

The Impact of Sustainability Labels on Consumer Food Purchasing Decisions in Greece

Section A – Demographic Information

1. Gender:
 - ☐ Male
 - ☐ Female
 - ☐ Other
 - ☐ Prefer not to say
2. Age:
 - ☐ 18–25
 - ☐ 26–35
 - ☐ 36–45
 - ☐ 46–55
 - ☐ 56+
3. Education level:
 - ☐ High School
 - ☐ Bachelor's
 - ☐ Master's
 - ☐ PhD
 - ☐ Other
4. Monthly net income:
 - ☐ <900€
 - ☐ 900–1500€
 - ☐ 1500–2500€
 - ☐ >2500€
 - ☐ Prefer not to say
5. Place of residence:
 - ☐ Urban
 - ☐ Semi-urban
 - ☐ Rural

Section B – Purchasing Habits

6. How often do you buy food products from supermarkets or grocery stores?
- ☐ Daily
 - ☐ 2–3 times/week
 - ☐ Once/week
 - ☐ Rarely
7. When buying food and drink products, how often do you look for the following information on the packaging?
- ☐ Price
 - ☐ Best before/use by date
 - ☐ Quantity/size of product
 - ☐ Brand
 - ☐ Ingredients list
 - ☐ Nutritional benefits (e.g. low fat, reduced salt)
 - ☐ Cooking instructions
 - ☐ Nutrition information
 - ☐ Country of origin
 - ☐ Portion information
 - ☐ Health benefits (e.g. lowers cholesterol, good for bones)
 - ☐ Health logo/symbol (such as “Good for you” logo)
 - ☐ Organic status
 - ☐ Environmental impact (e.g. production, transport)
 - ☐ Ethical impact (e.g. working conditions, fairtrade)
 - ☐ Allergy information
8. How important is sustainability in your food purchasing decisions?
- ☐ Not at all
 - ☐ Slightly
 - ☐ Moderately
 - ☐ Very
 - ☐ Extremely

Section C – Understanding of Sustainability Labels

Have you noticed labels such as:

“Carbon Trust”



“GMO Free”



“BIOHELLAS”



“Fair trade”



on food products?

9. Carbon Trust

☐ Yes

☐ No

☐ Not sure

10. BIOHELLAS

☐ Yes

☐ No

☐ Not sure

11. GMO Free

☐ Yes

☐ No

☐ Not sure

12. Fair Trade

☐ Yes

☐ No

☐ Not sure

How well do you understand the meaning of the following labels?

13. Carbon Trust

☐ Not at all

☐ Slightly

☐ Moderately

☐ Well

☐ Very well

14. BIOHELLAS

☐ Not at all

☐ Slightly

☐ Moderately

☐ Well

☐ Very well

15. GMO Free

☐ Not at all

☐ Slightly

☐ Moderately

☐ Well

☐ Very well

16. Fair Trade

☐ Not at all

☐ Slightly

☐ Moderately

☐ Well

☐ Very well

17. How much do you trust the information provided by these labels?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Completely

18. Do you believe that these labels accurately reflect the sustainability or safety of the product?

- ☐ Yes
- ☐ No
- ☐ Not sure

Section D – Purchasing Behavior & Willingness to Pay

19. Have you ever purchased a product specifically because of its sustainability label?
- ☐ Yes
 - ☐ No
20. Would you be willing to pay more for a product with a sustainability label?
- ☐ No
 - ☐ Yes, up to 5%
 - ☐ 5–10%
 - ☐ 10–20%
 - ☐ >20%
21. What level of price increase do you consider acceptable for a 'Carbon Neutral' or 'BIO' product compared to a conventional one?
- ☐ None
 - ☐ Small
 - ☐ Moderate
 - ☐ High
22. If two products have the same price, how likely are you to choose the one with a sustainability label?
- ☐ Very unlikely
 - ☐ Unlikely
 - ☐ Neutral
 - ☐ Likely
 - ☐ Very likely

Section E – Final Opinions

23. Which factors would make you trust a sustainability label more? (multiple choice)
- ☐ Recognized certification body
 - ☐ Awareness campaigns
 - ☐ Company transparency
 - ☐ Legislation & control
 - ☐ Other (please specify) _____
24. Do you believe that such labels contribute to more responsible consumer behavior?
- ☐ Yes
 - ☐ No
 - ☐ Not sure
25. Would you like to be better informed about sustainability labels and company practices?
- ☐ Yes
 - ☐ No