MARK6002: CONTEMPORARY ISSUES IN MARKETING MANAGEMENT

**ARE CONSUMERS EATING RESPONSIBLY?**

A QUALITATIVE STUDY INTO the attitudes of Generation Z towards sustainable food/beverage consumption IN THE UK

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**ABSTRACT**

The climate change emergency is reaching its peak and consumers are starting to favour sustainable alternatives over mainstream products. In recent years, consumers have become more aware and concerned with sustainability, increasing the popularity of ethical foods and leading researchers to question why and what is motivating consumers to change their purchasing behaviour. The dominant explanation for this behavioural change is social media and its ability to increase awareness and create trends (McKinsey and Co., 2018), however, there are disparities in explanations between generational cohorts. This research therefore focuses on Generation Z and how their attitudes towards sustainable food consumption are shaped by external factors, with a particular focus on the role of price, peer-acceptance and technology. This paper contains both primary and secondary research, in the form of a literature review and qualitative interviews which serve to understand the ethical purchasing gap and the effects of greenwashing. Contrary to what much of the previous research assumes about the behaviour of Generation Z, this report indicates that despite this cohort’s interest in sustainability, they are not completely willing to purchase meat and dairy alternatives due to various purchasing barriers, which are discussed at length.

## 1. introduction

Each generational cohort has their own unique experiences, lifestyles, values, history and expectations which affects their consumer behaviour. Generational groups are subsets of individuals who are born in the same specific era and who therefore have certain traits and characteristics attached to their behaviour (McKinsey, 2018). Marketers seek to understand these specific traits and segment them to use as tools in order to build better brand-consumer relationships and analyse how these develop over time (Williams and Page, 2011). Generation Z can be defined as those individuals born between 1997 and 2012 (Dimock, 2019) and are largely thought of as the ‘technological generation’ as they are the first generation who have had full access to the internet, WiFi, mobile phones and therefore constant connectivity (Dimock, 2019). Stereotypically, Generation Z are considered to be hyper-focused on peer-acceptance, instant-gratification, liberalism and low-cost purchases (Williams and Page, 2011). This paper seeks to analyse how the attitudes of Generation Z affect their consumption of sustainable food products and how factors such as peer pressure and e-commerce affects their consumer behaviour. The objectives of this research are as follows:

1. To explore the effect of price on the attitudes of Generation Z towards buying sustainable foods
2. To investigate the influence of peer-acceptance on Generation Z’s purchasing of dairy alternatives
3. To understand how e-commerce and the rise of technology affects Generation Z’s purchasing of meat-free alternatives

## 2. Literature Review

**2.1 GENERATION Z**

Definitions of Generation Z are somewhat nebulous. Some researchers argue Generation Z are the group of individuals currently aged 9-24 (Dimock, 2019), whereas others argue the generation are those aged 11-26, that is those born in 1995-2010 (McKinsey, 2018). For the purposes of this study, this generation are defined as those born between 1997-2012 as this is what the majority of research defines the cohort as. Colloquially, Generation Z are coined the ‘disruption era’, where “technology and society are evolving faster than businesses can naturally adapt” (Schwartz, 1999). The fast-paced technological adaptation and development in new tools such as social media and smartphones, mean Generation Z’s consumer experiences are largely shaped by accessibility and the views of their peers (Cherry, 2018). Typically, research has found this group are more concerned with the environment and healthy living than previous generations, largely due to a greater awareness of social issues from their widespread access to the media (Su et al., 2019). Economists predict that by the end of 2021, Generation Z will become the largest generational cohort across the UK and much of the US (Beal, 2017), making up 40% of total consumers across the globe, thus making it imperative marketers understand and harness this market segment.

Research by Mckinsey and Co. (2018) found that Generation Z are the most idealistic of the generations, focusing on individual expression and avoiding labels, seeking integrity and transparency from brands. These behavioural traits therefore create three distinct implications for this generation: “consumption as access over possession, consumption as an expression of identity, and consumption as a matter of ethical concern” (Mckinsey and Co., 2018). This generation do not only analyse their purchases, but the very nature of consumption itself and are therefore more frugal and cautious in their purchases, compared to the previous millennial generation who are more concerned with materialistic labels and branding (Valtech, 2020). A recent study into Sustainable Business development found that 59% of Generation Z revealed a genuine interest in leading change in sustainable innovations and as such, meant the cohort were more likely to purchase from brands who demonstrate a genuine interest in environmental issues (Su et al., 2019). Due to Generation Z’s overall rectitude, the potential within the sustainable food market is extensive, and is therefore a necessity for businesses to demonstrate environmental and sustainable understanding in order to maintain loyalty and growth over time.

Generation Z are the first pure digital natives, reflecting a cohort who have only known a world heavily reliant on technology and as such, make most of their purchases online. A 2020 study conducted by the BusinessofApps (2020) found that Generation Z spend around 60% of their time online in shopping apps, with the average Generation Z individual having 20 shopping apps on their smartphone. However, unlike the millennial generation, Generation Z are moving away from e-commerce and into social commerce, where items are purchased within a social media app (Kastelholz, 2021). A huge majority of Generation Z now claim that social media is the greatest influence over their purchasing habits, with 97% reporting taking inspiration from what their peers and brands post online (YPulse Survey, 2021), and a further 66% report shopping within a social media platform. It therefore seems imperative for marketers to use social media as an opportunity to increase and enhance their digital presence to capture the ‘iGeneration’ (Beall, 2017).

**2.2 SUSTAINABLE FOOD MARKET**

Creating a truly sustainable food market is challenging. There are certain factors that contribute to the manufacturing of sustainable food products, which includes the production, distribution, packaging and waste production (Ackers, 2021). All of these factors affect resource usage, animal welfare, the environment, the economy and health and social wellbeing. As well an increase in sustainable farming practices, the food market has also seen the introduction of plant based alternatives to reduce the global dependence on animal agriculture, with brands such as Mars and Ben and Jerry’s now manufacturing dairy alternative product ranges (WARC, 2021). The increase in the plant based market is arguably down to growing consumer demand for sustainable foods, however, there are other social and economic factors which are supporting the growth of the market.

Amongst the Generation Z cohort, studies have found that these individuals are contributing to the 8.4% annual growth rate of the meat alternatives market more than any other generation (Robinson, 2017). The UK ‘meatless-meat’ market is now worth £1bn according to research by the Financial Times (2020) and is predicted to continue growing as more of the key market players such as Nestle continue developing the technology and sustainable practices required to produce these food products. Underpinning this movement, is the consumer expectation and demand for sustainable alternatives, with research showing that Generation Z consumes 57% more tofu and 550% more dairy-free milk alternatives than their millennial antecedents (Robinson, 2017). Events such as Veganuary are evidence of how the plant-based market is growing, with 580,000 people taking part in the challenge in 2021, an increase of 100% from 2020 (Warc, 2021). Supermarkets such as Tesco reported a 35% sales increase of vegan products in the month of January demonstrating a major event in the retail calendar (WARC, 2021), however, this movement is not exclusive to the month of January. More consumers, especially the Generation Z group, are adopting a ‘flexitarian’ lifestyle throughout the year, where parts of their diet include vegan and sustainable alternatives (WARC, 2021). Research by Mintel (2021), found that Generation Z’s top reasons for switching to a flexitarian diet came from beliefs that eating meat was unhealthy (32%), more expensive (31%) and more environmentally damaging (31%), highlighting their consumption probity and frugality. Of the 48% of UK consumers who believe a reduction in animal food products helps the environment, 75% fell into the Generation Z age group (Mintel, 2021) and therefore demonstrates how likely this group are to contribute to the growth of the sustainable food market.

Despite the growth of the sustainable food market, there still remains individuals who are averse to the consumption of plant-based products, as well as a behavioural purchasing gap amongst those who do report being environmental advocates. Movements such as ‘Regenuary’ challenge Veganuary, advocating changes in the farming of animal products to more sustainable and progressive manufacturing styles, as well as arguing that plant based alternatives cause similar levels of pollution as agricultural farming (WARC, 2021). Animal-led grocery brands such as Dunbia UK and Morrison SuperMarkets plc. are increasing their efforts to negate the growth of the plant-based market by focusing their marketing communications on the ethics and animal welfare of agricultural farming (WARC, 2021), which partially contributes to the ethical purchasing gap of sustainable foods. In a 2021 study by Climate Outreach, 87% of participants reported caring about the future of the planet and as such take steps to purchase sustainable food alternatives, however, a mere 20% of these consumers actually fully engage with their sustainable narratives, creating a purchasing gap (Kingston, 2021). From a consumer behaviour perspective, sustainable living seems like a lifestyle fuelled by compromise with less consumption and ultimately ‘joylessness’ (Kingston, 2021), which to Generation Z consumers detracts away from their ‘right’ to accessibility which has been created by technology and e-commerce. Additionally, a factor contributing to the purchasing gap is the finances of Generation Z, who typically have little disposable income due to their age and lack of experience, and therefore consume in more parsimonious ways (McLaren, 2021). However, this 20% of consumers who do engage with their sustainable morals, represents a £382bn future market opportunity and therefore still remains a market with huge potential if brands continue to maintain their transparency (Carruthers, 2021).

**2.3 LIMITATIONS**

Defining the behavioural traits of a generation is inherently difficult, since behaviour is dependent upon culture, class, geographics, technology, gender and individual experiences. Since the majority of literature assumes Generation Z is a homogenous group, and doesn’t factor in sub-segment differences, its applicability is limited and thus its validity is somewhat limited. For this reason, it would be incorrect to assume that behaviours within the generational cohort can be applied to all individuals, hence this research paper will focus on the behaviour of UK based individuals aged 21-22.

Additionally, much of the literature into the sustainable food market fails to segment and provide information of the sustainable food subsets. Sustainable food is defined as products which are either healthier or produced in a more environmentally responsible and socioeconomical way (WHO, 2021), and within this are subsets such as organic, seasonal, local, fair trade, free range, hormone free, clean/plant-based food and miles travelled (Su et al., 2019). The majority of literature uses the umbrella term ‘sustainable food’ to describe the market and is therefore vague and limited since it fails to clearly match consumer behaviours with their relevant sustainable food subsets. This research paper will therefore focus on dairy free and meat free alternatives and the attitudes of Generation Z towards these food products.

## 3. methodology

**3.1 RESEARCH DESIGN**

This research paper uses primary and secondary sources of data. Extensive research in the literature review was conducted in order to structure the interview questions, which are as follows:



*Figure 1: Interview Questions*

**3.2 SAMPLING**

A non-probability convenience sampling design was used to conduct the interviews, as the researcher invited a cohort of individuals who are all from similar backgrounds and are in some way affiliated with one another. The sample was made up of 6 participants from Generation Z, who were all aged 21-22 and therefore born between 1999-2000. Participants were a mixture of those who purchase dairy alternatives and plant-based meats and those who do not. Please see participant profiles below.



*Figure 2: Participant Profiles*

**3.3 DATA COLLECTION**

Semi-structured and thorough interviews were conducted, lasting between 25 and 35 minutes, depending upon the length of participant answers. Interviews were either conducted in person or on video-call due to geographic restrictions where some participants live in other parts of the UK. All interviews were audio-recorded with participants’ full consent, notes made during the interviews and one transcribed verbatim. Please see Appendices for transcribed interview.

**3.4 DATA ANALYSIS**

The audio data and notes collected during the interviews was then analysed in a table using coding and thematic analysis to identify any recurring ideas and themes expressed by participants.

**3.5 VALIDITY**

The concept of validity in research refers to ‘the extent at which the survey measures what it is intended to measure’ (BRM, 2021) and as such, this research would be defined as having high transferability and validity since it effectively demonstrates links between the data collected and its applicability to similar contexts in the ‘real world’ (Cuncic, 2021). External validity is a term attached to quantitative data, however, in this qualitative research, the equivalent term is ‘trustworthiness’ and is achieved through credibility, transferability and authenticity (Lincoln and Guba, 1985). These forms of validity are maximised through factors such as informed consent and cover stories to explain the nature of the research to participants (Cuncic, 2021), as well as conducting research outside of a laboratory and in more natural settings. This was achieved as all participants were aware of the nature of the questions before their interviews and all interviews were carried out in relaxed atmospheres, due to their familiarity to the researcher. Additionally, the research holds high construct validity due to the in-depth research carried out in the literature review which provides relevant theories and frameworks to influence and support the qualitative data collected.

**3.6 RELIABILITY**

Reliability in qualitative research refers to “the stability of responses to multiple coders of data sets” which can be enhanced by collecting detailed field notes or taking audio recordings and transcribing them. Researchers in qualitative research will look for consistency over replicability (Lueng, 2015), that is how consistent they are with quantitative coding analysis and comparison with relevant literature (Carcary, 2015). Since this study’s research design includes all of these contributing factors to consistency, that is an encoded thematic analysis and relative literature review, the research holds high reliability.

**3.7 ETHICS**

The Oxford Brookes Ethical Codes of Conduct were adhered to through the implementation of participant consent forms and assigned individual pseudonyms for each participant to ensure anonymity and confidentiality. All audio files were deleted following the end of this research.

**3.8 LIMITATIONS**

As with all qualitative research, subjectivity and researcher and participant biases are the most limiting factors. Issues such as selection bias limit this research since the researcher chose participants who were familiar to them and therefore are from similar demographics and cannot be applied to Generation Z as a whole. Similarly, the research may be affected by social desirability bias, as with most interview style research, as participants may give responses they think the researcher wants to hear and not what they truly think. However, the researcher was cautious to not use leading questions to ensure participants didn’t respond to questions in favour of a particular assumption.

## 4. findings and discussion

The responses from the interviews were reviewed, analysed and then reduced using an in vivo coding technique. A thematic analysis was then conducted to identify any significant themes and issues in the participant responses to the ethical consumption of dairy alternative and plant-based meats amongst Generation Z. Please see Appendix 3 for Thematic Analysis Table.

**4.1 AWARENESS**

Surprisingly, participants had little knowledge of the sustainable food market. The majority of participants could not name more than 3 brands from the market, as most of them believe that the sustainable food market is not one as capable of positively impacting the environment as other markets, such as the use of reusable plastics. Participants either didn’t purchase these food products at all, or if they did, the majority did not purchase dairy-alternatives and plant based meats for themselves, but for other people. Interestingly, most of the participants agreed that the ethical food market and its relevant subsets (dairy-free and meatless meats) has strong future potential, and one that wasn’t a temporary trend. This supports some of the research within the literature review which predicts the market will continue growing at an 8% AGR as a result of the consumer support of Generation Z (Robinson, 2017), however, the lack of knowledge surrounding ethical food consumption confounds some of the literature review which suggested Generation Z had the most knowledge and purchasing power compared to other generational cohorts in the market (Mintel, 2020).

*P1: “I think a large majority of my age group will go vegan or flexi”*

*P3: “the market will grow as my age group mature and health becomes a significant factor to our eating habits”*

*P5: “a very serious market with lots of future growth”*

Unlike the findings in the literature review, which suggested Generation Z were the most environmentally conscious of recent generations (WARC, 2021), the majority of participants reported they did not take many steps to shop sustainably or even consider sustainability when purchasing food. All participants had little knowledge of how ethical foods are produced and how they impact the environment less than their animal product counterparts. All participants also agreed that although the market has strong growth potential, it will never overtake the animal product and meat market. Again, this is incongruent to the literature which suggested the plant-based market will grow to the same size as the meat market (WARC, 2019).

**4.2 SHOPPING BEHAVIOUR**

The literature suggested that the majority of Generation Z prefer shopping online, with the average Gen Z individual now having 20 shopping apps on their phone (BusinessofApps, 2020) and doing the majority of their shopping online. However, all the participants in this study said they preferred to shop for food in-store as they found it more convenient and wanted to be able to see what they were buying in person. Although the participants preferred to shop offline for convenience, this was the not the most important factor to their shopping behaviour. Instead, the majority said their purchases were influenced most by their health or their future health, which supports the notion that Generation Z are more concerned with their health because of their broader access to information via the internet (Su et al., 2019). Interestingly, some of the participants said the only reason they would consider eating dairy-free and meatless meats would be for their health, especially in the future, however, they still maintained that animal products provided better nutritional value than plant-based when combined with a balanced diet.

*P4: “I prefer shopping in store for convenience”*

*P6: “I only ever buy in store”*

*P1, P3, P4: “My health is the biggest influence”*

*P3: “I think my health and future health would be the biggest reason for me changing to this diet”*

Additionally, the literature suggested that Generation Z were more frugal than millennials and cautious to shop with brands who demonstrated high transparency and integrity (McKinsey et al., 2021) and the participants in this research confirmed part of this notion. The majority of participants reported that price was either as important as their health when purchasing foods, or a close second when asked to choose between the two. This confirms that Gen Z are careful with their consumption since most have a low disposable income (Mintel, 2021), however, does not concur with the argument that these individuals are willing to pay more for sustainable products. According to research by Su et al., (2019), Gen Z are more likely to buy products with higher prices if their sustainability profile is strong, however, the majority of participants did not consider the higher price of dairy-alternatives as reasonable and many thought they should cost less or be equally matched: “The price should be matched to milk and should come down in the future as more people start drinking it” (P1). Interestingly, one participant thought the price difference between dairy-alternatives and cows milk should be donated to causes which combat climate change, suggesting some of the cohort are willing to pay more for products which are ethically produced and sold.

**4.3 INFLUENCES**

Much of the literature argued that Generation Z was one that took great influence from the views of others, especially online and social media influences given their lifelong accessibility to the digital world (Cherry, 2019). Beall (2017) found that 97% of Gen Z consumers were influenced by what their peers and brands they followed posted online, however, all the participants interviewed disagreed with this and said they were not influenced to purchase plant-based foods and dairy alternatives by their friends or online ads. Despite the research into social media and the positive celebrity influence on Generation Z (Mintel, 2019), some participants argued that seeing online influencers post information about ethical food products had a negative effect on the industry and made it appear as a ‘fad’ trend, rather than a serious one: “Instagram influencers do it as a fad and don’t take it seriously” (P3). Half the participants thought that infographics and paid influencer endorsements appeared ‘pushy’ and ‘fake’, and took much of the integrity away from the cause, which could be a possible explanation for this research group’s lack of ethical food consumption as they inferred it was ‘greenwashing’. Overall, the participants felt that the views of their friends and often poignant social media posts regarding the ill-treatment of animals were not enough to outweigh their conditioned preference for animal products through their individual upbringings.

*P3: “I don’t care what my friends eat as it’s up to them”*

*P2: “Lots of famous people post about it online because they’re paid to, not because they believe in it”*

*P6: “Certain posts on social media do make me think, but not enough to start eating plant based and dairy free foods”*

*P4: “they are just cleverly worded pieces of journalism designed to make people feel bad. Some content is too extreme”*

**4.4 BARRIERS**

Finally, participants were asked about the greatest barriers to their ability to adopt a more ethical consumption lifestyle in order to ascertain reasons behind the ethical purchasing gap. A study by Climate Outreach (2021) found that around 20% of consumers who believe in sustainable causes actually take action to shop more ethically and the reasons for this were either because of low disposable income or because an ethical lifestyle has a stigma of being constrictive and ‘joyless’ (Kingston, 2017). All the participants confirmed price was the biggest barrier to their desire to consume more ethically since they all had student lifestyles, however, they also commented that there are too few ethical alternatives both in shops and restaurants and this creates a restrictive feeling and inhibits convenience, supporting the notion that Gen Z look for products which are easily accessible. Additionally, the majority of participants felt that ethical alternatives to animal products did not hold the same quality or taste and although they may be willing to purchase these products in the future, they did not feel they could ever truly replace meat and dairy products.

*P2: “Taste and quality of alternatives isn’t as good”*

*P1: “The product ranges aren’t the same and most restaurants don’t have many vegan options”*

*P6: “I think the sustainable diet seems restrictive and joyless with lots of effort and not much reward”*

## 5. Conclusion

This research has challenged much of the pre-existing literature into Generation Z’s attitudes to ethical consumption, demonstrating various limitations to the current research body. The study revealed that Generation Z were not influenced by the views of their peers on and offline and this had little or no effect on their food consumption habits as the majority felt the taste and quality of animal products is superior to their dairy free and plant based alternatives. This group were also not influenced to change their lifestyle by social media or influencer endorsements, incongruent to much of the research into Generation Z’s attitudes to social media, however, they did find social media useful for expanding their knowledge of the market. Unlike previous research, participants were unwilling to spend more on sustainable products as they felt the higher price attached to ethical food products was unfair and this was one of the greatest barriers to their desire to consume ethical foods. Moreover, the research found that these consumers cared most about their health and this was the biggest influence over their food consumption, which corresponds with the argument that Generation Z are the most health conscious of the current age groups. Overall, this research proved that price and health were the two biggest factors affecting Generation Z’s attitudes to ethical foods, however, the majority felt that animal products were more favourable due to their accessibility and flavour.

Despite this research providing clear behavioural attitudes to ethical foods, it is limited in its applicability since it used such a small sample of participants who were not matched to the generational cohort as a whole. The research used 6 participants of the same gender, age and income status which does not reflect the UK wide group of individuals born between 1997-2012 and therefore may not be conducive of Generation Z’s consumer behaviour. In future, research should use a more diverse and larger group of participants who are interviewed over a longer time period to truly understand their attitudes to responsible consumption.

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## appendices

***Appendix 1: Assignment Brief***

You are to conduct a **qualitative study** to address the following question:

**Are consumers eating responsibly?**

**Your task:**

For this assessment, you are required to add to existing research in attitudes of generation Z by exploring the specific topic of ‘sustainable food/beverage consumption”. Your question, in summary, is to:

***“Describe, explain and research the attitudes of Generation Z towards sustainable food/beverage consumption and explore these in a qualitative study in a country of your choice*”.**

There is plenty of research on attitudes towards sustainable consumption across various food and beverage categories. You are therefore required to narrow down by choosing any **ONE** food/beverage category and **ONE** country to focus on. Here are some examples of food and beverage categories you can choose (or you can choose your own):

* Sustainable meat-free products
* Lab-grown meat
* Dairy substitutes
* Packaged drinking water
* Vegan ice cream
* Palm oil
* Canned fish

Please note that once you select a food product segment you must **not** focus on any one branded product, but the **food/beverage category** (for example, on sustainable meat free substitutes rather than Quorn). If in doubt about your choice of sector and product segment, please speak with your seminar leader.

You are then required to carry out a qualitative study which includes only **ONE** of the following methodological approaches**:**

|  |  |  |
| --- | --- | --- |
| **Data collection method** | **Number**  | **Duration**  |
| Interviews | 6-8 participants  | Min. 30 minutes |
| Focus Groups | 2-4 (Min. 3 participants in each) | Min. 45 minutes  |

**Assessment criteria**

The assessment criteria are included at the end of this section.

### Presenting coursework for assessment

There will be scheduled time early on in your RIAs to assist you in delineating the topic for yourself (for example, what aspect of the topic will you research? what literature should you review? who will you interview?. As the module progresses, there will be time available in the seminars to begin developing your qualitative interview guide, and develop other ideas and practices related to your data collection. Paramount to succeeding in this assessment is early engagement with the **RIAs,** literature and starting your data collection early, for which university ethical clearance is a requirement.

**The detail**:

Subsequently, you are required to prepare an original paper, which has the following structure:

1. **Introduction**
2. **Review of Relating Literature**
3. **Data Collection**
4. **Findings & Discussion**
5. **Conclusion**
6. **References**
7. **Appendices**

**Important note**: In your appendices, you are required to add the following:

1. **A profile of your participants**
2. **Your interview/focus group questions**
3. **ONE transcript of your data collection method (either just ONE Interview OR Focus Group, fully translated (if not in English) and transcribed)**
4. **ONE Participant Information sheet, unfilled consent form and data privacy notice. Note: these need to be the final forms you used for your participants after ethics approval, however, they shouldn’t show either your or your participants’ name. We want to see what your participants saw before they signed the consent form.**

**Details for each of the sections follow:**

**Introduction:** Give an introduction. Identify the topic and the boundaries of your study. State why this topic is important for marketers and potentially what issues there are. Present the purpose of your study clearly. (approx. 200 words)

**Review of relating literature:** Review the relating literature. Describe and explain aspects of the given topic using frameworks and theories from your reading. Remember to have an appropriate and broad range of references. Clearly state the recent problems/issues in this section, as identified by the literature. Critical views are encouraged – please see the assessment criteria on pages 8-9 (approx. 1000 words).

**Data collection:** Using theory explains and justify how you collected date employing your chosen method, for example that your participants were and how you approached them and why that was appropriate and ethical. Include details such as when, where and how they took place, how long did they last, and how you got the data (approx. 300 words)

**Findings & Discussion**: Present your findings here. Look at your data from the interviews or focus groups and analyse if there are any patterns or themes emerging. What are these themes/topics and how did you infer them? Once findings are presented, discuss what your interpretation of what they mean. A good discussion will draw on the literature you have reviewed and state how your findings are similar, different, or novel. (approx. 1200 words)

**Conclusion**: Highlight your key findings and implications (for marketing practitioners and academics) from your study. (approx. 300 words)

***Figure 1: Interview Questions***



***Figure 2: Participant Profiles***