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Vedoucí bakalářské práce: PhDr. Ing. Jaroslava Dědková, Ph.D.

Konzultant: Glenn Hardaker (University of Huddersfield)

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L.S.

Doc. Dr. Ing. Olga Hasprová  
CSc.  
děkanka

Doc. RNDr. Pavel Strnad,  
vedoucí katedry

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Studijní obor: Podniková ekonomika

## **The Comparison of the Consumer Attitudes towards Recycling between the United Kingdom and the Czech Republic**

**Srovnání postojů spotřebitelů k recyklaci mezi Velkou Británií a Českou republikou**

**BP–KMG–2007–03**

**Žaneta Neumanová**

Vedoucí bakalářské práce: PhDr. Ing. Jaroslava Dědková, Ph.D. –  
katedra marketingu

Konzultant: Glenn Hardaker, ve spolupráci s University  
of Huddersfield, VB

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## Abstrakt

Je známo, že špatné nakládání s odpadem je velmi škodlivé pro životní prostředí. Některé procesy není možné ovlivnit, ale jiné ovlivněny být mohou. Mohou je ovlivnit obyčejní lidé, jejich postoje, chování a v neposlední řadě jejich jednání a činnosti.

Tato studie se snaží postihnout problémy spojené s odpadovým hospodářstvím, zvláště pak s recyklací. Snaží se také odhalit postoje spotřebitelů k recyklaci a srovnává je v rámci Velké Británie a České republiky. Studie se tedy zaměřuje na postoje spotřebitelů v těchto dvou státech a zhodnocení jejich chování. Zároveň se pokouší zjistit možné příčiny tohoto chování.

Pro provedení výzkumu byla zvolena metoda dotazníku, který byl prováděn na několika místech Velké Británie a České republiky. Sebraná data byla analyzována, výsledky prezentovány a bylo také uvedeno několik návrhů a doporučení pro zlepšení situace.

Tato studie prokázala některé rozdíly mezi oběma státy a také poukázala na rozdílné přístupy k recyklaci.

**The Comparison of the Consumer Attitudes  
towards Recycling between the United Kingdom  
and the Czech Republic**

By  
Zaneta Neumanova

Dissertation submitted to the University of Huddersfield  
for the degree, BA(Hons) European Business 2008.

## **Abstract**

It is known that treat with waste in bad way is very harmful for the environment. Some process can not be affected but some can be. And they can be affected by common people, their attitudes and behaviour and consequently their acts and activities.

This dissertation considers the issue of waste management and especially recycling. It tries to investigate consumer attitudes towards recycling and in also tries to compare the United Kingdom and the Czech Republic. The study is aimed at attitudes of consumer in these two countries and it tries to evaluate their behaviour. It also attempts to find out the possible reason for this behaviour. The method of questionnaire was chosen as an instrument of research. The survey was conducted in several places in the UK and in the Czech Republic and tried to assess the situation in both countries. Gathered data were analysed, results were presented and some suggestions or recommendations were given. The study proved some differences in both countries and it also pointed at different attitudes toward recycling. Hence, it is important to consider this issue.

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## Introduction

Over the years, world has come through numerous changes. People also have come through changes from their essential needs to needs of self-actualisation (Hoyer & MacInnis, 2001). And their opinions and attitudes have changed, too. In the past, but also nowadays everybody wants to achieve one's own goals, each company or firm wants to have as big as possible profit and therefore they try to reduce their costs. On the other hand, there are facts what are entailing their activities relating to these achieves. The efforts to achieve profits are more or less successful but what will happen with by-products or old used products? The number of them has been still increasing and there will always be any remains after using them. These remains can pollute the environment. Thus it is necessary to start produce environmentally friendly products or products which we can reuse or recycle after their first usage (Hancock, 2001). Many studies proved the necessity of sustentation the waste management, especially recycling as a right solution for protection the environment. Everybody can participate in recycling. Everybody is able to recycle and as well as everybody can buy products which are not harmful to the environment.

The main aim of this dissertation is to find out any differences in attitude of consumers towards recycling, if there are any, and as well as to compare them in two countries – the United Kingdom and the Czech Republic. This investigation was chosen because lack of literature regarding this issue. Not in general but there was found no study comparing the United Kingdom and the Czech Republic in issue of recycling and waste management generally.

Author will try to investigate main differences in conditions and situation in both countries as well as try to recommend some suggestions which might improve particular situation. Author will try to compare attitudes of consumers towards recycling with particular situation and then will try to compare both countries – the United Kingdom and the Czech Republic.

# **1 Literature Review**

## **1.1 Consumer behaviour**

Firstly, there is a question how to define consumer behaviour. It does not only refer to the study of how people buy products in spite of this aspect is also very important, especially for businessmen or marketers. But in fact consumer behaviour includes more implications (Hoyer & MacInnis, 2001).

### **1.1.1 Motivation, Ability and Opportunity**

Hoyer & MacInnis (2001) suggest that these three factors are the key ones in process when consumers make decisions. They affect if consumers pay attention to get proper information about product or service, what kind of information can they notice, what they remember or what attitudes they can have. These aspects also affect consumer effort for investigation for the information about products, how consumers make choice and decision, and how they find out satisfactory of their consumers.

For instance, some costumers, especially women in this case, want to achieve their financial independence. That is why they are motivated and search for information about bonds, stocks or mutual funds. These consumers are usually interested in advertisements of companies which offer these investment opportunities very carefully, attend various workshops or seminars, investigate their investment opportunities unceasingly or consider if their investments were successful in the past.

This part of the work is focused on factors which affect consumer influences and the effects they have for tradesmen.

Motivation of consumers is increasing when consumers consider their personality relevance, agree with their needs, goals and values, the process in bit risky or gently incongruous with their former attitudes.

There is a question if motivated consumer can actually achieves his or her goal. The basic condition for this achievement is an ability of consumer. It is depended on his or her experiences and knowledge; his or her style of cognition; education, intelligence, age; and financial resources. The other conditions for achievement the goal is a consumer opportunity. It include time; distraction; how much information consumer

found out; how are the information comprehensive; and the extent to that is the opportunity rerun (Hoyer & MacInnis, 2001).

### **1.1.1.1 Consumer Motivation**

According to Hoyer & MacInnis (2001), motivation can be circumscribed as an inner position of arousal with exerted energy for achievement the goal. The motivated consumers are ready and willing to spend their energy and activity due to achieving their goals. For instance, if consumer finds out that his or her favourite music performer is playing in the neighbourhood of his or her site, he might be motivated to attend it. If consumers find out that throwing some old and used products can be bad for environment, they may be motivated to recycle them, etc. Consumer can be motivated to achieve his or her goal, to be satisfied in his or her behaviours, to make decision or information process. This motivation can be presented in relation to acquiring, using and disposition of the offers.

#### ***1.1.1.1.1 Information Processing and Decision Making***

Motivation also influenced by consumer information process and decision making process. In case when consumers want to achieve their goals and the motivation is high, they are willing to pay more attention to their goals, they think about them, they stand out for understanding them, their evaluation is critically and they are able to remember the information for their later use.

If the motivation is low, consumer devotes just a little effort for information and decision-making process (Engel et al., 1995).

Hoyer & MacInnis (2001) say that there are three the most important factors which influence the motivation. They are values, goals and need.

#### ***1.1.1.1.2 Values, Goals and Needs***

Consumers are motivated more if they find the information process more relevant for their values. Values can be defined as beliefs which guide what the consumers find good or important for them. For instance, if consumers find their education important, they are be probably motivated to behave in a consistent way with their values. It means they will be willing to purchase the degree, if necessary (Solomon, 2002).

Another aspect which affects consumer motivation and relevance is goals. Goals are defined as the objectives which consumer wants to achieve. The goals are specific for each action and they are determined by the current situation. When the personal goals are set, people are probably very motivated to behave in the way which is relevant to their goals. An example can be: if people are tired, their goal is to go to their bed early. They are likely to avoid actions such as eating a nice dinner, any other work; on the contrary they take just a hot bath and go to the bed.

Finally, there is one very important factor which affects personal motivation and relevance – needs. “Each need has an equilibrium level at which it is in a state of satisfaction. Any departure from this equilibrium produces tension. Thus the activation of the need (tension) produces arousal in the individual and motivates him or her to find some way of fulfilling the need” (Hoyer & MacInnis, 2001, p.60)

For instance, if people are hungry, they realize that they need something to eat. Their motivation directs their behaviour and the product of this process is that they go to have a look in the fridge, or they go to the restaurant or fast food, or they order something from takeout food service. After they eat, their needs are satisfied and hunger (tension) is discharged.

Just as needs can encourage us to buy any product or service, they can also lead us to keep a distance. For instance, when people postpone visit at the dentist, they are likely to be motivated to avoid pain.

Various needs operate different in various situations. But there is one theory of needs which was researched by psychologist Abraham Maslow. He put needs into the five categories which are shown at the figure below:

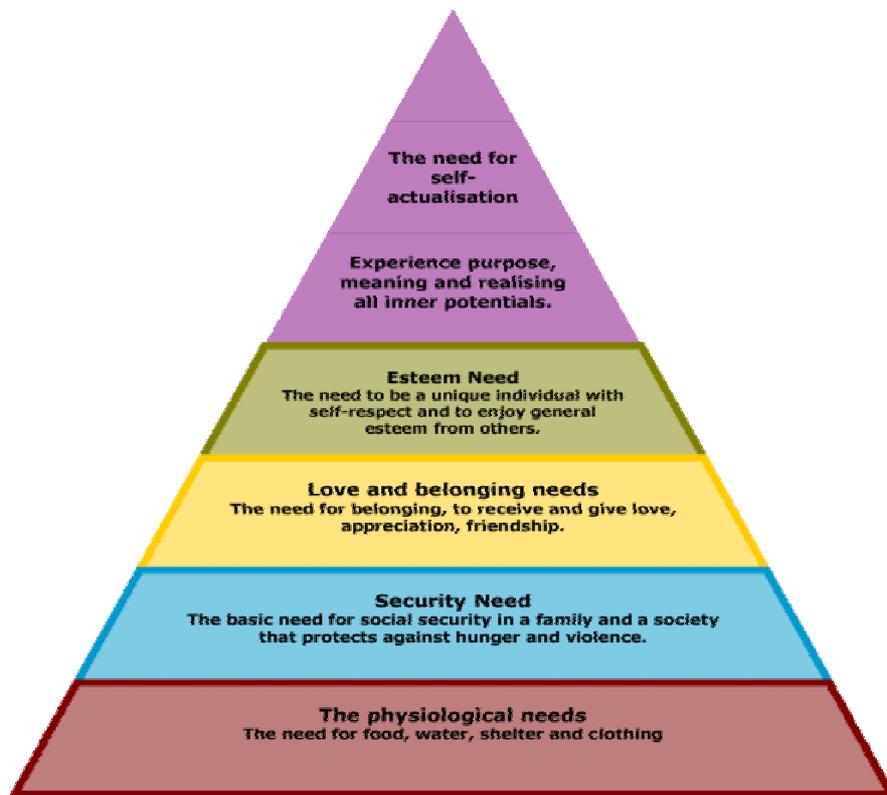


Figure: 1.1: Maslow's Hierarchy of Needs

Source: Srensen (2006)

- *physiological needs* present the need for water, food, shelter and clothing
- *safety* include needs for social security, security and protection against hunger and violence
- *love and belonging needs* (sometimes are called *social needs*) – the needs for friendship, acceptance and affection
- *esteem needs* which are presented by needs for success, accomplishment, prestige, self-respect
- and the last one – the level of *self-actualisation* - includes enriching experiences and self-fulfilment (Srensen, 2006).

These needs are in hierarchy and every higher-level need can start only when the lower-level need is already satisfied (Hoyer & MacInnis, 2001).

There are also many other kinds of needs which affect motivation but they will not be mentioned because they are not so important for this work.

#### **1.1.1.1.3 Attitudes**

And the last factor which will be mentioned and affects motivation is the extent when consumer gets new information and compares them to the prior attitudes and knowledge which were gained. People tend to be motivated to messaging process which is gently contradictory to their existing attitudes and knowledge because they can be noticed as uncomfortable or gently threatening. And people try to understand this inconsistency. As an example can be mentioned the case when consumers can see any car advertisement, which presents some negative information about the car brand that is currently owned by them. It can be e.g. fuel consumption. This advertisement can start the action when consumers try to get the information because they want to understand and primary they can avoid their uncomfortable feeling caused by this new information. Consumers are less motivated to information process which is out of accord their previous knowledge and attitudes. Hence, the consumers who are brand loyal to Coca-Cola drinks are not motivated to information process caused by comparative advertisement which says that Coca-Cola is bad or another brand is better. Consumers simply reject another brand and do not think about it (Hoyer & MacInnis, 2001).

#### **1.1.1.2 Consumer Ability**

Motivation could not issue to action without presence the ability to information, decision-making process or engage in behaviour. Ability can be defined as an extent to which consumers need to have necessary resources, such as intelligence, knowledge or financial resources, to make any result. If ability of consumers to information process is high, they can consider make decisions.

##### **1.1.1.2.1 Knowledge and Experience**

Each consumer is very different from the others while we are talking about their knowledge of the offer. Their knowledge can be influenced by their experiences of the products or services such as advertisement exposures, salespeople interactions,

information got from the media and friends, previous decisions, previous product usage, or their memory (Hoyer & MacInnis, 2001).

#### **1.1.1.2.2 Cognitive Style**

Consumers also vary in their cognition or their point of view for information and how can they be presented. Some consumers perceive the information process visually while others prefer the verbal information process. For instance, some people prefer to read directions and the others prefer to see map, when they need to find the proper directions.

#### **1.1.1.2.3 Education, Intelligence and Age**

These three factors are also related to the ability information process. The higher level of education and intelligence improves the ability of consumers to make information and decision-making process more complex. Age is also included because people in various ages have various opinions and experiences, and they decide on the basis of these facts (Hoyer & MacInnis, 2001).

#### **1.1.1.2.4 Financial Resources**

Hoyer & MacInnis (2001) point out, of course, if consumers have not enough money, they are also limited in spite of they are motivated. But, this lack of money does not necessarily constrain information and decision-making process by consumers who are motivated, it limits if they consider to buy or not to buy.

#### **1.1.1.3 Consumer Opportunity**

Motivation could not result in action without opportunity of consumer to process it. It means that motivation and ability can be high, but other factors such as time, distractions, sum, complexity and repetition of the information can preclude the process. Some physical aspects can also limit the opportunity for using product, e.g. on-line magazines will never compensate for the traditional paper ones because they can not be used in all places such as bathtub, tram, bus, bed etc. which the consumers like.

### **1.1.1.3.1 Time**

Consumer opportunity to information and decision-making process is also influenced by time. The biggest portion of this issue is included in lack of time. There were many researches which confirmed that consumers are very affected when they are under time pressure. These consumers cut the time for searching information because they need decide as soon as possible. Information process is limited due to time pressure. If consumer needs to buy about twenty items in the shop in ten minutes, he or she will not pay attention to compare prices of the goods. Briefly, consumers can not afford to spend time for getting relevant information. Consumers who are under time pressure not only are able to get less information, but they can also make their decisions on the basis of negative information, they also reject brands and they act more according to advertisements they have noticed before (Hoyer & MacInnis, 2001).

### **1.1.1.3.2 Distraction**

“Distraction refers to any aspect of the processing situation that can divert consumer attention away from the message.” (Hoyer & MacInnis, 2001, p.74) For instance, if somebody disturbs or is just talking while somebody else (consumer) in listening to or viewing any advertisement or just making a decision, his or her ability to the information process is restrained.

### **1.1.1.3.3 Information**

There are also three factors related to information which affect consumer opportunity. They are amount of information, complexity of information and repetition of information. These factors are also necessary to include when we want to understand process of decision-making (Hoyer & MacInnis, 2001).

## **1.1.2 Environmental Influences**

The factors mentioned above in chapter “Motivation, Ability and Opportunity” can be understood as individual differences in decision-making process. Engel et al. (1995) point out that it is necessary to engage in external – environmental influences. Among these influences pertain aspect of culture, social classes, personal influence, family and current situation.

### **1.1.2.1 Culture**

“Culture is that complex whole which includes knowledge, belief, art, law morals, customs, and any other capabilities and habits acquired by humans as a member of society.” (Hawkins et al., 1995, p. 34) It refers to artifacts, ideas, values and other symbols which help people communicate, evaluate and interpret in the society. Successful marketers need to have very good cultural knowledge otherwise they can not succeed at the market.

### **1.1.2.2 Social Classes**

Social class is a part of the society made composed of individuals who share resembling values, interests and behaviours. These classes are differentiated social-economical status differences that clocking range from low to high. Consumer behaviour is very often influenced by social class status and it leads to different forms (Engel et al., 1995).

### **1.1.2.3 Personal Influence**

Engel et al. (1995) also say that consumer behaviour is, as people in general, almost always affected by people or things that are nearby. Consumers are often influenced by the others because they think that it is necessary to keep norms, habits and expectations by the others. Then, consumers evaluate these norms and they reflect their behaviour and buying choices as well. Consumers can observe or listen to the others because they want to find out what kinds of activities are being done by the others. Consumers forth evaluate their findings and decide on the basis of them as well.

### **1.1.2.4 Family**

The similar case as a personal influence is aspect of family. Family is very often the primary decision-making component which affects the consumer behaviour. Its cooperation and conflict come at the same time with interesting behavioural results (Engel et al., 1995).

### **1.1.2.5 Situation**

The last factor, according to Engel et al. (1995), belonging to group of environmental influences is situation. It is self-evident that consumer behaviour changes as the situation is changing. These changes are unpredictable and unfathomable sometimes. For example, consumer can lose his or her job and then he or she must change his or her behaviour due to this unexpected situation.

### **1.1.3 Cross-cultural Consumer Behaviour**

Consumer behaviour is different in every country. It is caused by different culture there. To understand well behaviour across the cultural frontier is really difficult and necessary for proper understanding of marketers or people who are interested in local field of activity. Various cultures are different in several areas such as language, non-verbal communications, different values and demographics (Hawkins et al., 1995). According these four factors should be made various marketing strategies for successful marketers. In our case it is necessary to take them into account as well.

## ***1.2 Environment Protection and Waste Management***

Humans exist for many years on the Earth. They want to live at cent per cent, need still more things for their successful life and in so doing they produce a lot of refuse. People are used to having a lot of gadgets, appliances and many other devices supporting their high-quality lives. These all products and goods must be produced by somebody, usually it is firm and factory. Factories are producing lots of waste which have negative impact on the pollution. Of course, there are not only firms and factories which pollute environment (Willinger, 2001). One of the problems is caused by humans. Consumer behaviour also affects the environmental quality and the quality of life as well. People produce lots of redundant waste. According to some legislations and standards, almost everything must be packaged in various packages and then rise number of waste. There is a lot of garbage in the world and hence it is necessary to help and protect environment. Everybody should participate in this up-to-date issue (Kriepps, 1989).

## **1.2.1 Waste Management**

Tammemagi (1999) says that there is an essential feature for human society which is always present and can not be avoided. This feature is production of the waste. While people do activities such as living, eating, working, playing or dieing always there is waste produced. Almost every thing has any by-product which remained. There is nearly no possibility to find any process that does not produce any waste. There is wide range of the waste in society. It starts with the household garbage producing by every family and ends with toxic waste which is produced in industries. Then, there is a question what will happen with this waste. This waste can be incinerated, some of it is possible to recycle and the rest is put on landfills. Landfills are one of the biggest waste management issues. Population growth and urbanisation are the main causations related to this problem. In the past, when people lived more in the country, there were small pieces of land nearby each house, which was used for garbage disposal. Large number of landfills the main problem. Almost every city, town or village has its own disposal site, where is the waste gathered. Incinerators, recycling and landfills are the main components of the waste management.

### **1.2.1.1 Strategies of Waste Management**

All strategies which are supported for environmental protection have the only one main objective. This objective is to minimize impact on the environment. There is necessary to achieve this objective by some regulations. Everything must start with humans effort and consequently by the force of environmental policies and actions which should ensure the best-value return on products. They can also ensure the best-value return on purchase if we include their cost effectiveness from materials used in business. These activities are so-called “three Rs” – Reduction, Reuse and Recycling (Hancock, 2001).

The following framework shows the overall waste management system:

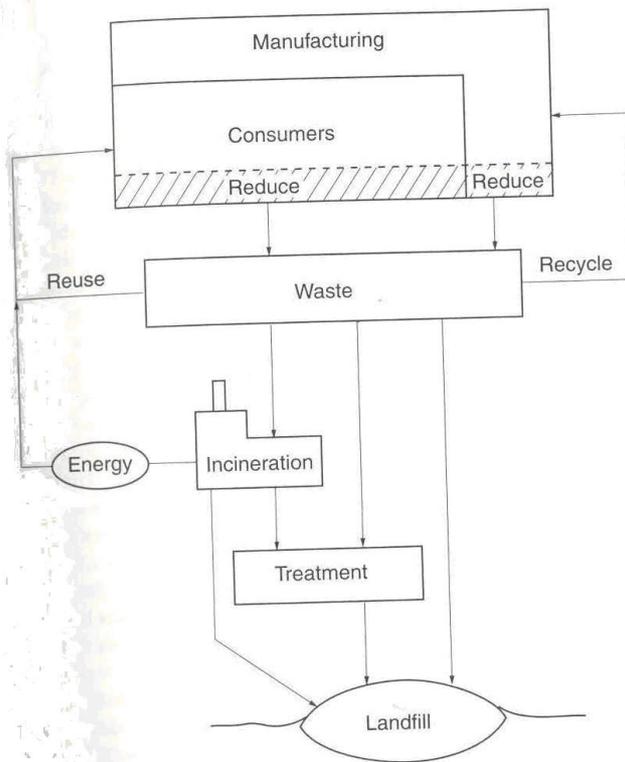


Figure 1.2: Waste Management System

Source: Tammemagi (1999)

The main goal of **reduction** is reducing waste by using various ways such as to purchase products with less packaging (Mattsson and Sonesson, 2003), to replace reusable products by using single use products, or by using some economic measures (for example taxes) for encouraging producers to use fewer resources and consequently produce less waste. Another aspect is **reuse** which means that consumers might prefer reusing the product to discarding it. It means the old appliances or cars should be repaired, bottles should be refilled etc (Tammemagi, 1999). And the last point is **recycling**. To recycle means that materials are taken from products which have been already used and use them for making new goods and products (Commonwealth of Pennsylvania, 2005). Consequently, the main aims are changes of the waste materials to the usable forms. The recyclable materials are aluminium and metal cans, paper, plastics, and glass and plastic bottles. Composting can be also included into the

recycling because by this process is converted organic waste to the mulch in the gardens. And that is also important to support.

Hancock (2001) also says that sometimes is included “a fourth R” – **recovery**. “Recovery refers to the extraction the extraction of a value from waste as part of the disposal process.” (Hancock, 2001, p.3) Commonly it can refer to the extraction of caloric value and then the generation of electricity by burning waste (Hancock, 2001).

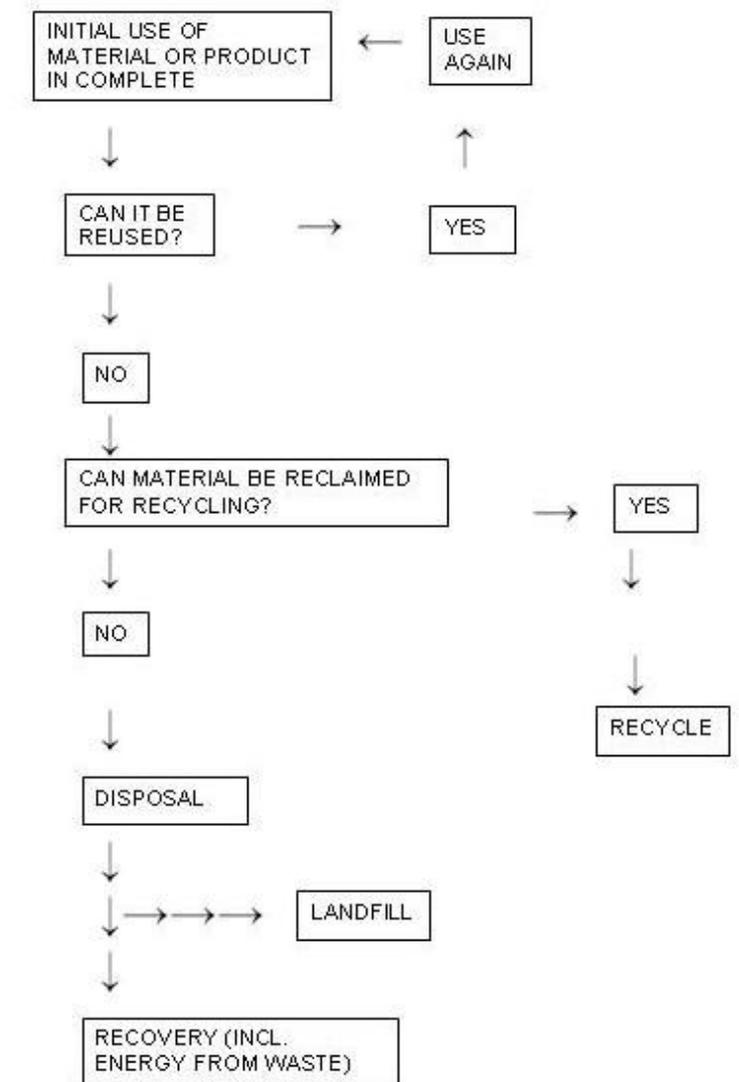


Figure 1.3: Reuse, Recycling or Disposal?

Source: Hancock (2001)

The following framework shows the procurement flowchart:

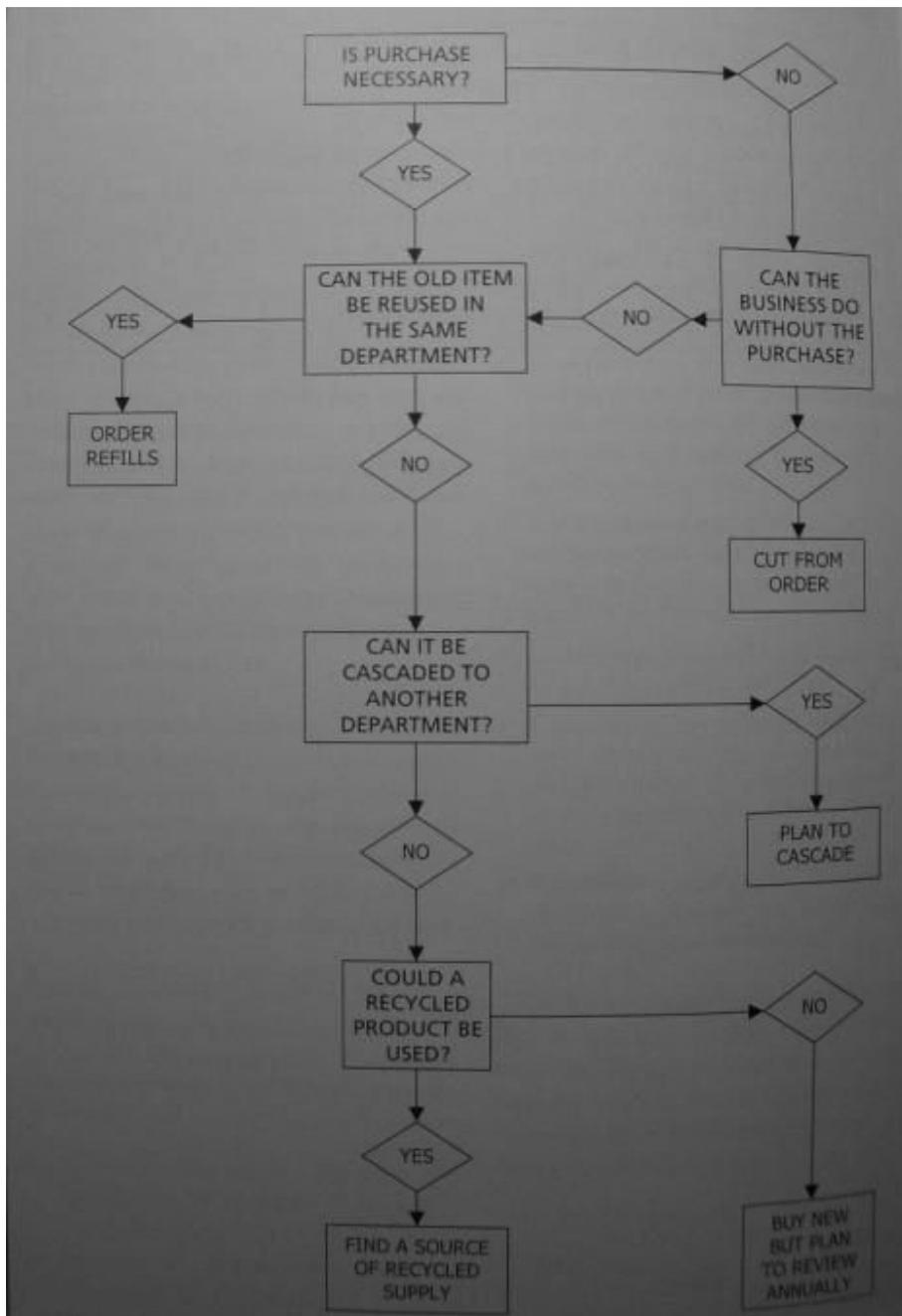


Figure 1.4: Procurement Flowchart

Source: Hancock (2001)

The figure 1.5 shows the whole process ideally. All mentioned aspects should be checked not only in businesses but also by consumers generally.

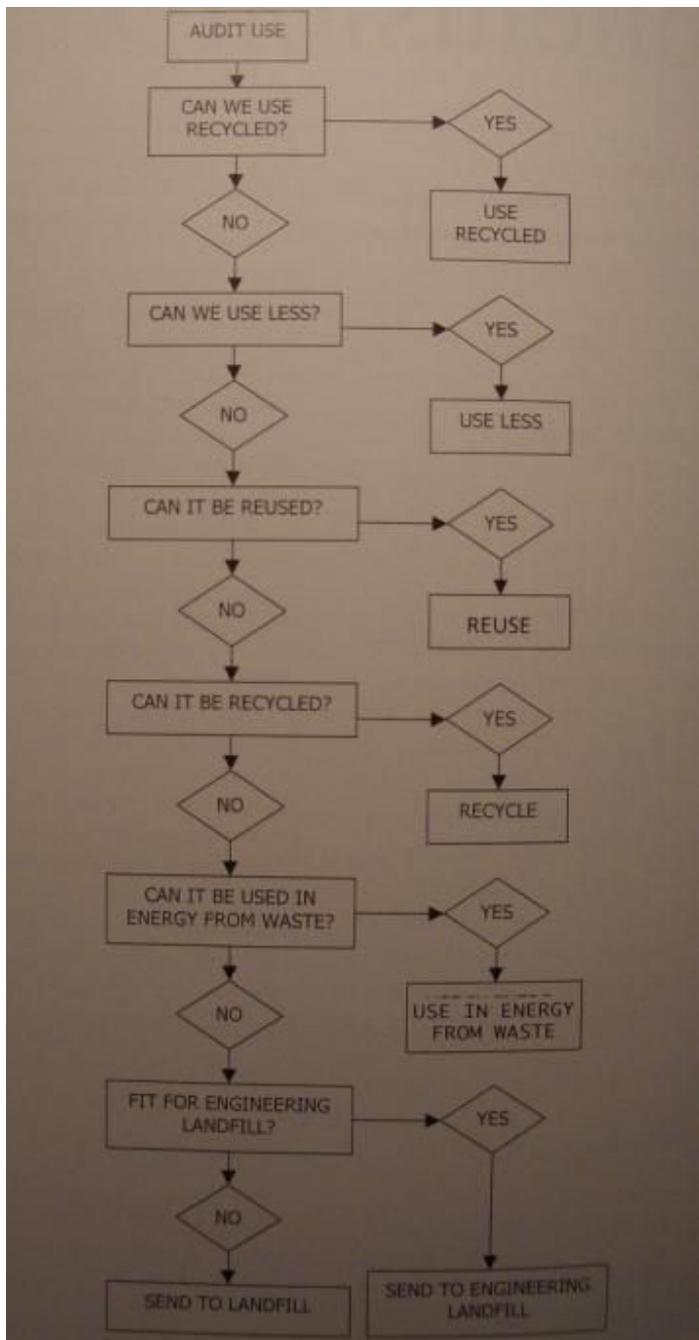


Figure 1.5: Audit

Source: Hancock (2001)

And finally, two following figures show the flows between waste and recycling:

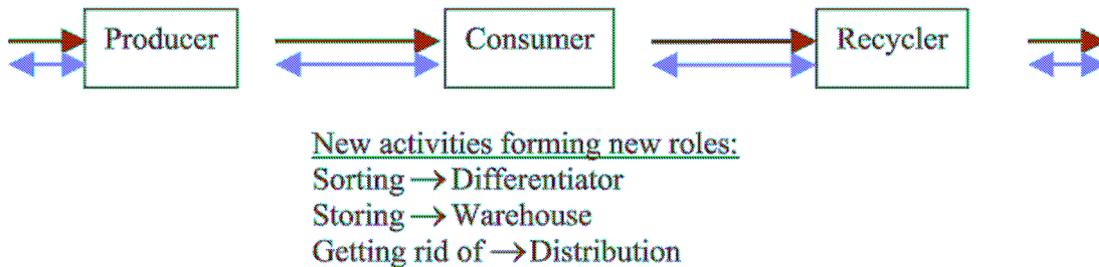


Figure 1.6: Recycling introduces new material flows and new relationships, thus reshaping the role and the position of the end-customer

Source: Anderson & Brodin (2005)

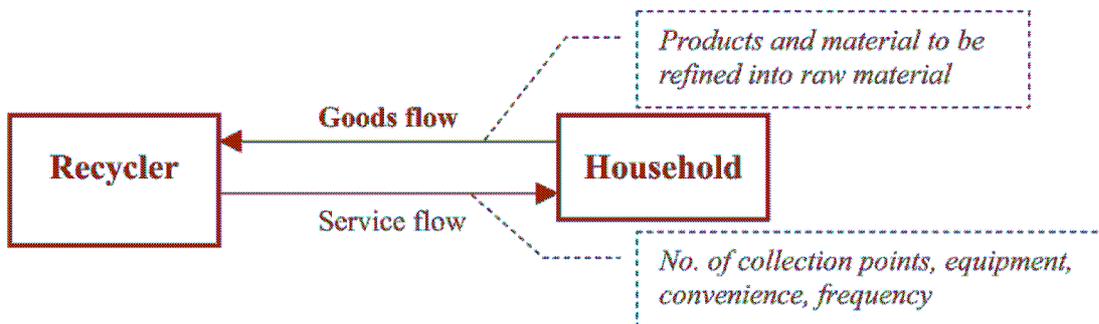


Figure 1.7: Supply of goods and services between household and recycler

Source: Anderson & Brodin (2005)

### **1.3 ABCD Model**

Some of models and theories have been developed in background of consumer behaviour. People have also developed these models for definite issues. In these issues we can include e.g. decision making in the families or information processing. These models are very important while we want to investigate and recognize a lot of various factors which influence consumer behaviour. Application of these models is especially difficult (Engel et al., 1995).

The full-range of literature review shows us that there is not one simple model which provides itself an extensive study of consumer behaviour. It is difficult to find acceptable framework that provides good structure for studying of consumer behaviour within various cultures (Raju, 1995).

According to Raju (1995), in our case, we use an A-B-C-D Paradigm which stands for access, buying behaviour, consumption characteristics and disposal. Understanding of each of these sections is very important for marketers all over the world and efficiency of the marketing operation can help them on any stage of these four.

The framework below represents the four stages of the model and matches the main factors in each of four stages (Raju, 1995).

1. Access: The first aspect in marketing which is necessary to include is providing access to the service or product for consumers. They are meant both the economical access as well as the physical access.

Can consumers achieve to producers product or service?

- Economical access (income distribution and affordability)
- Physical access (distribution system, international trade barriers and infrastructure)



2. Buying behaviour: The stage of buying behaviour comprises the factors which have impact on decision making process and process of choice. These factors can be attitudes, perceptions or consumer responses, e.g. brand loyalty.

How do consumers decide to buy? What antedate to decision?

- Perceptions (country of origin, brand equity and price vs. quality)
- Brand loyalty vs. store loyalty
- General attitudes to marketing



3. Consumption characteristics: There can be differences of specific consumed and purchased service or product within the different cultures. Culture orientation can exist in two forms. On the one hand, there is a traditional culture orientation and on the other hand, there is a modern orientation. The culture orientation in the line with social class distribution defines consumption structure within each culture.

What factors impact patterns of consumption?

- Services vs. products consumption within the culture
- Modern or traditional culture orientation
- Social class influences
- Rural vs. urban sector pattern of consumption



4. Disposal: Disposal is very significant area for all countries. In most countries, ale consumers increasingly environmentally conscious and they transform their attitudes from throwing away the products to more environmentally forms such as recycling or product remanufacturing. There are also aspects of environmental pollution or public safety.

What are the implications of product disposal?

- Thinking about recycling, resale and remanufacturing
- Environmental implications and social responsibility in relation to disposal of the product

### **1.3.1 Access**

The first aspect in marketing which is necessary to include is providing access to the service or product for consumers. They are meant both the economical access as well as the physical access (Raju, 1995).

There is an importance of question if consumers can achieve the products or services or not.

As mentioned above the stage of access is divided into economical and physical one.

#### **1.3.1.1 Economical Access**

An economical access pertains to the aspect product or service affordability within the population. There is also an importance of personal incomes which can be in various countries fairly different. There can be also influence of high inflation rate in some countries which can make product and service unavailable for some consumers. If there is a high inflation rate in any country, it is not very encouraging for the marketer. Hence, they can aim at the other consumers who are buying, for instance electronic goods and appliances. The inflation rate is in much less amplitude in most developed countries than in less developed countries (Raju, 1995). That is why the marketers prefer consumers in most developing countries.

Raju (1995, citing Bruner, 1994) refers to the fact that if there are wide population foundation with differences in incomes that can be the advantage for marketers who would sell in less developed countries. They have some possibilities how to achieve the aim of selling in these countries. For example, the electrical gadgets or kitchen appliances can be afforded only by richer people in developing countries. Hence is necessary to change position of products which are sold in these countries. If cheaper products do not need any reposition, the fairly expensive and durable goods should have to be repositioned for consumers in order that they can afford them.

There are also some consumers who can not afford new product while the old one is unusable. This situation is typical for developing countries, but there are still people who have the same problem in other countries. Hence producers and marketers should base repair centres with trained crew for helping to renew the old products. There is an importance of quality for consumers because they are absolutely relied on these

centres. If there is a company which is able to provide these services it will become good image company for the consumers (Terpstra and David, 1991, cited by Raju, 1995).

### **1.3.1.2 Physical Access**

The other kind of access is the physical one. According to Raju (1995) there are generally three main factors which influence the physical access to global consumers.

- international trade barriers or regulations
- the system of country distribution
- the country infrastructure

There is the wide dimension which is relating to the global trade market-place. The trade restrictions or barriers can be direct sometimes, but more often they are indirect. For instance, the Western producers in China are imposed into mergence with Chinese companies supporting a local direct import, otherwise they are not supported by the Government in hi-tech and basic industries (Zimmerman, 1986, cited by Raju, 1995).

The former socialist countries in Eastern Europe were attractive to marketers. But there was problem with centralized planning economies which posed the indirect trade barriers. In these countries the prices of goods could not be defined by conditions in market-place. The changes were different from country to country. For example in Czechoslovakia, Hungary, Poland and eastern Germany was progress quite fast, the former Yugoslavia, Romania and Bulgaria stood behind (Quelch *et al.*, 1991, cited by Raju 1995).

By way of exchange trade there is possibility to achieve the physical access. This strategy is based on various types of goods exchange. There can be also included aspects like foreign trade planning, the technological update or balance of payments.

The other physical access dimension is the distribution quality system within the country. The distribution systems are very important because producers need to distribute their products or services to the consumers. Raju (1995, citing Quelch *et al.*, 1991) refers to this problem. It can be extensive especially for foreign companies which want to produce their product or services to other countries where the distribution systems are not too much developed. There is one possible way for marketers how to overrun the

distribution system limitations and that is to find out other ways for distributing their products or services.

The last aspect which influences physical access is an infrastructure within the country. It includes basic services such as communication, transportation or banking systems. Infrastructure has an impact for running business in some countries as well as is very important for the economic growth in the future (Raju, 1995, citing Pitroda, 1993).

Companies have to be patient and should find out various alternatives within these areas with limitations. Marketers must be creative and well informed about situation in particular countries. For instance, products must be designed for needs in target destinations such as electrical appliances which have to have proper accumulator voltage, right connection ends or charging mechanism etc.

### **1.3.2 Buying behaviour**

The stage of buying behaviour comprises the factors which have impact on decision making process and process of choice. These factors can be attitudes, perceptions or consumer responses, e.g. brand loyalty.

While the companies are managing both economical and physical access to their products and services, they need to know and evaluate the consumers buying behaviour in the particular market-place where they are pursuing enter. They necessarily need to know about consumers buying habits, attitudes, lifestyles or motivation of purchase etc (Raju, 1995). To find out some of these aspect can provide marketing researches pertaining to such issues.

The following section is focused on three main factors in buying behaviour. These factors are consumer perceptions, loyalty and attitudes.

#### **1.3.2.1 Consumer perceptions**

In different countries for different consumers is a perception of companies very different. There are three aspects of consumer perceptions which are very important for marketers. They are pertaining to the brand equity, country of origin and price and quality relationship.

The country of origin could be the most important aspect for consumers, which creates their first impression and impel them to thinking about products (Hong and Wyer, 1989, cited by Raju, 1995). For instance, the product marked with sign “Made in the USA” is a cue for consumers to buy this product rather than to buy another one with sign such as “Made in Vietnam” or “Made in China”.

Another issue of perception is brand equity. There are many international brands which are well known in the world and they are viewed as brands of higher quality by consumers. Consumers are content to buy the product under this brand rather than another. Sometimes there can be also political aspect in a particular country.

To be the successful company is the challenge for marketers. If they use the technique which puts together country and brand equities, they can design suitable marketing strategy in particular brands (Shimp et al., 1993, cited by Raju, 1995).

The relationship between price and quality is the other aspects of perception. The positive relationship exist in the majority of countries, but there is a reserve in countries where exist high inflation rate which impacts on prices of products. Therefore the consumers are influenced and their demands decrease in dependence on prices. Consumers are urged to evaluate the quality aspects.

### **1.3.2.2 Consumer loyalty**

Consumer loyalty can be divided into two parts – brand and store loyalty. In case of brand loyalty there can be a limitation of financial factor. If consumers can not afford all products they wish they are more brand loyal. It is in relationship with product quality again. Consumers can also averse to the products caused by financial aspects, by limited available information for consumers or by traditional and conservative norms in particular country.

The other aspect of the loyalty is the store one. Sometimes the store loyalty is more important than the brand one in pinpointing choice of brand. The factor which can influence the store loyalty is differences within cultures. The marketers should know and understand all these aspects. The consumers store loyalty can also be caused by service quality provided by the dealers of products (Raju, 1995).

### **1.3.2.3 Consumer Attitudes**

The last factor which will be mentioned is relating to consumer attitudes. The type of consumer orientation within the culture is important for marketers because it can provide views of consumer attitude within the country. For example, in some countries, consumers are not willing to complain of anything in spite of they have some problem. According to Gurtoo & Antony (2007), sometimes, consumers even prefer price controls and government regulations to solving any problem and they want to avoid any relation to this problem. It was and still is especially in countries which are not developed too much, but rarities we find in every country and every culture (Darley and Johnson, 1993, cited by Raju, 1995).

There are not only these three factors in buying behaviour but here are mentioned only the important ones which will be useful in this research.

### **1.3.3 Consumption characteristics**

This part of ABCD model comprises consumption characteristics which are determined mainly by possible differences in each culture.

There can be differences of specific consumed and purchased service or product within the different cultures. Culture orientation can exist in two forms. On the one hand, there is a traditional culture orientation and on the other hand, there is a modern orientation. The culture orientation in the line with social class distribution defines consumption structure within each culture. It is necessary to aim at the factors which impact these patterns of consumption (Raju, 1995).

These factors are:

- Services vs. products consumption within the culture (How is service or product consumed within the culture?)
- Modern or traditional culture orientation (If the culture orientation is modern or traditional one in the culture.)
- Social class influences (What are the marketing aspects in any particular areas?)
- Rural vs. urban sector pattern of consumption (Which areas are focused on?)

### **1.3.3.1 Product and Service Consumption Process**

At the beginning and after consumer purchase there start process of use or consumption the product or service. But only consumer can decide how this process will be done (Engel et al., 1995). There are possibilities how can be product consumed or used:

- It can be used at the earliest possible time, by appropriate opportunity.
- It can be storage for short-term due to expectation of opportunity.
- Product can be storage for long-term and be ready for unexpected opportunity.

Engel et al. (1995) also refer to fact, that there can be another possibility in decision-making process such as interruption of consumption. It can be caused, first of all by unexpected situations such as loss of job, disagreements among consumers who participate in decision (some of them are not sure if right decision was made), or some new information about product which can change consumers mind because product is going to be unsuitable.

The process of consumption can be also interrupted because of consumer regret. Sometimes consumer can make decision under pressure or in another than common situation. In this case, there is occurring the post-decision process which influences consumers. The post-decision action can be provoked by many reasons such as realization of irreclaimable action of buying or realization that decision was not made by consumer free will (he or she could be influenced by family members, by friend or just by trend in society).

#### **1.3.3.1.1 Compulsive Consumption**

Consumption behaviour can be in some cases changed to others directions and forms. Usually this change is counterproductive and it is called compulsive consumption. The compulsive consumption is explained as a process which can have negative effects for consumer consumption. It can be inappropriate or excessive process or even disruptive for consumers lives who are included in. Typical example can be gambling which is, first of all, dangerous for heavy players who do not have high incomes and it can be destructional process for them.

Another example of compulsive consumption is shopping addiction (Engel et al., 1995).

### **1.3.3.2 Cultural Orientation**

The culture orientation, as is mentioned above, can be defined as a traditional or modern one. No matter what the culture orientation form is, that is still a factor which mainly impact the consumption pattern. Some cultures have been distinguished from traditional to modern attitude. It was especially within the countries which were not been fully developed. In these countries marketers must be very careful and find out information about life style, because consumer can have different values from the other countries. For instance, in some countries inhabitants do not need e.g. cars, electrical appliances, washing machines etc. because these things express for them the kind of moral weaknesses (Raju, 1995).

The marketers must be able to use various kinds of strong persuasive techniques for reducing consumer prevalent values and beliefs in their lifestyle.

There can be also problem with less-educated consumers or older consumers, who were strictly religiously and morally educated and are used to their traditions, because they might have no positive predisposition to the modern conveniences (Holahan, 1978).

### **1.3.3.3 Social Class**

The other factor which determines the structure of consumption is social class. According to Medina and Michaels (1991), one study, which was made in the Mexican market, shows that sometimes the social class can have even bigger impact on consumer behaviour than attitude factors, communication or personality (Raju, 1995).

### **1.3.3.4 Rural and Urban Areas**

People, who live in villages, have two forms of consumption patterns. One is spending increasing part of their incomes on durable goods, instead of spending them on buying land. The other form in a trend while people spend their money on products made in urban centres, instead of buying the products which are made locally within the village areas. According to fact mentioned above, there are the opportunities for marketers to start their business in these areas.

### **1.3.4 Disposal**

The other stage of the model comprises product disposal, which is very significant area for all countries. In most countries, ale consumers increasingly environmentally conscious and they transform their attitudes from throwing away the products to more environmentally forms such as recycling or product remanufacturing. That is why marketers should use system which would support exactly saving disposal, resale, recycling and product remanufacturing. There must be also kept marketers social responsibility in the other states, mainly in link to environmental pollution and public safety.

The aspects of product disposal are mentioned below:

- Thinking about recycling, resale and remanufacturing
- Environmental implications and social responsibility in relation to disposal of the product

Raju (1995) suggests that sometimes, especially in poor areas, people can not afford to exclude used durable products and goods, and that is why there is an importance of consideration of resale value in product purchase. It means that product should be made as much as possible for resale value. Goods, which do not need any repairs very often or ever and is reliable, is required and suitable for areas where consumers can not afford to spend significant amount on maintenance or repairs. As mentioned above, to provide appropriate services should be a fundamental component of marketing strategies in such areas (Fraj & Martinez (2006).

#### **1.3.4.1 Recycling**

One of the important aspects of disposal is recycling. Lack of consideration in it can be threat for the future and has a significant impact on environmental and its pollution. Fortunately, in most of countries is issue of recycling being solved and there are still emerging new programs which support this issue. Unfortunately, especially in many developing countries where people are not too educated about this issue, there are not used recyclable materials for manufacturing products as much as possible.

For instance, in India in 1990s there were accepted no formal measures to recycling programmes by government. So, there was only very low percentage of merchants and

dealers, who were interested in the recycling and who used to buy recyclable things such as bottles or newspapers and resell them to factories or consumers (Raju, 1995).

The efficient point can be reusing or recycling products for developing countries or poor areas. It means that, for example, durable goods used in developed or rich countries, which is not needed anymore but is still in good condition, can be used or reused and resold to other countries where would be used and have a higher value for consumers (Raju, 1995).

### **1.3.4.2 Remanufacturing**

This term is explained as kind of production that systematically using existing products to restore them. Within the process of remanufacturing the products are disassembled, each part of them is tested, weak or defective parts are restored to original ones or they are replaced and finally the parts are reassembled to new product. There are many advantages of system of remanufacturing such as improved cash flows, lower capital investments, using labour which is not skilled fully, or higher conservation of energy. Due to these benefits is system of remanufacturing used in countries and areas which are not very rich and do not need spend lots of money on manufacturing. Using the remanufacturing strategy can help not only to make longer durable goods life, but also to make this goods more affordable for consumers in local areas.

Producers also have a social responsibility. They should make the products which will not be harmful to human health or environment. Mainly, in the past, there was big issue with companies which wanted to save their money therefore their toxic waste was shipped for disposal to countries of Third World. Social responsibility includes also materials which are by-products of the consumption and manufacture of the products.

If presence of the waste and by-products is included to delimitation of disposal it can be said that all problems of environmental pollution are a disposal issue (Raju, 1995).

## 1.4 Czech and British Attitudes towards Waste Management and Recycling

British system of recycling is really sophisticated. The UK environmental policy is focused on recycling properly (Sheffield Hallam University, 2007). There is any recycling site in each town in the UK. Besides, everybody can get information about recycling in public places such as libraries, shops, shopping centres, leaflets, or billboards. The aim of British environmental policy is to widen knowledge of waste reduction strategies, their importance and gain public help in environmental protection (Bekin et al., 2007). British government struggles for environmentally-conscious and friendly consumers, who would adopt proper addictions to environment, within the communities in the UK (Bekin et al., 2006).

One of the biggest issues in the UK is that people are not used to recycling (Meneses & Palacio, 2006). There is not only recycling, but wasting garbage in general. It is mainly caused by the facts that there were removed all litter bins from the streets because threat of bomb attacks in the past. People had no chance to find any litter bin, so they got used to throwing rubbish on the streets, pavements, parks and other public places (Envirowise, 2005). Nowadays, people are used to not using litter bins so much and it is very difficult to change consumer habits. But, number of people, who are interested in recycling, is still increasing (defra, 2007).

Following table shows how English consumers recycle household waste in the time:

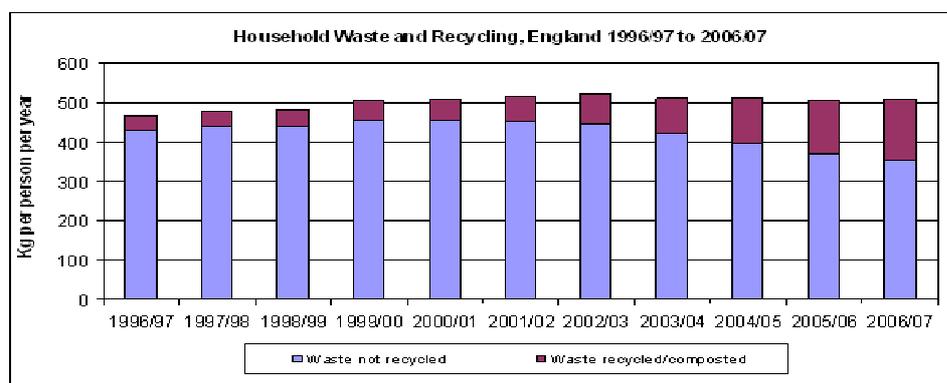


Table 1.1: Household waste and recycling in England from 1996 to 2007

Source: defra (2007)

At the present time, British people have also an opportunity to recycle waste in the streets. There are separate containers for plastics, glasses and papers. Sometimes you can see bin for metal cans, but it is not very often. Usually, they are situated inside some public building (recyclenow, 2008).

The aim of British government is also to educate people and improve their knowledge in the environmental way. Already children are educated in British schools, they can get primary information about the issue (Strong, 1998). By way of nationwide environmental campaign should be achieved this objective. There are lots of public information. Almost on every food package is reference to server [www.recyclenow.com](http://www.recyclenow.com), which includes information about recycling sites in consumer neighbourhood or briefly about proper recycling. This server is also supported by UK government. There are also other servers, supported environmental policy, which are administered by British councils in the UK (Leicestershire County Council, 2008). There are a lot of opportunities for consumers to recycle in the UK. For instance, there is an opportunity to recycle, let us say to throw in the proper bin, old plastic bags in some UK shops, unlike the Czech Republic. British public organisations dispose of more financial resources that can be spent on programs supporting environmental protection. They can spend more money on support of recycling and building more recycling sites (defra, 2007).

On the other hand, there are not so much financial resources for environmental protection in the Czech Republic (Czech Statistical Office, 2007). There is also possible to recycle glasses, plastics, paper as in the UK. In addition, Czech consumers can recycle drink-cardboard containers, which is typical packaging for milk and juice in the Czech Republic. Sites providing to recycle these materials must be situated in all housing estates and settlement units in each town, city or village, as well as the recycling sites. Metal cans are also recycled, but very seldom because this kind of packaging is not very common as in the UK. But, everybody can use public recycling site which is at least one in each town or city. These sites accept all kind of household waste.

Following table shows (in percentage) how often Czech consumers recycle household waste (glasses, metals, plastics, papers):

always		often		occasionally		never	
1993	2000	1993	2000	1993	2000	1993	2000
12,5	29,0	14,8	26,4	18,0	27,8	8,6	7,9

Table 1.2: Emergence of consumer behaviour towards recycling from 1993 to 2000

Source: ISSP (2000)

Since February 2008, the Czech Green Party proposed amendatory act about waste management and recycling. This act supposes that by 2010 all Czech towns and cities will have to provide public places for recycling not only materials mentioned above, but also containers for biologically decomposable disposal. Nowadays, there must be only containers for glass, plastics, paper and somewhere for drink-cardboards as well (Ministry of the Environment, 2008).

In spite of both the Czech Republic and the UK are under European Union environmental legislation, the attitudes are different (europa.eu, 2007).

According to Czech internet portal [www.novinky.cz](http://www.novinky.cz), where was public inquiry (participated more than 10.300 responders) there are approx. 76 per cent Czech consumers, who recycle regularly, 13 per cent recycling occasionally and 11 per cent of people who recycle not at all (Novinky, 2008). On the other hand, about 60 per cent British consumers recycle or agree with recycling, too (defra, 2007).

#### **1.4.1 Willingness to pay more for environmentally friendly products**

According to Laroche et al. (2001), almost every consumer is recognizing the threat of waste all over the world. E.g. consumers check if the products are wrapped in recyclable materials. They also point out the fact of “the increasing number of individuals who are willing to pay more for environmentally friendly products.” (Laroche et al., 2001, p. 503)

Following framework show possible main factors affecting the willingness to pay more:

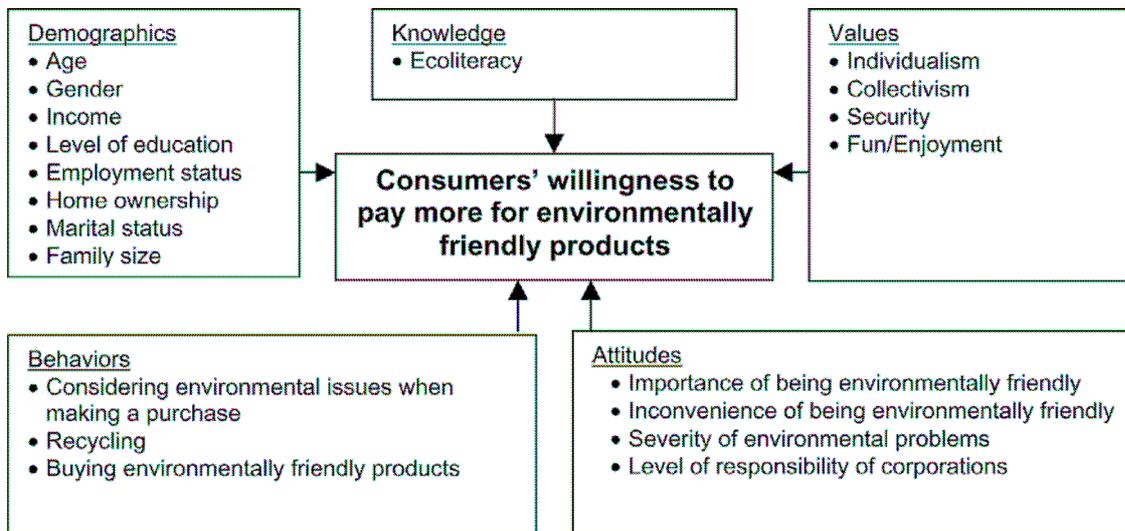


Figure 1.8: Conceptual Framework

Source: Laroche et al. (2001)

In 2007, there was a survey aimed at consumer attitudes towards paying more for environmentally friendly products in the UK. About one half of responders said that they: “tried not to buy products from a company whose ethics they disagreed with, and that they made an effort to buy things from local producers.” (defra, 2007) Only 20 per cent does not support this behaviour. In this survey, opinions were more divided in question about being ready to pay more for environmentally friendly products: 44 per cent of responders agreed with this statement and 29 per cent disagreed (defra, 2007).

Statements to the similar issue in the Czech Republic are shown in following table:

	willing		unwilling		neither – nor
	highly	more likely	more likely	highly	
to pay higher prices (in %)	3,0	27,5	28,3	18,5	22,6
to pay higher taxes (in %)	1,2	15,0	37,8	28,8	17,2

Table 1.3: Willingness to pay more on environmental protection behalf

Source: ISSP (2000)

## **1.5 Conclusion**

Consumer behaviour is influenced by many factors. When consumers are making their decisions, they are surrounded by numbers of factors which affecting them. The aim of this paper is to examine consumer attitudes towards the environmental protection, especially waste management and recycling. There are lots of influences which effect consumer while deciding environmentally; namely gender, age, level of education, financial resources, employment status, consumption, nationality, information about waste management, consumer habits and willingness to pay more, advertisement and knowledge of opportunities.

“Waste management has always been an integral part of human life and also has a strong influence on production and consumption patterns.” (Tanaka, 2007, p.6)

Author of this dissertation would like to find out if there are any differences in consumer attitudes towards recycling. If so, then if there are any differences in behaviour of Czech and British consumers. And finally, consumer interests of environmental protection.

After summarising the main points of literature review, which are mentioned above, the following research objectives can be formed:

1. To investigate if Czech/British consumers mean that they have enough opportunities for recycling.
2. To examine if British consumers throw any rubbish in the street sometime more than Czech consumers.
3. To examine if consumers had more money, they would be willing to pay more for support of environmental protection/environmentally friendly products.
4. To examine if consumers prefer product quality to the fact that product is environmentally friendly.

And finally, the following hypotheses were formed:

1. Consideration to buy or not to buy quality product or environmentally friendly product depends on gender.
2. Consideration to buy or not to buy quality product or environmentally friendly product depends on country of living.
3. The willingness to pay more for environmentally friendly products depends on nationality.
4. The willingness to pay more for environmentally friendly products depends on gender.

## **2 Methodology**

The chapter “Methodology” is focused on preparation of the practical part of this dissertation – the research. In this chapter author describes the collection of primary data. On the basis of literature review, and especially research objectives at its end, will be given details about research strategy. There will be mentioned also details about choosing appropriate methods of research, structure of questionnaire, information about sampling, pilot study, about the way of distribution and finally about limitations of the research.

### **2.1 Research Strategy**

The research strategy is the general plan of how is possible to get the answers for research questions which have been set. It contains objectives that are derived from research questions (Saunders et al., 2003). If we need to choose appropriate strategy, it is necessary to define what author wants to reach through the research. For the purpose of this fact, it is needed collect data about consumer (respondent in this case) attitudes and behaviour. For that reason, the survey was chosen as a research strategy in this dissertation (Denscombe, 1998). Survey (almost always a questionnaire) is also used for collecting quantitative data and that is appropriate in this case (Robson, 2002). Survey is common and popular research strategy in management or business researches. It is a way of obtaining data from a sizeable population. The obtained data are standardised and allowed easy comparison. One of the pros of survey strategy is “perceived as authoritative by people in general.” (Saunders et al., 2003, p. 92) This fact is caused by easy understanding and popularity of it. It is usual form of research strategy. Survey strategy provides more control in the research process to the researcher. In spite of time consuming preparation of the survey, this strategy is efficient. Time must be spent with design of questionnaire and with pilot questionnaires (Saunders et al., 2003).

## **2.2 Research Methods**

According to Saunders et al. (2003) there are three basic possibilities of collecting primary data. It is possible through the medium of observation, semi-structured and in-depth interview, and questionnaire.

For this research was chosen method of a questionnaire because it is the most appropriate method in this case. It can be used for gain of much information and it should help to reach research questions and objectives, consequently the best results then. The method of questionnaire is chosen because it seems to be the most relevant method to analyse the research questions and its objectives. Each method has its own advantages and disadvantages. Denscombe (1998) points out main advantages of questionnaire. They are economical, they are easy to be arranged and they provide standardized answers. Robson (2002) also says that questionnaires provide relatively simple and straight approach to the study of respondent belief, motivation, value and attitude. Via the questionnaire can be collected high amounts of data from almost any human population. There are two types of questionnaire – postal and interview survey. The postal (also electronic) survey provides to aim large number of people, it is “efficient at providing large amounts of data, at relatively low cost, in a short period of time” (Robson, 2002, p. 234). These surveys also provide anonymity, which may encourage freedom and frankness, for respondents. The main advantage while interview survey is run is that interviewer can specify or clarify questions. The interviewer can encourage respondent to participate on the survey. On the other hand, there are also disadvantages for the survey. Firstly, collected data can be influenced by the respondent characteristics, such as their experience, memory, motivation, personality and knowledge. Then, respondents do not want to provide information about their real attitudes, beliefs, values, etc. Disadvantages of postal surveys are the low response rate, misunderstanding of questions, uncompleted filled in questions and the fact that respondents might not treat seriously and there is no chance to detect it. Disadvantages of interview survey can be bias of interviewer and that interviewers might affect respondents by their personal experience, motivation, attitudes, etc. It can be done even unwittingly, for example through non-verbal or verbal influences. Survey may be affected also by interactions of respondent and interviewer. And finally, respondents can feel

uncomfortable and mean that their answers are not anonymous, and then their answers do not have to be real (Robson, 2007).

### ***2.3 Structure of Questionnaire***

The questionnaire (Appendix A and Appendix B) is made up of twelve questions on the basis of literature review. Most of questions are closed ones, but some of them provide to respondent to choose other answer and option to answer in respondent own words. Some questions, such as age, nationality or occupation are open questions. These questions will be coded after answering the questionnaires. In all of questions, the respondent can choose only one option, that one which is at the highest respondent level. In some questions there are presented Likert scales which are used to express level of respondent agreement and disagreement, or importance and impassive (Kumar, 1996). Some questions are related to the others and that is why, there is additional information in brackets. Finally, at the end of questionnaire, there is personal information about respondents. The questionnaire is made in four versions. There are differences in language of questionnaire (Czech and English) and also two versions for postal and interview way of survey (see chapter 2.5 “Sampling and Way of Distribution”). In postal version, there is a difference in introduction, which says what should respondent do after complete the questionnaire. In addition, at the end of this version is field, which can be marked if respondent would like to know results of this research.

### ***2.4 Pilot Study***

The original questionnaire was tested for the purpose of understanding and clarity of the questions. About five people were asked for help in each country. Consequently, there were discussed imperfections of the original questionnaire. First of all, there was added one question – about level of education which was together with occupation in one question in previous questionnaire and it was a little bit confused. While pilot study was made, there came out also confusion in questions 6 and 7. When questionnaire was answered face-to-face with interviewer, everything was all right because the interviewer knew the fact that these two questions are related and after respondent answer in question 6, followed with appropriate option in question 7. That is why the additional

information in brackets was emphasized. There were two suggestions how to make it clearer. One was bold font of the most significant part in reference of question and the other one was underlined font. Finally was chosen bold font which was visually more highlighted and it was easier to see the information.

The pilot study provided some suggestions and caused some changes which, hopefully, led to improvement of the questionnaire and will lead to better results, appropriate understanding and answering the questions, and successful research.

## ***2.5 Sampling and Way of Distribution***

It is difficult to choose appropriate target group of people. In this research, there is the only one main criterion regardless the other factors – country of permanent living, namely the United Kingdom or the Czech Republic. The complete of questionnaire is voluntary that is why the representative sample can be differed from general population. Face-to-face questionnaires were conducted in Huddersfield, Liberec and Prague. In Huddersfield, the places were near University, in the centre of town, and at Storthes Hall University Campus. In Liberec, in the centre of town as well and in Prague respondents were asked in the suburb. Hence, sample was accidental and there were passers-by asked. In case of postal questionnaire, it was sent via e-mails to students at University of Huddersfield, University of Liberec, University of Economics in Prague. All asked respondents were asked for further help – if they could forward the e-mail to their friends, family etc. in order to reach larger sample. The author has no idea about real sum of sent questionnaire, but at least it had to be one hundred. The whole research conducted in March and April 2008.

## ***2.6 Limitations of Research***

The main limitation of all research is not to abuse the goodwill of respondent. It means there is a limit of time that respondent can spend with completion the questionnaire and at the same time the limit of the number of questions (Saunders et al., 2003).

Relatively high response rate obtained via e-mails was surprising. Through this way was gained more than 80 questionnaires in spite of the fact that it was voluntary. On the other hand, there is fact that author does not know how many people could receive the

questionnaire. But primarily was taken into account about 60 samples together. The other limitation is quality of response. By the reason that the author did not have the personal contact with all respondents, some answers can be in low quality. Some of questionnaires were completed inaccurately or sometimes some questions were not answered at all. Questionnaire filled in this way is worthless, then. Respondents could be in hurry or they did not have to read the questions properly. Fortunately, there were only 6 questionnaires that had wrong completion. Another limitation concerns the fact that respondents also did not have to be honest because they might be afraid of non-anonymous survey in spite of everything was properly written in the introduction of the questionnaire.

According to experience of author, the Czech respondents were more willing to participate on this survey than the British ones.

All these limitations must be considered in the final findings and results of the research.

The next chapter will take them into account and analyse the collected data.

### 3 Results of the Research

This chapter is connecting previous chapters. First of all, there was the base of study the literature review, consequently the aim of literature review was linked up with chapter 2 – “Methodology”. Chapter 3 – “Results of the Research” describes collected data by way of questionnaire mentioned in previous chapter.

The questionnaire consisted to twelve questions. First two questions will not be mentioned below because they were used only for author because of relevance of the respondents.

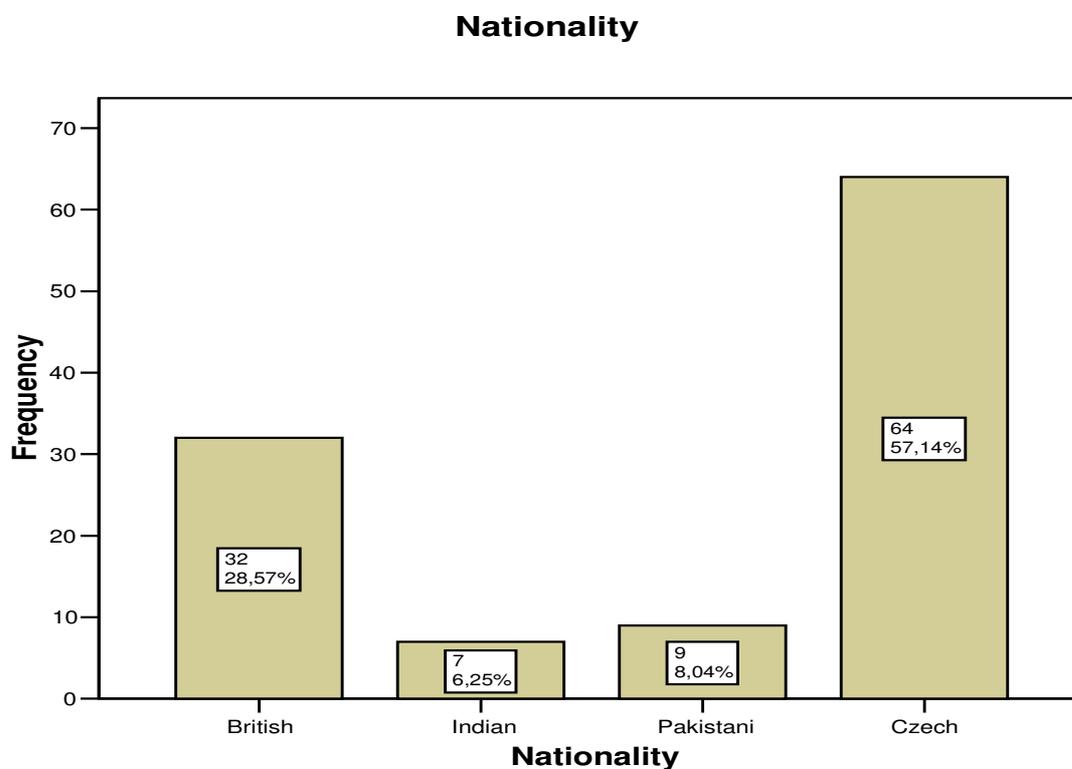
The assessments of research was conducted in statistic program SPSS 12.0.1 supported by another statistic program STATGRAPHICS Centurion XV 15.0.04 and Microsoft Office Excel.

#### 3.1 Profile of Respondents

Firstly, there will be mentioned profile of respondents. Altogether there were 112 respondents who participated in this survey. 64 (57.1 %) of them were Czech residents and 48 (42.9 %) UK residents. In the UK were not all respondents British, but there were also respondents of Indian and Pakistani nationality. Details are in table and chart below.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid British	32	28,6	28,6	28,6
Indian	7	6,3	6,3	34,8
Pakistani	9	8,0	8,0	42,9
Czech	64	57,1	57,1	100,0
Total	112	100,0	100,0	

**Table 3.1: Nationality**

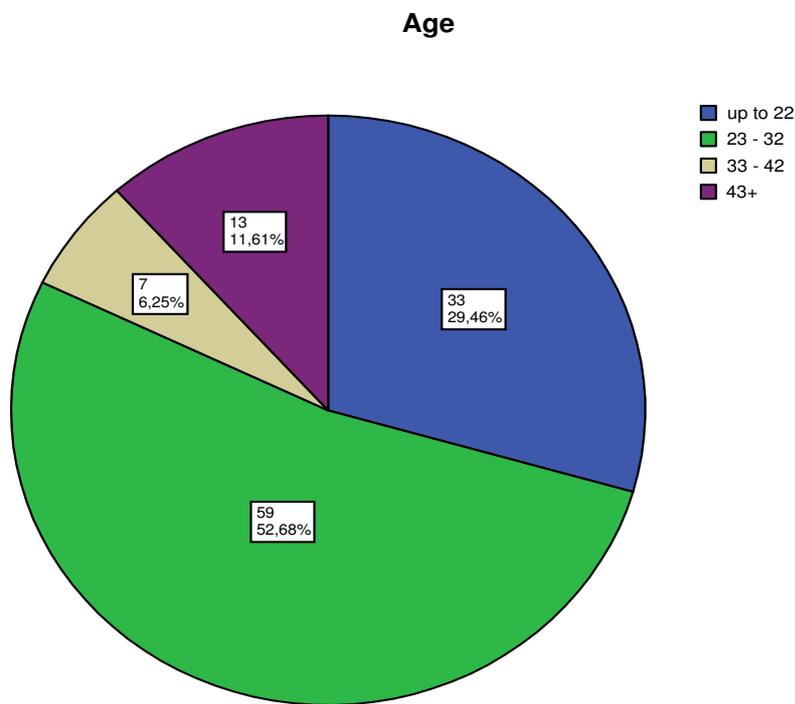


**Chart 3.1: Nationality of Respondents**

After data collecting, all respondents were put to four categories. From 112 participants 33 belonged to group “up to 22”, whereas the youngest respondent was 16 years old. The most numerous group was the next one (23 – 32), where 59 respondents belonged. In group 33 – 42 were 7 respondents and remaining 13 were in last group (43+), where was also the oldest person 79 years old. For details see Table 3.2 and Chart 3.2.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid up to 22	33	29,5	29,5	29,5
23 - 32	59	52,7	52,7	82,1
33 - 42	7	6,3	6,3	88,4
43+	13	11,6	11,6	100,0
Total	112	100,0	100,0	

**Table 3.2: Age Categories**



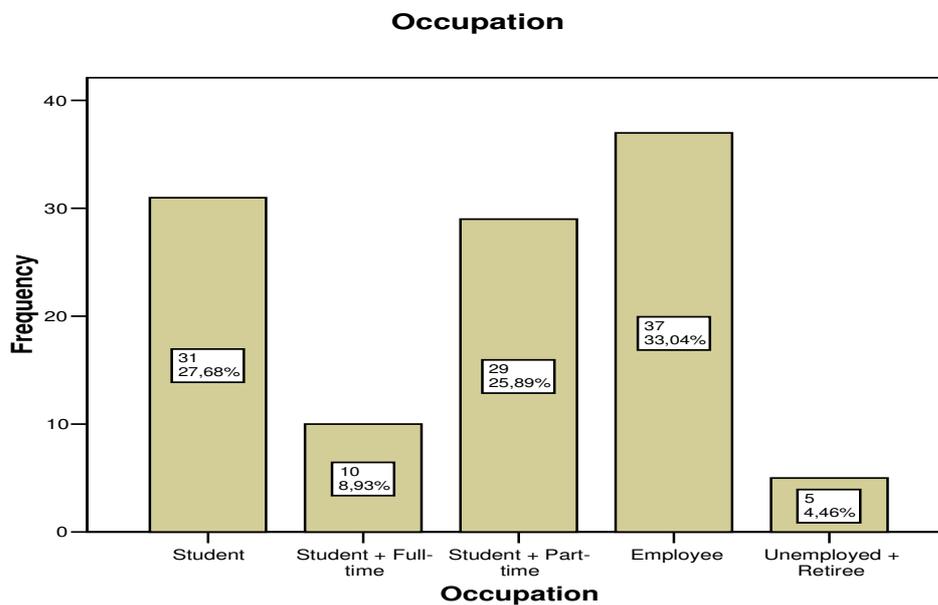
**Chart 3.2: Age Categories**

From 112 respondents were 66 females and 46 males (see Table 3.3).

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	66	58,9	58,9	58,9
Male	46	41,1	41,1	100,0
Total	112	100,0	100,0	

**Table 3.3: Gender**

The respondents were also asked about their occupation. Subsequently, there were set up into five groups. 27.7 per cent were only students, 8.9 % were students, who also have full-time job, and 25.9 % were students with part-time job. The most numerous group was the group of employees (33 %) and whereas the less numerous group was the last one – the group of unemployed and retirees (4.5 %).



**Chart 3.3: Occupation of Respondents**

The other chapters in chapter 3 “Results of the Research” are aimed at particular attitudes of consumers (respondents) in the UK and in the Czech Republic, and they will be compared subsequently.

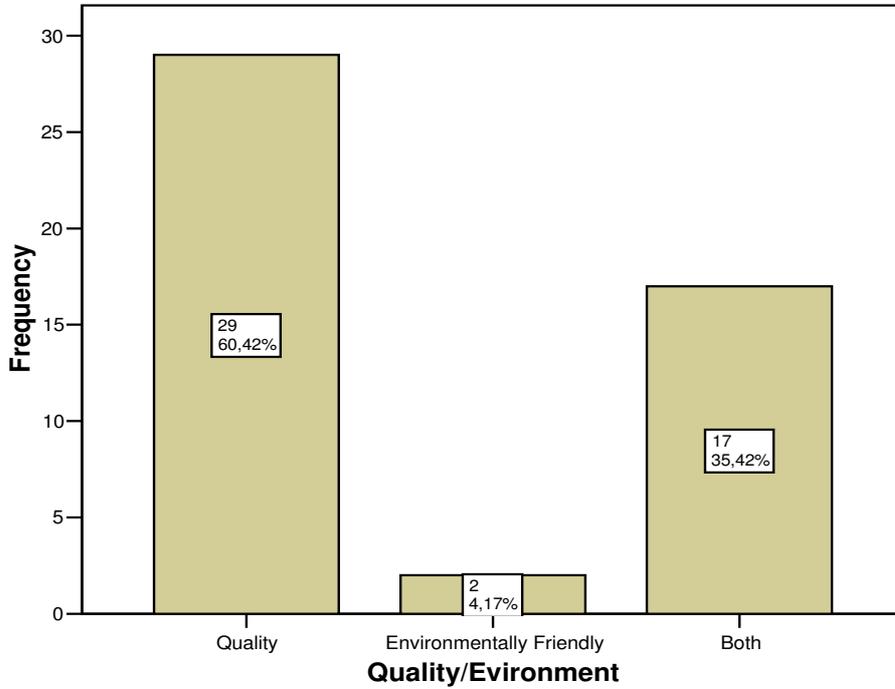
### **3.2 The UK Respondents**

According to survey more than 60 per cent of UK respondents prefer product quality to products which are environmentally friendly (4 %). 35 per cent of respondents consider both factors at the same level (Table 3.4 and Chart 3.4).

**Table 3.4: When buying products what consumers consider more?**

	Frequency	Valid Percent	Cumulative Percent
Valid Quality of Products	29	60,4	60,4
Environmentally Friendly Products	2	4,2	64,6
Both Factors at the Same Level	17	35,4	100,0
Total	48	100,0	

**When buying products what consumers consider more?**



**Chart 3.4: What Consider More?**

Table 3.5 and Table 3.6 show how consumers are willing to pay more for environmentally friendly products and for environmental protection.

**Table 3.5: Willingness to pay more for environmentally friendly product**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	25,0	25,0
Disagree	9	18,8	43,8
Neutral	4	8,3	52,1
Agree	17	35,4	87,5
Strongly Agree	6	12,5	100,0
Total	48	100,0	

**Table 3.6: Willingness to pay more for environmental protection**

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	14,6	14,6
	Disagree	11	22,9	37,5
	Neutral	8	16,7	54,2
	Agree	10	20,8	75,0
	Strongly Agree	12	25,0	100,0
Total		48	100,0	

Next question was aimed at the fact if consumers have enough opportunities for recycling. As you can see in Table 3.7, more than 50 % respondents mean that they do not have enough opportunities for it. On the other hand, there are 25 % respondents who agree with the statement and have enough opportunities.

**Table 3.7: Enough Opportunities for Recycling**

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	29,2	29,2
	Disagree	12	25,0	54,2
	Neutral	10	20,8	75,0
	Agree	10	20,8	95,8
	Strongly Agree	2	4,2	100,0
Total		48	100,0	

The other question considered the fact of getting information about waste management. In this question was not strong difference, but still more people disagreed with the statement (see Table 3.8).

**Table 3.8: Enough Information about Waste Management, Recycling**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	16	33,3	33,3
Disagree	11	22,9	56,3
Neutral	3	6,3	62,5
Agree	12	25,0	87,5
Strongly Agree	6	12,5	100,0
Total	48	100,0	

Then, respondents were asked about their knowledge where they could get information about waste management. Again, more respondent do not know it, and even almost 44 % of them strongly disagree with this statement (see Table 3.9).

**Table 3.9: Knowledge of Consumers about Getting Information**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	21	43,8	43,8
Disagree	7	14,6	58,3
Agree	15	31,3	89,6
Strongly Agree	5	10,4	100,0
Total	48	100,0	

The next question solved presumption if consumers had more money, if they would be willing to pay more for environmental protection. In this case there was the opposite trend than in previous questions. 60 per cent respondents would be willing to pay more for environmental protection if they had more money (for details see Table 3.10).

**Table 3.10: If Consumers Had More Money They Would Be Willing to Pay More for Environmental Protection**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	14,6	14,6
Disagree	6	12,5	27,1
Neutral	6	12,5	39,6
Agree	13	27,1	66,7
Strongly Agree	16	33,3	100,0
Total	48	100,0	

The similar character as the previous one had the next question. There were respondents asked about willingness to pay more for environmentally friendly products if they had more money. But the results were diametrically different. Respondents who agree and disagree with the statement were almost at the same level. This implies that UK consumers are willing to pay more for environmental protection than to pay more for environmentally friendly products (see Table 3.11).

**Table 3.11: If Consumers Had More Money They Would Be Willing to Pay More for Environmentally Friendly Products**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	16	33,3	33,3
Disagree	4	8,3	41,7
Neutral	10	20,8	62,5
Agree	4	8,3	70,8
Strongly Agree	14	29,2	100,0
Total	48	100,0	

Consequently, the respondents were asked about need of more money for their satisfied life because money is very significant factor in environmental cases (see Table 3.12 for details).

**Table 3.12: More Money for Satisfied Life**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	4,2	4,2
Disagree	10	20,8	25,0
Neutral	9	18,8	43,8
Agree	16	33,3	77,1
Strongly Agree	11	22,9	100,0
Total	48	100,0	

The next question was about an influence on consumer behaviour when they see someone else who is recycling. 50 % of respondents disagreed with this statement and they do not feel affected by other people. But on the other hand, almost 40 per cent answered positively and they feel influenced by others (Table 3.13).

**Table 3.13: Seeing Person Who Is Recycling Affects**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	21	43,8	43,8
Disagree	3	6,3	50,0
Neutral	5	10,4	60,4
Agree	5	10,4	70,8
Strongly Agree	14	29,2	100,0
Total	48	100,0	

Similar question about influence was set. In this case it was about receiving information about recycling. More people do not feel influenced by this information (45.8 %). Details are shown in Table 3.14 below.

**Table 3.14: Getting Information about Recycling Affects**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	20	41,7	41,7
Disagree	2	4,2	45,8
Neutral	9	18,8	64,6
Agree	8	16,7	81,3
Strongly Agree	9	18,8	100,0
Total	48	100,0	

Another question was related to upset of respondents when they see somebody who throws any rubbish in the street. Almost 30 per cent of respondents are not upset but more than 50 % are (see Table 3.15).

**Table 3.15: Consumers Are Upset When They See Somebody Who Is Throwing Rubbish in the Street**

	Frequency	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	25,0	25,0
Disagree	2	4,2	29,2
Neutral	8	16,7	45,8
Agree	12	25,0	70,8
Strongly Agree	14	29,2	100,0
Total	48	100,0	

Respondents were also asked about their personal attitude to throwing rubbish in the street. And surprisingly 37.5 % respondents stated that they throw rubbish in the street sometimes (see Table 3.16).

**Table 3.16: Consumers Throw Rubbish in the Street**

	Frequency	Valid Percent	Cumulative Percent
Valid Yes	18	37,5	37,5
No	30	62,5	100,0
Total	48	100,0	

Table 3.17 shows reason for throwing rubbish in the street. Alarming aspect is that 50% questioned respondents stated that they do it commonly. One quarter of them have no time for looking for any litter bin and the remaining quarter can not find any litter bin.

**Table 3.17: Reasons for Throwing Rubbish in the Street**

		Frequency	Valid Percent	Cumulative Percent
Valid	No time	4	25,0	25,0
	No Litter Bin	4	25,0	50,0
	Commonly	8	50,0	100,0
	Total	16	100,0	

The other question referred to place where consumers can recycle. Almost 50 % respondents answered that they know about place, where is possible to recycle, but they do not attend it. 22.9 % respondents know the place and attend it seldom or occasionally. Almost 21 % knows the place and attend it regularly and about 8 per cent of respondents do not know such place (see Table 3.18).

**Table 3.18: Recycling Place**

		Frequency	Valid Percent	Cumulative Percent
Valid	Know + no attendance	23	47,9	47,9
	Know + occasional attendance	6	12,5	60,4
	Know + attendance seldom	5	10,4	70,8
	Know + regular attendance	10	20,8	91,7
	Do not know such place	4	8,3	100,0
	Total	48	100,0	

Consequential questions are linked up with the question about place of recycling and try to clarify the reasons of consumer (respondent) behaviour.

Firstly, respondents who know the place where they can recycle and do not attend it marked, surprisingly, such a main reason that they do not care about it (65 %). 30 per cent stated the reason of their no attendance long distance from their place of living (Table 3.19).

**Table 3.19: Factors Affecting No Attendance**

	Frequency	Valid Percent	Cumulative Percent
Valid Do not care	15	65,2	65,2
Time consuming	1	4,3	69,6
Too far	7	30,4	100,0
Total	23	100,0	

Respondents, who know the recycling place but attend it occasionally or seldom, would attend if more if the place was closer to their place of living (54.5 %) and if they had more time, too. According to Table 3.20 below, you can see both reasons almost at the same level.

**Table 3.20: More Attendance Providing**

	Frequency	Valid Percent	Cumulative Percent
Valid More time	5	45,5	45,5
Closer to living place	6	54,5	100,0
Total	11	100,0	

Respondents, who recycle regularly, do it mainly because they mean that their act supports environment (70 %) and the main factor (70 %) which affects them while recycling is an advertisement. Details are shown in Table 3.21 and Table 3.22.

**Table 3.21: Why Consumers Recycle?**

	Frequency	Valid Percent	Cumulative Percent
Valid Support Environment	7	70,0	70,0
Significant	3	30,0	100,0
Total	10	100,0	

**Table 3.22: Factors Affecting Recycling Decision**

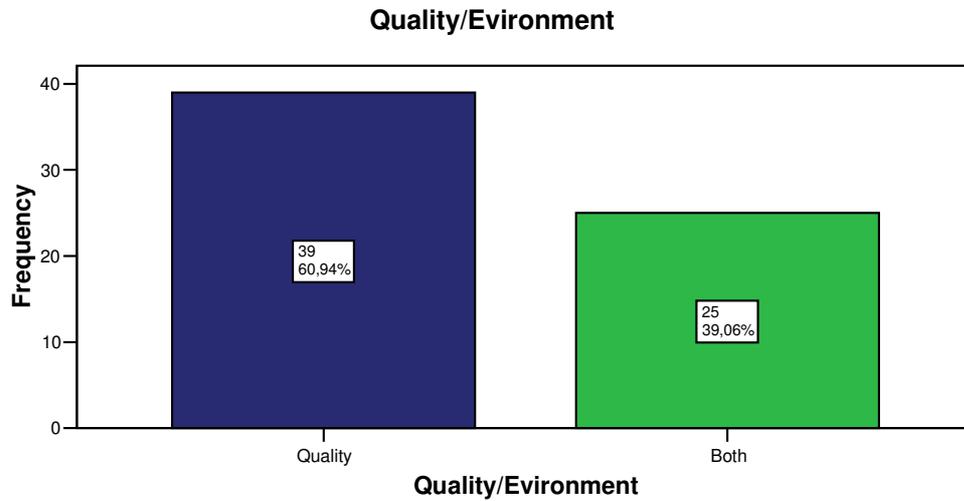
	Frequency	Valid Percent	Cumulative Percent
Valid Family	1	10,0	10,0
Advertisement	7	70,0	80,0
Spontaneous Decision	2	20,0	100,0
Total	10	100,0	

And finally, all four respondents, who do not know place for recycling, would attend it if they knew it.

### **3.3 Survey in the Czech Republic**

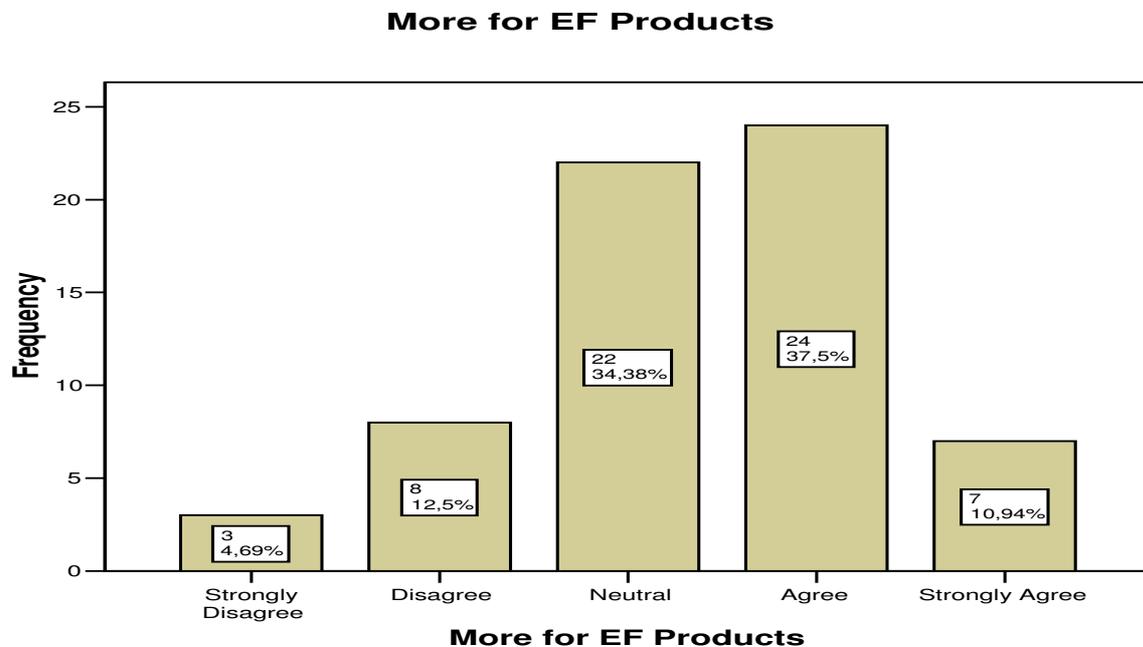
This part of chapter 3 is aimed at survey in the Czech Republic comparing to data analysing in previous part (3.2).

Czech respondents prefer (in more than 60 %) the product quality to buying product which is environmentally friendly. But, unlike the UK, none would not consider to buy only environmentally friendly product. In this question was not enormous difference between the UK and the Czech Republic (see Chart 3.5).



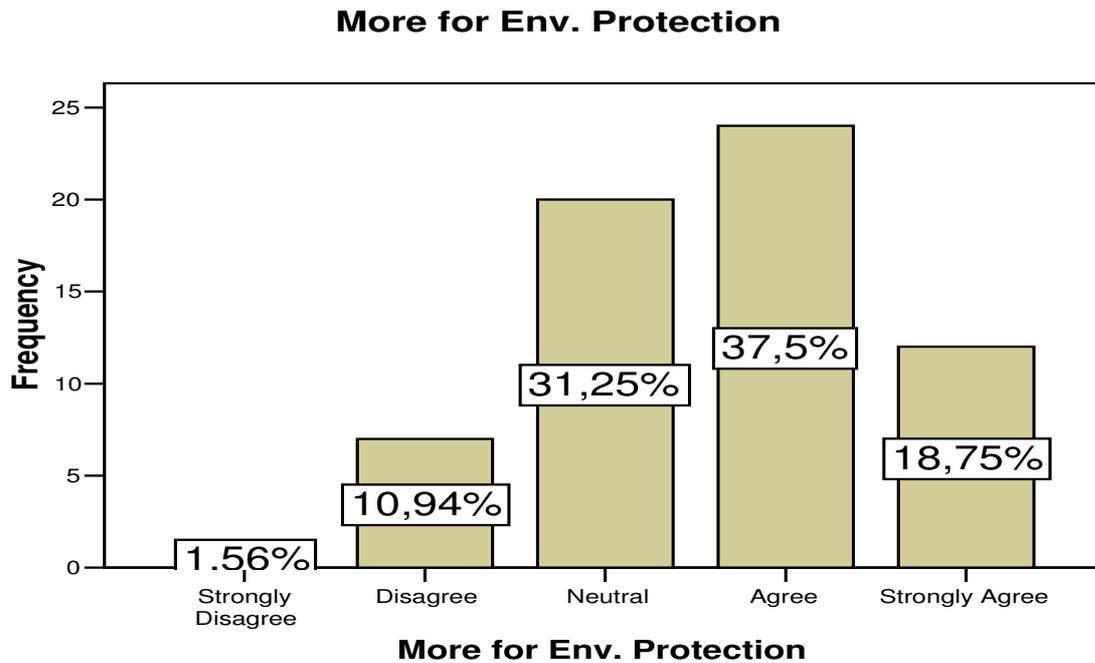
**Chart 3.5: What Consider More?**

Czech respondents are willing to pay more for environmentally friendly products almost at the same level (48 %) like in the UK. But only 17 per cent of respondents strongly disagree or disagree with the statement whereas there were almost 44 % in the UK. There were more than 30 per cent of respondents who are neutral in this statement (Chart 3.6).



**Chart 3.6: Willingness to pay more for environmentally friendly product**

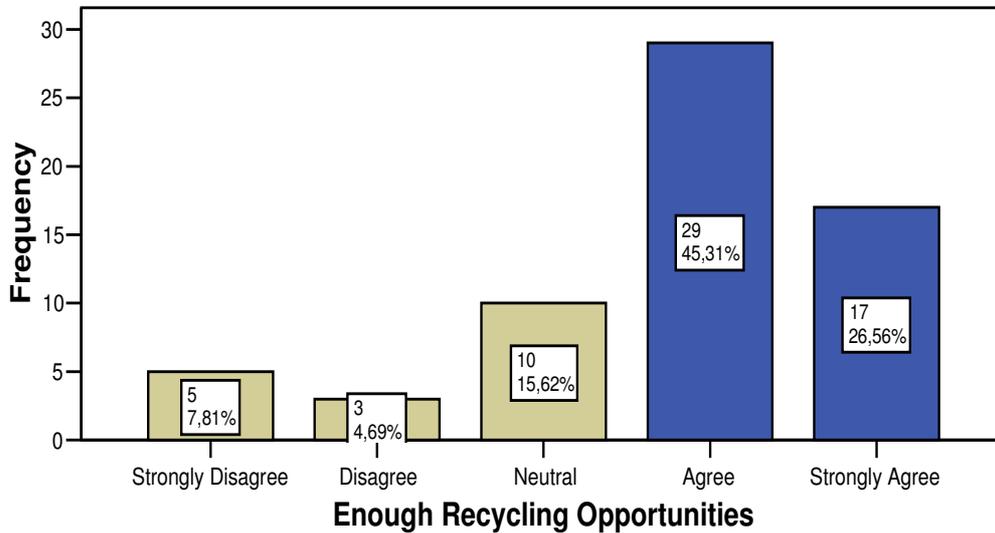
More than 50 per cent Czech respondents is willing to pay more for environmental protection and on the other hand, only 12.5 % are not willing to pay more for it (Chart 3.7). Unlike the UK 37.5 % of respondents are not willing to pay more for environmental protection.



**Chart 3.7: Willingness to pay more for environmental protection**

Unlike the UK, where only 25 % respondents mean that they have enough opportunities for recycling, in the Czech Republic there more than 70 per cent of respondents with the same meaning (Chart 3.8). Whereas there was more than 50 % respondents who disagree with this statement in the UK, there are only 12.5 % of Czech respondents who disagree.

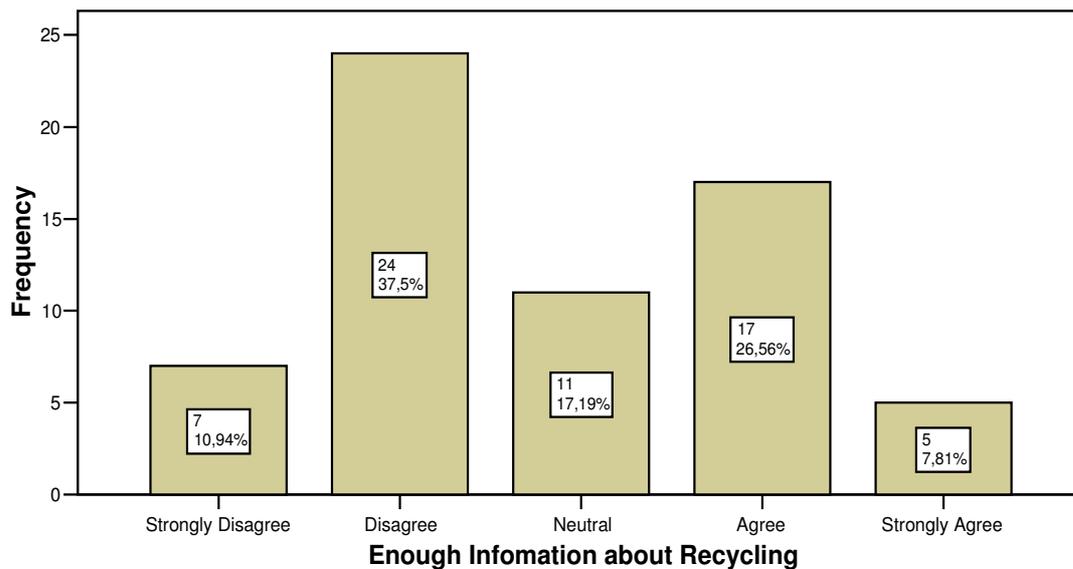
### Enough Recycling Opportunities



**Chart 3.8: Enough Opportunities for Recycling**

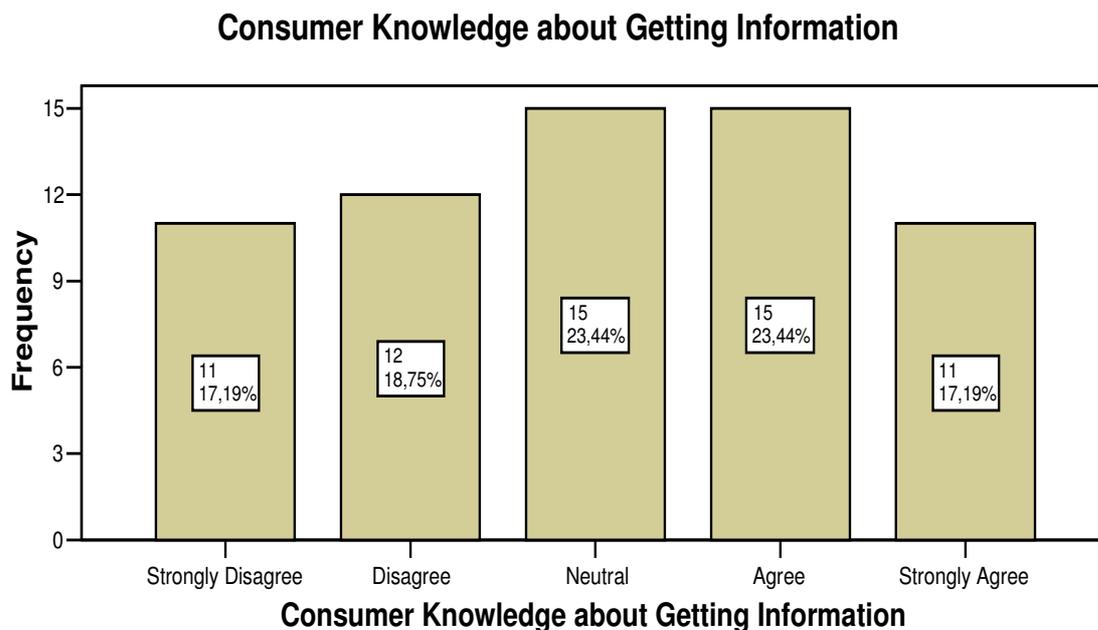
As well as in the UK, in the Czech Republic about 50 % respondents also disagree with the statement that they get enough information about Recycling. But still more than 30 % agree with this (for details see Chart 3.9).

### Enough Information about Recycling



**Chart 3.9: Enough Information about Waste management and Recycling**

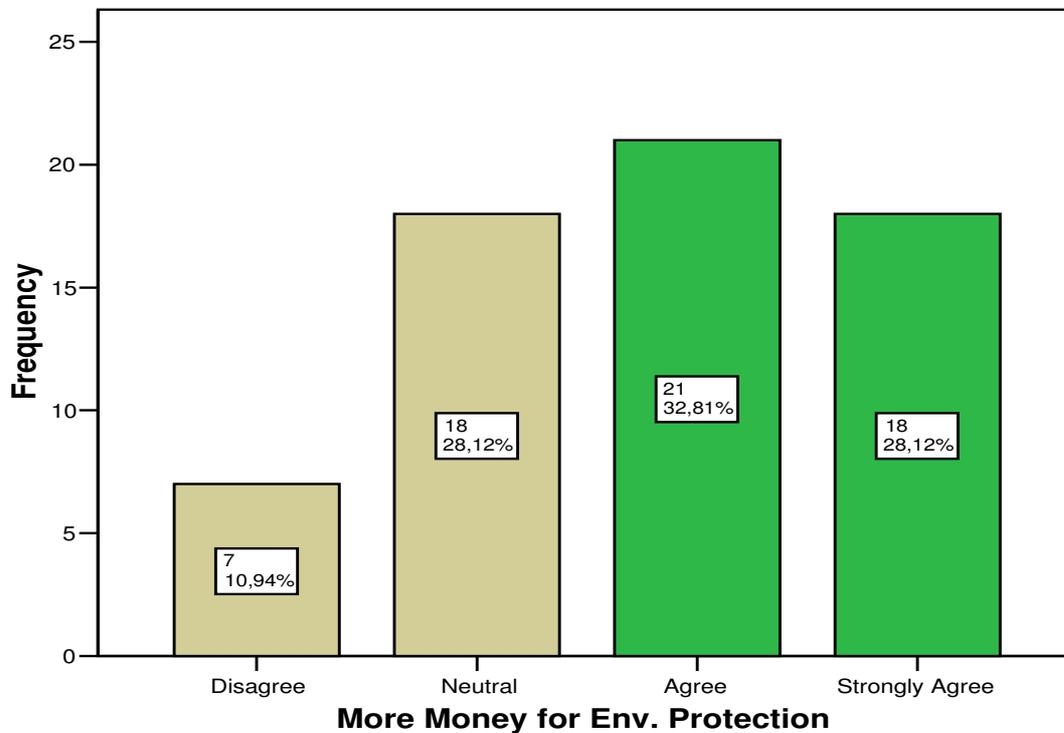
Unlike the UK, in the Czech Republic “only” about 35 % consumers do not know where they get information about recycling (Chart 3.10). On the other hand, there are more respondents (42 %), who know it, in the UK.



**Chart 3.10: Knowledge of Consumers about Getting Information**

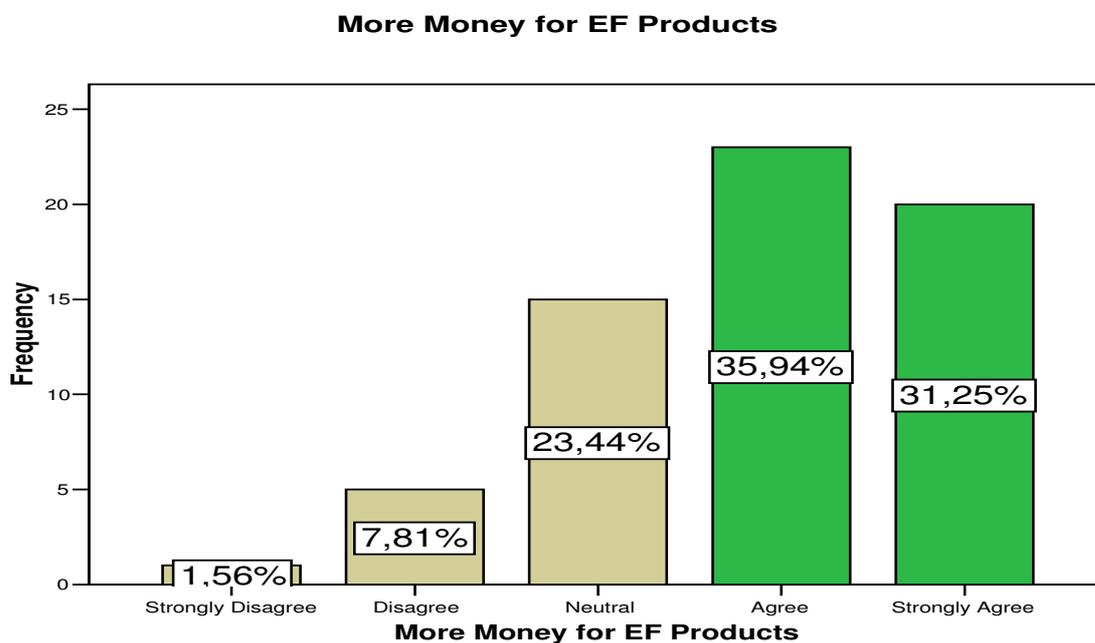
Another point of view in comparison was willingness of consumers to pay more for environmental protection if they had more money. Even more than 60 % Czech respondents are willing to pay more (Chart 3.11). It is the same result as in the UK. But there is less percentage of disagreement – only about 10 %, unlike the UK where more than 25 % of respondents disagree.

### More Money for Env. Protection



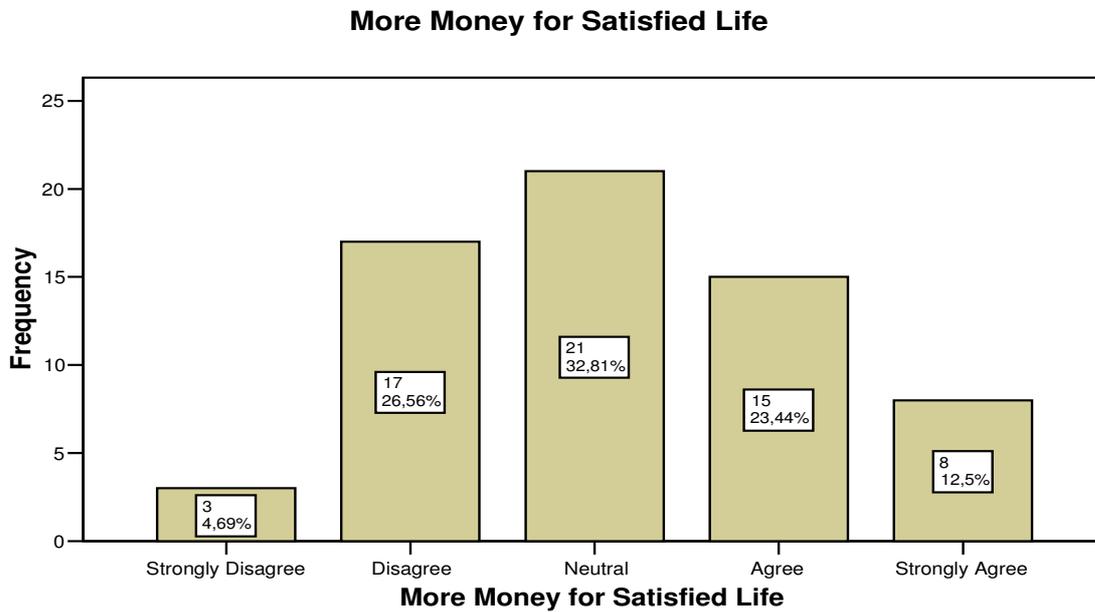
**Chart 3.11: If Consumers Had More Money They Would Be Willing to Pay More for Environmental Protection**

More positive result was in case, when consumers would be willing to pay more for environmentally friendly products if they had more money. Almost 70 per cent Czech respondents agree with the statements (unlike the UK – almost 40 %) and only about 9 per cent disagree. In the UK disagree more than 40 %. This implies that consumers would be willing to pay more money for environmentally friendly products than for environmental protection in the Czech Republic (Chart 3.12).



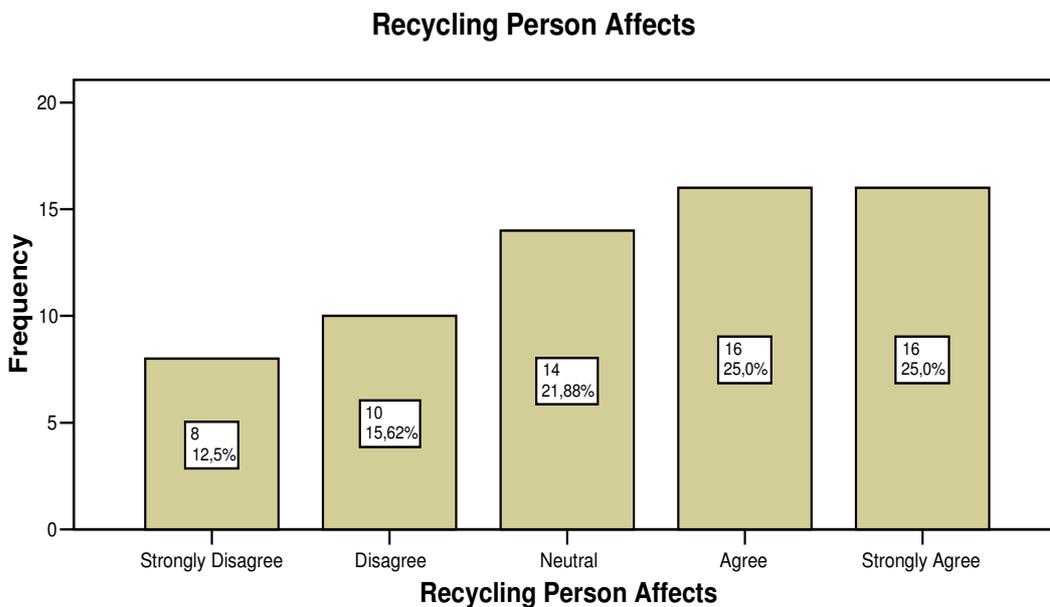
**Chart 3.12: If Consumers Had More Money They Would Be Willing to Pay More for Environmentally Friendly Products**

Consequently, respondents were compared in need of money for their satisfied life. Unlike the UK, where more than 50 per cent respondents need more money, about 35 % Czech respondents agreed. More than 30 % Czech respondents stated that they do not need more money for satisfied life (Chart 3.13). This implies that more Czech consumers are not very adherent to money and their behaviour is affected by other factors.



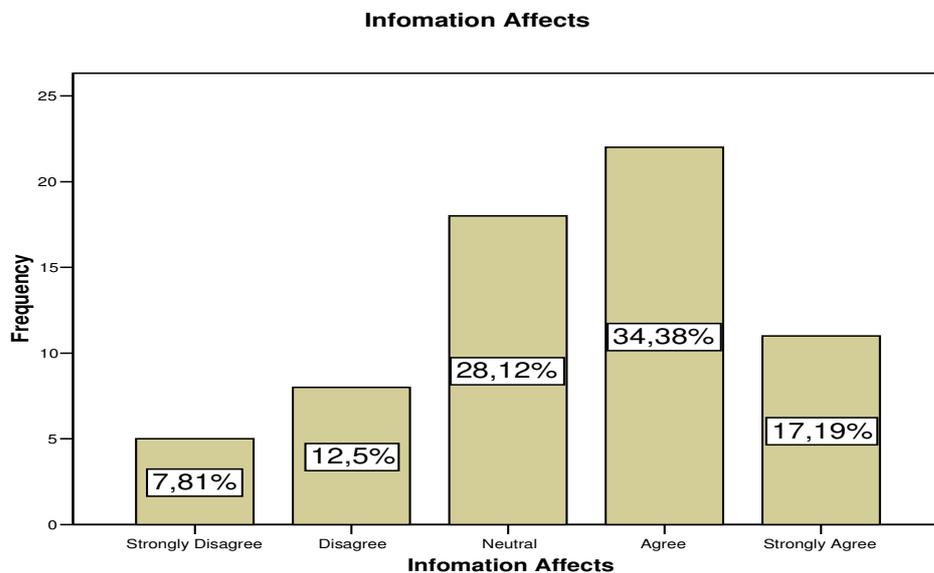
**Chart 3.13: More Money for Satisfied Life**

50 per cent Czech respondents feel affected by seeing somebody else who recycles (Chart 3.14). Whereas, there are 50 % respondents disagree with this statement in the UK.



**Chart 3.14: Seeing Person Who Is Recycling Affects**

More than 50 % Czech respondents feel influenced when they get any information about recycling (Chart 3.15). There are affected only about 35 % respondents by getting the information in the UK.



**Chart 3.15: Getting Information about Recycling Affects**

According to survey, almost all Czech respondents are upset when they see somebody who is throwing rubbish in the street. Nobody answered “disagree” with this statement (Table 3.23). There is diametrical difference between Czech and UK respondent. There almost 30 % respondents are not upset by seeing somebody who is throwing rubbish in the UK.

**Table 3.23: Consumers Are Upset When They See Somebody Who Is Throwing Rubbish in the Street**

	Frequency	Valid Percent	Cumulative Percent
Valid Neutral	2	3,1	3,1
Agree	14	21,9	25,0
Strongly Agree	48	75,0	100,0
Total	64	100,0	

3 % of Czech respondents stated that they personally throw rubbish in the street and they do that because they can not find any litter bin. It is also great difference between Czech and British attitude. In the UK throws rubbish more than 35 % respondents and mostly because they do not care about it.

Unlike the UK, there are mostly consumers (70 %), who know place where they can recycle and attend it regularly, in the Czech Republic (Table 3.24). These people recycle mainly because they find it supporting the environment (56.5 %), then because it is significant (32.6 %) or the respondents stated other reason (6.5 %) and 4.3 % are influenced by people who recycle. The factors which mostly affect consumer decision to recycle are family and consumer spontaneous decision (both 27.3 %). Then they are affected by Media Information (15.9 %), advertisement (11.4 %), friends (4.5 %) and internet information (2.3 %). Remaining 11.4 % has other influence such a school, scientific facts, relationship to nature and sense of doing well.

**Table 3.24: Recycling Place**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Know + no attendance	3	4,7	4,7	4,7
	Know + occasionally	10	15,6	15,6	20,3
	Know + seldom	1	1,6	1,6	21,9
	Know + regularly attendance	45	70,3	70,3	92,2
	Do not Know Place	5	7,8	7,8	100,0
	Total	64	100,0	100,0	

Respondents who attend recycling place occasionally or seldom would attend it more if they had more time (45.5 %) or it was closer to their place of living (36.4 %). And remaining 18.2 % (2 respondents) stated if they were not so lazy.

Respondents who do not attend the recycling place in spite of they know it find it time consuming (50 % - 1 respondent) and one respondent stated that it is too far from his or her home.

As well as in the UK, all Czech respondents who do not know recycling place would attend it if they knew it.

### 3.4 Additional Findings

At the end must be also mentioned that respondents were also asked about their qualification. But the sample was not as big as possible to investigate if level of education affects consumer behaviour or attitudes so that this information was not used. As an illustration there are shown UK (Chart 3.16) and Czech (Chart 3.17) data.

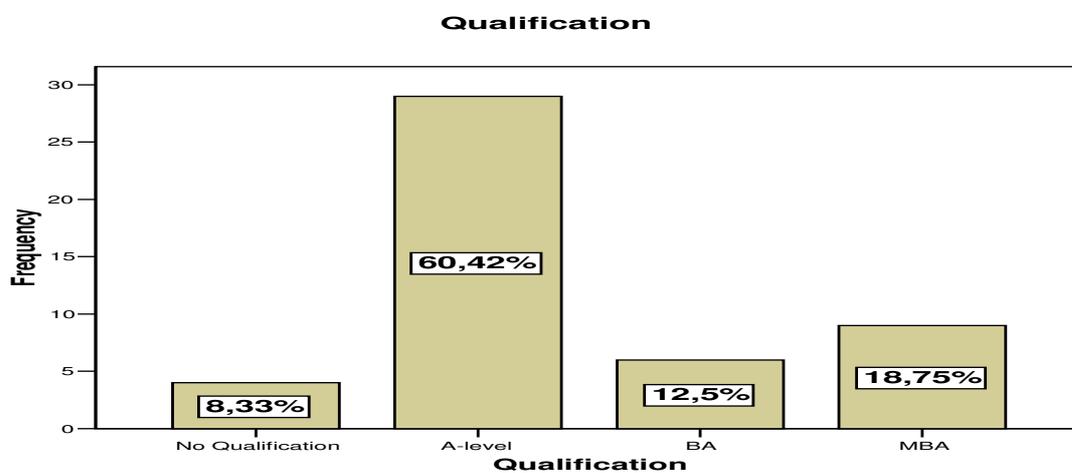


Chart 3.16: Qualification (United Kingdom)

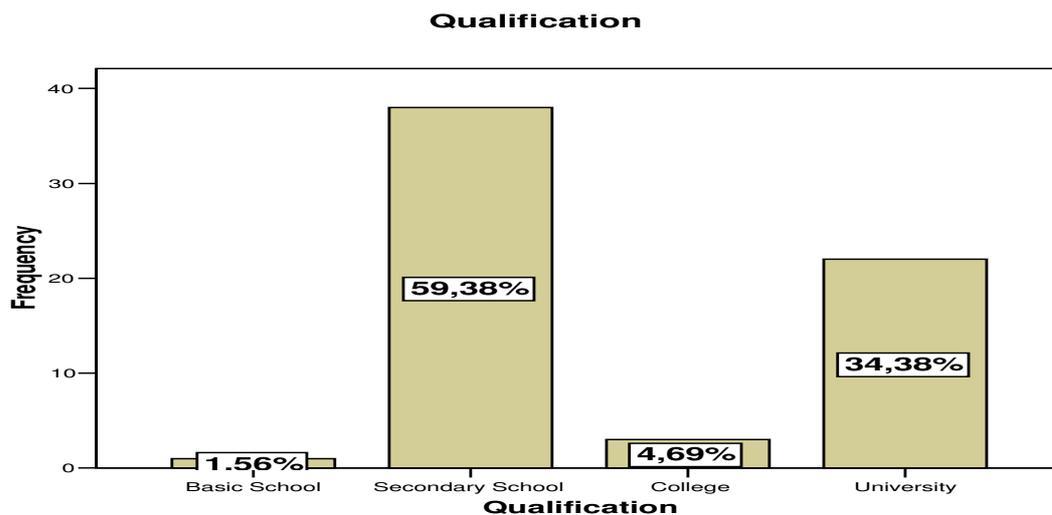


Chart 3.17: Qualification (Czech Republic)

### 3.5 Analysis of Hypotheses

This part of Chapter 3 is concerned with hypotheses formed at the end of Chapter 1 – “Literature Review”. All hypotheses using data collected in survey, they are analysed and they are tested by Chi-Square test.

*Hypothesis 1:*

- $H_0$ : Consideration to buy or not to buy quality product or environmentally friendly product depends on gender.
- $H_1$ : non  $H_0$

**Table 3.25: Chi-Square Tests (Hypothesis 1)**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	<b>7,734</b>	<b>1</b>	<b>,005</b>		
Continuity Correction	6,679	1	,010		
Likelihood Ratio	7,980	1	,005		
Fisher's Exact Test				,006	,004
Linear-by-Linear Association	7,665	1	,006		
N of Valid Cases	112				

Since value Chi-Square is not greater than 5 % we can reject null hypothesis and assume alternative one. Thus, according to test, consideration to buy or not to buy quality product or environmentally friendly product does not depend on gender.

*Hypothesis 2:*

- $H_0$ : Consideration to buy or not to buy quality product or environmentally friendly product depends on country of living.
- $H_1$ : non  $H_0$

**Table 3.26: Chi-Square Tests (Hypothesis 2)**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	<b>,003</b>	<b>1</b>	<b>,955</b>		
Continuity Correction	,000	1	1,000		
Likelihood Ratio	,003	1	,955		
Fisher's Exact Test				1,000	,555
Linear-by-Linear Association	,003	1	,956		
N of Valid Cases	112				

Since value Chi-Square is greater than 5 % we can not reject null hypothesis. Thus consideration to buy or not to buy quality product or environmentally friendly product can depend on country of living.

*Hypothesis 3:*

- $H_0$ : The willingness to pay more for environmentally friendly products depends on nationality.
- $H_1$ : non  $H_0$

**Table 3.27: Chi-Square Tests (Hypothesis 3)**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	<b>28,281</b>	<b>12</b>	<b>,005</b>
Likelihood Ratio	30,465	12	,002
Linear-by-Linear Association	4,174	1	,041
N of Valid Cases	112		

Since value Chi-Square is not greater than 5 % we can reject null hypothesis and assume alternative hypothesis. Thus the willingness to pay more for environmentally friendly products does not depend on nationality.

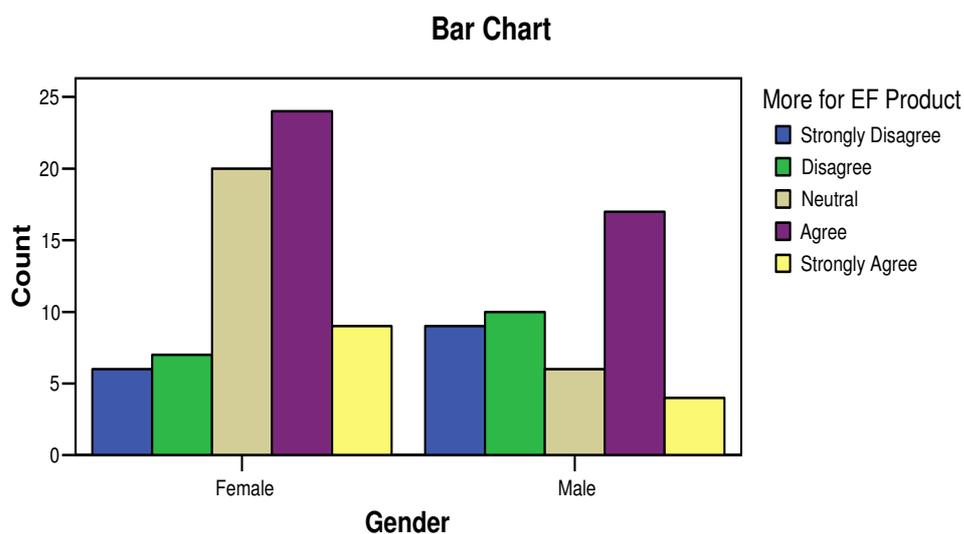
*Hypothesis 4:*

- $H_0$ : The willingness to pay more for environmentally friendly products depends on gender.
- $H_1$ : non  $H_0$

**Table 3.28: Chi-Square Tests (Hypothesis 4)**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	<b>8,485</b>	<b>4</b>	<b>,075</b>
Likelihood Ratio	8,673	4	,070
Linear-by-Linear Association	3,094	1	,079
N of Valid Cases	112		

Since value Chi-Square is greater than 5 % we can not reject null hypothesis. Thus the willingness to pay more for environmentally friendly products can depend on gender.



**Chart 3.18: Dependence of Willingness to Pay More for Environmentally Friendly Products on Gender**

## 4 Discussion and Recommendations

This chapter summarises investigated findings from previous chapter and it is also focused on discussion the objectives formed at the end of chapter “Literature Review”. It also tries to give some recommendations.

The research results showed that most of UK consumers do not mean that they have enough opportunities for recycling (Table 3.7). On the other hand there are most of Czech consumers who find enough opportunities (Chart 3.8). According to literature (Bekin et al., 2006), there should be enough recycling place in each town or city in both countries.

There can be a difference in consumer attitudes because of different situation in both countries. While Czech people are willing to attend the recycling place, the British ones are not. It might be caused by allocation particular recycling sites and containers, and also by way of living. While there live more people in flats, blocks of flats or housing estate in the Czech Republic, In the UK, more people live in family houses which make largest towns and cities and places for recycling are spread all over them. Thus these sites can be much more far from place of living in the UK than in the Czech Republic.

Huge difference might be also caused by places where was survey conducted. Definitely results would be different and survey would be more relevant if the survey was conducted in all (or at least most of) towns, cities and villages in both countries.

The diametrical difference was also proved in question about throwing rubbish. The results show absolutely different attitude UK consumers than Czech ones. More than one third of respondents stated that they throw it and one half of them stated as a reason of throwing their usual manners (Table 3.16 and Table 3.17). This kind of behaviour can have very consequential effects for environment. Again, the results do not have to be conclusive because respondents might feel uncomfortably while filling in the questionnaire and they did not have to answer truly. Thus data could be distorted. If the results were conclusive, it is very alarming aspect and it should be tackled. The government should try to find any solution. Maybe some “quicker solution” is better term. There are already efforts to change it by education in schools. In spite of it is successful

solution, it is still long and ongoing process. As was already mentioned (Meneses & Palacio, 2006), this issue can be caused by fact that there were no litter bins in the streets in the UK in the past.

The study also proved that consumers would be altogether willing to pay more for environment if they had more money. While consumers would be definite willing to pay and support environmental protection (Table 3.10 and Chart 3.11), in case of paying for environmentally friendly product the opinion is not so definite (Table 3.11 and Chart 3.12). The Czech consumers would be willing to pay even more for those products than for protection, but consumers are not equivalent in this matter in the UK. Thus the producers should try to start make products which would be environmentally friendly at the same time. But, on the other hand, there is still a word "if". If the consumers had more money, they would be willing... (Laroche et al., 2001) But they would be still willing if they really had money? The respondents can answer "yes, we are willing", but then? It is just a hypothetical question and probably until somebody has enough money he or she probably use money for something else, something what is needed in current time. If there were produced only products which are environmentally friendly, consumers do not have to think about it and it could be one solution how to protect the environment.

The survey also proved presumption about buying preferences. Most of consumers prefer product quality to products which are environmentally friendly. In the Czech Republic there was even none who prefers only environmentally friendly product. About one third of consumers (in both countries) consider both factors when buying. As already recommended above, there should be produced mostly or even only products which are environmentally friendly. This should help to protect environment and also support sustainable development. It is also necessary to manufacture the products in order to be reusable or recyclable (Tammemagi, 1999). This can be probably the solution how protect the environment. Consumers will probably always prefer the quality of product so, if we want to do something for environment we must produce only products which are high-quality and environmentally friendly at the same time.

## 5 Conclusion

The main purpose of this study was to explore and compare consumer behaviour, attitudes and relations to environmental protection, and especially to recycling, in the UK and in the Czech Republic. On the basis of literature and its analysing were formed objectives and hypotheses which were consequently expanded in practical part of dissertation. As a strategy of research was chosen survey and in consequence research method of questionnaire. After data collection, data were analysed, and according to knowledge of analysis, objectives and hypotheses were solved and discussed.

In some areas, the research results proved great differences in attitudes or behaviour between Czech and British consumers. It also implies already from literature which indicates that there are different conditions in each country and consequently there must be different manners and attitudes towards those areas where the different conditions are. This implies that there will be probably always any differences because issues in particular countries can not be changed from one day to another. Situation is also different because of different experience of both counties in the past. On the one hand country which has been still expanding – the United Kingdom and on the other hand the post-communist Czech Republic. According to hypotheses analysed at the end of Chapter 3, the consideration of buying environmentally friendly product or high-quality product depends more likely on country of living than e.g. on gender. On the other hand the willingness to pay more for environmentally friendly products depends more likely on gender than on nationality of consumers.

The study also pointed out that Czech consumers feel enough opportunities for recycling and it also affects their attitudes. While in the UK consumers take another point of view. It reflects their different behaviour while recycling. Huge difference in attitudes was also proved in case of throwing rubbish in the street. According to study the UK consumers

do it even more than the Czech ones. It might be also caused by different situation in both countries in the past. There were removed litter bins from streets because of terrorist threats of bomb attacks and the consumers had briefly no opportunity to throw rubbish in any bin. In the Czech Republic there were no such threats and therefore people stayed to be used to using litter bins because they had opportunities for it. In the Czech Republic as well as the UK, consumers prefer quality product to environmentally friendly product or consider both factors at the same level when they decide to buy. One of possible further steps for environmental protection might be efforts of producers to manufacture only products which are environmentally friendly. But on the other hand it is complicated to produce only such products because their production mostly takes more money and nowadays there are main efforts aimed at cost reductions in the world.

Results of this study can not be generalized because the research was limited by time for investigation, by places where was survey conducted, and as well as by relatively small number of respondents. Thus this particular study might not reflect the real situation in both countries. In the UK, there were included also other nationality respondents who live in the UK. These respondents also live in the Czech Republic, but they live in places where survey was not conducted. Any further research should respect these facts and aim at bigger sample of respondents in more towns, cities and villages all over both countries in order to achieve more truthful and authentic information, and in order to investigate real consumer behaviour and attitudes towards recycling both in the UK and the Czech Republic.

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## Appendix A

(Questionnaire – UK Version)

### The Comparison of the Consumer Attitudes towards Recycling between the United Kingdom and the Czech Republic.

This questionnaire was created by Zanita Neumanova, who is student of the University of Huddersfield. This survey will be used as a data collection for her dissertation. It is focused on comparison of the consumer attitudes towards recycling between the United Kingdom and the Czech Republic. For the purpose of the research author would be grateful if you could answer the questionnaire below. Its completion takes no longer than 5 minutes. Of course, all of the information you will provide are anonymous and used only for the purposes of this dissertation.

After you will fill this questionnaire, please, save your answers send it to one of these e-mail addresses: janette.new@gmail.com, ing1@seznam.cz or u0767461@hud.ac.uk.

1. How important are the following values to you?

<b>Health</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Family</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Friends</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Environment</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Cleanness</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Money</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Successful Life</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Comfortable Environment</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Feeling of Happiness</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Feeling of Pleasure</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important
<b>Product Prices</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very important

2. Evaluate the following interests – how are you interested in them?

<b>Job</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very interested
<b>Media</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very interested
<b>Environment</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very interested
<b>Entertainment</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very interested
<b>Food</b>	not at all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	very interested

3. When buying products what do you consider more? **(mark just one option)**

**I prefer:**

- 1  Product quality
- 2  Environmentally friendly product
- 3  Both at the same level

4. Evaluate the following statements – how they express best your opinion?

**I am willing to pay more for environmentally friendly products.**

Strongly disagree 1 2 3 4 5 Strongly agree

**I am willing to pay more for environmental protection.**

Strongly disagree 1 2 3 4 5 Strongly agree

**I have enough opportunities for recycling.**

Strongly disagree 1 2 3 4 5 Strongly agree

**I get enough information about waste management (environmental behaviour, recycling).**

Strongly disagree 1 2 3 4 5 Strongly agree

**I know where I can get information about waste management (environmental behaviour, recycling).**

Strongly disagree 1 2 3 4 5 Strongly agree

**If I had more money I would be willing to pay more for support of environmental protection.**

Strongly disagree   1 2 3 4 5   Strongly agree

**If I had more money I would be willing to pay more for environmentally friendly products.**

Strongly disagree   1 2 3 4 5   Strongly agree

**I need more money for my satisfied life.**

Strongly disagree   1 2 3 4 5   Strongly agree

**If I see someone, who is recycling, it affects me.**

Strongly disagree   1 2 3 4 5   Strongly agree

**If I get any information about recycling (or waste management) it affects me.**

Strongly disagree   1 2 3 4 5   Strongly agree

**I am upset when I see someone who is throwing rubbish in the street.**

Strongly disagree   1 2 3 4 5   Strongly agree

**I personally throw any rubbish in the street sometime.**

1  Yes

2  No

(If you marked “**Yes**”, please **specify why in following question (No.5)**. If you marked “**No**”, please carry on with question **No. 6**)

5. Why do you throw rubbish in the street? (mark just one option)

- 1  No time for looking for any litter bin
- 2  I can not find any litter bin
- 3  I do it commonly – I am used to doing it
- 4  Another reason – please specify:

6. Place, where I can recycle: (mark just one option)

- 1  **I know where it is, but I do not attend it**  
(If you marked this option, please fill in question **No. 7(d)** and then carry on with question **No. 8**)
- 2  **I know where it is and I attend it occasionally**  
(If you marked this option, please fill in question **No. 7(c)** and then carry on with question **No. 8**)
- 3  **I know where it is and I attend it seldom**  
(If you marked this option, please fill in question **No. 7(c)** and then carry on with question **No. 8**)
- 4  **I know where it is and I attend it regularly**  
(If you marked this option, please fill in questions **No. 7(a), 7(b)** and then carry on with question **No. 8**)
- 5  **I do not know such place**  
(If you marked this option, please fill in question **No. 7(e)** and then carry on with question **No. 8**)

7 (a). Why do you recycle? (mark just one option)

- 1  It supports environment
- 2  I am influenced by people who recycle
- 3  I find it significant

4  Other, please specify:

**7 (b).** Which of the following factors affects mostly your decision of recycling?

**(mark just one option)**

- 1  Family member(s)
- 2  Friend(s)
- 3  Information on the Internet
- 4  Media information
- 5  Advertisements
- 6  I decide spontaneously
- 7  Other, please specify:

**7 (c).** I would attend it more if: **(mark just one option)**

- 1  I had more time
- 2  it was closer to my place of living
- 3  Other, please specify:

**7 (d).** I do not attend it because: **(mark just one option)**

- 1  I do not care about it
- 2  It is time consuming
- 3  It is too far from my place of living
- 4  Other, please specify:

**7 (e).** If I knew such place: **(mark just one option)**

- 1  I would attend it
- 2  I would not attend it – please specify why:

8. What is your occupation?

**(If you are student who also works, please fill in student + part-time job or student + full-time job.)**

9. What is your higher educational attainment (qualification)?

10. Age:

11. Gender: female    male

12. Nationality:

If you want to know the results of the research, mark this box

Author does really appreciate the time you devoted to completion of this questionnaire and she would really like to thank you for your help.

## Appendix B

(Questionnaire – Czech Version)

### Srovnání postojů spotřebitelů k recyklaci mezi Velkou Británií a Českou republikou.

Tento dotazník vytvořila Žaneta Neumanová, studentka University of Huddersfield. Průzkum slouží jako sběr dat pro její závěrečnou bakalářskou práci. Tato práce se zaměřuje na porovnání postoje spotřebitelů k recyklaci mezi Velkou Británií a Českou republikou. Autorka Vám bude vděčná, pokud za účelem výzkumu vyplníte níže uvedený dotazník. Jeho vyplnění nezabere více než 5 minut a samozřejmě všechny informace v něm uvedené jsou anonymní a budou použity pouze za účelem této bakalářské práce.

Poté, co vyplníte tento dotazník, prosím, uložte své odpovědi a odešlete na jednu z uvedených e-mailových adres: janette.new@gmail.com, ing1@seznam.cz nebo u0767461@hud.ac.uk.

1. Jak jsou pro Vás důležité následující hodnoty?

<b>Zdraví</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Rodina</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Přátelé</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Životní prostředí</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Čistota</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Peníze</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Úspěšný život</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Pohodlné prostředí</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Pocit štěstí</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Pocit radosti</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité
<b>Cena výrobku</b>	vůbec	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi důležité

2. Ohodnoťte následující zájmy.

<b>Práce</b>	vůbec nezajímá	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi mě zajímá
<b>Média</b>	vůbec nezajímá	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi mě zajímá
<b>Životní prostředí</b>	vůbec nezajímá	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi mě zajímá
<b>Zábava</b>	vůbec nezajímá	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi mě zajímá
<b>Jídlo</b>	vůbec nezajímá	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	velmi mě zajímá

3. Při koupi výrobků upřednostňuji: **(označte pouze jednu odpověď)**

- 1  Kvalitu výrobku
- 2  Šetrnost výrobku k životnímu prostředí
- 3  Obě možnosti na stejné úrovni

4. Ohodnoťte následující tvrzení. Označte to, které nejlépe vyjadřuje Váš názor.

**Jsem ochotný/á zaplatit více za výrobky, které jsou šetrnější k životnímu prostředí.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Jsem ochoten/a zaplatit více ve prospěch ochrany životního prostředí.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Mám dostatek příležitostí k třídění odpadu (recyklaci).**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Dostávám dostatek informací o odpadovém hospodářství (recyklaci, správném chování k životnímu prostředí).**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Vím, kde mohu získat informace o odpadovém hospodářství (recyklaci, správném chování k životnímu prostředí).**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Pokud bych měl/a více peněz, byl/a bych ochotný/á platit více na podporu životního prostředí.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Pokud bych měl/a více peněz, byl/a bych ochotný/á zaplatit více za produkty, které jsou šetrnější k životnímu prostředí.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Potřebuji více peněz, abych měl/a spokojený život.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Jsem ovlivněn/a, pokud vidím někoho, kdo třídí odpad.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Jsem ovlivněn/a, pokud obdržím informaci o recyklaci.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Zneklidňuje mě, pokud vidím někoho, kdo odhodí smetí na ulici.**

Absolutně nesouhlasím 1 2 3 4 5 Absolutně souhlasím

**Já osobně občas odhazuji smetí na ulici.**

1  Ano

2  Ne

(Jestliže jste označili "Ano", prosím upřesněte proč v následující otázce (č.5).

Jestliže jste označili "Ne", prosím pokračujte otázkou č. 6)

5. Proč vyhazujete smetí na ulici? (označte pouze jednu odpověď)

- 1  Nemám čas na hledání odpadkového koše
- 2  Nemohu najít odpadkový koš
- 3  Děláním to běžně – jsem na to zvyklý/á
- 4  Jiný důvod – prosím upřesněte:

6. Místo, kde je možné třídit odpad: (označte pouze jednu odpověď)

- 1  **vím, kde je, ale netřídím**  
(Jestliže jste označili tuto odpověď, prosím vyplňte otázku č. 7(d) a následně pokračujte otázkou č. 8)
- 2  **vím, kde je a třídím příležitostně**  
(Jestliže jste označili tuto odpověď, prosím vyplňte otázku č. 7(c) a následně pokračujte otázkou č. 8)
- 3  **vím, kde je, ale třídím zřídka**  
(Jestliže jste označili tuto odpověď, prosím vyplňte otázku č. 7(c) a následně pokračujte otázkou č. 8)
- 4  **vím, kde je a třídím pravidelně**  
(Jestliže jste označili tuto odpověď, prosím vyplňte otázky č. 7(a), 7(b) a následně pokračujte otázkou č. 8)
- 5  **Neznám**  
(Jestliže jste označili tuto odpověď, prosím vyplňte otázku č. 7(e) a následně pokračujte otázkou č. 8)

**7 (a).** Proč třídíte odpad? (označte pouze jednu odpověď)

- 1  Je to správné pro životní prostředí
- 2  Ovlivňují mě lidé, kteří odpad třídí
- 3  Myslím, že je to důležité.
- 4  Jiný důvod, prosím upřesněte:

**7 (b).** Který z následujících faktorů ovlivňuje nejvíce Vaše rozhodnutí třídít odpad?

(označte pouze jednu odpověď)

- 1  Rodina
- 2  Přátelé
- 3  Informace na internetu
- 4  Informace ze sdělovacích prostředků
- 5  Reklamy a propagace
- 6  Rozhoduji se spontánně
- 7  Jiný důvod, prosím upřesněte:

**7 (c).** Třídil/a bych odpad víc, pokud: (označte pouze jednu odpověď)

- 1  bych měl/a více času
- 2  by to místo pro recyklaci bylo blíže mému bydlišti
- 3  Jiný důvod, prosím upřesněte:

**7 (d).** Netřídím, protože: (označte pouze jednu odpověď)

- 1  mě to nezajímá
- 2  je to časově náročné
- 3  místo, kde je možné třídít odpad je daleko od mého bydliště
- 4  Jiný důvod, prosím upřesněte:

7 (e). Kdybych takové místo znal/a: (označte pouze jednu odpověď)

1  recykloval/a bych

2  nerecykloval/a bych – prosím upřesněte proč:

8. Jaké je Vaše povolání?

(Jste-li student, který zároveň pracuje, uveďte: student + zkrácený úvazek nebo student + plný úvazek.)

9. Jaké je Vaše nejvyšší dosažené vzdělání?

10. Věk:

11. Pohlaví: žena muž

12. Národnost:

Pokud chcete znát výsledek tohoto průzkumu, zaškrtněte toto pole

Autorka si velmi váží času, který jste věnovali vyplnění tohoto dotazníku a děkuje Vám za pomoc.