a famous TV host and actor...about how we pollute the planet and that we have taken it too far...I agreed with what he said”</p> <p>“I started follow an influencer/coach about healthy lifestyle... she promotes bio and organic products”</p> <p>“if it’s someone like famous people, I would probably be influenced to do as them (eco-friendly consumption habits)</p>
	Responsibility	<p>“I know it’s not only me, it’s all of us responsible for these problems” “also all these factories that pollute the air, cars” “we alone have to think about it and be responsible”</p> <p>“Every individual has to realize this is the right thing to do”</p>
	Impact of actions	<p>“I think with little gestures, I can make some change” “if we all start doing little things, big changes will follow” “it makes me really upset that it’s us humans who cause this (pollution)” “anyone can do something”</p>
	Green practices	<p>“we also ride bikes instead of using the car” “we stop the water when we brush our teeth” “we also collect plastic caps... there is organization that recycles them” “I strive not to buy things I don’t really need” “I often shop online...but I wouldn’t say I prefer online shopping”</p>
	Recycling Practice	<p>“we also try to put aside glass and plastic for recycling and we put them in special containers in he neighborhood”</p>
	Recycling Criticism	<p>“I don’t think these contains (for recycling) are widely distributed in the city” “I don’t really believe that afterwards they are being recycled, I think they put everything together...I saw a video on social media...they put all the rubbish together”</p>
	Inclusion in initiatives / Opinion on initiatives	<p>“we also collect plastic caps for charity...there is organization that recycles the collected caps” “this campaign Let’s Clean Bulgaria for a Day...I remember taking part with my mom” /</p> <p>“I think there should be more of them and more often, it’s a good thing”</p>

	Compliant consumption/reasonable	"You take stuff as much as you need and leave rest for others. I really like the concept of this." "I strive not to buy things I don't really need"
	Saving money	"this money stay in my card and I try not to take from them but I am actually bad at saving"
	Understandings from studies/ Education Influence	"my school program is focused on Biology, it h to do with it....we have talked about the environment in Biology classes" "we also went to plant trees with our Biology teacher"
	Criticism School	"I don't think we talk about it enough at school....there need to be more discussions like this at school"
	Influence from friends	"my best friend showed me...places for second hand shopping"
	Product Attributes	About eco-conscious clothing "it's pointless for me to buy it if I don't see any use in it (importance on fabric, design rather than eco-friendly attributes)"
	Food Accessibility - school (unhealthy food) (fast foods) (lack of healthy food options) (price convenience)	"everywhere around school there are littles fast foods...they sell junk food in general...while there are no shops where you can buy something healthier, also this junk food is much cheaper"
	Social Media Negative Influence	"I think social media instead of making us more united actually brings us against each other because of gossips, screenshots and things like that and I think it's sad"
Interviewee 5 Gergina	Healthy practices / lifestyle	"I love to take walks to take care of my body" "I try to eat healthy. So I look for healthy and quality food"
	sports	"I like to do little things like walking, running somewhere in the nature"
	Influence from friends	"we listen to each other, we give each other advice about things...we help each other to take the right decision" "The only person that have talked about this but not while having classes but in period breaks is my friend, the one I mentioned I talked about the paper use and that a lot of waste is being discarded all the time"
	Influence from family	"what different people have told me...my mom...my grandpa has taught me that things from our garden are very healthy, I listen and apply" "my mom only wants us to buy a certain brand of yogurt...that is the most tasty and quality one...I always buy it even for myself" "I would always ask (for advice when shopping) my mom...now I mostly ask my bigger sister" "I've seen my grandmas shop with reusable textile bags, maybe we can also start do that"

		"My mom has taught us that we have to be humans first, to help, to donate if we can and that's how we are raised"
	Reasonable consumption	"I go shopping when I need something...not to just buy something that I might not need"
	Product price (reasonable)	"I think about prices, I ask myself if something is worth the money"
	Product attributes / Design/features (functionality)	"it's important how it looks, what are the features"
	Green consumption / SC	"I just strive to eat domestically produced food, vegetables and fruits, I avoid non-domestically produced foods" "we also have a small garden where we grow the vegetables we eat the most"
	Preference for homegrown food	"I really enjoy eating homegrown food"
	Preferring local producers (healthy; haven't been threatened)	"I strive to buy seasonal (vegetables) and also to buy from local farmers"
	Knowledge of sustainability	"we were studying about some topics in French classes...I think it has to do with things to stay and to be oriented about the future, something like that, to have something for as long as possible, for it to endure"
	Environmental Discussions at school	"we have talked about it, that we should use more renewable resources and limit the use of natural ones" "in French classes we were talking about shared economy like shared travelling"
	Acknowledging impact on environment	"(in school) I think too much paper is being wasted....I've also thought of this problem at home when writing in my notebooks that there is so much paper going" " We have also talked at school that ice melting, acid rains, floods are because we are irresponsible towards the environment. All these are because of our waste, because of our lifestyles."
	Green practice (saving electricity) (sensible water consumption) (economy) (donating used clothes) (green/sustainable heating)	"at home my mom and that has taught us to turn the lights off when we don't used them" "when it comes to water, we are also taught to be sensible hen using it" "When it comes to clothes when we don't need them and cannot exchange among each other we collect them and donate them to someone in need, my mom taught us" "We have a boiler and radiators and we use pellets"
	(saving money)	"I usually try to save it (scholarship) and don't withdrawn money from my card" " I think I am rather responsible and rational when it comes to spending money"

	Preference for less plastic	"I think it's a good idea (to stop using plastic bags)" wi
	Neglect towards the environment	"I can say very small group of people my age care about the environment and about the consequences of not caring about it" "people are very irresponsible for throwing their waste wherever, but not in the appropriate places"
	Importance of parenting	"it's because of how they were raised by their parents, I think what's the most important for any kid is what his parents are telling them to do or not to do"
	Responsibility (responsible citizen)	"if children are raised to keep the environment safe and clean, they would care more and they will not harm it as much. I think the parents are responsibly for preparing their child to be a responsible citizen" "We have to be responsible, our actions are what can make a change and I agree with that"
	Friends doing initiatives / Prospect for taking part	" I also have friends from my church who have gathered by themselves to clean the environment, like parks or places around river and lakes" / "Next time they do it I will probably join them"
	Knowledge on bio products (natural ; less harmful; biodegradable; higher quality: Expensive)	"They are more natural and also they don't harm as much the environment as their package I think is biodegradable. I know they are more expensive"
	BIO products skepticism / credibility (false label) / (less harmful)	"I've heard from different people that when you buy things from the store you can never be sure that what is written on the label is absolutely true and I also think this is valid for these kind products. Yet, I tend to believe these products are at least a bit better than others. "
	Importance of more people taking action (society phenomena)	" I also think that if more people do some gestures, more people will follow. They will be motivated to do so."
	Impact from actions (unequal guilt) (importance of small actions) (importance of support)	"I can't say we are responsible for all that, I mean not all of us have the equal amount of guilt, everyone does some things but they have different impact I think" "The more people do these things the more noticeable will be the change" "when you have people that support you, you feel more secure into doing something and more willing to do something"
	Insufficient information Insufficient discussions	"Information from school (about env. Issues) is not enough" "we don't talk enough about how we can react to these problems, what we can do"

		...maybe they need to be included in other classes as well"
	Anxiety about the future (anxiety) (guilt)	"I am a bit worried about what will happen in the future. I also have asked myself how far this will go." "I feel bad for the environment, I don't feel like I am to blame for this but also I am part from this generation, from this planet and maybe I feel a bit conscientious"
	Lack of actions (lack of practices) (Lack of measures) (Lack of control)	"I don't really think enough things are being done in our country, the most things I've heard of are always from other countries, although I can think of "Let's clean Bulgaria for one day" "but I don't think there is tight control or any control about it so. I think if people knew there were solid consequences for their actions, they would reconsider doing it"
	Willingness to participate in initiatives	"I would take part in such initiatives"
	Criticism to initiatives	"I think there should be initiatives about stopping the pollution rather to clean after it" "I think there should be initiatives about buying less plastic but less harmful products and packages, also to not use plastic bags but alternatives"
	Religion impact	"For me God's opinion is the most important, my pastor their opinion, their advice" "Also nature and environment are God's creation and we shouldn't harm and destroy them...faith also helped me in starting to eat healthy because I know that my body is made by God"
	Recycling obstacles (lack of access to containers)	"We put everything together because there are not recycling containers nearby, if there were we would."
	Opinion/criticism on social media (informational and connecting tool) (addictive) (harmful)	"I think we all get influenced by social media" "Social networks are good for networking, communication with friends, to get information" "I think sometimes a person can get too attached to social media and this instead of helping in communication can actually make you bad at it...most of my peers have become dependent or even addicted to social media"
	Influence from celebrities (insignificance of celebrities)	"I don't feel like I am a 'fan' of someone and or to have idols that I admire, my friends are and they follow what their idols do, but I want to be myself"
	Willingness to adopt green practices and consumption and obstacles	"I think they would be willing to do so, it's just that wen we are used to do certain things it's hard to change the way we do them"

	(stubborn habits) (unconscious routines) (willingness for change – desire to change)	“even if I strive not to use many plastic bags sometimes I just do something and I use them unconsciously, it’s just routine” “But I think if we really want to and decide we can do such things”
	Greta Thunberg Criticism	“I think she has gone into extremes, I don't really approve of her, I am not sure of her true motives and the way she does things”
Interviewee 6 Evan	Inclusion in sports	“I have been training volleyball for 4 years” “for the most part of my live I have been doing sports” “It’s really a pleasure for me to do sports and to be active”
	Brand insignificance- clothes	“I don’t really care that much about brand”
	Product criteria - clothes (design) (fitting) (price)	“I look at how the products look, if it’s about clothes, it’s important for me that it looks good on me, after that is the price probably”
	Brand significance – food (also habitual shopping)	“I just notice the brands logos of products that we like and that’s it” “We stick to the same brand dairy products at the store”
	Product criteria - food (quality)>(price)	“Quality is important, sometimes price”
	Green consumption	“vegetables we get from our garden, we have a house with a big yard, and during warm seasons we grow our own vegetables and even fruits”
	Preference for local producers	“we strive to buy from local suppliers”
	Preference for homegrown food	“But to be honest I like the ones from the garden better because I know how they were grown, what they were treated with”
	Skeptical attitude	“I don’t really think I get influenced that much by ads... I don’t easily trust just words about a product, I mean I listen to people that I know and that have used the product”
	Saving money	“I get scholarship from school as well, I try not to use the money, I save them for tough days”
	Preference for on-site shopping	“I prefer going at the store...I prefer to be able to try the things on, to see how they look on me”
	environmental concern	“I can say I care about the environment and I care about leading a healthy lifestyle. It’s just ugly all the waste in the environment and the dirty oceans and seas” “I want to keep it clean (the environment)” “At school we had to make presentation on topic we choose and I chose to do a presentation about preserving the environment”
	Insufficient information/discussion	“At school for sure we don’t talk about it enough...on TV they was just starting to talk about it more, but now with the virus, they stopped”

	Initiative awareness (local) (national)	"In the city there are some organizations that I know of, like Interact, Red Cross, they have some initiatives connected to cleaning the environment. Also I can think of the <i>Let's clean Bulgaria</i> for one day"
	Willingness/desire to take part in initiatives	"Yes I gladly will...I would like to help, our city would look much better if we clean, also the environment would be even a bit cleaner"
	Insufficient information about initiatives	" I think I haven't before because I don't know that these activities are being scheduled, usually I find out afterwards if I even got to know" 'they have to be more promoted, so that more people know about them and their activity"
	BIO Products (awareness of bio products) (bio products skepticism) (willingness to try) (high price)	"Yes, I've seen such products, usually in the bigger stores and market chains" "I have my suspicions whether those products are really bio and eco" "I would try them and see for myself. I know those products are a bit more expensive but I am willing to try and then if I think it is worth it I would buy it again"
	Awareness of environmental issues	"I know of water pollution, air and soil pollution, because of this pollution a lot of animals are dying, also the fires in Australia"
	Feeling insignificant/ Individual actions as insignificant	"but also if I only I feel that way and do something or small amount of people do something, this wouldn't help a lot"
	Responsibility / actions	"There are such organizations but they need to work harder. I think they have to promote keep the environment safe, also governments have to do something about it." "these organizations have to their work right"
	Social media opinion (criticism on SM) (SM negative influence) (restraining from SM)	"I feel like social media has a bad effect on my peers, I feel like social media is world that most of my peers live in rather than real life, they don't socialize in real life, I try to spend less time on social media." "I try not get influenced...I think people my age should not copy them (influencers) blindly because they have to be an individual person that make their own choices"
	Influence from family	"My mom's opinion partially I value the most" "maybe also going into the navy school, my mom has been there and I think it's cool from what she have told me" "a few years ago me and my parents and some of their friends took us to a resort and we planted some trees. And I was very happy we did that" " because my grandma was always making me shop with it (reusable textile bag) and just stick to doing it"
	Own opinion/opinionated	Whose opinion you value the most – "mine"

	Green Practices (recycling) (energy saving) (economy) (reusable textile bag)	<p>"I also collect plastic caps from bottles for recycling"</p> <p>"I think with electricity we do it out of economy, my parents and grandparents and also me and my brother, we always turn off lights and our computers and chargers when we don't use them"</p> <p>"Since I was little I use a textile bag when I shop"</p>
	Green consumption	"We have a fireplace with pellets and radiators"
	Recycling obstacles	"We put everything together, but it's because that's the containers nearby, if we had opportunity to recycle, we would"
Interviewee 7 Galina	Inclusion in sports	"I love to listen to music and dance... I also go to a Latino dancing club"
	Shopping lover	"Oh, I love shopping, a lot"
	Food Regime Vegetarianism (making own food)	<p>"Because of my food regime I usually pick what I will eat...I avoid eating sweet stuff, bread, ready to eat foods from the shops, I try to eat more vegetables and fruits and yogurt"</p> <p>"I've been vegetarian for more than a year now, I don't eat meat and fish."</p> <p>"because I bring my food from home, because I prefer preparing my own food"</p>
	Food (meat) in shops criticism (pure food) (injected) (unhealthy substances)	"first I think we should eat more pure food and the meat at the stores is injected with unhealthy substances and I think it's of bad quality"
	Preference for healthy food (natural ingredients) (no additives) (natural)	"I look for foods that have more protein and less fats, also yes I want products to be with maximum natural ingredients, for example when I buy peanut butter I take the one that doesn't have any additives and it's natural."
	Preference for homegrown products (vegetable market) (homegrown vegetables) (better taste) (healthier)	"When it comes to vegetables and fruits we always buy them from the main vegetable market of the city where you can find homegrown vegetables that taste better and also are probably healthier than the ones in the ordinary shops"
	Unhealthy past (unhealthy food) (burgers, chips, snacks) (gained weight) (feeling unwell)	"Things is that before I was eating a lot of unhealthy food, burgers, chips, different snacks and so and so....so I gained weight and I wasn't feeling well."
	Social media influence (healthy food posts) (better appearance posts) (inspiration for lifestyle switch)	"I also started to notice on social media how people share posts about the healthy food they eat and they also looked better and I felt bad for my unhealthy lifestyle, I think this was the big thing that inspired me to start eating healthy."

	(influencers impact) (negative influence) (naivety) (copying people) (loosing identities)	<p>“There is this influencer – Anni...she is posting on her page how to eat healthy, how to take care of our bodies...she is one of the women that I really like how they eat”</p> <p>“but I would say there is also bad influence as a lot of teenagers my age get very influenced by social media, I would say they believe too much to whatever is posted and written on social media, also they try to copy one another or the people they follow and like and they are not really themselves”</p>
	Social media usage (high SM usage)	“and I can say I spend a lot of time on social media”
	(self-reliant) (importance of own opinion)	<p>“Most of the times I rely on myself” – about asking for recommendations”</p> <p>“I care the most about my own opinion...my opinion matters the most to me”</p>
	Preferences – clothes (fitting/to suit well) (price doesn’t mean being fitting)	“When it comes to clothes, I really want to make sure I look good in whatever it is, just because something might be expensive doesn’t mean it will look good on me.”
	Food Accessibility – school/city (unhealthy food) (fast foods) (lack of healthy food options)	“Also I can’t really buy the food that I eat anywhere around school, there are mainly pizza and burger places. I wish there were places nearby where I can get some healthy food, when I couldn’t bring my own, but unfortunately, there are none. I also think there are not a lot of places like this in the city in general, yes, there are some, but compared to the fast food ones it’s like nothing”
	Family influence (existent healthy practices) (healthy practices influence) (food with additives and sugar avoidance) (different food regimes in the household)	“I can say my mom used to have some sort of healthy food practices before I turned to my current diet, for example she only eats whole-grain bread, maybe after I stopped eating meat she started to avoid meat products like sausages and salami that have a lot of additives and sugars.”
	Shopping preferences (physical store shopping) (online shopping – risky)	“I usually visit the stores. When I buy something I want to see it live, I want to be able to touch it, see it up close, shopping online is a bit risky in my opinion because you can’t see exactly what you are buying, you cannot be sure if it’s for example clothes or shoes, would they look good on you.”
	Acknowledgment of env. Impact (negative influence) (waste) (pollution) (irresponsible littering)	“Yes, I have thought about it, also not only mine but overall, of all people, unfortunately, I don’t think this influence I a positive one...people buy some stuff and then throw the package wherever they find, also there are a lot of cigarette butts everywhere, and also when

		I've travelled I've seen around some of the roads piles of waste. Also, when I am at school I've noticed how much waste my classmates make. And all this I think pollutes the environment a lot."
	Insufficient discussions at school (measures) (taking actions)	"definitely that's not enough, we have to talk more about it at school so this can make us have some measures maybe, because it's not only about conversations but also taking an action"
	Responsibility (people) (environmental neglect) (people as initiators) (government as actor)	"I think people themselves have to take measures, because I feel like even if there are some laws and bans, I just think that if people themselves don't decide to help and to keep the environment safe... I just think it starts with us, with people." "Something has to be done, by people, by government."
	Initiatives/Campaigns (initiative awareness) (initiative partake) (national initiative) (partake willingness) (lack of information) (lack of promotion)	"I know of "Let's Clean Bulgaria for a Day", I've taken part of it, a lot of people do. I know there are a lot of organizations in other countries, but I haven't really been exploring that." "I would like to help the environment. To be honest I don't know of many organizations and initiatives in the city... because they are not being promoted...I think there should be more people that do such initiatives but also promote them and explain what they are about."
	Green consumption BIO/ECO/Organic products (green products awareness) (green products consumption) (green products skepticism) (approval/believe in homegrown/made products) (quality>price)	"Yes, it's not very rear that I buy such products, though I don't know if they really are what the label states they are, maybe they are slightly better than usual products, but in my opinion the products that are the most eco and bio are the ones that you make/produce yourself" "and if I like a product if I think it has quality, I would buy it even if it's more expensive"
	Green practice (donating clothes) (less energy usage) (economy based) (influence from mother)	"most clothes that I don't use anymore but are in good condition we give to the daughter of my mom's friend" "turning the lights of when we don't use them, my mom always tells me to turn them off when not needing them...I also think we are using energy-saving light bulbs...this is because of wanting to preserve the environment but rather because of the electricity bills"
	Environmental concern (pollution) (industrial pollution) (polluted rivers) (unhealthy consequences)	"Biggest environmental issues is pollution, and not only the pollution from people, but also from factories...building and construction and destroying of environment. " "I remember about river Gang in India, it's extremely polluted ...people and they have to use the polluted

		water, this is not healthy at all and also a lot of people are dying because of this”
	Environment and People/Relation to environment (dependency) (connection) (environment as vital)	“I think the people and the environment are extremely related, we are very dependent on the environment. If the environment is not in a good condition, if it gets destroyed, I don’t think we can live without it. I feel connected to the environment when for example I am at the beach, or the mountains, in the forest”
	Impact from actions (importance of small actions) (importance of individual actions)	“. I think the actions of any person are meaningful, because if everyone do something small, in the end we will have something big, even though for us it would not have costed that much”
	Anxiety about the future (anxiety) (impossible env. Recovery)	“I feel sad and bad about it, because I feel like if these issues continue to exist we wouldn’t be able to fix the damages, also I feel a bit worried that things might get worse”
	Willingness to recycle (container accessibility)	“I would personally, if there are containers for it”
	Influence from friends (likely to follow) (willingness for env. Activities) (importance of support)	“We do influence each other, so I think if they were to start something like that, I would join and we will even do stuff for the environment together.”
	Green Activism/Greta Thunberg (awareness) (approval) (concern) (political abuse)	“I’ve heard about her and I’ve read some stuff about her online...I know that she is extremely active about saving the environment...I think it’s a good thing a young person like her is trying to do something about the environment...I think a lot of politicians are using her for different purposes, I also know she has some health conditions, overall, in my opinion it is good that she tries to help the environment, but also a lot of people might be using her “
	About Gen Z –(Influence from other people) (copying people) (copying idols) (identity loss)	“I think we let what other people do influence us and most of my peers copy their idols or just people they want to be like, and in that way they lose their identity and that I think is bad.”
Interviewee 8 Monika	Leisure activities (watching movies/videos) (playing video games/boarding games)	“I love watching movies, I like watching videos on YouTube, I like playing video games, and I also like boarding games”
	Participation in extra-curriculum clubs	“I take part in club “I can build” and I was in “Astronomy Club” which are organized by the school”
	Interests (cooking) (grocery shopping) (make-up)	“I like shopping for groceries for home, I love cooking” “what I love the most are make-up videos, tutorials”

	<p>Influence from family (free range eggs) (homegrown products preference) (BDS products) ('approved' products) (donating clothes)</p>	<p>"My grandmother is a cook and I have been always around her when she is cooking and it has turned into a hobby of mine to cook" "I also think my grandma buys eggs from a woman that has a few hens in her yard in a village and they are from this "happy hens"."</p> <p>"she (grandma) explained to me that is not about that but about quality of the food and knowing what you eat, so I get it now (homegrown food)"</p> <p>"When I shop I get brands and products that are already liked and 'approved' let's say by the family. It's very rare to buy something out of the 'approved'."</p> <p>"Clothes we use until they are not in good condition anymore, but also while growing up my mom has always made me give my clothes and toys that are in good conditions"</p>
	<p>Shopping preferences (clothes and shoes online) (grocery shopping on site) (decision-making frustration)</p>	<p>"So yeah, I like to go grocery shopping, but I don't like going shopping for clothes and shoes, I prefer shopping for these things online"</p> <p>"also there are so many things around me in clothes shops and I get frustrated and overwhelmed what to choose"</p>
	<p>Preference for locally produced products (clean and natural)</p> <p>(criticism of big chain products) (poor quality) (suspicious origin) (additives) (treatment)</p>	<p>"we really want to avoid food of poor quality, my family says meat at the big chain shops is probably old and with uncertain origin and antibiotics, for dairy is something similar, they put a lot of additives in dairy products and for vegetables we want them as natural and clean of treatment as possible"</p>
	<p>Green consumption (free-range eggs) (homegrown vegetables) (fresh natural products)</p> <p>(eco-friendly heating) (accident green/sustainable consumption) (DIY practices)</p> <p>(accessibility of products)</p>	<p>"I also think my grandma buys eggs from a woman that has a few hens in her yard in a village and they are from this "happy hens"."</p> <p>"We also have a garden in a nearby village, my grandma...grows different vegetables when is the appropriate season...we prefer those vegetables because we know for sure how they are being grown, what treatment is done"</p> <p>"For heating and warm water we use fireplace with pellets"</p> <p>"we actually started making our own bread at home, we also strive to cook our own meals"</p> <p>I noticed that by accident I have bought biodegradable litter bags, I didn't know of them before, but now I will probably continue buying them. They were on the shelf with regular ones and I just took them"</p>

	Preference for homegrown products (better taste) (known origin)	"I also prefer those home grown veggies we get, they really taste so much better"
	Compliant consumption	"we don't tend to buy things we don't need, we buy what we need"
	Food criteria (quality products) (quality>price) (quality=price)	"When it comes to food, we buy things that are a bit more expensive because of their quality...we've tried some products that are more expensive, we see that they are better and we continue to buy them"
	Importance of quality food (healthy food) (various regimes in the household) (special diets) (vegetarian) (protein intake) (opposing vegetarianism) (BDS products) (habitual consumption)	"Our food diets are quite different, my grandma had a surgery and now she has special diet...my mom, she is diabetic and she avoids eating a lot of carbs and sugar, she relies a lot on vegetables and meat.... my uncle who is a vegetarian and doesn't eat any meat...this is part of the reason why we also want to have quality food at home, because of health" "I think we need to eat meat, that's in our nature" "We strive to by BDS products, I know it is a Bulgarian Standard for quality" 'When I shop I get brands and products that are already liked and 'approved' let's say by the family. It's very rare to buy something out of the 'approved'."
	Cosmetics consumption preferences (natural products) (eco-friendly products)	"When I shop for cosmetics for example...I also check contents, I prefer more natural products, for example I don't buy shampoo with silicone, I strive to buy less products that have a lot of parabens and unnatural enhancements, also I avoid shampoos with I think a type of sodium sulfate, because I know it's very dangerous for animals when it goes into the ocean"
	Influence from social platforms (influencers impact) (adopting/copying practices) (using textile reusable bags)	"I know them from the beauty videos and tutorials I watch on YouTube, I follow a lot of U.S. cosmetic gurus , let's say, and they pay attention to such things when they review products and I guess when I noticed most of them do that, I kind of started doing it as well." "I see people on SM living such lives and I also they share the reasons why they do it and it makes me want to do it as well" "just have been seeing a lot of people on social media use those and I bought some for us and now we use them (textile reusable bags)"
	Income/expenses	"I get pocket money and I also have scholarship. I don't really save my scholarship, I use it to buy things for

	(non-saving) (rational spending) (compliant consumption)	myself. I have been raised to value money and to be rational about spending, I think I am a bit of a scrooge, I don't buy things easily or just because I feel like spending money"
	Preference for junk food	"Most definitely, I spend most of my money on food. I love drinking beverages like Coke, I like sweet stuff and chips and snacks. Overall, I love junk food"
	knowledge of sustainability (meaning) (school discussions) (videos online)	"Yes, in school, we have talked about it and I've also seen it on the internet, in some of the video clips I watch online. In school we have had some classes on Building processes and we have talked about sustainability...strive to not have overconsumption ..., I know it has to do with the environment. "
	Awareness of environmental impact (non-recycling) (industrial pollution)	"I've been thinking that at home we are not really recycling" "we are all guilty, people, factories and manufacturers that pollute"
	Recycling Conditions (recycling skepticism) (lack of control) (lack of information)	"There are not any conditions for recycling, I mean there are some containers but cleaning services put everything together in one place, so what is the point? There are not any rules, also I feel like there is not much information about it"
	Sustainable consumption (less plastic use) (reusable textile bags)	"at home we stopped using plastic cups and plates, we don't use straws, and we buy boxes that are from multiple uses, not those for one time. I try to buy more things that have cartoon package than plastic, but it's also hard to do that because most things are in plastic. We also go to the shop with textile bags for multiple use"
	Environmental concern (low env. Concern in country)	"But when I watch these videos online of this make up influencers that sometimes also talk about their lifestyle and how they strive to also cut off plastic, I notice that maybe in my country we don't really realize that this is a problem."
	Initiatives (school-organized)	" Also at school we have been organized by teachers to clean the parks or areas around, and I know my friends from other schools have also been doing that"
	Responsibility (individual responsibility) (parenting) (education) (insufficient discussions in school) (significance of individual actions) (measures) (recycling rules) (parenting)	"we need to take care of this planet, that's our responsibility of the people. It's individual responsibility...I think we should first look at education both at home and at school. And then maybe having some rules and fines even about recycling and things like that. I feel like even if a few people start being responsible it's better than no people at all. I feel like even if a few people start being responsible it's better than no people at all"

		<p>"I feel like in my country they are not that much but they have to be, I feel like institutions have to talk about this, also school, we have to be raised with caring about the environment and know what harms and what not. Maybe also fines and bans should be made."</p>
	<p>BIO Products (bio products approval) (bio products skepticism) (fake green) (expensive) (green label) (Marketing trick?)</p> <p>(unintended purchase) (willingness to buy) (bio desserts) (taste) (curiosity) (no additives)</p>	<p>"Yes, I've heard about them. I am rooting for such foods but as long as they are really what they are stated to be or just having the green label. I am not saying all products like that may be fake green, but I don't really believe all of them are. I've noticed green products tend to be more expensive so I feel like maybe some brands would just put the label so they can put higher prices of their products as well"</p> <p>"The other day I bought bio milk and I didn't even notice it was bio. I saw at home the green label. To be honest I think if I am sure that these products are really what they are said to be, we would buy them even if they are a bit more expensive. But also if it is not at excessively higher prices. Also when I walk into big chain shops I notice that now there are more sections of such foods, there weren't as much before...there are these einkorn bio waffles that I love and I always keep an eye out for them... I like that they are bio, but I think the taste is what makes me stick to them. I like things that are tasty to me"</p> <p>"we were out with some friends and one of them is on a diet right now and needed a protein bar and we were at this bio healthy etc. products section and I saw them (bio candies) and they caught my attention"</p>
	<p>Healthy lifestyle (no healthy lifestyle commitment) (health conscious)</p>	<p>"I am not some healthy diet maniac, sometimes I restrain from some things that I know are not very healthy"</p>
	<p>Influence from friends</p>	<p>"I bought some bio candies, they were vegan actually, we were out with some friends and one of them is on a diet right now and needed a protein bar and we were at this bio healthy etc. products section and I saw them and they caught my attention"</p>
	<p>Greta Thunberg (awareness) (approval of initiative) (skepticism)</p>	<p>"I like her initiative, but I think she is a bit of a hypocrite, I don't believe that she really practices what she preaches."</p>
	<p>Environmental issues (awareness) (social media)</p>	<p>"I think that the biggest issues are connected to the high temperatures, the ice melting, I lot of animals in the wildlife are being in danger because of this. "</p>
	<p>Anxiety about the future</p>	<p>"They make me worry about the future, what will happen. With these ocean levels rising and stuff I am</p>

	(consequences) (anxiety) (guilt)(lack of action) (egoism)	worried because I am young and I don't know what future we will have I feel bad that we have let this happen, we are all guilty, people, factories and manufacturers that pollute and also we the people are guilty for not stepping up for change" "I feel like everyone is like "why should I care, I am not going to be alive when this happens", I think this is the major issue."
	Initiatives (awareness) (lack of information) (national initiative) (local initiative) (supportive) (non-violent/not at any cost)	"I first think of this "let's clean Bulgaria for a day" campaign, also there is this movement that also has a branch in our city, it's called the "the greens" and they had some campaigns against deforestation of parts of Pirin mountain and also other initiatives like that" "I support them as long as they don't get disturbing...I've seen some protests where people break things and fight and I think that this is too much"
	(Self-reliant) (stubborn)	"I would say my own (opinion matters the most)...I am the type of person that when I believe in something it is very hard to convince me otherwise"
	Relation to the environment (respect) (nature superiority)	"I feel like I have respect for the nature, it makes me feel small"
	Social Media Influence (high social media usage) (positive) (source of information) (connectivity) (negative) (addictive) (loss of real-life skills) (criticism on peers)	"Yes, I do (spend a lot of time on SM)" "I think they are a good thing, because you can access a lot of information, you can be connected with people all over the world, but I also think they deprive us from the personal contact with people what I mean is that we get used to communicate through social media and forget how to do it in person. I feel like me and people my age are too attached to social media, we are addicted to them"

Appendix 11 Consent Forms



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Consent Form for Taking Part in an Interview and Use of Data for the Master Thesis Project:

“What factors influence green consumption among Generation Z in the big cities of Bulgaria?”

By student Gergana Georgakieva

Data will be collected through interview. Interviews will be audio recorded and notes are going to be taken during data collection. All collected data is used internally for the project analysis. The undersigned agrees for taking part in an interview and that materials collected from it to be applied in the analysis.

The undersigned interviewee declares of being informed about the purpose of the study, the process of data collection and analysis. Interviewee's real names are not going to be used in the course of analysis with the purpose of remaining anonymous.

I hereby authorize the collected data to be used in the current research contexts

Name: Elin Hadzhiev

Date: 07.04.2020

Signature:



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Name: Kameliya Kuneva

Date: 19.04.2020

Signature:



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Name: Rayna Toncheva

Date: 12.04.2020

Signature:



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Name: Radost Tomova

Date: 04.04.2020

Signature:



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I hereby authorize the collected data to be used in the current research contexts

Name: Kiril Kirilov

Date: 15.04.2020

Signature:



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Name: Elena Georgieva

Date: 10.04.2020

Signature:



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I hereby authorize the collected data to be used in the current research contexts

Name: Ivayla Petkova

Date: 24.04.2020

Signature:



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I hereby authorize the collected data to be used in the current research contexts

Name: Teodora Petrova

Date: 06.04.2020

Signature: