

Responsible consumption trends among generations and their impact on SDG 12. A Peruvian case study

Tendencia de consumo responsable en millennials y generación Z y su impacto en el ODS 12. Estudio del caso peruano

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Abstract

Objective

Analyze the responsible consumption of millennials and Generation Z in the Latin American market, with special emphasis on the Peruvian case, in order to identify their differences with consumers **over 40 years old** and to evaluate their contribution to Sustainable Development Goal (SDG) 12.

Design/Methodology/Approach

The study was conducted on a sample of 309 university students and graduates living in Lima and born after 1980. After developing and validating an instrument, an online questionnaire was used to collect data. These data were analyzed descriptively and inferentially, using chi-square tests to validate the relationship between variables.

Results

The study identifies and explains the new trend of responsible consumption among Millennials and Generation Z in emerging markets, where end consumers interact with and prefer products and services from companies that demonstrate responsible behavior and offer trust. It identifies new consumption variables that go beyond the traditional ones.

Originality/Value

The study reveals a new trend in Peru, a developing country, where the market - the end consumer - is more informed and therefore demands better corporate performance from companies, including care for the environment and a contribution to society that includes a good relationship with its stakeholders.

Limitations/ Implications

The study reveals a trend in the responsible consumption of millennials and Generation Z in Peru. However, it is necessary to complement the study in other countries in the region, as well as to study the new generations, such as the alpha generation, and their consumption patterns.

Practical Implications

The new trend of responsible consumption among Millennials and Generation Z is forcing companies to implement strategies and develop corporate social responsibility programs. These companies must demonstrate ethical, environmental, socially responsible, and sustainable behaviors in their daily operations to satisfy their stakeholders.

Keywords: social responsibility, consumption, millennials, Generation Z, SDG 12.

Type of work: Research work

1. Introduction

The purpose of the study was to identify new trends in responsible consumption among Millennials and Generation Z. The research questions were Do Millennial and Gen Z consumers value corporate social responsibility more than consumers 40 years and older? Do Millennial and Generation Z consumers value trust in the company as one of the most important attributes influencing their purchase decision compared to consumers aged 40 and older? Do Millennial and Generation Z consumers value the information they receive about companies from media and communication channels that influences their purchasing decisions? Are Millennial and Generation Z consumers demanding more care for the environment? Do Millennial and Generation Z consumers want companies to have a positive impact on society?

Unlike adults over 40, young Millennials and Generation Z, born between 1981 and 1995 and who currently range in age from around 25 to 39 (Mendoza et al., 2021), are characterized by their use of social networks and mobile applications. This influences their style and behavior as consumers, as they are more informed, globally minded, and environmentally responsible. As a result, they demand more from the companies they buy their products and services from.

The SDG 12, responsible production and consumption, consists of producing more and better goods with fewer resources. The study is related to SDG 12 because it is directly related to

the demands of end consumers, in this case millennials and Generation Z. The study shows that the new generations in emerging countries- with difficult social, cultural and economic conditions - are predisposed to responsible consumption practices, despite the situation in which they live.

This trend has also led companies to consider and develop corporate social responsibility policies, programs and actions that include environmental care, better customer service, fair payment to service providers, good corporate culture, fair wages for employees, among others. Finally, the study offers recommendations for companies to improve their communication with consumers, considering the changing social, cultural and economic scenarios.

2. Literature review

2.1. Social Responsibility (SR) and Responsible Business Conduct (RBC)

The concept of social responsibility began in the early 1950s with the publication of "Social Responsibilities of the Businessman," in which Bowen (1953) explored the responsibilities that should be considered when conducting business activities. In the 1960s and 1970s, other authors (Davis, 1960; Ackerman & Bauer, 1976; Sethi, 1975) reflected on business and its contribution to the environment. However, the most important contribution in the 1980s was Freeman's (1984) stakeholder theory, which postulates the need to consider all stakeholders affected by the activities developed within the framework of the activities, including the local community and society in general (Molderez, 2020). Currently, social responsibility is linked to sustainability, which is understood as the ability of society to meet the needs of the present without compromising the ability of future generations to meet their needs (Brundtland, 1987). As a result, ISO 26000 (2010) announces the definition and application of corporate social responsibility within a corporate sustainability management framework. In 2015, the United Nations (2015) launched the Sustainable Development Goals (SDGs). In this regard, Arora and Walia (2019) pointed out that the exercise of corporate social responsibility in companies makes it possible to achieve the SDGs if they are inserted in the business strategy, which implies taking into account the expectations of stakeholders (ElAlfy, Palaschuk, El-Bassiouny, Wilson and Weber, 2020).

Also, among other possible interventions are social marketing campaigns designed to challenge and change social norms (Elías, Jiménez & Galiano, 2023). Social marketing is defined as the application of marketing strategies to design, execute, and evaluate programs that influence people's behaviour to improve both their personal well-being and that of society as a whole. It is systematically used along with other concepts and techniques to achieve specific behavioural objectives for social benefit, such as health, well-being, environmental sustainability, and crime reduction. The primary focus of social marketing is to transform paradigms and steer behaviours towards ideals that contribute to the welfare of communities or human groups in a given context. Additionally, it promotes the creation of social value through the exchange of ideas, products, services, and policies that benefit society. However, social marketing goes beyond these conventional definitions by including ethics and requiring organizations to reflect on their decisions and practices. It is not simply a strategy imposed by the organization on the target audience but rather an interactive process between the company and its stakeholders aimed at societal well-being (Urrea-Urrea & Aranda, 2022).

In this way, social marketing is a collaborative effort involving not only businesses and communities but also non-profit and non-governmental organizations in a joint process of responsibility, commitment, and cooperation to address the urgent needs of disadvantaged social groups. This implies that, to enhance community well-being, the involvement of a committed, flexible, and transparent business sector in its relationships with the communities where it operates is necessary. The aim of social marketing is to promote and convey models of social welfare promotion, generate new perspectives and emotions, and encourage changes in behaviour on social issues, ensuring effective individual and community social responsibility (Rodríguez, Pineda & Castro, 2020). Therefore, it is essential not only to assist society but also to raise awareness among all involved, recognizing that social marketing originates from the marketing departments of organizations with the purpose of supporting actors in social programs.

Likewise, Responsible Business Conduct in Latin America and the Caribbean (CERALC), promoted by the ILO and the United Nations, requires companies to behave in a socially responsible manner toward all their stakeholders, which means integrating and considering

environmental and social issues in their core business activities. In this regard, Bruno et al. (2020) pointed out that companies today need to be responsible not only to the environment, but also to their stakeholders. Companies need to recognize that they need the commitment of their employees, suppliers, customers, investors, government and the community to do their jobs right. Thus, the first hypothesis was:

H1: Consumers between the ages of 25 and 39, as opposed to those 40 and older, are more likely to value a company's commitment to social responsibility.

In Peru, as in many emerging markets, there are some bad business practices caused by a weak regulatory framework with institutional gaps and a market characterized by high levels of corruption and informality. The macroeconomic environment is characterized by high levels of volatility and frequent recessions, which disrupt the competitive dynamics of industries (Hernández-Pozas et al., 2021). This was the case of the company Gloria and its product "Pura Vida". Studies have shown that Peruvian companies have unethical practices because they do not have an ethical culture towards their consumers (Peñaflor-Guerra, Sanagustín-Fons and Ramírez-Lozano, 2020).

2.2. Socially Responsible Consumption (SRC)

Socially Responsible Consumption (SRC) was born in the United States in 1950 in response to concern for the planet, as various "green consumption" movements emerged. Its background can be found in the so-called green societies of the 1970s and 1990s (Lee, 2016). In recent years, this concept evolved into "ethical consumers" in the broadest sense (Dueñas, Ocampo, Perdomo & Ortiz, 2014).

The sustainable consumption perspective responds to the conscious and responsible behavior of people (Parekh and Klintman, 2021; Cabana, 2020; Hamed, 2021, Contreras-Pulache, 2017). This behavior seeks to reduce the negative impacts of consumerism, commercialism and irrationality, using strategies to build actions that positively impact society and the environment (Pimdee, 2021; Hoang & Tung, 2024). These new actions consider the protection of humanity without destroying the possibilities of future generations to meet their own needs (Severino-Gonzalez et al., 2022).

On the other hand, consumers' age is related to their attitudes towards responsible consumption, but it was also found that factors such as gender, education level and income can influence these attitudes (Pires et al., 2019). A study conducted in Brazil found that younger consumers, including Millennials and Generation Z, are more likely to adopt sustainable consumption behaviors than older consumers (Basso et al., 2019).

The interaction between companies and responsible consumers is increasingly complex, as consumers demand a higher degree of information about the effects of consuming certain products and services (Villa Castaño et al., 2018). The latest generations demand to consume products and services that are less harmful to society (Severino-González et al., 2022), which can generate trust between consumers and companies. Therefore, the second hypothesis of this study was:

H2: Trust in the company is one of the most important attributes in the decision to consume a product or service by consumers aged 25-39 compared to consumers aged 40 and over.

The SRC is based on the intrinsic relationship between responsible consumption and social responsibility (Schäfer et al., 2021) and has a collective impact on the environmental, social and economic consequences of their actions. This type of consumer uses non-price purchase criteria, such as ethical issues, that focus on the public impact of consumption (Villa Castaño et al., 2018). Regarding this trend, there are no studies in Latin America that address and confirm these theories.

Therefore, socially responsible companies must integrate social and environmental interests into their business approach, contributing to sustainable development and being responsible for their environmental and social impacts (Molderez, 2021; Garzón Jiménez and Zorio-Grima, 2021, Hernández-Pozas et al., 2021). In addition, corporate responsibility has proven to be a powerful and effective management tool in the implementation of organizational processes (Casimiro Almeida and Coelho, 2017).

One study found a positive relationship between SRC actions and purchase decisions due to the impact of campaigns promoting SRC (Ramírez-Lozano, 2017). Other studies have shown that there is a willingness to pay more for attributes that empirically support a trend toward

responsible purchasing, which represents an interesting social shift in Peru (Guevara, Orosco, Sánchez & Suarez, 2013; Parra & Lizbet, 2019; Ruiz, Baca, Bancallan, & Guzman, 2019).

2.3. Millennials, Generation Z and responsible consumption

There isn't a consensus on the exact years in which different groups of people of specific ages and generations are grouped, however, various authors agree on similar age ranges. For the purposes of the present research, it is considered that individuals born between 1981 and 1995 are part of the Millennials, while those born from 1996 onwards belong to Generation Z (Rossi et al., 2018), although some authors limit this group to those born only up to the year 2007 (Lima, Cervantes & Lima, 2022).

Both generations are considered digital natives because they were born surrounded by information technologies (Ordun, 2015), live at the current speed of telecommunications (Parra and Arango, 2019), and use social networks and apps to connect with companies and brands. Therefore, brands today have active social networks and are attentive to their customers (Francioli et al., 2022). They are a digital, hyper-connected generation with high social and ethical values. They are also multiscreen users and have a strong entrepreneurial spirit. They value their time and work and are always looking for new opportunities (Angmo & Mahajan, 2024). They are characterized by a high degree of pragmatism, openness, public exposure and behavioral control (Rubio-Gil and Sanagustín-Fons, 2019). Aleks and Saksid (2019) showed that their way of life is mainly driven by the globalization of markets. They are individualistic and demanding consumers who care more about environmental issues, social impact and the image of the brand they buy from (Aleks and Saksid, 2019). Peñalosa and López Celis (2016) point out that millennials have a positive attitude toward social responsibility because they do not consume products that have a negative impact on the environment, such as non-recyclable materials (Mejía & Puerta, 2018). According to Johnson & Chattaraman (2018), these behaviors are particularly noticeable among younger people because they are more aware of issues affecting the environment. In this regard, we made the following hypothesis:

H3: Millennial and Generation Z consumers significantly value information about companies and their products and/or services received through media and communication channels, influencing the purchase decision-making process.

Moore (2012) pointed out that these young people are attracted to certain brands based on how those brands relate to them in terms of social responsibility, customer service, how they help the environment, and their values and ethical work. They put their tastes and interests first, followed by brand image. They care about how they treat their employees, the environment, and their customer service. (Bilgiham, 2016). Furthermore, Radojka & Filipović (2017) stated that they are a generation that grew up with a large supply of products and services, therefore, they consider themselves selective and personalized. They are committed to sustainable development and to equality in terms of race, sexual orientation and gender (Sanchez-Bravo, 2021). According to the global analysis made by Nielsen (2015), Generation Z is willing to pay more for products and services from companies that are socially responsible (Jasrotia et al., 2022). In fact, some research suggests that this generation is in favor of achieving the SDGs (Yamane, & Kaneko, 2021).

Other studies have shown that these consumers are increasingly concerned about the social and environmental impact of companies and are willing to pay more for their products and services (Kotler and Lee, 2008; Cone Communications, 2015; Shen, Yang & Sotiriadis, 2024). For example, a study by Cone Communications (2015) found that 91% of global consumers expect companies to act responsibly to address social and environmental issues. In addition, a study conducted in Spain found that companies can improve their environmental performance in response to market demand (Delgado-Ceballos et al., 2019). Therefore, the third and fourth hypotheses were:

H4: Consumers born between 1981 and 1995 and after 1996 demand that companies care about the environment

H5: Consumers born between 1981-1995 and after 1996 demand that companies act responsibly in the production and delivery of their products or services and in their impact on society

It is worth noting that millennial and Generation Z consumers are increasingly prioritizing the ethical and responsible conduct of the companies from which they purchase goods and services. This indicates a new trend that urges companies to increase their engagement with stakeholders, beyond legal obligations and their own ethical practices.

3. Methodology

Figure 1 summarizes the model of the present research, where the collection method, the hypotheses of the study and the method of analysis are graphically summarized.

Figure 1

3.1. Sample and Procedures

The study employs a conclusive approach with a quantitative descriptive inferential methodology. The questionnaire was administered to university students and graduates from Lima (Millennials, Generation Z and individuals aged 40 and over) of all socioeconomic levels and generations. The sample included 309 participants and data were collected between May and July 2020 through an online questionnaire applied through social networks. The participants were chosen through a non-probabilistic sampling method using quotas, convenience, and snowball techniques. This was done to meet specific inclusion criteria such as age, city of residence, and educational level, as well as to collect a sufficient number of questionnaires (at least 30 cases) for an appropriate comparison of results. Forty-three questionnaires (13.9%) were conducted on people aged 25 to 29; 63 questionnaires (20.4%) on individuals aged 30 to 34; 76 (24.6%) on people aged 35 to 39 and 121 (41.1%) on people aged 40 and over.

3.2. Instrument and measures

The structured and standardized questionnaire (Annex I) includes a single section with 8 questions, using a 5-point Likert scale. It also includes 10 attributes related to the decision to purchase a product, while the following ones are aimed at capturing the participants' perception and awareness of the environmental and social impact of their consumption choices. Demographic variables such as sex, age range, district and educational level were also obtained.

Several studies on responsible consumption were considered (Annex II) to develop the questionnaire, including Sardinaou et al. (2017) research from Greece and the work of Johnson (2016) and Johnson and Chattaraman (2018), who created survey tools to evaluate attitudes and behaviors toward responsible consumption in the U.S. In addition, instruments

applied in countries in the region, such as Colombia and Mexico (Villa et al. 2018); Paraguay (Junior, 2017); Argentina and Uruguay (Bianchi et al., 2014) were included. Finally, the thesis by Cañari (2021) was consulted, where an instrument for measuring purchase intention in Peru was developed.

The questionnaire was validated by five social sciences experts. It was observed that the questionnaire addresses various aspects of responsible consumption, from the preference for eco-friendly products to the willingness to support brands committed to ethical practices. It also considered the relevance of current emerging issues, such as product sourcing, the use of recyclable materials and the working conditions of company employees. Participants' understanding of the environmental and social effects of their consumption choices was also evaluated. This allowed not only to measure current practices, but also identify areas where awareness and education can have a significant impact. Finally, prior to the application of the questionnaire in the data collection process, preliminary tests were conducted to analyze the internal consistency of the questions with the Likert scale through a pilot test. The test showed a reliable result of 0.758 using the Cronbach's Alpha method (Taber, 2018, Campo & Oviedo, 2008, Celina & Campo, 2005).

3.3. Data Analysis

The questionnaire data was analyzed with IBM SPSS software and presented in tables that are segmented by age to show frequencies and percentages. Similarly, the same software was used to conduct inferential chi-square and correlation coefficient tests to examine the relationship between the attributes influencing the decision to purchase a product and the age range of the questionnaire participants.

4. Results

In the present study, several differences in the perception of the participants were observed according to three age ranges: 25 to 29 years, 30 to 39 years and those over 40 years of age. This group of people comprises previous generations. They were included to verify if their view on responsible consumption in a company differed from that of millennials and generation Z. Table 1 highlights that the disparity lies in the importance, they give to different factors that affect their decision to purchase a product or service.

Table 1

In addition to the two traditional purchase decision attributes of product or service quality and price, this study shows that consumers also consider five new attributes: corporate responsibility, trust in the company, information about the company, concern for the environment, and the company's social impact.

In terms of H1, the option to consume in a company that has a track record of being responsible was observed; its average valuation was higher than 4 (4.07). The tests of relationship showed its relationship with the age of the participants ($\Pr [X^2] = 0.032$), but it is not a linear relationship (Spearman correlation coefficient of 0.049, very close to zero). In this attribute, the highest relevance was observed in the average group **between 30 and 39 years old** (4.19), exceeding that found in those **40 years or older** (4.08) or in Generation Z (3.62).

Regarding H2, a new intangible attribute was identified: trust in the company. There was a relationship between the perceived importance of this attribute and the age of the participants (chi-square test probability, $\Pr [X^2] = 0.000$), which is not linear (Spearman correlation coefficient of 0.036). This attribute is most pronounced among Millennials (4.51), compared to an average of 3.98 for Generation Z (25-29) and 4.41 for those 40 and older.

In terms of the H3, it was observed, regarding the information received by consumers about the product or service through various media, that the statistical tests indicate a relationship between the importance given to this aspect and the age of the participants ($\Pr [X^2] = 0.033$). It was found that the younger the participants, the greater the importance of this characteristic in the purchase decision (correlation coefficient of -0.123).

In terms of H4, the attribute of environmental care (overall average 3.89) ranked behind offers and promotions, as well as recommendations from family or friends. Consumers between the ages of 30 and 39 stand out for this attribute, with an average score of 3.96, which is similar to the 3.91 of consumers 40 and older. For participants aged 25 to 39, the average was lower at 3.62. The statistical analysis shows that there is no relationship between the importance of this aspect in the decision and age ($\Pr [X^2] = 0.079$)

Regarding H5, on the perception of the benefit to society of consuming the product or using the service (overall mean of 3.79). Millennial consumers have a higher rating (3.89), while the other two groups have lower ratings (3.59 for those aged 25 to 29 and 3.49 for those aged 40 and over). The statistical analysis indicates that there is no relationship between the assessment of this characteristic and the age of the participant ($\text{Pr}[X^2] = 0.159$).

However, the second part of the questionnaire revealed new differences in the reasons for preferring a company or brand. The most important were: the company's history and tradition (58.9%), concern for the welfare of employees (56.0%), good customer service (54.4%), development of social projects (51.8%) and concern for the environment (50.2%). Two characteristics of the trend observed among Millennials and Gen Z are worth highlighting:

- a. Concern for the environment by a company is highly valued by young people between the ages of 25 and 29 (51.2%) and 30 and 39 (54.7%), compared to the older generations (44.9%).
- b. Initiatives to develop social projects for the benefit of the population are more appreciated by consumers aged 30 to 39 (55.4% compared to 44.2% of participants aged 25 to 29).

5. Discussion

The results of this research show that consumers continue to prefer functional attributes such as (i) the quality and (ii) the price of the product or service, a finding that corroborates the results of numerous studies (Álvarez-Gutiérrez, 2016; Segovia & Moncayo, 2017; Zhang & Zheng, 2019; Konuk, 2019; Triatmanto, Nirwanto & Razak, 2016; Wang, Hu & Liu, 2017). However, this research includes five new attributes that are directly related to responsible consumption among Millennials and Generation Z in emerging markets such as Peru.

H1 and H2 were partially confirmed, as the perception of being a responsible and trustworthy company reaches different levels of relevance among Millennial consumers, Generation Z consumers, and consumers over 40. Consistent with the findings of Rocha, Hammond, & Hawkins (2005), the differentiated perceptions among age groups reflect a changing dynamic in consumer preferences. The present study confirms the importance of corporate responsibility and is in line with the findings of Jasrotia, Darda & Pandey (2023) on the growing generational awareness. The significant weighting of corporate responsibility and trust in the company is echoed in the work of Chatzopoulou, & de Kiewiet, (2021) who highlighted the importance of ethical factors in Millennials' purchasing decisions. In this

regard, a study conducted in South Korea revealed that consumers are more likely to purchase products from companies with a positive reputation in terms of corporate social responsibility (Kim & Kim, 2019).

H3 was confirmed because Millennials and Generation Z make consumption decisions based on information obtained from various media, aligning with previous studies indicating how daily exposure to online advertising and social media content influences consumption decisions (Frick, Matthies, Thøgersen, & Santarius, 2021;). The impact of online gamification on young people's consumption choices was also highlighted (Tobon, Ruiz-Alba, & García-Madariaga, 2020). Actual behavior is the outcome of habitual consumption, product knowledge, and the influence of situational factors (e.g., communication campaigns) (Kumar & Ghodeswar, 2015). The results are consistent with previous research showing that the ability to learn in small networks is critical to fostering trust and the exchange of ideas and consumer practices (Lazaric, N., Le Guel, F., Belin, J., Oltra, V., Lavaud, S., & Douai, A., 2020).

Hypothesis H4 was not tested, but there is evidence that environmental concern is already part of the purchase decision process among consumers aged 25-39. Growing environmental problems caused by industrialization have increased the environmental concerns of consumers, communities and governments (Chiou, Chan, Lettice & Chung, 2011). Producing and consuming greener products is an important step toward a more sustainable lifestyle (Ketelsen, Janssen & Hamm, 2020). Consumers place special emphasis on greater environmental responsibility (Musova, Musa & Matiova, 2021). H5 was not verified, but there is evidence that consumers between the ages of 25 and 39 expect companies to behave responsibly in the production and delivery of products or services and their impact on society. Companies are under increasing pressure to be profitable and socially responsible (Mohr, Webb & Harris, 2001)

The results of the study reveal a new trend among young consumers in emerging markets. Access to new technologies and their status as digital natives have made these consumers more aware of corporate social responsibility. The results of the study show that the five consumption attributes mentioned above are increasingly important for people living in

developing countries such as Peru. These countries are often characterized by social and economic inequalities, political instability, high levels of poverty, informality and corruption.

The research contributes to the understanding and analysis of the new trend of responsible consumption. In terms of the theoretical contribution, the emphasis is on the new consumer trend and, particularly, the emerging characteristics to be observed and studied in Latin American consumers. The research findings have important implications for business management. Business leaders need to pay attention to the new trend of consumers who are increasingly concerned about corporate social responsibility, trust and communication. Consumers receive information about companies through various media and communication channels and create their own perceptions about companies.

The theoretical and empirical contribution of the study focuses on demonstrating that there are two realities. The first reality forces companies to be responsible in order to adapt to the demands of the global market, such as compliance with the SDGs. The second reality makes companies understand that consumers are also increasingly demanding corporate social responsibility from companies. These realities are taking place in a context where consumers are more informed and connected. As a result, social responsibility is becoming an increasingly important factor in purchasing decisions. In the future, social responsibility could be a key determinant of consumption.

Table 2 provides recommendations on how companies can improve their relationship with consumers to promote responsible consumption, based on the SDG 12 targets.

Table 2

6. Conclusions

Millennials and Generation Z, the new generations of Peruvian consumers, are increasingly concerned about the impact of their consumption on the environment and society. This concern is driving companies to align their management and policies with more responsible behavior. This new trend in Peruvian consumer behavior is driving responsible consumption in the country. This consumption is no longer limited to environmental protection, but also includes the integral behavior of companies towards their environment. There is also a trend of market transformation in emerging markets, where young consumers have the same habits

and demands of companies as in other first-world countries such as Europe, the US, Canada and Australia.

In this sense, the new trend contributes significantly to the achievement of SDG 12 on responsible consumption, as the end consumer exerts market pressure on companies. The relationship between social responsibility, responsible business conduct and the "new" responsible consumption is characterized by the emergence of new variables that are transforming corporate practice and its impact on corporate reputation.

It can be pointed out that the results of this study may lead to future research that will help deepen suggestions and practical applications by companies. For example, studying the management of social responsibility practices - programs and projects - and their impact on responsible consumption. It is also necessary to study the quality of information issued and published by companies on their channels or in traditional media and its impact on consumers. Finally, it is important to analyze the forces that drive companies to engage in social and environmental activities—whether driven by legal requirements, self-regulation and business ethics, or by the power of the market, specifically the end consumer.

Although this study sheds light on responsible consumption trends among young people in emerging markets such as Peru, there are limitations that should be recognized. The first methodological limitation acknowledges that the study is both descriptive and inferential, providing insights into trends within a sole country, Peru. Therefore, it is necessary to complement the sample with people from other countries in the Latin American region, also taking into account the attitudes and behaviors of the Alpha generation, the children of the millennials. Future studies could explore cross-cultural differences in responsible consumption to better understand how cultural factors determine consumer preferences. It is also interesting to learn about corporate behavior with respect to social responsibility issues and the generation of programs and projects.

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Annex I

Questionnaire on Perceptions of Socially Responsible Purchasing and Consumption

Please answer the following questions with transparency and accuracy

1. On a scale of 1 to 5, where 1 is "not important at all" and 5 is "very important," how important is (...) to your decision to buy a product in general?

	1	2	3	4	5	99
	Not important at all				Very important	I don't know/No answer
a. Brand of the product / service	1	2	3	4	5	99
b. The information you receive about the product or service through different means of communication	1	2	3	4	5	99

c. The company that manufactures the product or provides the service is socially responsible	1	2	3	4	5	99
d. The quality of the product / service	1	2	3	4	5	99
e. Trust in the company that manufactures the product / provides the service	1	2	3	4	5	99
f. Product price / service cost	1	2	3	4	5	99
g. Recommendations or opinions of family, friends or acquaintances about the product or service	1	2	3	4	5	99
h. Environmental care	1	2	3	4	5	99
i. Benefits for society that may result from the consumption of the product or use of the service	1	2	3	4	5	99
j. Current sales and promotions on the product or service	1	2	3	4	5	99

2. Mark what you consider to be the unethical (and also not socially responsible) practices of a company that most harm a country and its population. You can choose more than one aspect.

- a. Use of non-renewable natural resources without compensating the population of the area of operation for their use
- b. Lying about the products or services

- c. Failure to respect the laws of the country
 - d. Take advantage of legal gaps
 - e. Failure to prevent health risks to its employees in the production process of its products
 - f. Poor customer service (waiting time, poor service from staff, etc.)
 - g. It is carried away by corruption
 - h. Provide consumers with confusing (or untruthful) information about the characteristics of the products or services
 - i. Failure to pay overtime to employees
 - j. Harm the neighbors by creating traffic problems, accidents or insecurity, etc.
 - k. Pollute the environment of the places where it operates
 - l. Failure to prevent social conflicts with communities near the area of operation
 - m. Encourage or take advantage of the economic informality of the country
 - n. Failure to implement good safety conditions for its employees
 - o. Failure to seek reduction, reuse and recycle materials to optimize the use of resources in the production process
 - p. Thinking only of the economic benefit of its owners and shareholders
 - q. All of the above
 - r. None of the above
 - s. I don't know/No answer
3. Think of a company that is or has been behaving badly toward its customers, employees, community, or other people. Do you think that (...) would be an appropriate way to sanction that company?

	Yes	No	I don't know/No answer
a. A financial penalty imposed by a regulatory or governmental body.	1	2	90
b. Criminal or civil penalty to the company for damages caused	1	2	90
c. Temporarily or permanently suspend the operational activities of the company	1	2	90

d. Withdraw from the company the permission or license to market the products or services	1	2	90
e. Spreading or communicating these behaviors on social media	1	2	90
f. Stop working for that company / do not apply for a job in that company	1	2	90
g. Not recommending the company's brand / recommending the competitor's brand	1	2	90
h. Stop purchasing the products or services of that company.	1	2	90
i. International market sanctions or restrictions to place its products or services abroad	1	2	90
j. Civil or criminal penalties for the directors or authorities of the company	1	2	90

4. Which Peruvian brand do you think is the **best**?
5. Considering the best-known Peruvian companies in the market, which Peruvian company do you have the most **positive** opinion of?
6. Which Peruvian brand do you think is the **best**?
7. Considering the most recognized Peruvian companies on the market, which Peruvian company do you have the most **negative** opinion about?
8. Think about the company or brand about which you have the best opinion and mark the main aspects that explain your decision. You can choose more than one aspect.

Its history and tradition in the Peruvian market	Respond properly to complaints and claims
Good quality of the product or service	Appropriate advertising in media and social networks
Good customer service	It is socially responsible as a group
Cares about the environment	Constantly supports activities in favor of different social groups at risk of exclusion

Appropriate pricing of products and services	Cares about the well-being of its employees
They constantly receive compliments and awards from different entities of the society	It is a company that has good financial results
It is an ethical and transparent company	All of the above
Develops social projects in favor of the population	None of the above
Its market share	I don't know/No answer
Good promotions, sales and coupons	

General data

Gender	Age	Level of Education
a. Male	1. From 20 to 24 years	1. Unfinished primary education or less
b. Female	2. From 25 to 29 years	2. Primary education completed
	3. From 30 to 34 years	3. Unfinished secondary education
	4. From 35 to 39 years	4. Secondary education completed
		5. Unfinished university / technical higher education
		6. Completed technical higher education
		7. University higher education completed
		8. Graduate education

Occupation	Civil status	Have you used your credit card for a purchase in the past year?
1. Neither studying nor working	1. Single	1. Yes
2. Only study	2. Married	2. No
3. Study and work	3. Cohabitant	3. No credit card
4. Only work	4. Divorced	
	5. Widow/Widower	

**District where you live in Lima or province
(please specify) _____**

Appendix A:

1. Indicate your age, gender, race, level of education, marital status
2. Do you know what civil responsibility means?
3. Do you consider yourself a responsible consumer?
4. Why is it important to you? What motivates you to be socially responsible?
5. What responsible behaviors do you engage in?

Appendix B:

1. I consume products from companies that help global communities
2. I consume products from companies that respect the environment
3. I consume products from companies that have ethical practices for their employees and the environment
4. I consume products from companies that are known for their efforts to be socially responsible.
5. I support causes that are socially responsible

On your perspective of responsible consumption:

1. I reduce my consumption
2. I try not to buy things I don't need
3. I only buy what I need
4. I try to reduce my consumption
5. I buy less

Environmental concern

1. I try to use reusable items
2. I try to buy products or services that not only satisfy my needs, but also do not harm animals or the environment

3. I try to use recyclable objects.

Annex II

Studies consulted to validate the instrument

Research title	Country or countries	Publication language	Short description of the research and the instrument used
Responsible Consumption: Diagnosis and Comparative Analysis in Argentina and Uruguay. (Bianchi et al., 2014)	Argentina and Uruguay	Spanish	The authors conducted a quantitative study that measured attitudes and behaviors toward responsible consumption among people over the age of 18 in Argentina and Uruguay. For this purpose, they developed a questionnaire and 32 items using a Likert scale to measure these variables
Analyzing Consumers' Awareness towards CSR, Focusing on Environmental Management. (Sardianou et al., 2017)	Greece	English	The authors conducted a quantitative type of research aimed at identifying the factors associated with consumer awareness of the environmental dimension of the corporate responsibility plan of companies. This study developed a survey that included questions about the attitudes of shoppers in a shopping mall in Athens toward companies with corporate social responsibility practices
The Influence of Sustainability Beliefs on Sustainable Consumption Behavior: A Study with Students from Brazil and Paraguay. (Junior, 2017)	Brazil and Paraguay	English	The study analyzed the relationship between beliefs about sustainability and the purchase of sustainable products among university students in Brazil and Paraguay. Twelve items were used to measure responsible consumption behavior, scored on a 10-point Likert scale
A Model for Socially Responsible Consumption among Millennials: An Identity-Based Perspective. (Johnson, 2016)	United States	English	The study analyzed the socio-cognitive process by which millennials decide to make socially responsible purchases. The research combined quantitative and qualitative methods, including a questionnaire aimed at measuring socially responsible purchasing behavior
Analysis of the relationship between the variables that influence the purchase intention of consumers in zones 6 and 7 of Metropolitan Lima in relation to sustainable trendy products. Study based on purchasing behavior in 2019. (Cañari, 2021)	Peru	Spanish	The research analyzed the relationship between the inclusion of sustainability practices by companies and the intention to purchase sustainable trends among consumers in zones 6 and 7 of metropolitan Lima. The quantitative research used a three-part questionnaire, with the third part measuring variables related to the intention to purchase sustainable fashion products
Conceptualization and measurement of millennial's social signaling and self-signaling for socially responsible consumption.	United States	English	The research develops a scale for measuring social signaling and self-signaling associated with socially responsible consumption in Millennials. For this research, the authors developed a questionnaire with open-ended questions and a scale consisting of 5 items for social signaling and 8 items for self-signaling.

(Johnson & Chattaraman, 2018)

Measuring socially responsible consumption: a study of Colombia and Mexico. (Villa et al., 2018)

English
Villa et al. (2018) conducted research aimed at demonstrating the validity of a scale for measuring socially responsible consumption in Mexican and Colombian graduate students.

Source: Author's own creation