Coming Clean

An exploratory study of sustainable consumption and clean label consumer motivations

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Tusen Tack!

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Abstract

Background: The food industry has become one of the key actors in today’s sustainability equation. Consumers are becoming more conscious than ever before, putting more thought into ingredients and packaging. The number one trend of 2020 is clean label food, thus inviting for research within this specific field.

Purpose: This thesis aims to investigate the role of sustainable consumption in clean label food purchasing. In addition, exploring why consumers purchase clean label food products.

Method: This study follows a deductive interpretivist approach based on ten qualitative semi-structured interviews. The research is based on the Censydiam framework on human motivations, and the results are analyzed, compared, and tailored to this model.

Results: There is a strong implication that those who consume sustainably are also very likely to purchase clean label food products. The main reason why people purchase clean label food products is Expertise. Taking care, Safe Choices, and Boost Energy are also prominent motivations.
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Introduction

The purpose of this chapter is to discuss the nature and context of the research, provide a formulation of the problem, and present the reader with the identified research questions.

1.1 Background

We are living in a consumer society, where progress starts at the individual but requires acting together. On the critical environmental and health issues today, the connection between how we live and the natural systems are closely related (Sustainable Consumption Roundtable, n.d.). The term sustainability has made an extraordinary rise to fame, going from the unfamiliar to the mainstream, and shifting our understanding of the world and our place within it. Achieving sustainable living is a complex challenge requiring urgent action (Li & Wu, 2019).

The food industry has become one of the key actors in today’s sustainability equation (Govindan, 2018; Li & Wu, 2019). Compared to previous generations, consumers in today’s society are a lot more aware of the assortment of processed foods. Many now face diseases such as diabetes, obesity, and certain types of cancer - that can be traced down to dietary choices (Asioli et al., 2017). These health issues have resulted in worry and skepticism among consumers about the negative effects deriving from food production, driving many pro-typical consumers to think twice before jumping ahead with product purchases (Verain et al., 2016). Thus, putting more thought into ingredients and packaging - shifting towards a more conscious consumer (Liu, 2018).

The Nordic countries are at the forefront of organic food sales and production, and amongst these, Sweden is clearly at the lead (Pekala, 2020). However, after a boom of organic food sales, Sweden is now facing a slow down as a result of a shift in focus from organic to other alternatives. Not because of decreased consumer demand, but because organic is not the only option today (Märkningsguiden, 2020). According to the Food Industry Executive's report on Trends, Challenges, and Opportunities in the food industry,
the number one trend of 2020 was clean label food, as consumers are increasingly demanding transparent and familiar ingredients in their food products (Executive, 2020). Meaning, the use of additives and preservatives is noticeably decreasing (Liu, 2018).

As such, we are now seeing a growing number of companies proactively responding to the change of preferences by providing products that allow consumers to live a more sustainable life-style (Crumpacker, 2019). However, to meet the expectations and demands of clean labels, it is vital to understand the motivations driving such behavior (Songsamoe et al., 2019). The Censydiam framework developed by Ipsos (Ipsos Censydiam Institute, 2018), specifically focuses on exploring human motivations. Thus, explaining the relationships consumers have with brands and products - putting “why” before “what”. By understanding “why”, we can be one step closer to bringing out the responsible consumer in everyone, and make sustainable products the norm (Unilever, 2020).

1.2 Problem formulation

The main problem that inspired this research is the need for an increased understanding of the negative health and environmental effects as a cause of unsustainable food consumption (United Nations, n.d.). Despite significant investments in green marketing, purchases of sustainable products have failed to meet consumer expectations (Ritter et al., 2015). Gradually, food companies have realized that influencing consumers to act sustainably is a challenging task (Ketelsen et al., 2020). Behavioral models that have been applied to research sustainable food consumption include; the norm activation model (NAM: Schwartz & Howard, 1981), the social cognitive theory (SCT: Bandura, 2008), the theory of planned behavior (TPB: Ajzen,1991), and the value-belief-norm theory of environmentalism (VBNTE: Stern, 2000) (Ibrahim & Al-Ajlouni, 2017; Ritter et al., 2015). Although previous studies have proven valuable, they have continuously failed to incorporate the role of psychological motivation. Thus, there is a strong need for such appropriate theory-based framework to enable research on critical elements that drive sustainable consumer purchases (Ibrahim & Al-Ajlouni, 2017).
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As Sweden has passed the stage of green awakening (Handel, 2018), the focus is shifting from merely sustainable consumption to specific trends within this field. As of 2020, the demand for clean label food is increasing at an accelerating pace ((Asioli et al., 2017; Handel, 2018). As existing research focuses on organic or eco label food, (for example (Hansen et al., 2018); (Rana & Paul, 2017); (Nayana Sharma, 2018) an urgent gap is the exploration of clean label motivations and its role in sustainable consumption. This study argues that the Censydiam Framework for consumer motivations, developed by the leading global market research company Ipsos (Ipsos Censydiam Institute, 2018), gives a nuanced and promising angle for research within such sustainable consumption.

1.3 Delimitations

As food products stretch throughout an extensive product category base, examining the whole food industry would be impossible. Therefore, this research investigates one food category that people in Sweden are familiar with and where clean labels are increasing (The Ingridion group of companies, n.d.). The food category investigated in this study is bread, as this is a product that is highly common in Swedish households (Jordbruksverket, 2019).

1.4 Research Purpose and Research Question

The purpose of this thesis is to explore the influence of sustainable consumption in clean label food purchasing. In addition, investigate why consumers purchase clean label food products. The research questions aim to act as catalysts for this study and provide focus in order to uncover important aspects of the identified research gap.

RQ1: How do consumers' sustainable consumption influence their clean label food purchasing behavior?

RQ2: Why do people purchase clean label food products?
2. Frame of Reference

The purpose of this chapter is to provide the reader with an overview of the existing body of knowledge within the topic of research. The first part includes existing research on sustainable consumption. The second part introduces sustainable products, including clean labels. Lastly, the Censydiam Framework is thoroughly presented, for it will be used further into the study.

2.1 Sustainable Consumption

Consumer consumption has been voiced as one of the main concerns in today’s sustainability equation (Gullstrand Edbringa et al., 2016; United Nations, n.d.). This concern is evident in the UN’s 2030 Agenda for Sustainable Development, where goal 12 (Ensuring responsible consumption and production patterns) stresses consumption as one major key player in the success of transforming our world for the better (United Nations, n.d.). Consequently, various surveys have reported changing patterns in consumer behavior - seeing a substantial increase in health and environmentally driven consumption (Koklic et al., 2019).

The suggested fundamental drivers of consumer’s choice of food are nutrition, as well as flavor and price. However, in industrialized countries, the food consumption is proposed to be affected by three major trends: health concerns, sustainability, and convenience (Asioli et al., 2017). Today, the negative ecological impact of food systems is inevitable, as modern food systems face many sustainability challenges (Verain et al., 2015). Thus, food production is a significant contributor to the human-induced ecological footprint (Monastyrnaya et al., 2017). In turn, this has put pressure on food companies and value chains to act more sustainably and responsibly. It has resulted in an accelerating expansion of local markets and organic agriculture - as consumers are looking for natural and locally produced food (Rana & Paul, 2017). Moreover, in order to considerably reduce the environmental damage caused by food consumption, scientists and experts throughout the world now recognize the need for a global shift towards sustainable food...
development (Asioli et al., 2017) and behavioral change by consumers. However, Humphry and Memedovic argue that collaboration in the food value chain is a key principle in order to improve sustainable performance (Humphrey et al., 2006). In fact, according to the Food Industry Executives report on food trends (2020), the two most significant opportunities for sustainable growth are “strategic partnerships” and “innovation and product development”. As such, new food products, packaging, and technologies may help to reduce the environmental impact caused by people’s food choices (Hartmann & Siegrist, 2017). This will further be discussed under the section of wholesome nutrition (Section 2.1.1.)

2.1.1. Sustainable Consumption in Sweden
Sustainable consumption is becoming an essential aspect for Swedish consumers. Everything from buying sustainable products, product packaging, or that the product has a minimum ecological footprint through the whole process of manufacturing to consumption are of interest. As such, many Swedish manufacturers and companies have refined their business models to meet the demands accordingly to the consumers (Handel, 2018). Furthermore, the Swedish government has also established a national strategy for sustainable consumption that focuses on what the state can do together with municipalities, business sectors, and civil society, in order for consumers to act more sustainably. Prominent focus areas include implementing (1) eco-smart forums to spread good examples of sustainable consumption, (2) sharing economies where people can share goods, (3) more effective eco labelling, (4) encouragement of recycling goods, (5) tougher measurements against false green claims, and (6) a food strategy for origin labelling of meat for restaurants and institutional catering. The overall aim of these strategies is to contribute in all aspects of (economic, social, and environmental) sustainable consumption (Regeringskansliet, 2019).

2.1.2 Sustainable Products
Sustainable products can be characterized by the integration of the triple bottom line of sustainability, which considers social, economic, and environmental impacts. In short, founder and CEO of Sustainable Urban, Joana Vieira, defines sustainable products as “a
product made with responsible materials, produced ethically way, has an efficient lifecycle, and can be disposed of with minimal impact” (Vieira, 2019).

The products deliberately attempt to close material loops while using a holistic approach. Hence, every material involved in the making of a product by the end of its life cycle can be upcycled, recycled, or composted (Dyllick & Rost, 2017). Another aspect of sustainable products is the product’s ecological footprint, namely, carbon labelling. This concept aims to quantify human pressure on the environment (Syrovátka, 2020). When addressing food products, this type of label is used to inform the consumer about the carbon footprint due to the production and consumption of the specific product (Miranda-Ackerman & Azzaro-Pantel, 2017). An example of this is displaying the CO2 emission per kilogram on the package (Hållbarhet - Anamma SE, 2020).

With the growing consumer demand for sustainable products, it is evident that the consumers are willing to pay a premium for environmentally friendly products, i.e. differentiated products with environmental attributes (Grover & Bansal, 2019). The premium price has to do with the “true costs” of such products being hidden, and thus many sustainable products cannot be offered at the same low price as other products. For such brands, it is important to differentiate themselves, and this can be done through green marketing.

2.2. Green Marketing
A fundamental tool to successfully leverage sustainable products is green marketing. Here, two important conditions should be satisfied; (1) developing products with immense environmental quality, and (2) satisfy consumers' expectations (Dangelico & Vocalelli, 2017). Within these conditions, different strategies can be undertaken. Such as; using eco-friendly packaging, creating an eco-friendly product, putting effort into communicating a product’s green benefits, or adopting sustainable business practices (Pastoors et al., 2017)

2.2.1. Eco labels
One increasingly used tool within green marketing is eco labelling (Taufique et al., 2019). From a marketing policy perspective, eco labelling should be a
communication/promotion tool used to communicate to the consumers about the environment-related product-specific information, and further assisting in making greener purchases (Taufique et al., 2019). Eco labels identify the proven environmental preferences of a product within a specific category (Miranda-Ackerman & Azzaro-Pantel, 2017). Eco labels aim to inform the consumers about the quality attribute of a specific product by claiming that the product complies with certain standards (Grover & Bansal, 2019), promoting sustainability managed production and consumption (Miranda-Ackerman & Azzaro-Pantel, 2017). Further, eco labels are among consumers associated with trust (Grover & Bansal, 2019). The number of eco labels is steadily increasing, and there are over 400 different kinds in existence today. As some of these labels are communicating different types of environmental information, understanding, and using the information can be somewhat difficult (Taufique et al., 2019). These labels may differ in terms of precision, content and reliability (Grover & Bansal, 2019). Thus, allowing for misunderstanding and confusion to occur. These misunderstandings could potentially arise from poor eco labelling design, involving insufficient information, or lack of clarity (Taufique et al., 2019). However, in order for the eco labels to be useful, the consumers must understand and value what the labels are actually communicating (Taufique et al., 2019).

2.2.2. Clean Labels

In 2017, Innova Markets Insights announced Clean Labels as the number one trend of the year (Del Buono, 2017). The same year, the Nielsen study showed that clean label products represent 33% of the total food and beverage market. While this consumer-driven trend is similar to sustainable products, clean label refers explicitly to products with a high level of transparency (Scott-Thomas, 2013). Meaning products with as few ingredients as possible and which the consumers think of as wholesome - perhaps ingredients that the consumers use themselves at home. Another important aspect of clean label products is that they should not contain any additives or preservatives (Velissariou, 2018). Typically, consumers tend to look for indicators of wholesomeness by looking at the front of the package (FOP), such as organic certification logos and free-from claims. In some cases, consumers even continue to look at the back of the package (BOP) to access information. However, this requires greater engagement (Asioli et al., 2017; Daniele et al., 2017). By using clean labels, manufacturers can foster trust between
themselves and the consumer. As such, consumers may choose one product over the other depending on their expectations of the ingredients used (Del Buono, 2017). Koerber, Bader, Lietzmann all argue that clean labelling is a crucial development aspect of food products to motivate consumers into more sustainable consumption behavior (Koerber et al., 2016). Moreover, two of the main concerns behind clean label products are further elaborated below.

2.2.2.1. Wholesome Nutrition
Wholesome nutrition is a concept of sustainable nutrition that values health, ecologic, economic, social, and cultural dimensions of nutrition as equally important. While wholesome diets mainly include plants that are minimally processed, the other central food groups include fruits and vegetables, whole-grain products, potatoes, and dairy products. However, oils, nuts, seeds, and meats can also be consumed in moderate quantities. The main idea is that the resources used are not used to the extent where they can no longer be regenerated. Moreover, wholesome nutrition takes all the supply chain processes of food into consideration; input production, agricultural processing, distribution, preparations of meals, and waste disposal (Koerber et al., 2016).

The following seven principles summarize the concept of wholesome nutrition: (1) Preference of plant-based foods, (2) Organic foods, (3) Regional and seasonal products, (4) Preference of minimally processed foods, (5) Fair Trade products, (6) Resource-saving housekeeping, (7) and an enjoyable eating culture (Koerber et al., 2016).

2.2.2.2. Additives and Preservatives
Food additives are substances of synthetic or natural origin and are widely used within the food industry. They are added to foods for various functions, for example, to counter bacterial degradation, increase product shelf-life, impact flavor or restore color (Pașca et al., 2018). Generally, these additives provide some sort of benefit for the food processors, producers, or the consumer, as some acids may contribute to preventing the growth of microorganisms that can cause spoilage or foodborne illness (Pașca et al., 2018). While some additives or preservatives are added straight to the food or in the ingredients, some can be indirectly added through contact with the packaging materials. As these chemicals
are frequently used, and often intentionally added to food, it is important to know their properties (Bruna et al., 2018) in order to ensure their safe and acceptable use. Therefore, there are safety and risk evaluations of additives that may be present in food (Pașca et al., 2018), for which they differ depending on region or country. Within the EU, additives used in food are divided into clusters depending on function such as preservatives, sweeteners, emulsifiers or colourants, and so forth (Pașca et al., 2018). The assessments are supported worldwide by control systems of the Acceptable Daily Intake (ADI), World and Health Organization (WHO) and the Expert Committee on Food Additives (Bruna et al., 2018). They can be identified through their unique code number, commonly known as E-numbers. Despite these clusters, additives can further be divided into four major groups depending on the origin. Natural additives (obtained directly from plants and animals), similar to natural additives (imitating natural ones, but produced synthetically), modified from natural (natural additives that are later modified chemically) and lastly artificial additives (synthetic compounds) (Pașca et al., 2018).

The use of food additives and preservatives has significantly increased during the last decades, and processed food is estimated to cover around 75% of the Western diet (Shazia Khanum Mirza, U.K. Asema, Sayyad Sultan Kasim, 2017). The heavy use has created some mistrust among consumers, as some additives are considered to be harmful for human consumption (Bruna et al., 2018) and even potentially classified as cancer-causing agents (Shazia Khanum Mirza, U.K. Asema, Sayyad Sultan Kasim, 2017). Despite the immense benefits artificial preservatives have had on the food industry by maintaining nutritional value and reducing wastage of food, it has shown adverse effects on human health (Shazia Khanum Mirza, U.K. Asema, Sayyad Sultan Kasim, 2017). Therefore, due to the extensive use of these synthetics, they should be used with caution (Pașca et al., 2018).

2.3. The Censydiam Framework

Consumer motivations fall under the broader category of consumer behavior and refer to the internal psychological and physiological state that drives consumers towards certain product purchases. Shortly, it can be defined as ‘the fundamental human desires that drive our behavior’. This mainly refers to the fulfillment of conscious and unconscious needs
that motivate consumers to repeat purchases or look elsewhere for similar products. Consumer motivations are important because companies and brands want to be reassured that their investments are based on fundamental human needs and desires. Thus, brands that fail to establish this connection will also fail to become an important aspect of a person’s life (Ipsos Censydiam Institute, 2018).

The Censydiam approach is a theoretical framework brought forth by the market research company Ipsos. It is based on the psychological understanding of human motivations by Sigmund Freud and Carl Jung (Leufkens, n.d.). Its primary purpose is to help clients to understand and explain the relationship consumers have with particular brand positioning or communications. The framework can be visualized as a compass, composed of two main driving forces of human motivations; social and personal dimensions. Within these dimensions are eight motivations that each have a specific position within the compass. The personal dimension is based on how we feel in relation to ourselves, while the social dimension covers how we feel in relation to others. The motivations that fall in between, combine both social and personal elements (Ipsos Censydiam Institute, 2018).

Figure 1: The Censydiam Framework (Ipsos Censydiam Institute, 2018)
2.3.1. Censydiam Elements

In order to understand how the framework can be applied to the everyday consumer, explanations, and examples of each motivation is presented below.

**Enjoyment**
This motivation is about enjoying yourself and maximizing life without worrying too much about the consequences. It is about living in the moment by being impulsive and indulging. An example of enjoyment is *treating yourself to a tasty chocolate bar without thinking about the calories* (Ipsos Censydiam Institute, 2018).

**Conviviality**
This motivation is about wanting to connect with other people since meeting people is a joy. Interacting and sharing experiences with the people close to you opens you up emotionally and allow others to be a part of your life. An example of this is *when a teacher encourages their students to bring in fruit or snacks for their classmates* (Ipsos Censydiam Institute, 2018).

**Belonging**
This motivation is about wanting to be around people who see you as an equal and accept you for who you are, and who always makes you feel welcomed. More precisely, it is about the need to be a part of society or a group. It is about brotherhood and togetherness where we take care of one another - doing good and feeling good. An example of this is *the family gathering together for Christmas celebrations* (Ipsos Censydiam Institute, 2018).

**Security**
This motivation is about retreating and recharging - experiencing states of tranquility, relaxation, and safety, often retraining to physical or mental space that allows you to anti-stress and decrease the hectic aspects of life. An example of this is *pampering yourself at the spa or winding down after work with a glass of wine* (Ipsos Censydiam Institute, 2018).
Control
This motivation is about staying cool, calm, and collected, and not showing too much emotion. It is about keeping things in order and wanting to be in complete control. Sticking to routine and being disciplined feels comfortable and safe and gives a sense of stability and structure. An example of this is wanting to buy a butter croissant for breakfast because it looks good, but buying a low-fat yoghurt in order to control your weight (Ipsos Censydiam Institute, 2018).

Recognition
This motivation reflects the need to stand out and feel unique, special, and ahead. It is about being proud of any special ability or competence you acquire - intellectually, culturally, and materially. An example of this is choosing to drink specialty beer when everyone else is drinking lager, displaying your knowledge and taste expertise (Ipsos Censydiam Institute, 2018).

Power
This motivation reflects the need to be the best. It is about wanting to be acknowledged and respected for the successes and achievements made in life. It also relates to social status and the desire to be authoritative and a leader for others. An example of power is eating at a very expensive restaurant and driving there in an expensive car - demanding respect and making a statement soon to be forgotten (Ipsos Censydiam Institute, 2018).

Vitality
This motivation is about stepping outside of your comfort zone and testing your boundaries in order to discover new things and achieve independence. Here, one desires freedom, passion, and adventure, and feeling alive. An example of this is booking a trip to an exotic and foreign destination or starting a new business venture or hobby that gives you that adrenaline rush (Ipsos Censydiam Institute, 2018).
The Censydiam framework presented above is the standard compass of human motivations, however, it can also be tailored to specific domains. Hence, there will be a tailored framework focused on bread provided later on in this study.

3. Methodology

This chapter aims to display and justify the thought process behind the scientific approach and methods of measures undertaken in order to address the research problem.

3.1. Research Philosophy

When writing a thesis, a research philosophy is adopted in which it corresponds to the qualitative or quantitative nature of the research. The two main research philosophies are interpretivism and positivism, where the latter refers to an objective and scientific perspective. In contrast, Saunders et al. (2012) argue that interpretivism advocates the
necessity for the researchers to understand differences between people and their perception, thus emphasizing the importance of choosing an appropriate set of assumptions to enable coherent research. This study acknowledging the subjective nature of consumer behavior, and therefore adopts an interpretivist approach in order to find a rich and detailed understanding of sustainable consumption and motivations behind consumers buying clean label food products. This approach enables interpreting the understanding of individuals, hence creating room for various interpretations of the same phenomena.

3.2. Research Approach

In research, we often refer to two main approaches of reasoning; deductive and inductive. Deductive research focuses on generating conclusions based on a set of theoretical or logical premises (available facts), going from a generalization to the specific. Inductive reasoning, on the other hand, finds a gap between the logical argument presented and the conclusion of the observed premises, going from the specific to the general. There is also a third form of reasoning, the abductive approach. Here, generalizations are made from the interactions between the specific and the general — moving back and forth between data and theory (Saunders et al., 2012). While these research approaches can be used in combinations, this research has adopted a deductive research approach. This approach was chosen since this research uses predefined themes as well as the Censydiam framework as a conceptual foundation to fulfill the purpose of the study, advancing existing theory (Collis & Hussey, 2013).

3.3. Research Design

A research design is the general plan of the procedure used when answering the research question(s). In order to formulate a successful research design, it is imperative to define the research question(s) beforehand clearly. Hence, the research design will contain clear objectives derived from the research question(s). This study is qualitative since it is associated with an interpretive research philosophy that seeks to find a natural explanation for a theoretical perspective that does not exist at this point in time. It is also mono-methodological, meaning it is purely qualitative and not qualitative and quantitative simultaneously. A mono-methodological approach was chosen since it is less partially
integrated, single phased, and sequential in mixing, hence less complex than a multi-method approach (Saunders et al., 2012).

Another dimension that is important to recognize in the research design is its purpose. Based on the objectives of the research questions, the purpose can be either exploratory, descriptive, or explanatory. This research is exploratory since it wishes to have a better understanding of sustainable consumption and the motivations behind the clean label food trend, investigating an area of research there is little prior research to refer to when finding information. The study also seeks to find patterns and ideas as well as gain insight and understanding of the topic in order to contribute to future studies — hopefully contributing to further descriptive or explanatory research in the future (Collis & Hussey, 2013).

3.4. Research Strategy

Particular research strategies are guided by choice of the research design (Saunders et al., 2012), which in this thesis is of qualitative nature. Case studies explore and investigate a phenomenon within a real-life context and are based on an in-depth understanding of a group of people to explore the causes of underlying principles (Collis & Hussey, 2013; Saunders et al., 2012). Therefore, this study argues that this approach is the most suitable for this thesis, and as such, an exploratory case study of consumers' behavior and what influences them to buy clean label food products was executed.

3.5. Method

3.5.1. Sampling Method

When choosing participants for a research, there are two different methods for sampling, probability sampling, and non-probability sampling. Due to the limitations of interviewing a whole population, one of these methods is chosen (Saunders et al., 2012). Probability sampling entails randomly selecting individuals where all have the same chance of being selected. By contrast, non-probability sampling does not select individuals at random (Saunders et al., 2012).
Participants for this study were not chosen based on clean label purchasing, but rather on other criteria. This was done in order to distinguish the different motivations between people who purchase clean label food, and people who do not. However, as this research required individuals from different demographics in order to gain valuable and useful results, elements of subjective judgement were required (Collis & Hussey, 2013). Thus, a non-probability sampling method was chosen. For this study required predetermined selection criteria, judgmental sampling was used as it is the most appropriate. This technique allows hand-picking the participants based on past experience as well as the author's judgement (Saunders et al., 2012b). Some of the criteria influencing the participant selections were age, gender, occupation, and geographical region in order to increase the validity and trustworthiness of the study (Collis & Hussey, 2013).

Once the appropriate sampling technique had been decided, a sample size needed to be determined. Unlike probability sampling, non-probability is ambiguous and is rather dependent on the research question and objective (Saunders et al., 2012). Even though the data collection and analysis will be adequate to the understanding, insights, and validity of the study rather than the sample size, it is important to have conducted sufficient interviews (Saunders et al., 2012). With this in mind, the sample size for this research consisted of ten hand-picked participants to represent the population. Also, different forms of bias were taken into account when choosing the participants which will be presented further into this study.

3.5.2. Primary Data Collection
This research has only used primary data to collect information. No secondary data was used due to the lack of pre-existing literature on the research topic.

3.5.2.1. Interviews
The aim of the interviews was to explore people’s sustainable consumption behavior and motivation behind clean label bread purchasing. Essentially, in order to find individual motivations behind a specific buying decision. Encouraging the participants to talk about their experiences and feelings regarding their own purchasing behavior enables a broad spectrum of opinions, which in turn allows for a more in-depth and greater understanding. As the interviews were designed based on a pre-existing consumer motivation framework,
the intention was to find potential patterns that could be linked back to the proposed model.

Furthermore, the interviews were held face-to-face or via Skype, as many of the participants were unable to meet up due to the current Corona pandemic in the world. As the native language of all participants was Swedish, all interviews were held in Swedish in order to eliminate any language barriers. Additionally, notes were taken, and with the participants' consent, all interviews were recorded.

3.5.2.2. Semi-Structured Interviews
In order to gather valid and reliable data relevant for the research questions, this study has focused on conducting semi-structured interviews. These interview typologies were chosen since this study is of exploratory nature and adopts an interpretivist epistemology seeking to understand a complex phenomenon. Hence, there are a large number of open-ended questions to be answered. Furthermore, these types of interviews were also suitable in this context because it allowed for the opportunity to “probe” answers (i.e., explain and build on responses) (Saunders et al., 2012). Meaning, the participants were encouraged to elaborate their answers and follow-up questions to arise based on a specific answer.

3.5.2.3. Meeting with Censydiam Expert
For this study to interpret, use, and elaborate on the Censydiam framework correctly, two extensive meetings with an expert on the field were held. One interview was carried out prior to developing the interview template, and one after the interviews were finalized. Thus, receiving feedback that the framework was appropriately adopted.

3.5.2.4. Interview Questions
When formulating the appropriate questions for this research, the three identified categories were used as guidance; sustainable consumption, clean label purchasing, and the theoretical framework Censydiam. Furthermore, the questions for the interviews were formulated to probe to the two research questions (see appendix 1). In order to properly use the theoretical framework Censydiam, the interview template was developed together with a market researcher with immense expertise on the Censydiam model. Further, three
scenarios were presented half-way through the interview in order to capture the interviewees' thought process. Hence, purchasing choices vary depending on the circumstances.

### 3.5.2.5. Information about the Interviewees

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>City</th>
<th>Occupation</th>
<th>Household</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabelle</td>
<td>24</td>
<td>Female</td>
<td>Stockholm</td>
<td>Marketing Executive</td>
<td>Alone</td>
<td>50 min</td>
</tr>
<tr>
<td>Philip</td>
<td>27</td>
<td>Male</td>
<td>Stockholm</td>
<td>Brand Manager</td>
<td>Girlfriend</td>
<td>61 min</td>
</tr>
<tr>
<td>Paul</td>
<td>62</td>
<td>Male</td>
<td>Stockholm</td>
<td>CFO</td>
<td>Wife</td>
<td>40 min</td>
</tr>
<tr>
<td>Harald</td>
<td>26</td>
<td>Male</td>
<td>Jönköping</td>
<td>Student</td>
<td>Alone</td>
<td>55 min</td>
</tr>
<tr>
<td>Karin</td>
<td>60</td>
<td>Female</td>
<td>Linköping</td>
<td>Physiotherapist</td>
<td>Husband</td>
<td>31 min</td>
</tr>
<tr>
<td>Matilda</td>
<td>24</td>
<td>Female</td>
<td>Jönköping</td>
<td>Student</td>
<td>Boyfriend</td>
<td>48 min</td>
</tr>
<tr>
<td>Mona</td>
<td>62</td>
<td>Female</td>
<td>Stockholm</td>
<td>CFO</td>
<td>Alone</td>
<td>39 min</td>
</tr>
<tr>
<td>Karolina</td>
<td>27</td>
<td>Female</td>
<td>Göteborg</td>
<td>Project Engineer</td>
<td>Alone</td>
<td>44 min</td>
</tr>
<tr>
<td>Sebastian</td>
<td>27</td>
<td>Male</td>
<td>Jönköping</td>
<td>Student</td>
<td>Alone</td>
<td>46 min</td>
</tr>
<tr>
<td>Johan</td>
<td>35</td>
<td>Male</td>
<td>Malmö</td>
<td>Chef</td>
<td>Wife and child</td>
<td>42 min</td>
</tr>
</tbody>
</table>

*Table 1: Interviewee Information*

### 3.5.2.5.1. Additional Interviewees

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lena</td>
<td>Regional Client Director</td>
<td>Ipsos</td>
<td>Censydiam Framework</td>
</tr>
</tbody>
</table>

*Table 2: Additional Interviewee Information*
3.5.2.6. Data Quality

3.5.2.6.1. Reliability
Before preparing and conducting the interviews, potential data quality issues were looked
over. Firstly, reliability in qualitative research was discussed. In an interpretivist view,
this is mainly concerned with whether alternative researchers would reveal similar
information (Saunders et al., 2012). I.e., whether observations and interpretations can be
made by different observers at different occasions and still be understandable and
explainable. However, since semi-structured interviews are complex and circumstantial,
the study acknowledges that repeating or replicating this research and receiving similar
results may not be realistic. Instead of seeing this as a weakness, this research has
established necessary protocols and procedures to facilitate future research (Collis &
Hussey, 2013) - such as note-taking of choices, methods, and recording the data obtained.
This way, researchers can re-analyze the data in order to understand the specific
circumstances and processes used in their favor (Saunders et al., 2012).

3.5.2.6.2. Forms of Bias
Issues of bias are also related to the concern of reliability. The first potential bias to
consider is interviewer bias. This is when the interviewee's responses are influenced by
the interviewer’s personal beliefs or frame of reference - expressed through comments,
tone, or nonverbal behavior. Bias can also be demonstrated through the way you interpret
responses. This may raise doubts about validity or reliability in the research. The second
bias to consider is interviewee or response bias. This type of bias is concerned with
interviewees who are willing to participate in the interview but are sensitive to disclosing
full information regarding the exploration of off-track themes. This may result in the
interviewee providing a partial or more socially acceptable picture of themselves. Having
this in mind is highly important when conducting semi-structured interviews, but
especially important since this research discusses the sensitive topic of people’s
consumption choices. The last bias to consider is participation bias, which is a result based
on the nature of the individuals interviewed. Since the process of conducting interviews
is time-consuming, this could reduce the number of participants who are willing to participate. Hence, seeing a reduction in those whom you would like to interview the most. This issue was considered early on in the research development and reflected through the sampling method discussed above. The length of the interviews was also kept rather short (approximately 1 hour) in order to increase the likelihood of participation. Another measure taken to overcome interviewer and interviewee bias was to use the checklist provided by Saunders et al. (see appendix 3). By acting on the points provided in the checklist, this research has taken the measurements necessary to stay unbiased in the preparations and when conducting the semi-structured interviews (Saunders et al., 2012).

3.5.3. Data Analysis

In qualitative research, there is no standardized way of analyzing the data, as this approach can be extremely diverse, complex, and nuanced (Braun & Clarke, 2006). However, a key element in choosing which approach of analysis to execute depends on whether the research is inductive or deductive. Thus, it is necessary to explore and clarify the meaning of the findings carefully (Saunders et al., 2012). In this study, the process of the data analysis began with all semi-structured interviews being recorded and transcribed right after they were conducted, facilitating familiarization of the collected data. To reduce the risk of the author's influencing one another, the data was thereafter reviewed individually. The next step of the analysis was to code all the transcriptions. Adopting a deductive approach, thematic analysis and pattern matching were methods used in this study. This approach involves having preconceived themes you expect to find in the data, and code accordingly. Pattern matching fundamentally involves comparing a theoretical pattern with the observed empirical findings (Saunders et al., 2012).

When transcribing, there were three main categories taken into account to answer the research questions. These three categories were; sustainable consumption, clean label purchasing behavior, and the Censydiam framework elements. The results of these are presented in the empirical findings and then later on discussed in the analysis using two cross-case comparisons.
3.5.3.1. Sustainable Consumption

Thematic analysis was used for this category in order to organize and analyze people's' sustainable consumption behavior. The three preconceived themes color coded were (green) people who frequently buy sustainable products and are concerned with their ecological footprint (yellow) who represent people that seldom buy sustainable products and are moderately concerned with their ecological footprint, and (red) those who do not purchase sustainable products and are not concerned with their ecological footprint.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Sustainable Consumption</th>
<th>Observed Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>Buys sustainable products</td>
<td>Shops ecological and locally produced products</td>
</tr>
<tr>
<td>Green</td>
<td>Concerned with ecological footprint</td>
<td>Recycles</td>
</tr>
<tr>
<td>Green</td>
<td>Concerned with ecological footprint</td>
<td>Harvests her own vegetables</td>
</tr>
<tr>
<td>Yellow</td>
<td>Very seldom buys sustainable products</td>
<td>Recycles bottles and cans</td>
</tr>
<tr>
<td>Yellow</td>
<td>Moderately concerned with ecological footprint</td>
<td></td>
</tr>
<tr>
<td>Red</td>
<td>Does not buy sustainable products</td>
<td>No observed pattern amongst the interviewees</td>
</tr>
<tr>
<td>Red</td>
<td>Is not concerned with ecological footprint</td>
<td></td>
</tr>
</tbody>
</table>

*Figure 3. Coding Sustainable Consumption*

3.5.3.2. Clean Label Purchasing Behavior

For this category, thematic analysis was once again used. Here, three main themes were identified prior to coding. These themes were color coded as follows, (green) people who buy clean label bread, (yellow) people who look at ingredients but do not necessarily require clean label bread, and (red) people who do not buy clean label bread.
3.5.3.3. The Censydiam Framework

Pattern matching was applied to this category as it is based on an existing consumer motivation framework (Ipsos Censydiam Institute, 2018), and the coding process entailed linking the data to the existing framework. In order to apply the interview results to the Censydiam framework, important data was extracted and then matched according to each element in the original compass.

<table>
<thead>
<tr>
<th>Element</th>
<th>Theoretical pattern</th>
<th>Observed pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoyment</td>
<td>Impulsive Indulging Enjoying yourself</td>
<td>“I bought it because it tastes very good and it’s fluffy and you can toast it”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Philip)</td>
</tr>
<tr>
<td>Recognition</td>
<td>Intellectual Cultural Competent Unique</td>
<td>“The product characteristics I look for in bread is that there are no additives and that it is somewhat healthy”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Harald)</td>
</tr>
</tbody>
</table>
By using pattern matching, the elements could then be developed and elaborated to bread purchasing. Thus, having the data organized within the existing framework enabled for further exploration within the field of study. After the results were applied to the compass, new theoretical insights were developed. This type of theory elaboration appears when designing and carrying out a study based on pre-existing conceptual ideas or a preliminary model. Thus, advancing an existing theory (Fisher & Aguinis, 2017). This approach was adopted, for this research was not seeking to build a new theory but rather build upon the theory by developing the existing concepts and framework. Eventually, the Censydiam compass was tailored according to bread purchasing behavior, which is presented in the empirical findings. An example of the theory elaboration process is shown in Figure 7.

![Figure 6: Elements of Bread Purchasing](image)

<table>
<thead>
<tr>
<th>Original Element</th>
<th>New Element</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoyment</td>
<td>Letting Go</td>
</tr>
<tr>
<td>“I bought it because it tastes very good and it's fluffy and you can toast it” (Philip)</td>
<td>Not thinking about anything outtake</td>
</tr>
<tr>
<td>Recognition</td>
<td>Expertise</td>
</tr>
<tr>
<td>“I think a lot about what I eat, and I am very conscious about eating good and nutritious food” (Isabelle)</td>
<td>Conscious and knowledgeable</td>
</tr>
</tbody>
</table>

### 3.5.4. Ethical Considerations

In order to comply with potential ethical dilemmas that may arise from conflicting social norms or philosophical approaches, this research uses both the academy of management’s (AOM) code of ethics and Saunders et al. ethical principles to guide us throughout the entire process. These ethical guidelines were chosen since they are a good beacon of a directory in terms of non-maleficent and beneficiary practices (Saunders et al., 2012). The guidelines were adopted already prior to formulating the research question in order to develop an informed judgement and find common ground as a team from beginning to end. They were also used to carry out a thorough assessment of ethical viability in all stages of the research beforehand. Thus, all dimensions of this research are considered ethically viable.
3.5.4.1. Frameworks
The AOM’s code of ethics was chosen because it is easy to make use of and is applicable for everyday professional practices for researchers. The codes are structured through four main categories; human relations, privacy & confidentiality, public statements, and research & publication. Together, they cover important topics of discrimination, harassment, exploitation, consent, and confidentiality, and more (AOM Code of Ethics, n.d.). Saunders et al. ethical framework also covers these important topics, but does so by providing the reader with ten specific ethical principles that have been recognized as common occurring ethical issues (Saunders et al., 2012). By using these in complementary to each other, precautionary measures have been taken to carry out this research successfully.

3.5.4.2. Practices
The ethical practices carried out in this research in compliance to the discussed guidelines above were several. Before interviewing candidates, a participant consent form was created, which outlines 7 points of agreement. For example, I understand that all information I provide for this study will be treated confidentially (See appendix 2). Moreover, the form was required to be signed prior to conducting the interviews.

3.5.4.3. Limitations
A possible ethical limitation to this study could stem from the concern that both authors are sustainability students. Hence, there may be an unconscious bias or objectiveness towards any results posing negatively towards sustainable development. While this could impact the authenticity of the research negatively, the possibility of this ethical limitation was discussed openly throughout the entire research, thus staying as unbiased and impartial as possible. As mentioned in the data collection section, appendix 3 was also used to prepare and overcome such potential bias.
4. Empirical Findings

The aim of this chapter is to present the findings received through the documentations and observations made. The first section presents the findings of sustainable consumption, followed by peoples’ clean label bread purchasing behavior. Thereafter, a tailored Censydiam framework is explained in detail.

4.1. Sustainable Consumption

Based on the pre-identified themes, all participants were divided into different clusters depending on their sustainable consumption. As mentioned in the data analysis, green represents people who purchase sustainable products and are concerned with their ecological footprint, while yellow represents people who are moderately concerned with sustainable products and their ecological footprint. Finally, red represents people who do not buy sustainable products or give any thought to their ecological footprint.

4.1.1. The Green Cluster

The people who were placed in this cluster consume very sustainably. Many are concerned with the packaging material when purchasing food products. They also care for green marketing labels such as eco labels, and for some, this was a determining factor before continuing with a purchase. Furthermore, all the respondents in this cluster expressed that they were willing to pay more for a product that is better for the environment. Overall, these people incorporate sustainable behavior in their everyday life, putting great effort into reducing their ecological footprint.

“I haven’t had meat in 30 years, that was my first sustainable choice. I never buy something new before what I have is no longer usable. I always sort the waste into recyclable groups, and I haven’t bought plastic bags in 3 years - I always buy paper. I also try my best to buy ecological and locally produced foods” (Mona)
4.1.2. The Yellow Cluster

The people in this cluster consume slightly less sustainable than the previous cluster presented. These people do practice sustainable consumption, although it may not be as incorporated in their everyday life. Many said they recycle often and may consider how the product has been produced and where it has been manufactured. However, this cluster does not primarily have a sustainable way of living, nor do they put greater efforts into reducing their ecological footprint.

“I look for ecological food, but I don’t always buy it. We eat vegetarian, but I would rather say we do it for health benefits” (Philip)

4.1.3. The Red Cluster

As an overall sustainable consumption was noted among all interviewees, the red cluster has no representation in the table below and will therefore, not be used further in this study.

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>City</th>
<th>Sustainable Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabelle</td>
<td>25</td>
<td>Female</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Matilda</td>
<td>24</td>
<td>Female</td>
<td>Jönköping</td>
<td></td>
</tr>
<tr>
<td>Mona</td>
<td>62</td>
<td>Female</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Karolina</td>
<td>28</td>
<td>Female</td>
<td>Göteborg</td>
<td></td>
</tr>
<tr>
<td>Johan</td>
<td>35</td>
<td>Male</td>
<td>Malmö</td>
<td></td>
</tr>
<tr>
<td>Harald</td>
<td>27</td>
<td>Male</td>
<td>Jönköping</td>
<td></td>
</tr>
<tr>
<td>Karin</td>
<td>60</td>
<td>Female</td>
<td>Linköping</td>
<td></td>
</tr>
<tr>
<td>Philip</td>
<td>29</td>
<td>Male</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Paul</td>
<td>62</td>
<td>Male</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Sebastian</td>
<td>27</td>
<td>Male</td>
<td>Jönköping</td>
<td></td>
</tr>
</tbody>
</table>

*Table 3: Sustainable Consumption*
4.2. Clean Label Purchasing Behavior

Under this topic, the participants were divided into three categories according to their purchasing behaviors in relation to clean labels. These behaviors were color-coded, where green represents people who purchase clean label bread products, yellow are people who look at ingredients, but do not necessarily require clean label bread products, and red reflects people who do not purchase clean labels bread or look at ingredients.

4.2.1. The Green Cluster

The people assigned to this cluster are frequent purchasers of clean label bread. They are extremely conscious about ingredients and require additive and preservative-free bread with as few ingredients as possible. Both FOP and BOP are thoroughly read and interpreted based on their individual knowledge. Thus, these peoples’ product expectations align with what clean labels entail.

“I want me and my family to eat clean and natural products so we all can stay healthy. Therefore, I'm very particular about what I purchase. I stay away from anything that resembles synthetic chemicals” (Johan)

4.2.2. The Yellow Cluster

This cluster reflects people who look at ingredients but do not necessarily require clean label bread. Here, people avoid added sugar and prefer bread that has some healthy features to it, such as added nuts, seeds, or other grains. Findings also showed that these people care about ingredients, but they primarily look at the information on the FOP. They gain trust through eco labels such as Fairtrade, which assures them that the bread is of good quality.

“I look for bread with a lot of energy and nutrition. For example, whole wheat or white rye bread with added seeds” (Karin)
4.2.3. The Red Cluster
This group of people does not care for specific ingredients, meaning that they seldom read any ingredients lists. While appearance is important, the taste is the primary factor when choosing bread. In fact, all three showed a trend of purchasing whiter bread because it tastes better when toasted. One of the three interviewees also expressed that price is somewhat considered in the equation, although this was not a common concern.

“I think more about the taste and what kind of bread it is, rather than looking at the ingredients list.” (Paul)

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>City</th>
<th>Clean Label Purchasing Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabelle</td>
<td>25</td>
<td>Female</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Matilda</td>
<td>24</td>
<td>Female</td>
<td>Jönköping</td>
<td></td>
</tr>
<tr>
<td>Mona</td>
<td>62</td>
<td>Female</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Karolina</td>
<td>28</td>
<td>Female</td>
<td>Göteborg</td>
<td></td>
</tr>
<tr>
<td>Johan</td>
<td>35</td>
<td>Male</td>
<td>Malmö</td>
<td></td>
</tr>
<tr>
<td>Harald</td>
<td>27</td>
<td>Male</td>
<td>Jönköping</td>
<td></td>
</tr>
<tr>
<td>Karin</td>
<td>60</td>
<td>Female</td>
<td>Linköping</td>
<td></td>
</tr>
<tr>
<td>Philip</td>
<td>29</td>
<td>Male</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Paul</td>
<td>62</td>
<td>Male</td>
<td>Stockholm</td>
<td></td>
</tr>
<tr>
<td>Sebastian</td>
<td>27</td>
<td>Male</td>
<td>Jönköping</td>
<td></td>
</tr>
</tbody>
</table>

Table 4: Clean Label Purchasing Behavior

4.3. Censydiam Framework Tailored to Bread
Based on the answers from the interviews, new elements tailored to bread purchasing have been identified. The framework is outlined in the same way as the original compass - with eight elements divided into social and personal dimensions. These elements are presented in figures and explained below.
4.3.1. Identified Elements

Letting Go
This motivation is about buying bread because it is an enjoyment. It is about letting go and looking for happy and optimistic indulgence without restrictions or worrying about the consequences. Simply put, buying bread because it is tasty.

Connecting
This motivation is about buying bread that brings people together, connecting with one another, and spending quality time with friends and family. Enjoying bread to socialize, interact, and connect, for instance, buying a loaf of bread on the weekend from the local bakery to enjoy with your family.

Taking Care
This motivation is about buying bread to strengthen bonds with loved ones and feel part of the group. It is about togetherness and taking care of one another. Parents may give in on their own wants and buy bread that they know is healthy for their children instead.
Safe Choices
This motivation is about sticking to safe choices that you are familiar with. It is about knowing the ingredients and not taking any risk of buying a bread you might not like, or that could potentially harm your health.

Routine
This motivation is about buying bread on routine and not really thinking about it too much. It is about being structured and stable and not changing your behavior. Once you have found the sort of bread you like, you are not very likely to go out of your way to try new alternatives.

Expertise
This motivation is about health awareness and high knowledge of the ingredients in the food products you purchase. This is about being conscious of the ingredients in the bread. Therefore, expertise often results in higher product demands.

Status
This motivation is about getting recognition from others. It is about impressing with your bread choices, and in that way, boost your own confidence. For example, buying a more expensive or healthier bread only to impress the ones you are sharing it with.

Boost Energy
This motivation is about buying bread to boost your energy and feel revitalized - so that you can push boundaries and overcome obstacles. For some, it is about fueling your body quickly before a heavy workout, and for others, it's about maintaining a good level of energy throughout the day.
4.3.2. Elements Among Interviewees

The following two figures are the summarized findings of the different motivations behind food purchases. As seen, the primary motivations for people to purchase clean labels are; Taking Care, Safe Choices, Expertise, and Boost Energy. In contrast, the motivations for non-clean label bread purchases are; Letting go, Connecting, Taking Care, Routine, and Status. As mentioned in the frame of reference, North to South represent personal dimensions, while East to West represents Social Dimensions (Ipsos Censydiam Institute, 2018). Any elements that fall in between these two are combinations of both.
Figure 9: Green Cluster: Clean label Bread Purchasing Motivations

Figure 10: Yellow and Red Cluster: Non-Clean Label Bread Purchasing Motivations
5. Analysis

The aim of this chapter is to outline and analyze the patterns and behaviors based on empirical findings. This is done by dividing the analysis into two parts. The first part uses a cross-case comparison to investigate if consumers' sustainable consumption influences clean label food purchasing. The second part aims to analyze why people buy clean label food products by applying the findings to a cross-case comparison based on the Censydiam framework.

5.1. Sustainable Consumption and Clean Label Purchasing

The following is an analysis of the findings of the interviewees sustainable consumption. The analysis is then used in the cross-case comparison between sustainable consumption and people who purchase clean label food products, in order to see if consuming sustainably influences the purchasing of clean label food products.

5.1.1. Sustainable Consumption

As seen in Table 5 below, the majority of the interviewees consume sustainably. The remaining consume moderately sustainably, meaning they incorporate some sustainable behavior in their everyday lives. When looking at the table at a glance, another interesting observation is that the majority of those who consume sustainably are women. Only men were reported to consume moderately sustainably. While there was no direct pattern observed that could explain this difference between the representation of genders, a parallel can be drawn to women being more nurturing in their nature. Thus, caring more for social and global challenges.

The color-coded scale (green, yellow, red) representative of sustainable consumption can be somewhat explained when analyzing the interviews. Hence, several interviewees expressed Sweden as a culture extremely aware of sustainability and where the government has successfully incorporated a sustainable way of thinking in its citizens. This could explain why there is a complete lack of people who do not care about
sustainable consumption whatsoever, and that the scale starts at a moderate level. The main characteristic of those at a moderate level is that they perform what they believe are their duties, but do not very often go beyond this point. Hence, this study shows that people at least perform the minimal amount of sustainable actions that are expected of them - their moral duty. This allows them to distinguish good from bad without necessarily understanding why. Additionally, in one of the interviews, Sebastian stated:

“I feel a lot of shame. Especially since Sweden has such a big recycling culture. If I buy plastic bags for example, I feel really guilty” (Sebastian)

This indicates that guilt can play a substantial role in a person’s sustainable behavior. Sebastian also explained how people around him, such as friends or acquaintances, often discuss issues regarding sustainability, pushing their values on to him and increasing his guilt. Basing sustainable actions on this premise would entail that moral duties could be based on other' expectations of you rather than your own.

### 5.1.2. Cross Case Comparison

In order to simplify the readers' understanding of this section, clean label food purchasers are referred to as *purchasers*, while non-clean label purchasers are referred to as *non-purchasers*.

<table>
<thead>
<tr>
<th>Name</th>
<th>Clean Label Purchasing Behavior</th>
<th>Sustainable Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabelle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matilda</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mona</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Karolina</td>
<td></td>
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<td>Johan</td>
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<tr>
<td>Harald</td>
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<tr>
<td>Karin</td>
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<tr>
<td>Philip</td>
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<tr>
<td>Paul</td>
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<tr>
<td>Sebastian</td>
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Table 5: Cross-Case Comparison of Clean Label Purchasing Behavior and Sustainable Consumption

By looking at the cross-case comparison above, two assumptions can be made. The first is that all purchasers consume sustainably. This observation may not be revolutionary. However, it is definite that the comparison of findings is able to show this. The second assumption takes a look at the bottom half of the table. Here, five individuals received different results. This comparison shows that a person can consume sustainably but not necessarily purchase clean label food products, as seen in the cases of Philip and Karin.

The first assumption can be explained by seeing that all purchasers are motivated by expertise (further elaborated in the second part of the analysis). This expertise implies a personal interest in sustainability and well-being, meaning they are already consuming incredibly sustainable. In the second assumption, it is evident that people may consume sustainably, yet not purchase clean label food products. The explanation for this tie back to the previous analysis 5.1.1. where moral duties are seen to shape people's sustainable behavior. Moral duties can be based on both personal expectations, but also other’s expectations of you. These can be shaped by cultural environment, or merely feeling guilty or shameful for misbehaving.

The main difference between the two assumptions is that purchasers who consume sustainably, do not experience guilt or shame as a recurring theme. In fact, none expressed that their sustainable behavior was a result of this. As such, it is safe to say that these people have gone beyond simply performing their moral duties, and instead, they have sought out to gain knowledge. This is a step that the bottom half of the interviewees have not yet taken. Taking the next step from consuming sustainably to purchasing clean label food products is mainly dependent on a person’s interest and passion. Without it, it is extremely unlikely that a person will move from moderate sustainable consumption to someone who fulfills the two green cluster behaviors. Thus, these two behaviors can be seen as a ladder where the first step is to become a sustainable consumer. Once this step is fulfilled, one is more likely to enable the next step of becoming a purchaser. This suggests that it goes one way and that you do not start off as being a purchaser. However, if a person does have more than moderate care for their sustainable consumption, such as Karin and Philip, it is possible that they are heading towards purchasing clean label food.
products in the near future. Hence, there is an interest in doing more than what is simply required of them.

5.2. Clean Label Motivations
This part will analyze the major differences between two clusters instead of three clusters, as seen in the empirical findings. Hence, in this analysis the yellow cluster has been merged with the red, representing those who do not buy clean label food products. Those who do buy clean label food products are still represented by the same group of people. The reason for comparing only two groups is to see a greater contrast in the results later on in the cross-case comparison.

5.2.1. Clean Label Purchasers
The results are based on the findings of the five interviewees who do purchase clean label food products. When matching these people's motivations into the tailored Censydiam elements, results show that none of the interviewees were purely motivated by personal dimensions. Instead, almost all were motivated by personal and social dimensions combined; Safe Choices, Expertise, and Boost Energy. One element, however, Taking Care, showed a pure social dimension (see figure 10).

When looking at the interviewees' social motivations, many have expressed that they can be driven by cultural health trends, social media, and news outlets, as well as global challenges. Cultural health trends are especially prominent in the Swedish society, where the majority of those who purchase clean label food products feel that Sweden is at the forefront of such development. Thus, it is very likely that these people are influenced by ongoing health trends in order to stay on par. Naturally, these people would then also be more active on social media and tune into various news outlets. This means that they would have high exposure to global challenges, and often become very affected by what they see or read. These people are also more likely to take the precautionary steps necessary to avoid negative outcomes, not only for themselves but also for the sake of others. It would even be safe to say that people who are motivated by social dimensions have high social empathy for situations that do not directly affect themselves.
Although these people are very concerned with social factors, they evidently value personal dimensions in their motivations as well. Results show that these people are strongly aware of what they eat and fuel their bodies with, which implies a higher interest in their own health and well-being. Furthermore, their immense concern about their health implies a remarkable interest and passion for food. This particular interest could also explain the high level of knowledge among these individuals. Hence, to them, food is not only seen as something tasty, but also as a source of nutrition and a boost of energy. By looking for nutritional value, these people have also expressed difficulty in understanding everything they read. Thus, applying a critical mindset when purchasing food products and not trusting manufacturers too much.

An example of an interviewee who expressed a combination of both social and personal dimensions in the motivation Expertise is Matilda,

“I don’t like to contribute to unhealthy products. For example, bread that is overpriced and full of sugar and air. I don’t want to contribute to anything that could harm my own or other people’s health in the long-run” (Matilda)

As seen in the findings, however, people who purchase clean label products can also be purely motivated by social dimensions, and not by personal factors. This is evident in the element Taking Care. Here, Johan expressed that he only purchases clean label bread for the sake of his children. Thus, leaving any personal motivation out of the equation, since his interest in their health is greater than what he desires.

A final interesting aspect that was observed in the findings is the over-representation of women buying clean labels food products. While there is no evidence supporting a potential explanation for this, a possible reason could be that women tend to absorb external influences and compare their life-styles to each other more than men. However, this is a topic for further exploration.
5.2.2. Non-Clean Label Purchasers

These results are a representation of the five people who are not prone to purchasing clean label food products. When matching these people's motivation into the Censydiam elements, this shows that the majority of these people were only motivated by personal dimensions or only social dimensions, Letting Go, Connecting, Taking Care, Routine, and Status. Only one element, Connecting, combines the two dimensions.

Based on the interpretations, the personal dimensions reflect motivations such as pure enjoyment, or simply purchasing food on routine because of familiarity with the product. A profound common pattern observed is that they mainly purchase food products based on taste. Reflecting on the interviews, it could potentially be that these people value taste more than anything else, even at the cost of nutritional content. Possibly, this could be explained by a lack of interest in food, and as a result, these people impose a minimum level of knowledge within this field. This reflection is also based on the fact that these people do not find the ingredients on the BOP as hard to interpret. Philip expressed that if he ever reads the BOP, he without any doubt understands what is written. With that said, without interest, expertise is hard to develop, and one could, therefore, believe to know more than what they actually do.

Further, it seems that when these people have found foods that they like, they are very unlikely to change their choice. This is observed by the fact that they often purchase on routine, sticking to choices they are familiar with. This observation leads to the opposite element within the personal dimension, Routine. Some people expressed that they purchase the same foods over and over, without giving any thought to it. When analyzing these findings, it can be interpreted that these people are not influenced on a deeper or personal level of emerging or ongoing trends in society, for instance, by the prominent health trend exploding in Sweden. However, they do have motivations that align with the social dimension. When looking at one out of the two elements on the social dimension, Taking Care, it resembles the intuition of purchasing food products for other people, even if this involves purchasing something unhealthy. This reflects a deeper sense of caring for other people in their close circle and expressing this by purchasing food to satisfy the other people's desires. Maybe even give up some of their own desires for the sake of others. On the opposite end of Taking Care is Status. Here, Philip expressed that he
sometimes purchases a nicer and more expensive bread to impress on his girlfriend. This is seeking recognition from others and simply boosting your own confidence. Many times, this can influence a person’s food purchase. While this was not a recurring pattern, it could explain some people’s food purchasing behavior.

Findings also imply that childhood and that the behavior of parents can have a strong influence on a person's purchasing behavior. In this study, this motivation is often recognized as the combined social and personal element, Connection. Paul mentioned that the bread he purchases now tastes similar to what he was brought up with when he was young. Thus, creating a feeling of comfort when purchasing a bread, he has some sort of emotional connection with. This is a common pattern observed from the findings and could explain why these people tend to stick to familiar choices. To elaborate, sticking to familiar choices could also express itself with seldom changing a familiar pattern. Therefore, they tend to have a deeper emotional connection to specific food products.

This group of people is extreme in both dimensions, and evidence suggests that they do not incorporate both the personal and social dimensions in their food purchasing behavior if disregarding Connecting. The research also acknowledges that the people placed in this category are predominantly male. Although there are no apparent reasons for this, if allowed to speculate, men might not be as absorptive of social norms and trends.
5.2.3. Cross Case Comparison

<table>
<thead>
<tr>
<th>Censydiam Elements</th>
<th>Interviewees</th>
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</thead>
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<tr>
<td></td>
<td>Isabelle</td>
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<tr>
<td>Letting Go</td>
<td>✓</td>
</tr>
<tr>
<td>Connecting</td>
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<tr>
<td>Taking Care</td>
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<tr>
<td>Safe Choices</td>
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<td>Routine</td>
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<tr>
<td>Expertise</td>
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<tr>
<td>Status</td>
<td>✓</td>
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</tbody>
</table>

*Figure 11. Cross Case Comparison of Food Purchasing*

**Purchasers**

![Purchasers diagram]

**Non-Purchasers**

![Non-Purchasers diagram]

*Figure 12: Comparing Elements*

In the cross-case comparison above, the interviewees have been matched with their corresponding Censydiam elements. As seen, the representation was very even, with five people in each group, purchasers and non-purchasers. The first noticeable comparison between the two is that the purchasers are overrepresented in the bottom left corner of
Figure 12. Furthermore, the non-purchasers are overrepresented in the top right corner of Figure 12. This observation implies that the two groups have contrasting motivations. Purchasers combine social and personal dimensions, while non-purchasers are unlikely to combine these two. Thus, being predominant in one or the other dimension.

An explanation behind these findings was found once the two analyses had been made in section 5.2.1. and 5.2.2 and then again in the cross-case comparison. Here, it becomes evident that purchasers acquire a level of expertise, while non-purchasers do not. This is mainly due to greater interest and passion amongst those who do purchase - characteristics that were not found amongst those who do not purchase. Their interest in health and wholesome nutrition may be an explanation of why purchasers are more critical about what they buy. So, they understand the complexity of food production and the potential long-term consequences of their behavior. The opposite was seen in the other group, where those who lack expertise, are those who do not feel the need to be critical. This is because they believe to understand what they read.

Furthermore, interest and passion also explain the reason why purchasers are more affected by their external surroundings - for example, by news outlets, social media, or global challenges. Those who do not purchase are not as prone to be affected on a deeper level. However, comparing results showed that non-purchasers are considerably influenced by childhood and family due to an emotional connection with the product. This was not seen by those who purchase clean label food products.

In fact, the only similar motivation between the two groups is the motivation Taking Care. This motivation, however, differs depending on the group. For purchasers, Taking care means purchasing products that are healthy for people they care about. In contrast, for non-purchasers, this element entails purchasing products that will satisfy other people’s desires - without necessarily taking healthiness into account. The difference between the two stems back to their individual core values. Yet again, an evident interplay between social and personal dimensions.

A last interesting observation made, is the women to men ratio between the two groups. Amongst purchasers, the majority are women, while in the group of non-purchasers, the
majority are men. While no explanation for this was found in the interviews, a potential explanation, as mentioned, is that women are more nurturing and absorptive of external factors.

6. Conclusion

The purpose of this chapter is to present the key findings and to answer the two research questions.

RQ1: How do consumers' sustainable consumption influence their clean label food purchasing behavior?

After conducting a cross-case comparison, results show that the majority of those who consume sustainably also purchase clean label food products. Therefore, it is safe to say that there is a strong implication that those who consume sustainably are also very likely to purchase clean label food products. However, since this is not applicable to all participants, there are exceptions. Analysis indicates that individuals may be driven by morals rather than interest, which would still allow them to consume sustainably. Nonetheless, to take the next step of becoming a clean label purchaser, interest and passion are needed.

RQ2: Why do people purchase clean label food products?

Based on the eight elaborated elements of the Censydiam Framework, four elements are identified as motivations for clean label food purchasing. These are; Taking Care, Safe Choices, Expertise, and Boost Energy. Thus, it is evident that these people are motivated by a combination of social and personal dimensions. Out of these elements, Expertise is the most coherent, as this is an observed motivation amongst all purchasers. This means that these individuals purchase clean label food products because of their high knowledge and health awareness, making them a conscious consumer.
7. Discussion

The purpose of this chapter is to present the implications of the study, followed by observed limitations, and lastly propose potential future research.

7.1. Implications

The findings of this research are beneficial for several actors. Firstly, it can provide food manufacturers and innovators with the right knowledge of how to rebrand or position their products in order to meet the expectations of sustainably aware and conscious consumers. It may also be useful for marketers by giving them greater knowledge of what consumers find appealing in certain health trends. Furthermore, governments and policy issuers could make use of this research as findings show that consuming sustainably may be a result of expected cultural standards. Thus, governments have considerable influence on one’s sustainable consumption. Finally, consumers can use this study in order to understand their own motivations better and perhaps create an awareness of where improvement regarding their sustainable thinking can be made.

7.2. Limitations

Since this research studies consumer behavior, it is needless to say that consumers may not always be consistent in their purchasing behavior. As such, the results may have been different if this research was conducted at another point in time. Further, it is inevitable to mention that consumers may not always be rational either, meaning that what they say may not always reflect the actual truth of what they do. In order to get a complete reflection of consumers purchasing behavior, it is equally important to observe behavior as well as conduct interviews. This is a possible limitation of this study, seeing that the research was conducted under a short time-constraint. As follows, the authors have acknowledged that the scope of the findings could vary depending on the length devoted and the timing of the research.
Lastly, it is important to note that all the interviewees are from similar social classes. As this is an essential influence on one's purchasing habits and behavior, it is acknowledged that this could affect the results in this study.

### 7.3 Further Research

After this research was conducted, several areas for further research were identified. A recognized pattern throughout the entire analysis was the representation of men and women. For both sustainable consumption and clean label purchasing behavior, an overrepresentation of women was noted. Since the aim of this study did not focus on gender specifics, and no explanation behind this was given through the interviews, this would be an interesting area to develop further. A possible approach would be to conduct a more extensive quantitative study of clean label purchasing behavior that stretches over a longer period of time. This would allow researchers to see a clear representation of genders, but also overcome some of the limitations of this study, such as consistency.
8. Works Cited


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Appendix 1.

Interview template

Name:
Age:
Gender:
City:
Occupation:

We are investigating different motivations to why people buy different types of bread, with different ingredients, properties, packaging and labels.

Projective questions:
1. What do you believe are the reasons for people buying bread today?
2. What do you believe they are looking for?

Personal questions
1. Last time you bought bread, what bread did you buy?
2. What were you looking for when you bought the bread?
3. Are there any specific product requirements you are looking for?
4. Is it the content, looks of packaging, or a specific brand you want? Why?
   Looking at FOP or BOP?
5. What does the process look like when you buy bread? How do you choose your retailer? Describe the process and your thought process.
6. What occasions do you usually buy bread? (Family etc.)
7. Who inspires you to buy your bread? (Family, social media etc.)
8. How did you want to feel when you bought the bread? And how did you feel? Different at different times?

I am going to describe some scenarios for you:

9. It is a sunny Saturday morning, and you are on your way to buy bread for you and your family. What do you choose and why?
10. It is a cold autumn evening and you have just been working out. You want to run in and by some bread for the week, but you’re in a hurry as the shop is closing soon. What you choose and why?
11. It is an ordinary weekday and you are going grocery shopping for the week, you have your lift of what you need and no time pressure. You come to the bread section which is filled with tons of different bread. What do you think? What do you choose and why?

Sustainability
1. What is sustainability for you? What does the concept mean? A sustainable company, how is that? Or a sustainable product, how is that?
2. Describe in what way you make sustainable choices. Motivate your answer. (If the person has not mentioned sustainability in the last section, check if sustainability is something that means something to the person when choosing bread. Probe on other activities/behavior. Other examples on how you act sustainable?

3. Would you say you act more or less sustainable compared to people you know?

4. How are you influenced by people to make sustainable choices?

5. How do you influence others to make sustainable choices?

6. If you hear the concept “environmentally-friendly”, what does that mean? Is it the same as sustainability or something else? In what way does “environmentally-friendly” affect your choices? How do you know if a product is “environmentally-friendly”? How do you make sure your choice is “environmentally-friendly”?

Clean label
1. In what way do you think of health? What is health consciousness? A person who is health conscious, how is that person? What choices does that person make?

2. What do you do for your health and well-being?

3. How big an influence does food have on your life-style? Any illness you take into account when buying bread?

4. Vad gör du själv för din hälsa o för ditt välmående?

5. Do you read the ingredients list on bread? If yes, is it easy to understand? What is harder?

6. How do you feel about different environmental labels on bread, such as KRAV or ECO?

7. What gives you trust in a bread product?

Describe the clean label trend: Products using as few ingredients as possible, and making sure those ingredients are items that consumers recognize and think of as wholesome - ingredients that consumers might use at home. It seeks out foods with easy-to-recognize ingredients and no artificial ingredients or synthetic chemicals, and it has become associated with “trust” with manufacturers of food.

8. What do you think of this description? How does it sound? Does it appeal to you? Think back on what you previously mentioned when you are buying bread, and what is important to you.

9. Describe the person you think will buy clean labels. What are they after and why?

10. How do you think this trend will develop? Are there any other categories you believe are more important than bread?
Appendix 2.

Consent to take part in research

………………….. voluntarily agree to participate in this research study

- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind

- I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.

- I understand that I will not benefit directly from participating in this research.

- I agree to my interview being audio-recorded.

- I understand that all information I provide for this study will be treated confidentially

- I understand that in any report on the results of this research my identity will remain public unless a request has been issued to stay anonymous.

- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

____________________   ________________
Signature of participant   Signature of research participant
Appendix 3.

Box 10.5
Checklist

Measures to overcome interviewer and interviewee bias as you prepare for and conduct semi-structured or in-depth interviews

- Your level of knowledge about the context of the organisation or culture of the group within which research interviews will be conducted
- The level of information supplied by you to each interviewee
- The appropriateness of the interview location

- The appropriateness of your appearance at the interview
- The nature of your opening comments at the interview
- Your approach to questioning
- Appropriate use of open, probing, specific and closed questions and avoidance of leading questions
- The impact of your behaviour during the interview
- Your ability to demonstrate attentive listening skills
- Your scope to summarise and test your understanding
- Your ability to recognise and deal with difficult participants, where this becomes appropriate
- Your ability to record data accurately and fully