LAPPEENRANTA-LAHTI UNIVERSITY OF TECHNOLOGY LUT

School of Business and Management

Business Administration

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GENDER DIFFERENCES IN SUSTAINABLE CONSUMPTION

An examination on how changing gender roles affect sustainable consumption habits

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ABSTRACT

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Title	Gender Differences in Sustainable Consumption: An examination on how changing gender roles affect sustainable consumption habits
Faculty	School of Business and Management
Master's Program	International Marketing Management (MIMM)
Year	2023
Master's Thesis	LUT University
	75 pages, 1 figure, 2 tables, 2 appendixes
Examiners	Associate Professor Anssi Tarkiainen
	Assistant Professor Jenni Sipilä
Keywords	Sustainable consumption, Gender roles, Gender identity, Eco-gender gap

Previous studies regarding gender differences in sustainable consumption have investigated a so called "eco gender gap" which usually states that women make more sustainable choices in their consumption habits than men. The purpose of this study is to look into those factors which affect these differences but more importantly to take into consideration the constant changes in gender roles and identities. This study provides a more inclusive and up-to-date look into gender roles and how they influence sustainable consumption habits. This study focuses only on gender roles in Western culture and the timeframe for the changing gender roles is within the 21st century.

This study was conducted through qualitative method to gather a deeper understanding on the topic. Interviewees represented different gender identities and different generations to ensure that the results were inclusive and mirrored the society we live in currently. The results of this study showcased that there was no strong correlation between gender and sustainable consumption. This can be explained by the changing gender roles in Western cultures. Furthermore, the results showcased that gender identities are much more fluid these days. All the participants agreed on the fact that gender roles are much more equal nowadays. Especially the younger generation acknowledged the fluidity of gender and how one's gender identity can change and evolve.

TIIVISTELMÄ

Tekijä   Julia Kallio

Tutkielman nimi   Sukupuolten väliset erot kestävässä kulutuksessa: Tutkimus siitä, miten sukupuoliroolien muuttuminen vaikuttaa kestäviin kulutustottumuksiin

Tiedekunta   Kauppatieteellinen tiedekunta

Pääaine   International Marketing Management (MIMM)

Vuosi   2022

Pro Gradu -tutkielma   Lappeenrannan-Lahden teknillinen yliopisto LUT

                                 75 sivua, 1 kuvio, 2 taulukkoa, 2 liitettä

Tarkastajat   Professori Anssi Tarkiainen

                                 Apulaisprofessori Jenni Sipilä

Avainsanat   Kestävä kulutus, Sukupuoliroolit, Sukupuoli-identiteetti, Eco-gender gap

Aiemmat tutkimukset sukupuolten välisistä eroista kestävässä kulutuksessa ovat tutkineet "eco gender gap" ilmiötä, jonka mukaan naiset tekevät kulutustottumuksissaan kestävämpiä valintoja kuin miehet. Tämän tutkimuksen tarkoituksena on tarkastella tekijöitä, jotka vaikuttavat näihin eroihin ja eritoteen ottaa huomioon sukupuoliroolien ja identiteettien jatkuvat muutokset. Se tarjoaa kattavamman ja ajankohtaisemman katsauksen sukupuolirooleista ja niiden vaikutuksista kestäviin kulutustottumuksiin. Tämä tutkimus keskittyy sukupuolirooleihin länsimaisessa kulttuurissa ja ajanjakso sukupuoliroolien muuttumisessa puolestaan keskittyy 2000-luvulle.

Tutkimus tehtiin kvalitatiivisella menetelmällä, jotta aiheesta saataisiin syvempää ja monipuolisempaa ymmärrystä. Haastateltavat edusivat eri sukupuoli-identiteettejä ja eri sukupolvia, jotta tulokset olisivat mahdollisimman inklusiivisia ja heijastaisivat yhteiskuntaa, jossa tällä hetkellä elämme. Tulokset osoittivat, että sukupuolen ja kestävän kulutuksen välillä ei ollut vahvaa korrelaatiota. Tämä voidaan selittää muuttuvilla sukupuolirooleilla länsimaisessa kulttuurissa. Lisäksi tulokset osoittivat, että sukupuoli-identiteetit ovat nykyään paljon moninaisempia. Kaikki osallistujat olivat yhtä mieltä siitä, että sukupuoliroolit ovat nykyään paljon tasa-arvoisempia. Nuorempi sukupolvi tiedosti, että sukupuoli-identiteetit ovat paljon moninaisempia, jotka muuttuvat ja kehittyvät jatkuvasti.

Acknowledgements

Getting to the finish line of my Master's thesis feels overwhelming and freeing in many ways. This project took a bit longer than I originally thought it would, but the main thing is that it is now done and dusted. My years at LUT were not the most traditional ones as they were affected by the Covid-19 pandemic and unfortunately most of my studies were done remotely. However, I am happy that I still managed to find new friends and had at least few new student adventures in the city of Lappeenranta.

I worked fulltime during my thesis project which naturally made the process a bit slower than usual. However, I am very happy with the help that I got from LUT and especially from my thesis advisor Jenni Sipilä. Jenni helped me so much throughout the thesis project and made me feel at ease whenever I had questions or issues regarding to my thesis. I am also grateful for my friends and family who gave me lots of support throughout this project.

I am also grateful for the teaching that I got throughout my years at LUT. All the professors provided interesting lectures and new subjects to learn. I gained new knowledge and skills through the courses that I participated in, and they prepared me well for my thesis project. Thanks for LUT, I feel like I am a better marketer and young professional who is ready for the new challenges in working life.

In Helsinki, 6th February 2023 Julia Kallio

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1 INTRODUCTION

It is no secret that consumers worldwide are becoming more aware of how their choices affect the environment. The increasing knowledge around environmental, social, economic, and cultural challenges that have arisen through unsustainable consumption have resulted in growing sustainable consumer behaviour (Armstrong et al. 2016). Sustainable consumption involves purchasing products or services which have lower environmental impacts (Pinto et al. 2014). However, sustainable consumption is also about considering the social and economic aspects of the product or service as well (Fairtrade International 2022). Furthermore, sustainability cannot be ignored in the business world either. Arguably businesses need to have good corporate social responsibility strategies in place to stay competitive in the modern markets.

The prime reason for environmental issues is human activity and overconsumption (Joshi and Rahman 2019). Countries, governments, and businesses have acknowledged this fact and acted accordingly. Current studies have stated that sustainable consumption is constantly increasing. Consumers are demanding more sustainable products and businesses are answering to those demands. However, there are behavioural differences in customer groups which are related to their values and societal expectations. This study will focus on the gender related questions in regards of sustainable consumption and which factors may cause the differences.

This chapter shall focus on the background of the thesis project, identify the research questions, as well as explain the theoretical frameworks. Finally, the research methodology will be discussed, and a clear thesis structure shall be provided.

1.1 Background

There have been more studies on sustainable consumption over the years. Different views have been introduced to the academic world and various industries have been investigated on how the changing consumer behaviours have affected those businesses. Studies have also looked at businesses themselves and how they have reacted and developed their business strategies to answer the changing demands. However, there are fewer studies on

gender issues in relation to sustainable consumption (Vinz 2009). Fortunately, the topic has been noted and already been discussed not only in academic world but also in the media.

Media, such as The Guardian, has written about the "eco gender gap" and how saving the planet seems to be women's work (Hunt 2020). Many green products are typically marketed to women since those products are more often bought by women. The "eco gender gap" is an interesting term which clearly indicates the results that studies have found as well: women are more sustainable than men.

Gender roles and stereotypes affect the consumer behaviour very much. Society has created strong beliefs about appropriate behaviours and attitudes that are gender related (Priyashanta et al. 2021). Sustainable consumption is often associated with feminine values and the common stereotype often suggest that green consumers are more feminine than other consumers (Brough et al. 2016). Women are often seen as caregivers which extends to even being the caregiver of the planet (Hunt 2020). Climate campaigners such as Greta Thunberg and Alexandria Ocasio-Cortez can be recognised by many in today's climate discussions. Furthermore, the Finnish Green party has 17 politicians who identify as women out of the total 20 politicians (Vihreät 2022).

It would be ignorant to say that gender is the only factor which affects the sustainable consumption. Many studies have investigated the reasons behind sustainable consumption and identified attributes that either strengthen or weaken the sustainable consumer behaviour. Thus, society has created certain "gender rules" which influence the way consumers tend to make decisions (Brough et al. 2016).

Another important factor that should be discussed is the changing gender roles and how those affect sustainable consumption as well. The discussions around gender issues and the roles have changed a lot over the past decades. This can be seen by the participation of women in the workplace, sports, and educational institutions (Haines et al. 2016). Male celebrities have taken liberal views in their fashion choices and social media has many male make-up artists. These are only few examples that challenge the gender stereotypes. Marginalised groups are getting more visibility in the media and opportunities to highlight topics that are important to them. These topics will be more discussed in the literature review as well as considered when framing research questions.

1.2 Research Questions

This thesis aims to study the gender roles and stereotypes and how those aspects influence sustainable consumption. Gender roles have been changing throughout the years and these changing gender roles will be considered in this thesis. The aim is to understand whether these changing gender roles mirror also the consumption habits.

RQ1: How do gender roles affect sustainable consumption?

Before answering the second research question, it is important to understand how gender roles affect sustainable consumption in the first place. There are previous studies which have investigated this question and those will be explored in the literature review. The aim is to give as versatile and comprehensive answer as possible. Previous studies have looked at gender roles from very traditional point of view. This study will consider non-binary gender identities a well. The view on gender will be more fluid than in the previous studies. Aspects such as personality traits, societal influence, values, and external validation will be considered when investigating the factors which influence one's sustainable consumption. The question on how these traits may differ between different gender identities and how they consequently manifest in sustainable consumption will be examined and answered.

RQ2: How have the gender roles changed over time and have they affected gender differences in sustainable consumer behaviour?

After answering the first research question and gaining a deeper understanding on how gender roles affect sustainable consumption in the first place, it is time to start exploring how the changing times have affected the consumption habits. Gender roles have changed a lot and will keep on changing as society evolves and more discussions on the topic are taking place in the media and public. Due to the limited resources and time on this study, the time frame around these changes will be focused on the 21st century. Gender roles differ a lot around the globe and culture has a big impact on them. This study focuses mainly on the Western culture's influence on gender roles and how gender roles have evolved in that culture. Once evaluated how the gender roles have evolved over time, it

will be interesting to see whether these changes and shifts have affected the gender gap in sustainable consumption. Overall, this study will bring more up-to-date information to the gender gap issues and at the same time, make the study more inclusive.

1.3 Theoretical Framework

The theoretical framework of the thesis consists of two main themes: (1) gender roles and stereotypes, and (2) changing gender roles. The first part will examine the stereotypes that are attached to genders as well as how they influence the gender roles. The second part will then investigate how those roles and stereotypes have changed overtime. The goal is to understand how the changing gender roles have affected SC.
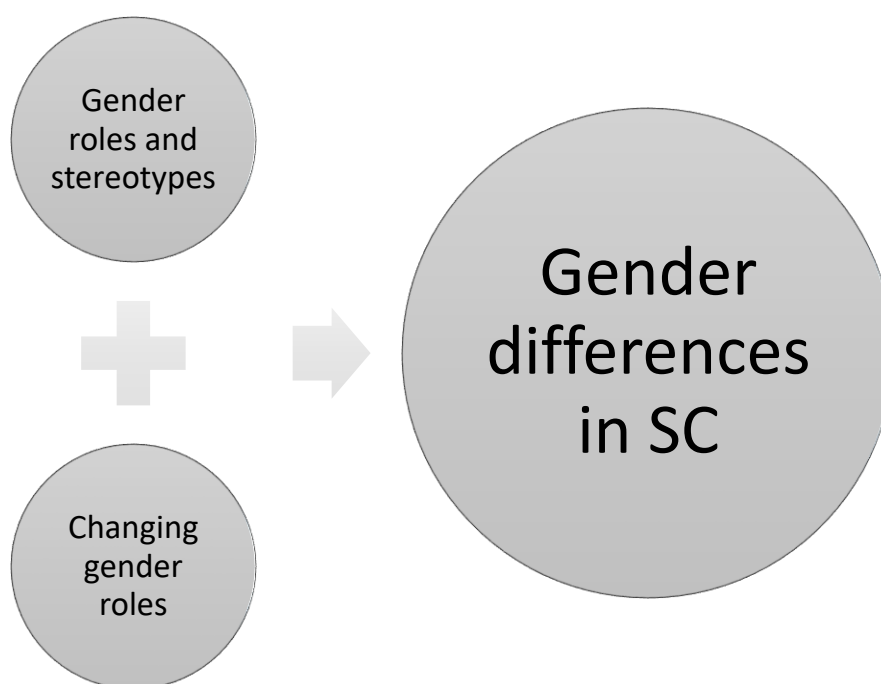
Figure 1. The theoretical framework for this study.

There are many theories which could be used in this study. Gender roles and stereotypes have been studied from different perspectives and with different agendas. As the figure above shows, this study will have two main aspect which it will focus on. Firstly, it will look at gender roles and stereotypes which are related to these roles. These aspects influence an individual's identity which consequently influence their values and behaviours. To understand how one's identity can influence their actions and views, the

thesis will explore identity-based theory. According to identity-based theory, identities tend to influence social-oriented behaviour, such as sustainable consumption (Pinto et al. 2014). This suggests that when people's social identity is activated, they are more likely to make sustainable choices (Szmigin et al. 2009).

Secondly, this study will explore how the gender roles have changed overtime. Since the gender roles have changed overtime and they keep changing, it is important to understand how gender roles have developed in the first place. Social Role Theory suggested that people's views and beliefs about gender characteristics and roles come from their own observations on how different genders behave in their typical roles (Eagly and Wood 2012). Furthermore, Eagly and Wood (2012) reported that culture and social structure influenced the different behaviour within society.

Some theories are not as optimistic about changing gender roles. Status Incongruity Hypothesis (SIH) suggested that gender roles will not change much in the future (Rudman et al. 2011). According to SIH, individuals who shake the status quo and enter fields that were previously restricted are more likely to be punished than rewarded. Consequently, to avoid the punishment, people tend take some preventative actions which will further strengthen the stereotype status quo (Rudman et al.2011; Haines 2016). While this study looks at these two aspects, the main focus will be on how they influence gender differences in sustainable consumption.

1.4 Key Concepts

This chapter explains the key concepts and terms that have been used in this thesis. It is important to understand these key concepts in order to fully understand the thesis.

When discussing about gender issues it is important to understand the terminology around the topic. Gender is defined as "…cultural, referring to women and men as social groups", whereas sex is defined as "…biological, used when the biological distinction is predominant" (Luchs and Mooradian 2011, p.138). Based on these definitions, the term gender shall be used throughout this study as it considers the cultural imputes in gender as well as the meanings that individuals put to their own gender identities. More common terminologies which will be used throughout this study are explained below.

Eco Gender gap

Cambridge Dictionary (2022) defines gender gap as "a difference between the way men and women are treated in society, or between what men and women do and achieve". The "eco" addition to the term has been added since the studies increased around gender and SC.

Sustainable consumption (SC)

The Oslo Symposium (1994) defined sustainable consumption as "the use of services and related products which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle so as not to jeopardize the needs of future generations.

Gender identity

Oxford Learner's Dictionary (2022) defines gender identity as "the way somebody considers their own gender (=whether they are male, female, etc.), which may be different from the sex they were said to have at birth".

Non-binary

Cambridge Dictionary (2022) defines non-binary as "not simply male or female". A non-binary person doesn't fit into those categories. Their gender might have elements that blend female and male identities or gender that is neither male nor female. Some non-binary people do not identify as any gender and some people's gender identity change over time (National Center for Transgender Equality 2016).

Cisgender

A man or woman who does not consider themselves trans, intersex or other gender and expresses their gender mainly to the gender defined at birth (Sarhimaa 2016)

Pansexual

Individuals who do not want to define their sexual orientation to include only some genders or do not see gender as an essential determinant of interest (Sarhimaa 2016).

Transgender

The experience of one's own gender does not correspond to the gender defined at birth (Sarhimaa 2016).

1.5 Delimitations

This study focuses solely on sustainable consumption. Other parts of consumption will not be part of this study to have a clear focus on one topic. It is also important to note that the cultural point of view will be strongly on Western culture which will also affect the results to be more relevant in Western culture. Furthermore, the timeframe for the gender role changes is limited to the 21st century.

Due to time and resource limitations, this study will only collect data from one geographical location which is Finland. Furthermore, this study will have 7 participants with different backgrounds to provide an inclusive understanding in gender roles and identities.

1.6 Research Methodology

After evaluating the existing literature of the field of gender differences in sustainable consumption, a research gap was identified which presented a need for primary research which shall be conducted in this thesis.

This thesis will take a qualitative approach to data collection and analysis. Qualitative approach will provide a deeper understanding of the gender gap in SC. Sample size will be smaller than in quantitative approach to ensure the in-depth knowledge that will be gathered in interviews. Typically, many social studies are qualitative (Have 2004). These types of studies focus on social phenomena such as in this case gender roles and sustainable consumption. Furthermore, qualitative research is more interested in the perspectives of attendees, and it uses text as empirical material instead of numbers (Flick 2007).

Due to time limitations, the most appropriate and efficient way to gather insights is interviewing participants. The chosen method of semi-structured interviews will give the

discussions more flexibility and freedom to pursue interesting topics while still having some structure in order to answer the research questions.

1.7 Thesis Structure

This thesis consists of five main chapters. Chapter one will be the introduction of the thesis. It will introduce the research questions, provide a background of the thesis, explain the theoretical framework and the key concepts. Finally, the first chapter will shortly go through the chosen methodology. Chapter two will have a thorough look into the existing literature on the subject. It will focus on the reasons behind sustainable consumption as well as how gender might influence those choices. After evaluating the existing literature, chapter three will explain the research methodology more thoroughly than in the introduction chapter.

The third main chapter will introduce the main findings after conducting interviews. Relevant quotations from the interviews will be included in the findings chapter. After introducing the main findings from the interviews, the fifth and final chapter will include the discussions and analysis of these findings. The fifth chapter will also include the limitations of this thesis as well as recommendations for the future studies on the subject. List of the references will be listed after the final chapter.

2   LITERATURE REVIEW

Sustainable consumption has been covered in academic research from different points of view. This study will investigate the gender differences within sustainable consumption. The "gender gap" has been noted in many studies and they all agree on the same thing: women are more likely than men to investigate the broader impacts of their consumption and to have more sustainable consumption habits (Luch & Mooradian 2011). The reasons behind this difference are complex and they will be discussed later in this study. It should be noted that as time passes, values and gender roles tend to change as new generations start to create new trends and thus, values and attitudes start to change alongside with the trends. The changing gender roles and marginalised groups shall be considered in this study later, but the starting point will be investigating the factors that influence the consumption differences between men and women from a more stereotypical perspective.

Increasing sustainable consumption can also be seen on how companies constantly develop "greener" products and use marketing to polish their brand image to look more sustainable and greener. Different policies affect businesses to adjust their business models to meet certain sustainable goals. Overall, the word "sustainability" is relevant to all businesses and industries around the world.

2.1. Gender differences in sustainable consumption

Psychological, situational, societal, and cultural factors are all part of the reasons why there are gender differences in general. Research has shown that sustainable consumption habits differ between genders. Therefore, looking into the factors which influence these differences are necessary to be able to understand the reasons behind the gender differences in sustainable consumption. Many studies have investigated gender differences in sustainable consumption form different points of views. The following subchapters shall be discussing about personality traits, values, identity-based – and status motives as well as gender stereotypes and norms. Finally, the future of gender roles will be explored to understand how the roles have changed overtime and what might the potential future be for gender roles. The purpose of this chapter is to evaluate the current studies on gender

differences in sustainable consumption as well as explore the future of gender roles and how the consumption habits and the gender gap might change overtime.

2.1.1 Personality

Personality traits have been studied by various researchers in fields such as psychology, gender studies and consumer behavioural studies. It has been noted that personality traits tend to predict certain behaviour such as sustainable consumption (Hopwood et al. 2021). Because sustainable behaviour requires changes in habits which can be uncomfortable, inconvenient, and costly, it is important to understand the factors which either increase one's sustainable behaviour or decreases it. According to many studies, consumers with certain personalities are more expected to engage in sustainable behaviour (Hirsh 2010; Hopwood et al. 2021). Although gender differences in personality have been found to be small (Giudice et al. 2012), it is worth to explore more in depth to understand where those small differences are and how they might affect the consumption choices that people make.

Most of the personality studies have used a model called "Big Five". Big Five divides human personality into five broad groups: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (Hirsh 2010). Hirsh and Dolderman (2007) provided good explanations for each trait. According to them, extraversion relates to how outgoing, talkative, and energetic an individual is. Agreeableness describes one's level of compassion, empathy, and concern for others. Conscientiousness is all about one's responsibility and self-discipline whereas neuroticism describes the level of anxious and irritable feelings and the emotional instability. Finally, openness to experience relates to one's levels of imagination, creativity, and openness to new ideas.

Luchs and Mooradian (2011) stated that agreeableness and openness to experience were strongly linked to environmental concern and sustainable consumer behaviour. Earlier findings by Hirsh (2010) support this statement as he also emphasised the importance of those two personality traits which are related to greater environmental concern. An agreeable person tends to have empathy for others and are perceived as altruistic, trusting, modest and warm people (Luchs and Mooradian 2011). Individuals with lower tendencies for agreeableness tend to more selfish and are generally less concerned about the wellbeing of others (Hirsh 2010). Openness on the other hand is related to increased cognitive ability

and flexibility in thought processes and new ideas (Hirsh 2010). Hirsh (2010, p.247) explained that individuals who are higher in openness to experience often have "a broader perspective on humanity's place in the larger ecology and greater aesthetic appreciation of natural beauty". Furthermore, a rather unexpected finding from previous studies was that neuroticism was also positively associated with sustainable behaviour (Hirsh 2010; Hopwood et al. 2021). Hopwood et al. (2021) found in their study that people who became more neurotic over time showed increases in environmental concerns. Hirsh (2010) explained this finding by stating that since neurotic individuals are more concerned of negative outcomes, environmental concerns and climate crisis may increase their anxiety and thus increase their sustainable consumer behaviour.

Hirsh (2010) noted that according to his study agreeableness, openness to experience and neuroticism predicted the higher environmental concern and thus demonstrated the importance of these personality traits. However, these traits were not moderated by gender. Hopwood et al. (2021) supported this finding as they also concluded that the effects of the three personality traits did not change when controlling plausible third-variable effects of age, education, and gender. Both studies, however, noted that women tend to display higher levels of environmental concern than men according to their results. They did not evaluate these findings further. However, Luchs and Mooradian (2011) found more differences between personality and gender and called it as a "gender effect". According to them, women showed higher tendencies in agreeableness and neuroticism, all the personality traits which are connected to higher levels in environmental concern and thus in sustainable consumer behaviour. Furthermore, Luch and Mooridan (2011) noted that previous studies gender differences in openness to experience was less pronounced. However, in their findings women had significantly higher tendencies for openness to experience. As much as there is debate on whether gender pays a significant role in personality traits, the current findings do showcase that to some extent the gender does pay role in personality traits. Therefore, it is a factor which should be considered when discussing sustainable consumption and the factors which affect the gender differences.

2.1.2 Values

Another factor in sustainable consumer behaviour are consumer's own values. Pinto et al. (2014) explained two different groups of values. According to them self-transcendence values are linked to caring for others well-being and disregarding selfish concerns. Additionally, self-enhancement values motivate to promote one's own well-being and interests over others. Individuals with self-transcendence values are usually more inclined towards sustainable consumption. Previous research has shown that females' values tend to be more self-transcendence as they are more concerned of social justice and protecting nature. Males on the other hand tend to have more incline for self-enhancement values as they tend to be more worried about success, capability, and ambition (Pinto et al. 2014). One could argue that individuals with self-transcendence values are generally more agreeable and tend to take the wider picture in consideration. This further strengthens the hypothesis that females tend to be more sustainable and caring towards society and nature than males. Self-transcendence and self-enhancement values are also related to social status and identity-based motivation which will be discussed next.

2.1.3 Identity-based motivation theory and status motivation

Identity is often seen as stable component in individuals which tends to not change too often. Oyserman (2009) argued, however that identity is in fact a dynamic product and can change depending on different situations and scenarios. Personal identities highlight individuals' characteristics and goals which are not related to any memberships or social groups (Oyserman 2009; Pinto et al. 2014). Opposed to personal identity, social identities are affected by social groups which an individual may be part of, such as a city they are from or the decade they were born in (Oyserman 2009; Pinto et al. 2014). In other words, social identity includes the traits and characteristics which are linked to those social groups that an individual is part of or may be aspired to become a member of in the future.

Research has shown that identities do have a major impact on social-oriented behaviour, such as sustainable consumption (Pinto et al. 2014). For example, when individuals are under social influence and their social identity is activated, they tend to make more sustainable choices to promote more ethical behaviour (Szmigin et al. 2009). Therefore, it could be argued that identity can moderate the gender differences in sustainable

consumption. Status motivation will be discussed further in this chapter but to give a clearer picture of how identity-based motivation theory works in practice we shall use status motivation as an example here. When consumers are in social situations and their social identity is salient (e.g., public consumption situations), they see themselves as members of a group which as a result increases their status motivation (Pinto et al. 2014). However, when the personal identity is salient and there is no social pressure, the status motivation decreases. Grisevicious et al. (2010, as cited in Pinto et al. 2014), noted that when people's social identity is salient, it increases their sustainable consumption as they are looking for social recognition by being a sustainable consumer. In other words, when status motivation is activated in social situations, the sustainable consumption increases as well. Pinto et al. (2014) found in their study that when personal identity was salient, female participants were more likely to engage in sustainable consumption than male participants. Thus, females act in accordance with their own values which were described previously in this chapter as self-transcendence. Interestingly, Pinto et al. (2014) found out that because social identity influences people's behaviour to be more in line with social norms, male participants' sustainable consumption levels were as high as female participants when social identity was salient. One of the factors for this is that it is a way for males to strengthen their social image and status by showcasing their affection towards nature. This is also related to status motivation which shall be discussed next.

Status plays a part in gender differences when it comes to sustainable consumption. According to previous research, men tend to have a larger environmental footprint as they more often have higher status and more resources to spend (Bloodhart & Swim 2020). Having more resources to spend often leads to greater spending practises which impacts the consumption habits. Furthermore, a higher status is associated with power and wealth which are more masculine traits. According to Bloodhart and Swim (2020), sustainable consumption tends to decrease status and not necessarily increase it. This is because generally sustainable consumption (SC) behaviours are associated with having less, saving money, and doing less such as travelling. Dolan (2002) had a good point about how the needs and wants have grown due to more complex societies and the roles in societies have become more specialised. This has resulted in the fact that one needs more objects to showcase the nuanced differences in identities and social statuses.

Traditional views associate luxury and self-indulgence with status but Griskevicious et al. (2010) had a different view to status. According to them when consumers activate status motive, it can drive people away from luxury and consequently people would choose self-sacrifice. When an individual is engaging in prosocial behaviours, they will most likely have a reputation of being cooperative and helpful group members. Having such a reputation is very valuable as people tend to see such individuals as more trustworthy and thus more desirable as friends, allies, and romantic partners (Barclay 2004, as cited in Griskevicious et al. 2010). Furthermore, self-sacrifice tends to increase a status in a group and such person is more likely to be chosen as a leader (Griskevicious et al. 2010). This strengthens the view that Pinto et al. (2014) had about how social identity activates the status motive which consequently increases sustainable behaviour. Another interesting learning from Griskevicious et al. (2010) study was that status motive was more associated with visible sustainable products, meaning the products which are used in public, such as a car. Furthermore, the cost of a sustainable product had an impact too and it was noted that when lowering a sustainable product's price, it created a reputational dilemma as buying a cheaper product might suggest that a person cannot afford the more expensive alternative (Griskevicious et al. 2010). Since status is associated more with men, it could be hypothesised that men might be less sustainable in general but when in public situations, their sustainable behaviour increases to the same level as women.

After looking at various psychological and situational factors which affect the gender differences in sustainable behaviour, it is important to understand how the external environment and cultural history has moulded the gender roles in a society and how they affect gender differences in sustainable behaviour.

2.1.4 Stereotypes and norms

In addition to personality traits, values, identity-based motivation theory and status, gender stereotypes and norms that society has created affect sustainable consumption too. Gender stereotypes and different norms shape the way women and men think and behave and how they choose to act. Gender roles have a long history, and it could be argued that those stereotypical roles still influence men's and women's sustainable consumption. For instance, typically men tend to avoid behaviours which are associated with women, but

women do not seem to have the same type of avoidance when it comes to their behaviours (Bloodhart & Swim 2020). Sustainable consumption is often linked to women and femininity as it involves a lot of actions that women tend to do more often such as cooking, cleaning, and buying clothes but also values such as caretaking and empathy. Furthermore, environmentalism and conservationism are often associated with caring and nurturing values which are seen as feminine traits within a society (Brough et al. 2016).

The society has created different norms around gender. According to a research men tend to be more focused on maintaining their gender identity than women because they pay a bigger price for inconsistent behaviour when it comes to gender identity (Brough et al. 2016). According to Brough et al. (2016) men pay more attention to the subtle gender cues such as colour, shapes, and food to strengthen their gender identity. Previous studies have discussed how men also use food to reinforce the norms, expectations, and behaviours of their gender (Greenebaum & Dexter 2018). Society has created a box for men and to be masculine enough, men should avoid displaying sensitivity or empathy or discuss their feelings (Greenebaum & Dexter 2018). Therefore, it could be argued that womens' gender roles are generally more flexible and less likely to be socially observed (Bloodhart and Swim 2020). Furthermore, men are less likely to take part in behaviour which threatens their masculinity and tend to associate with behaviours which affirm their masculinity (Bloodhart & Swim 2020).

Women face more often expectations to be caring and loving and to be concerned about the environmental issues such as climate issue (Bloodhart and Swim 2020). Traditionally girls and women are brought up to behave in caring ways and to put other people's needs before themselves whereas boys and men are thought to avoid concerns of those that do not affect themselves as well as avoid feminine behaviours (Eccles et al. 1990). According to ecofeminist theory, gender differences within environmental concerns appear because women and marginalised gender groups have experienced injustice already, they are more willing to reject the hierarchical and traditional values (Berman 2006). However, it should be noted that these gender differences are not as black and white as it may seem. Different studies have showcased that women and men share similar values, but women are more likely to showcase these values when it comes to sustainable consumption.

2.2 Changing gender roles

As times change, so does societies and certain ideologies. When it comes to gender
stereotypes and norms, it could be argued that the world is becoming more equal and open
place. Women certainly have more representation in the workplaces, in different sports and
educational institutions (Haines et al. 2016). However, when looking at these facts more
closely, the gender equality issues are nowhere near of being solved. Women still earn less
than men in the workplace as well as in other fields, such as sports (Valtavaara 2020;
Haines 2016). Furthermore, the representation of girls and women in the sports has
increased massively in the recent decades but the media coverage about female athletes on
major networks is less than 2% (Sabo and Snyder 2013). What is also interesting and
perhaps suggesting that the gender roles have not changed as much as one would hope for
is that during the same period when females' inclusion in workplaces and sports fields has
been increasing, males' representation in female dominated fields has remained minimal
(Haines 2016). Thus, according to Parker and Wang (2013), men spend on average 9 hours
a week on housework whereas women spend 16 hours per week on housework. There are
studies with different views whether gender roles and stereotypes have changed over time
or stayed stagnant. We shall explore few of the theories next.

2.2.1 Social Role Theory (SRT) – predicting stereotype change

Social Role Theory predicts that when social role distribution changes, it consequentially
will change gender stereotypes (Eagly and Wood 2012). Eagly and Wood (2012) noted that
people's views and beliefs about gender characteristics and roles appear from their
observations of how women and men behave in their typical roles. Therefore, role
expectations exist in the minds of individuals who then share these expectations with other
people. Consequently, this produces a social consensus which influences social structures
and culture itself (Eagly and Wood 2012). Eagly and Wood (2012) believed that culture
and social structure contribute to the variability of behaviour.

Diekman and Eagly (2000) made many experiments to study the expectations that people
had over changing gender roles. The results supported their hypothesis that people
expected the gender roles to become more equal in the future and especially the attributes
of women to change in the society. However, they did not predict men's' attributes and

roles in society to change as much as women's would. This is related to the fact that men's participation in female dominated fields has stayed to minimum over the past decades and, therefore, men's roles are not expected to change much over time. For the most part SRT supports the idea that gender stereotypes and roles will have changed over time and be less differentiated. This is backed up by Eagly and her colleagues' documented research on changes in roles, activities and occupational choices of women and men (Haines 2016).

2.2.2 Status Incongruity Hypothesis (SIH) – predicting stereotype stability

Rudman et al. (2011) had a different view to changing gender roles. Their study looked at female leaders and how they challenged the gender hierarchy. According to them, women are automatically linked to low status to the extent that when they do enter high occupations, the importance of it can drop significantly. According to SIH when women are in power, they threaten the norms for power and, therefore, forces people to reconsider the gender role status quo. Furthermore, male leaders tend to support the gender role status quo, whereas female leaders do not (Rudman et al. 2011). Therefore, SIH suggests that vanguards – individuals who enter previously restricted fields – are more likely to be punished than rewarded since they are challenging the status quo. To avoid backlash, individuals may engage in preventative actions and consequently strengthen the stereotype status quo (Rudman et al. 2011; Haines 2016).

Considered the findings that Rudman et al. (2011) did, SIH argues that gender roles are not changing as much as perhaps SRT model suggested. SIH focuses on the backlash that occurs when an individual takes part in counter stereotypical behaviour and thus confirms the bias in judgements of average gender roles. According to Rudman et al. (2011, as cited in Haines 2016), the relationship between societal change and gender attitudes is stagnant and not changing much. Therefore, they argue that strong gender stereotypes will persist and there will be minimum evidence that they will change in the near future (Rudman et al. 2011).

2.2.3 The future of gender roles and marginalised groups

As much as there is evidence on how gender roles have not changed much over time, it should be noted that there are still many aspects that have changed and made gender roles more flexible. Socio-historic moments, such as #metoo trend and recent discussions on female's safety on social media have sparked important discussions globally and impacted the shifts on gender roles (Zayer et al. 2019). Men's role has somewhat more fluidity than 30 years ago when it was not acceptable for men to show much emotion or other softer values which were associated with femininity (Vilpponen 2016). Nowadays men can show more emotions and vulnerability as societies are becoming more acceptable. As much as the world is changing and the gender roles are becoming more fluid, there are still limitations to the roles. For example, men wearing skirts or showcasing femininity are still facing prejudice from society. Even veganism is seen as feminine trait and thus not a common diet among men (Greenebaum and Dexter 2017). Greenebaum and Dexter (2017) introduced a term "hybrid masculinity" in their study. According to them, vegan men do expand and alter the traditional definition of masculinity but do not fundamentally change it. However, research suggests that younger generations tend to not define themselves inside the traditional gender lines and limitations as much as older generations (Zayer et al. 2019). This is an interesting find and suggests that gender roles will continue to go through transformation over time.

When discussing about gender roles and gender differences in sustainable consumption, it is important to acknowledge the marginalised groups. There is limited research on individuals with queer and nonbinary identities but the research that there is suggests that SC is more influenced by gender identity rather than biological gender (Bloodhart and Swim 2020). Queer communities tend to have higher level of activism which is also related to environmentalism (Bloodhart and Swim 2020). This could be due to them being more accepting and flexible with actions that are more "gender-bending" (Sbicca 2012). According to sociologists, trans and queers are more open to challenge the connection with green consumer behaviours, such as eating meat, and masculine gender identity because they are already challenging the traditional gender roles that society has created (Simonsen 2012). These findings showcase how the social norms and gender stereotypes affect the sustainable consumption rather than the gender itself (Bloodhart and Swim 2020).

Different gender identities have also been a hot topic in schools. For example, Finnish Board of Education (2015) provided a guide which gives examples on how to enhance equality in schools. One of the suggestions was to not use terms like "girls" and "boys" when talking to a group of students. Furthermore, schools in the state of Victoria, Australia, will introduce an educational programme called "Respectful relationship" (Sarhimaa 2016). The purpose of the programme is to break gender stereotypes by using examples that break gender stereotypes. Older students are taught terms such as pansexual, cisgender and transgender (Sarhimaa 2016). Furthermore, PE classes used to be divided in girls' groups and boys' groups. This has also changed in the recent years as most schools in Finland do not divide the groups anymore based on gender (Vähäsarja 2018). Another evidence on the changing ideologies around gender is the fact that gender fluid names are increasing for babies as parents are willing to recognise the possibility of their children's gender fluidity (New York Post 2018). Merriam-Webster dictionary announced in 2019 named "they" as its word of the year (BBC News 2019). According to them, searches for "they" increased by 313% that year and additionally, the US dictionary added a new definition for "they" as a meaning of a singular person pronoun. Since then, many public figures have announced their pronounces as they/them which has increased the discussions furthermore around mental biases and how neutral pronounces can reduce those biases (BBC News 2019).

It is clear that gender is a much more complex subject these days. Furthermore, it showcases how outdated the current research on gender gap and SC is and that there is a clear research gap which will be noted in this thesis. The current research focuses strongly on traditional views on gender, and it mainly recognises gender as either "woman" or "man". Not recognising the fluidity of gender can reflect on the research findings as well. The findings will give simplistic answers which fail to recognise the complexity of the gender roles and identities and how they influence our everyday choices. Therefore, this study attempts to close that gap and bring a more complex and inclusive view on gender identities as well as examine how these roles have changed overtime, especially in the 21st century. The findings should therefore be more up-to-date and reflect the more fluid gender roles and consumption habits of Western culture.

3 RESEARCH METHODOLOGY

The following sections will cover the information and justifications around philosophy, approach, and method. Overall, this study will follow qualitative approach to gather deeper understanding and knowledge whilst also including justifications presented from referred journals, textbooks and other resources as discussed within the literature review.

3.1 Research Philosophy

Defining a research philosophy helps to gather a deeper and wider perspective of the research as well as give a clearer purpose for the research (Carson et al. 2001). Furthermore, having a clear view on the research philosophy will help to justify the choice of design of the research (Easterby-Smith et al. 2002). The chosen philosophy for this thesis will be a mix of positivism and interpretivism.

Carson et al. (2001) explains that positivists focus on description and explanation within their research. Positivist researchers aim to be emotionally neutral and thus make a clear divide between reason and feeling and science and personal experience (Carson et al. 2001). Furthermore, positivists focus on pure data and facts uninfluenced by human interpretation or bias (Saunders et al. 2015). It could be argued that positivism is often associated with quantitative research.

Interpretivism on the other hand aims to create deeper understanding of social worlds and context (Saunders et al. 2015). Typically, interpretive approach looks at topics which cannot be measured by quantitative tools such as motivations, intentions, and values (Corbetta 2003). Interpretivists criticise the way positivists try to determine definite, universal laws that would apply to everybody as the interpretivism ideology understands that people come from different cultural backgrounds, are dealing with different kinds of issues and circumstances, which as a result, creates different social realities (Saunders et al. 2015). The purpose of interpretivist research is to add new and richer understanding of social worlds and different contexts (Saunders et al. 2015). This type of research is typically qualitative, and the data is collected from smaller samples. Arguably this thesis shares the interpretivist views and values as the purpose is to understand on a deeper level

of the gender differences in sustainable consumption. Therefore, the appropriate philosophy for this thesis is the mixture of positivism and interpretivism.

3.2 Research Approach

The chosen approach for this thesis is inductive approach as it is appropriate with the chosen philosophy and the chosen research method which will be discussed later in this chapter. Flick (2015) explains that inductive approach is more common in qualitative research where interviews can be analysed to discover themes and trends amongst the participants. Inductive approach provides more in-depth analysis and explanations for specific research problem and therefore, it moves from specific information and scenarios to more general contexts (Saunders et al. 2015; Bryman 2015).

Thematic analysis will be used in this research to find common themes within the text. Thematic analysis uses a coding system which is a way of categorising a text to find thematic ideas about it (Gibbs 2007). The idea is to code text with the same label which has same phenomena, idea or explanation and this way make it more efficient to manage and organise the data (Gibbs 2007). Coding in this context does not mean computer code or programming. It is a way of organising and evaluating in different categories and themes.

3.3 Research Strategy

According to Saunders et al. (2015), a research strategy is a plan of how the researcher approaches the research questions. Following the chose philosophy and approach, this thesis will use a qualitative strategy, specifically a narrative inquiry strategy. A narrative can be described as a story which involves personal experiences and describes certain events or sequences (Saunders et al. 2015). A qualitative research interviews usually have participants who are telling their stories and personal experiences and therefore, the term "narrative" can be associated with the nature of outcome of a qualitative interview (Saunders et al. 2015). Furthermore, for this type of strategy, the most common method is in-depth interviews which will be discussed next.

3.4 Research Method

The most appropriate method for this thesis is a mono method qualitative study and the data will be collected through semi-structured interviews. Sustainable consumption and the gender differences that are associated with it can be considered as social phenomenon and therefore, qualitative approach will give the tools to understand the deeper meanings behind certain gender roles and how they may affect one's consumption habits. Gender roles and identities are complex issues. Hence why qualitative method will be the most suitable approach for this thesis as it will provide an in-depth understanding of these issues through interviews with the participants and thus establish greater trust and participation form the interviewees (Saunders et al. 2015).

3.5 Qualitative Data Collection – Semi-structured interviews

To ensure a diverse representation, a group of 7 people shall be interviewed. This group will represent different genders and generations to ensure a deeper understanding of consumption habits, gender roles and how these issues might have changed over time. A summary of these participants is provided below.

Participants	Age	Gender identity	Nationality
Participant A	79	she/her	Finnish
Participant B	20	she/her	Finnish
Participant C	25	he/him	Finnish
Participant D	19	they/them	Finnish
Participant E	56	he/him	Finnish
Participant F	61	she/her	Finnish
Participant G	26	she/her	Finnish

Table 1. Profiles of the participants

The interviews will be semi-structured interviews which mean that they will cover certain themes and certain key questions will be asked but there will be freedom to have conversations which might not follow the same questions every time (Saunders et al. 2015). The order of the questions may vary depending on the direction that the

conversations might go, and additional questions might be added when needed (Saunders et al. 2015). The full set of interview questions can be found within Appendix 1.

The nature of this thesis will be exploratory study. Typically, exploratory research questions begin with "What" or "How" and the questions tend to be open-ended (Saunders et al. 2015; Kotler and Armstrong 2017). Interviews with exploratory nature are likely to be unstructured and they rely on the active participation from the interviewees (Saunders et al. 2015). Furthermore, these open-ended questions will not measure how many people think in a certain way but rather what people think of the topic in hand (Kotler and Armstrong 2017).

3.6 Quality in qualitative research

Qualitative research contains interpretations and explanations and not any numerical data like quantitative research. Therefore, it is important to achieve high quality to validate the research. Tracy (2010) provided eight criteria which make a qualitative research high quality. These factors are worthy topic, rich rigor, sincerity, credibility, resonance, significant contribution, ethics, and meaningful coherence.

To make sure that the topic is worthy, this study takes a timely and relevant approach when looking at gender roles and how they have evolved. It challenges the current research on the topic and questions the assumptions that have been made previously.

Tracy (2010) explains rich rigor as research with "rich complexity of abundance". The content should be as complex and multifaceted as the phenomena being studied. To make sure that the data reflects the complexity of the topic, the participants have been chosen to represent different gender identities and generations. This will provide an inclusive and deeper understanding on the topic. Furthermore, interviews will be recorder to ensure higher level of richness is provided.

This study will provide sincere and transparent data and findings by providing full transcripts of the interviews. The interviewee will be neutral in all interviews and will not let her own biases or views have any impact on the results. The interview questions are formulated with much thought beforehand to avoid affecting participants' answers. To

ensure credibility, this study will include thorough and clear descriptions. In-depth evaluations with cultural meanings and abundant concrete details will be provided.

Given the fact that there are not many studies which consider the fluidity of gender roles and how they can affect sustainable consumption, it could be argued that this study has a significant contribution or at least aims for it. The goal is to add more complexity and inclusivity to the gender gap issue in sustainable consumption and give the readers a more up-to-date knowledge on the topic.

To ensure the study to be ethical, all participants have been asked for consent prior the interview. The participants have been informed about the recording of the interviews as well as their anonymity within the study. Participants were also made aware that they do not have to answer all of the questions if not comfortable with it.

Tracy (2010, p. 848) defines meaningful coherent study as follows:

"Meaningfully coherent studies (a) achieve their stated purpose; (b) accomplish what they espouse to be about; (c) use methods and representation practices that partner well with espoused theories and paradigms; and (d) attentively interconnect literature reviewed with research foci, methods, and findings." To ensure that this study accomplishes these factors, the data will be analysed in a way which provides clear answers to the research questions. Furthermore, interview questions will be planned to ask questions which support the research questions and will provide a deeper understanding of the studied phenomenon. Finally, literature review and the chosen theories will be in line with the research questions as well as with the interview questions to ensure a cohesive and interesting text.

4 FINDINGS

Surprisingly, there were no clear consumption differences between the participants, regardless of their gender identities. This suggests that gender differences in sustainable consumption habits are not as clear and strong as previous study indicates. However, there were strong indicators on how culture and one's upbringing affect the gender roles and how they are viewed. This chapter will look at the respondents' views on gender roles and how they feel about sustainable consumption in general. The respondents represent different generations and gender identities to ensure a more inclusive view on gender roles and sustainability issues.

4.1 Gender identities and roles

To understand the findings in a bigger picture, it is interesting to look at how the respondents see gender and gender roles in general. There is a clear indication that gender roles have changed a lot of overtime which has also affected the way people see gender. When asked the respondents about their gender identity, it was clear that younger generation acknowledged the fact that gender can be fluid no matter what gender one identifies as. This does not mean that the older generation had a more rigid view on these issues, but they had much traditional and clear picture of their gender identity. However, they acknowledged that gender roles in society are generally more fluid and not so set by the society.

The oldest respondent was 79 years old, and she identified as a female. Her thoughts on gender were as follows:

> *"I identify myself as a woman and I appreciate the care and softness that women carry with them. However, my father always said that I can do and try everything that I would like to, so I haven't felt like my gender has limited me in any way. Although I was never taught that there were women's jobs and men's jobs, there was a clear difference in what my dad did for the family and what my mom did."*

A 25-year-old respondent who identifies as a male shared his thought on gender:

"I identify as a male, but strong masculinity is not necessarily the first thing that comes to my mind when I think of being a male. There is perhaps a certain sense of community in it."

A 61-year-old respondent who identifies as a female had similar thoughts on gender as the previous two respondents:

"Perhaps us women have a bit different kind of role when compared to men, but I do not feel that being a woman would limit me of doing certain things. Motherhood is probably the only thing that really differentiates the genders, but I feel like values are pretty much the same regardless of gender."

As can be seen already from these views, the gender roles are not as rigid among the respondents and although they acknowledge that there might be some differences, they do not recognize strong gender roles in their lives, nor that gender would limit them of doing anything. The younger respondents had even more versatile answers when discussing about gender which showcases the increasing knowledge and understanding on gender identities and norms that society has created. A 26-year-old respondent who identifies as female shared her thoughts about femininity and masculinity:

"I don't think I am just feminine as I do have some masculine traits as well. But those traits that have been seen as feminine traditionally, like empathy, caring, sense of responsibility and thinking of others do portray myself quite well. But I still don't see womanhood as just feminine thing."

Very similar thoughts were shared by another 20-year-old respondent who identified as female too:

"I identify as a woman, but I will also say that my identity is not so rigid.
I have found my place, but it is not necessarily the same as a society
would view gender as. Since I am a transgender, I have paid attention to
the gender issues a bit more. Quite frankly, gender is what is seen as
gender, and in some way, if enough people behave certain way it's like
okay now femininity looks like this. Of course, there are all those
physical attributes, but they are also somehow socially linked to gender,
so society has created these ideals of femininity and masculinity."

The youngest respondent was 19-yers-old and according to them gender is not part of their identity:

"I don't identify as any gender. I have never locked anything regarding
any identity issue. I have always understood things change, but I go with
what feels right at that moment."

After examining these answers, it could be argued that the views on gender roles and identities are not as traditional as they have been in previous study. The clearest difference in these views were between the generations as the older generation had a much more traditional view on gender itself and the younger generation acknowledged the fact that gender has many layers, and it is not so black and white. However, all the respondents agreed that gender roles are much more fluid, and everyone have the same opportunities in life despite the gender.

It should be noted, however, that culture and one's upbringing can influence the way gender roles are viewed. When discussing how the respondents see gender, and whether gender can sometimes limit what an individual can or cannot do, some of the respondents pointed out their upbringing. The youngest respondent grew up in Japan and they shared their thoughts on the differences in gender roles between Japan and Western cultures:

"Gender roles affected me perhaps even more than another person of the same age. I grew up in Japan as a child, and there gender roles are much more rigid than in Finland ... in Western cultures gender roles have started to blend into each other more.

Almost all the respondents pointed out that they do not see that gender would limit an individual in any way "at least in a democratic country where we live in".

4.2 Sustainable consumption habits

The respondents were asked about their consumption habits and what sustainable consumption means to them. Since this study looks at how gender affects the consumption habits, the answers were analysed by taking account each respondent's gender identity. Once again, there were no clear correlation between gender and sustainable consumption habits. All the respondents take sustainability into account at least in some respects during their buying process. The most common sustainability aspects that they considered were quality, locality, second hand buying as well as minimising the waste. Also, when considering larger purchases that would last a long time, the importance of sustainability aspect increased.

Although gender was not seen as a strong factor in sustainable consumption, it was noted that age and wealth influenced the way the respondents implemented sustainable choices into their consumption habits. A 25-year-old respondent said that he tends to look at the locality especially in his food consumption:

"I have read a lot about transport and logistics and how it can be a big problem for the nature, so I believe that locality is a good thing."

Another theme that many respondents brought up in the conversations was how the sustainability aspects becomes more important when considering bigger purchases. The 79-year-old shared her thoughts on sustainable consumption as follows:

"At this age my consumption habits have become such routines to me but especially when I am considering on buying something bigger, I think about sustainability a lot more. And locality is important in the food I am buying. I find sustainability very important especially because of this climate change and I have been watching all this constant consumption with horror for a long time. There are so many things in a store nowadays which I am quite worried about."

The only respondent who admitted that sustainability is not necessarily the priority in his consumption habits was a 56-year-old respondent who identifies as male. However, he made some conscious efforts in certain aspects of his life:

"Well, I know what it is, but I probably don't think about it that much. Of course, I am aware of it, but then it doesn't control my actions and decisions. However, as a lazy man I could just not charge my hybrid car, but I do all my city driving with electricity. Then we don't really use those plastic bags anymore and we also started recycling plastic. If I think of sustainability, I think of the quality of a product. When you buy something that is good quality, it usually lasts longer. I have also recently started to research more about the background of my bigger purchases like where is it made in and what materials have been used in them."

The 61-year-old respondent also admitted that sustainability is not necessarily the priority in her everyday purchases, but she also highlighted the quality of the products:

"Well maybe I think about more these things when I am buying something bigger. When I buy something for our home, I think that it should be long-lasting so I don't buy a furniture that will only last a year or two. In other words, I prefer to buy high-quality products that can be renovated or put into further use."

From the conversations with the respondents, there were clear differences between younger respondents and older respondents. The older generation has typically more money and hence they often look for products that are good quality that lasts longer. They have more resources and freedom in choosing what materials they would prefer and more choices when it comes to choosing the product. The younger generation often opts for second-hand and mainly think of the sustainability aspect in their food shopping as they do not necessarily consume anything else than the everyday products that they need. The youngest respondent answered as follows when asked about their consumption habits:

> *"I prefer buying used clothes and shoes as much as possible and if I buy a new phone, I'll buy it used. I don't actually buy anything new these days because I don't have the money for it."*

One of the respondent's core values was sustainability and it influences all her consumption choices. She too made a point about being a student and not having much money to spend:

> *"If I think about food, sometimes the sustainability becomes even more important than the taste. I think about sustainability especially in my bigger purchases, but of course, money often comes to question in this life situation. So usually, it is the everyday things like food and cosmetics. So, I think about the daily smaller purchases the most since I haven't really consumed anything else lately because I don't have the money."*

Another student was also on the same page as other younger respondents when it came to money, but she also admitted that it depends on the situation when she thinks about sustainability:

*"I do have a list in my mind when I am buying things and it includes
things like price, convenience and then all these sustainable things but I
don't think about the sustainability issues necessarily always. It depends
on the situation, like I might go to H&M, but I then also buy Finnish
produced foods and so on."*

As a conclusion, gender does not seem to have correlation with sustainable consumption but other factors like money and age seem to have some correlations to it. There were a mix of answers and although the most sustainable respondent happened to be a female and the one who admitted quite clearly that sustainability issues do not necessarily influence his choices happened to be a male, does not give a clear enough suggestion that gender would be the primary factor in consumption choices. This could also indicate that gender roles and identities are becoming more fluid. This was already visible in the discussion regarding gender identity and roles earlier in this chapter.

4.3 Social influence

Discussions about social pressure and how consumption habits may differ in social contexts were brought up in few interviews. As discussed in the literature review, factors such as status can affect some of the choices people make in social situations. Most of the respondents felt that the consumer behaviour may differ in social contexts because of social pressure and the need of fitting in. However, all the respondents reported that social situations do not affect their consumption habits majorly. In the cases when it might have affected it has mostly been to make things go more smoothly and not making a fuss of things. The 79-year-old respondent shared her thoughts on social pressure and how it may affect someone's role:

*"My consumption choice doesn't really differ whether I am in a social
context or not. When I was younger though, it might have affected more.
When you are younger you may feel like people don't accept you if you
make a different or an odd choice."*

Another respondent had noticed how society creates norms for certain situations and he had some personal experience on this:

> *" Usually, social pressure is about not wanting to stand out from the crowd. It is funny how we create certain norms social situations. Like when I ordered an alcohol-free beer at a bar, it was viewed as a little bit odd in my social group."*

The youngest respondent had how people around them started to change their behaviour after they became vegan. This also touched on lightly about the Griskevicious et al. (2010) theory about status and how self-sacrifice tends to increase a status in a group and such person is more likely to be chosen as a leader:

> *"I noticed when I became vegan that quite a few people started to explain to me why they eat meat and when we went to Hesburger, they didn't take the double cheeseburger that they usually take. And I don't want my own views to somehow cause that, but for sure, especially if there is a moral or ethical thought in the background, then maybe you start to think that one person might be a better person than the other even though it should not be like that of course."*

One of the respondents who is in a directive role in a company shared his thought about status and how some consumption choices can be influenced by one's status or position at work:

> *"Surely no-one approves if someone makes really foolish choices when it comes to sustainability. Your image and reputation would just take a hit in that. Also, as I am in a leading position at work, it does guide me in the way that my actions must be in line with our company's values. I am not saying that I can't be different, but I can't be in conflict with the*

company's values. So yes, in that sense status and position definitely affects some of my decisions."

Finally, the 26-year-old respondent who values sustainability very highly in her consumption choices discussed the differences between a social pressure and social encouragement:

"When I'm with my family I alter my consumption preferences because I don't want to be difficult. But then if I am with my friends who are vegan, I don't really dare to buy anything that has for example cheese in it. So, it does affect a little bit. Maybe it's more about adapting to a situation because I don't really think about how I look in their eyes, but I just try to be easy because I feel like people who always want to do things differently are often considered as difficult. But then in the other situation (when friends are vegan), maybe group pressure is a wrong word, I feel like it is more like group encouragement."

Overall, it could be argued that social pressure does not affect the respondents very much. However, they brought up reasons such status at work, and not wanting to look "bad" in front of people who may be making more ethical choices. These are in-line with the theory which was discussed in the literature review.

4.4 Changing gender roles

Finally, respondents recognized a shift in gender roles and how much the roles have changed during their lifetime. The gender roles in work life have been changing throughout the years. The 79-year-old respondent worked in an office when she was still working, and she shared her thoughts on how women's and men's roles were very clear back then:

"There were very precise rules on what clothes you were allowed to wear. The roles of women and men were strongly on display. As a woman you were often viewed as someone who belonged to a lower caste."

The 56-year-old male pointed out how much women's position has gotten better in working life:

"There are more women nowadays in leading positions and on the boards of companies. I mean just look at the five leading female politicians that we currently have in Finnish government."

When discussing about how gender roles had changed overtime, it was clear that women's role had become more versatile in working life and in society in general. However, when it came to men's role it seemed like their role had not changed as much. The younger respondents pointed out some interesting and very valid points about men's role within a society nowadays:

"We talked with my boyfriend just last summer when he was jokingly saying how nice it would be to wear a skirt so that it would not be so hot. But then I thought that why is it still so weird for a man to wear a skirt? Women have already broken this myth a long time ago as we can now wear pants too. I think more norms have been broken on what a woman can do but there are still more restrictions on men."

"Maybe in our time it has already been quite okay for women to have everything and have a versatile role. But the restrictions on men's role have started to lift maybe in the past five years or so."

Finally, the younger respondents discussed how gender in general is becoming more fluid and there are no clear boxes for genders. Instead of gender, there should be talk about femininity and masculinity. Social media and acknowledgment of Lgbtqia+ rights have been part of this change. The 19-year-old respondent shared their thoughts on how social media has been helpful in finding answers to their questions on gender identity:

> *"I think that media used to be very one-sided but now every microtrend and group of people has its own platforms and its own safe spaces on the internet. I think it has affected how much people dare to bring out their own preferences for example regarding gender. If I hadn't had Internet access when I was 13-16 years, I would have been at a very different point with my own identity now. It has also affected how the traditional gender roles have been erased and I have realized that they are just things written by people and I can really do whatever I like in terms of that."*

In a summary, all the generations acknowledged the changing gender roles. The older generations see it in more practical ways in working life and family dynamics which could be viewed as more traditional ways of looking at gender roles. The younger generations see gender as a more fluid and complex issue. They acknowledge how we all have masculine and feminine energies and how gender is just a norm which someone has created, and society has learned to view it in a certain way. Social media and more open culture have brought these discussions to wider audiences which as a result has started to change the views people have on gender. These findings and how they're related to sustainable consumption habits will be discussed more in detail in the next chapter. A summary of the findings is illustrated in the image below.

Gender identities and roles	Sustainable consumption habits	Social influence	Changing gender roles
Gender roles are not so rigid anymore.	There was no clear correlation between gender and sustainable consumption habits.	The most common answers for social influence were social pressure and the need of fitting in.	All respondents agreed that women's role had changed a lot, especially in work life.
There were slight differences between generations; younger generation described gender as more fluid whereas the older generation had more traditional view, but they acknowledged that the gender roles are not so rigid anymore in the society.	Most common sustainable aspects that were mentioned by the respondents were quality, locality, second hand buying and minimizing waste.	Status and work were also mentioned by a male respondent. Not wanting to look bad in front of people who make more ethical choices was also discussed in the interviews.	An interesting find from the interviews was the realisation that men's role had not changed as much as women's had.
It should be noted here that culture and one's upbringing has a big influence on gender roles.	Age and wealth influence the way an individual implement sustainable choices.		Overall, gender is seen as much more fluid these days and social media has helped a lot in changing those norms.

Table 2. Summary of the findings.

5 DISCUSSIONS

This chapter will discuss about the findings and evaluate how they align with the previous theories and research. Furthermore, limitations and recommendations for future research will be explored as well.

5.1 The fluidity of gender roles

It is clear from the findings that gender roles are becoming more fluid and flexible, and the traditional roles are diminishing. Of course, there are still societal norms and old cultural aspects which influence how people think of gender in general. However, these norms and ideologies are being questioned constantly in the mass media and social media. The younger generation perhaps understands these changes on a deeper level as they are much more involved in societal conversations through social media. This does not mean that the older generation would not be up to date on the changing ideologies. Mass media and entertainment business has also picked up these changes and started to make their content more inclusive.

Instead of discussing about a gender, perhaps it would make more sense to discuss about feminine and masculine energy. The younger participants in the interviews tend to see gender as a complex thing which is not necessarily a physical concept but rather an energetical phenomenon. Even if they did identify as a female or a male, they acknowledged the fact that they do have both masculine and feminine sides in them. Although these ideologies have been around for a long time, they have only in the past 20 years or so become more visible to people. It could be argued that social media has had a huge effect on this. It has opened important discussions about gender identities and therefore the public is much more informed about them. It has also been helpful for those who are figuring out their identities just like the youngest participant in the interviews who explained how lost they would have been when they were younger if there wasn't social media. Every group and ideology have their own safe spaces in social media channels. They are also there to teach and inform people.

When compared the views of younger generation to older generation, there is a slight difference how the older generation discuss about gender role changes. Their views are perhaps more practical and something that they have witnessed throughout their lives. They explain the changing gender roles with practical examples, like how women have

more visibility in the work life nowadays or how men are more involved in raising their children. Their views on gender, however, is still more traditional. Or at least the more traditional aspect of a gender comes to their mind first. This is not to say that they would not see gender as the younger generation sees it, but their thought process can be a bit different. However, their points are very valid too and further showcases that gender roles have changed overtime. Therefore, it can be argued that the Status Incongruity Hypothesis (SIH) theory which predicts stereotype stability, is not in line with the findings of this thesis. SIH argues that gender roles will not change as those who challenge the status quo are more likely to be punished than rewarded (Rudman et al. 2011; Haines 2016). This view is quite a negative view on the potential of gender roles changing. Although there are still many obstacles to tackle when it comes to gender issues, the world and the society are constantly changing and so are the gender roles and identities.

The Social Role Theory (SRT) which predicts stereotype change is perhaps more in line to the findings of this thesis. According to SRT when social role distribution changes, the gender stereotypes will change therefore too (Eagly and Wood 2012). In other words, when there is more visibility to different gender identities and roles, the stereotypes will change too. This is where social media and mass media plays its important role in changing the status quo. However, the SRT theory has an important point on men's role and how it is not expected to change much over time as at the time when the research was done, men's participation in female dominated fields had stayed to minimum. This was something that few participants pointed out as well. As much as women's role has changed and evolved over time, men's role has stayed quite stagnant. Maybe it would be more accurate to say that femininity has evolved and become more fluid, whereas masculinity is still seen through more traditional lenses. However, since the SRT research was done, social media has evolved and those who identify as males are more open to discover new sides of them. Masculinity is slowly but certainly starting to evolve. This can be seen in men's fashion for example. Men are being encouraged to talk about their feelings and show them more openly. The box where masculinity has lived for a long time seems to be opening and expanding slowly but surely. This phenomenon also strengthens the view on gender fluidity and how gender is seen in a society.

So how do the changing gender roles affect the sustainable consumption? Since gender roles are in constant development, it could be argued that this change would also have an

influence on sustainable consumption. If gender is becoming more fluid, will the gender gap decrease when it comes to SC? These topics will be discussed next.

5.2 Sustainable consumption – a gender or a generation gap?

Since the gender roles and identities have changed over time, it would be expected that the sustainable consumption habits have changed between gender too and perhaps equalised. When analysing the findings from the interviews, there was no evidence that gender had a big impact on sustainable consumption. The answers were somewhat similar among the participants. Yes, some of them valued sustainability more than others but every participant considered sustainability at least in one or two areas of their lives. Therefore, it would be too simple to identify gender as a strong factor when it comes to sustainable consumption. There are, however, some implications that the gender gap might still be relevant in some instances. These instances are often to do with generation differences.

As much as gender roles have changed over time, it could be argued that gender fluidity and ideologies about different gender identities have risen to public knowledge only in the past 20 years or so. Of course, these ideologies have been there for a longer time but for example, the gay rights movement has seen progress mostly in the past 10 or 20 years. This has also led to the expansive understanding and growth of LGBTQIA+ community. Although this thesis is not focusing on the history of those rights, one cannot ignore their development as it has had an influence on how people see gender as well. This is where social media has played a role as well by bringing these issues to the public eye. Now what does this has to do with generational differences and SC?

The younger generation has born in time when these ideologies have already been very common knowledge and through social media, they have learned about the issues from quite young age already. This is not to say that the older generation would not be aware of all these different ideologies, but they have grown up during those times when these kinds of issues perhaps were not as visible or talked about. Furthermore, the changing women's rights and their roles are something that the older generation has witnessed. Therefore, there might be a generation gap when it comes to how individuals see gender. Consequently, this also affects on how generation view other aspects of life. For example, according to the previous studies sustainability is seen as feminine which might still be the

case, but it holds a different value in different generations. The younger generations might not even see it as feminine but more as an ethical choice but whether it is feminine, or masculine is not something they hold on to. The older generation, however, tends to still hold value to whether something they do is appropriate to the gender they identify as or not. This can be sensed from the participants' answers when asked about gender and what it means to them. The younger generation had more difficulties in describing gender as to them it is a more complex concept whereas the older generation's answers were more traditional. However, it is important to note that the older generation was not necessarily only listing stereotypical aspects of the genders as they too have lived in time where gender roles have been changing. These answers showcase, however, the difference in how generations view gender and how much weight they put on gender.

When it comes to SC, there were differences between the generations too. the younger participants considered sustainability in their everyday choices. The food they ate, the clothes they wore as well as what they bought to their homes. The older participants also considered sustainability in their life choices but mainly on the convenient aspects, such as changing plastic bags to canvas bags and buying quality products that would last longer. It could be argued that sustainability was more visible in the younger participants lives. In addition to different views on gender, one aspect that came up in the interviews was money and how it also influenced on what to consume and what not. Naturally, the older generation has more wealth and, therefore, they have more choice to choose from. Students may not have as secure financial situation which narrows down their options. This has encouraged them to buy second hand products and only buy items that they need. Furthermore, the oldest participant admitted that at her age (79), she has such strong habits and unconscious routines that changing them would be quite challenging for her. She admitted that she could consider sustainability more in her choices, but she acknowledges the state to the climate change and tries to make better choices whenever she can. So as much as the complexity of gender and how different generations view it, financial stability and deep routed habits and routines are also valid aspects to take into consideration when comparing the generation differences. The main point here is that the results of the interviews suggested that instead of a gender gap, there seems to be a generation gap in sustainable consumption. This can also be seen in the media and how younger generation has brought up their worries on climate change and sustainability. A perfect example

would be a 19-year-old environmental activist Greta Thunberg who has challenged the world leaders to take action on climate change issues. Many other young students followed Greta's example and together they organised a school climate strike movement which is nowadays known as Friday for Future movement (Friday For Future 2022). In other words, perhaps sustainable choices are not tied together with gender anymore but more with generational views and action.

5.3 Limitations and recommendations for future research

As mentioned in the findings chapter, culture and an individual's up bringing have had an influence on how one sees gender and how strong the stereotypes might be. Since this study was undertaken only in Finland, it has a limited view on gender and how it is viewed. Therefore, it would be recommended to do a similar study across different countries and see whether the results would be different. For example, Cuddy et al. (2015) found in their study that culture shapes the gender stereotypes, and those stereotypes differ in different countries. Taking culture into account could give a broader view on how gender might affect sustainable consumption.

An important part of gender studies is them to be more inclusive and to mirror the society that we live in. Gender is not black and white anymore and it would be ignorant to only talk about men and women. It is important to showcase all gender identities and involve them in the study as well. This was already considered in this study, but it would be recommended to interview a bigger pool of individuals with different backgrounds and identities to make sure that the study is as inclusive as possible. This is something that previous studies have not considered as much. Thus, inclusive studies on how gender and SC correlate are very limited currently.

Finally, this study included only 7 participants and it is important to acknowledge that one cannot generalise their views as the only truth there is. The result give good indication on how the society has changed over time, but it would be recommended to make interview a much bigger pool of individual in general to get a clearer picture.

This study focused on gender roles and stereotypes and how those affect sustainable consumption. This study can be helpful for future gender studies as well as consumer

behaviour studies. It has also potential to be even more broad and extensive research. Furthermore, it could be a helpful resource for businesses as well as governments to help them understand how consumption habits may change overtime and what are the driving factors for those changes.

5.4 Practical implications

As described in the introduction chapter, often those products which are aimed for women or preserved as feminine are marketed as "sustainable" or "green" and so on. The interesting outcome of this study was that gender roles and identities are much more fluid these days. This would challenge the current way of marketing products as the results indicate that masculinity does not exclude so called "green values". Companies may see sustainability more profitable for feminine products but given the changing gender roles and how especially younger generation sees gender nowadays, companies should not compartmentalise their product in such rigid ways. Those products which may be seen more masculine should also be developed to be more sustainable and marketed that way too.

Brand communications should also be more gender neutral. It could be argued that companies have an impact on how gender is viewed in the society and in order to neutralise phenomenon such as sustainability, it would be important to not let gender influence the communications. Consumers may not see sustainability as feminine anymore, but when marketing communications focus on one group more than the other, it can create these illusions within a society. Therefore, companies have a responsibility to communicate sustainability issues in a neutral equal manner as they are the ones who create societal trends and views in consumers' minds.

5.5 Conclusions

Sustainable consumption is part of everyone's life as individuals and businesses must consider them more and more. Gender roles and stereotypes attached to them will continue to change over time as new generations grow up and societies evolve. At this time and age, it would be ignorant to say that sustainability is a feminine concept as it simply cannot be

ignored anymore. Regardless of one's gender identity, climate change issues are relevant to everyone.

The result of this study showcases how the correlation of sustainability and gender is becoming less clear and gender roles are starting to become more fluid. However, there are still many issues around gender roles, and old stereotypes have not completely diminished. The results of this study, however, questions the previous studies and raises new questions on SC and the aspects that influence individuals in their consumption habits. Society as well as businesses have the power to change gender stereotypes and furthermore, influence one's consumption habits regardless of their gender.

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Appendices

Appendix 1. Interview Questions

What gender do you identify as and what does gender mean to you?
How would you describe sustainable consumption and what does it mean to you?
How much do you think of sustainability issues when purchasing goods and services?
Are there certain products/services that you consider the sustainability aspect more when purchasing them?
How does your consumption choices differ when shopping with someone compared to shopping on your own?
How do you think gender influences what an individual can or cannot do/be?
How much do you think gender roles have changed over time?

Appendix 2. Interview transcripts

Participant A

Age: 79

Gender identity: She/her

Nationality: Finnish

1. **What gender do you identify as and what does gender mean to you?**

"Nainen olen. Sillä on iso arvo, mä arvostan naiseutta. Arvostan sitä hoivaa ja pehmeyttä naiseudessa."

2. **How would you describe sustainable consumption and what does it mean to you?**

"Mä koen että jos hankinnat jotka hankkii niin ne olis niikun sen laatusta kangasta ja se materiaali kestävää ettei se oo heti viikon päästä vanha ja huono ja se pysyis kuosissa. Ja sit myöskin sitä koen kestäväks kulutukseks niiku mä tykkään käyttää noi kaikki langan jämät ja kaikki loppuun asti et aina niiku etsii mihin sitä vois sielä käyttää.

Koen, että kestävä kulutus on tärkeää. Ihan sen takia, että just tää ilmastonmuutos mä koen ihan hirveen tärkeenä koska tota roinaa rupee olee niin joka paikassa ja pullollaan että kannatan kyllä kestävää kulutusta vahvasti."

3. **How much do you think of sustainability issues when purchasing goods and services?**

"Mä en hirveen aktiivisesti silleen mieti mutta sit jos mä harkitsen jotain ihan hankintaa tai emmä ihan ruokakaupassa ja noissa hirveen pitkälle ajattele, toki mä osittain mietin mutta en vahvasti. Et se on enemmän sellasta, että mitä mä nyt tarviin ja mä oon jo luonu itselleni sellasen määrätyn niiku tason että minkälaista se (kulutus) pitää olla. Mut sit jos mä haluun jotain semmosta joka on isompi hankinta rahallisesti niin silloin mä kyl mietin"

4. **Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

"Joo mä oon pesuaineissa just miettinyt, että ne on niitä luontoystävällisiä. Ja sit kyl mä ihan noissa ruuissakin mietin sen terveyden ja kotimaisuuden kautta et kyllä mä monissakin itseasiassa ajattelen. Kaikissa kasviksissa ja muissa niin kotimaisia ehdottomasti. Tai tiäksä niiku toi kalakin, mä ostan pakasteesta järvisuomen kalaa ja mä niiku siinäkin mietin sitä suomalaisuutta, mutta se on jo niin tiedostomatonta ja rutinoitua,

eikä sitä oikeen ajattele, sitä vaan ajattelee jos jotain niiku isompaa hankkii. Mut kylhän mä jo pitkään oon seurannu kauhulla kaikkee tätä kulutusta että kyllä mä oikeesti vähän huolissaan tästä kaikesta törsäämisestä. Meen kauhulla kauppaan ku siellä on nii jumalattomasti kaikkea".

5. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

"Tunnistan sen paineen joo mutta tässä iässä en enää ole sillä lailla vaikuttele (ei siis sosiaalinen paine vaikuta). Esimerkiksi, kun tän tuolin kangasta ostettiin ja sit ku mä aika nopeesti tein se päätöksen ja Ritva ja Erika oli et oot sä nyt miettiny mutku mä olin jo sitä niin kauan kotona miettinyt niin mun oli helppo tehdä se päätös ja sit ne (Ritva ja Erika) oli siinä vielä vähän niiku horjuttamassa ja sehän (sosiaalinen paine) horjuttaa helposti niin siinä olin sitten et eiku tää on tämä. Nuorempana oli helpompi horjuttaa. Kyllä mä uskon, että se ikäkin auttaa siinä et ei oo enää niin toisten johdateltavissa. Nuorempana ois kyl ihan helposti alkanut empimään ja ollu johdateltavissa, kun sitä jotenki ei tuu sillälailla hyväksytyksi että kokee ettei oo ihan niiku hyväksytty jos mä otan tän erilaisen ja oudon valinnan."

6. **How do you think gender influences what an individual can or cannot do/be?**

"Mä oon saanu sellasen kasvatuksen et mun isä sano aina et voi kaikkee tehä ja yrittää nii mä en koe hirveen vahvasti et sukupuoli rajottais. Et ainoo mitä mun kotona oli et mul oli tiukat kotiintuloajat, kun pojilla ei ollu. Siinä oli ero mut ei niiku muuten ollut et kaikissa tekemisissä kyllä sai tehä. Et ei mua opetettu et ois vaan miesten työt ja naisten työt, vaikka mun isä kyllä teki vaan miesten juttuja ja mun äiti teki vaan naisten juttuja mut mä en koe silti et siel olis ollut sellanen ilmapiiri."

7. **How much do you think gender roles have changed over time?**

"No on ne sukupuoliroolit muuttunu monessa asiassa. Siis mun aikana miehet ei olisi suin surmin ruvennut pesee lattioita ja ei paljoo kokkamaan eikä tiskaamaan. Mä muistan ku sen Tarjan tyttö synty niin Heikki työnsi niitä lastenvaunuja, joka oli niiku häpee ja sit jotenki se nähtiin rohkeena ku se uskalsi ylpeenä isänä työnnellä lastenvaunuja et kyl siinä on ihan järjetön ero et nythän tuol näkee kaikenaikaa isiä lasten aikaa ja isyyslomia on ja ihan valtavan hyvä muutos on ollut. Ja työmaailmassakin on muuttunut, eihän siellä nainen ennen pääsyt mihinkään. Ja mun aikana ei saanu pitkiä housuja käyttää työpaikalla. Oli hirveen tarkat koodit mitä vaatteita sai pitää. Ja konttorissa oli kyllä tosi vahvasti naisten ja miesten roolit esillä. Aina oli vähän niiku sellanen alempi kastinen naisten joukossa ja sit ne kuitenki kaikki työt tai just sillä lailla mä koin vahvasti että miehet otti sen kunnian ja naiset teki sen jutun niin sanotusti nii mun mielestä oli hirveesti sellasta. Miehille se status on merkinnyt enemmän, ja niille on tärkeetä saada ne kehut ja arvostus"

Participant B

Age: 20

Gender identity: she/her

Nationality: Finnish

1. **What gender do you identify as and what does gender mean to you?**

"Nainenhan se on mutta myöskin sanon sen näistä sukupuolirooleista että ne ei oo nyt niin hirveen rigid (=jäykkä) että tietysti oon löytänyt oman kohtani mutta ei välttämättä ihan sama ku yhteiskunta. Oon tullu siihen ymmärrykseen että tää on niin monimutkanen asia joka riippuu sekä kulttuurista että ajasta ja niin poispäin että en pysty vastaamaan sillai mitenkään tarkasti että ihan suoraan sanoen sukupuoli on mitä sukupuoleks nähdään että jollain tavalla jos sitä huomaa niin se periaatteessa on että jos sitä tarpeeks monta ihmistä käyttäytyy niiku että okei nyt naiseus on tän tyyppistä niin pikkuhiljaahan se muuttaa sen mitä ihmiset näkee siitä. Että on tietysti kaikkia mahdollisii fyysisiä tämmösiä attribuutteja mutta neki on jollain tavalla sosiaalisia yhteiskunnallisesti linkitetty just sukupuoleen ja niin poispäin että kaikki tämmönen mahtava socially constructered.

Hankala sanoa mitä naiseuteen liittyy koska jollain tavalla periaatteessa kaikki mitä mä voisin sanoa et mä oon myöskin nähny jopa päinvastaisia asioita siihen, että en oo siis ihan varma tai että jollain tavalla me kaikki ymmärretään mitä tällainen yleinen yhteiskunnallinen käsitys on. "

2. **How would you describe sustainable consumption and what does it mean to you?**

"Onhan mulla sellanen lista niiku mielessä aina taustalla niiku hinta, convinience ja sitte kaikki tämmöset susainable jutut et se (sustainability) on aina mielessä mut ei välttämättä aina tai että riippuu millä sijalla se on, esim että saatan käydä H&M:ssä mutta sitten myöskin saatan ostaa suomalaisesti tuotettuja ruokia ja niin poispäin."

3. **How much do you think of sustainability issues when purchasing goods and services? + Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

"No en oo ihan varma, tietysti kaikissa näissä isomissa ostoksissa niin sit tulee muutenkin vähän katottuu läpi että minkälaisia ostoksia tulee tehtyä. SIt toinen ehkä tai ei nyt ihan samallatavalla mutta tälleen opiskelijana sitä kun menee opiskelijalounaalle niin siel tulee ehkä enemmän otettuu sellasii niin sanotusti sustainable ruokia ku se on niin helppoa jollai tavalla"

4. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

"Jollain tavallahan siinähän on aina ehkä se pieni ajatus taustalla aina et okei nyt ku on sosiaalinen tilanne nii ei käytä yhtä paljon aikaa tämmöseen ajatteluun. Riippuu kenen kanssa on ja millainen tilanne on niin mä sanoisin, että yleisesti se ehkä vähentää sen oman ajattelun aikaa."

5. **How do you think gender influences what an individual can or cannot do/be?**

"No kyllä mä uskon kyllä että tässä ollaan jonkin verran menty eteenpäin mutta myöskin se että jollain tavallahan nää niinkun sukupuoliroolit on niin täällä syvällä tai että me ollaan aikalailla kasvatettu niihin tai mä en nyt ihan heti pysty tuomaan esimerkkiä siihen mutta mä oon huomannut sen että sitten jollain tavalla se niinkun vaikuttaa siihen että millä raameilla sä pystyt ajattelemaan asioita. Tai että jos uskoisit esim että sulla ois nää mahdollisuudet jossain tilanteessa mut sun idea niistä madollisuuksista ei välttämättä oo niin objektiivisia ja ne on siis jollain tavalla just rajaantunut just niiden annettujen raamien perusteella. Yks isoin asia on se että perhe vs työ ja se professional development et jollain tavallahan se balanssi on siis niinkun tarkotus olla mielessä ainakin yhteiskunnan mukaan. Nyt kun eletään tällasessa kapitalistisessa yhteiskunnassa."

6. **How much do you think gender roles have changed over time?**

"Sanoisin että itse kun olen transsukupuolinen niin on tullut vähän katottua tarkemmin viime vuosien aikana (näitä rooleja) että on siinäkin tullut yhtenä esimerkkinä tämmöstä sukupuoliroolien tasaantumista jollain tavalla. Tietysti on pakko sanoa että mä on tällasessa opiskelijakuplassa että mä huomaan että tää mun perspektiivi on jollai tavalla sen linssin kautta. Mä sanon että ollaan menty eteenpäin mutta se ei välttämättä oo niin kaikissa konteksteissa."

Participant C

Age: 25

Gender identity: he/him

Nationality: Finnish

1. What gender do you identify as and what does gender mean to you?

"No miehisyys ehkä ittelle semmonen että siinä on ehkä tietty sellanen yhteisöllisyys mikä on siitä jännä että niinkun miehillä on alitajusesti sellasia asioita jotka ne ymmärtää toisistaan. Esimerkiksi monet sellaiset tunteet ja tommoset asiat, että ei välttämättä tarvii sanojakaan ja sä tiedät mitä joku tuntee. En ehkä koe, että miehisyys kohdistuis niin paljoo mihinkään …. tai että ainoo mistä ite huomaan niinkun eron naisten ja miesten välillä näin niinkun ihan esimerkkinä ajatustasolla on, että miehet yleensä kiinnostuu erilaisista niiku tavaroista ja tälleen näin et sit sen niiku ehkä huomaa että tykätään jostain johon liittyy kun tavoitellaan jotain tiettyä asiaa. Mutta ei ehkä kuitenkaan sellanen jykevä maskuliinisuus oo se mikä ekana tulisi mieleen."

Lisäkysymys: "Mainitsit että miehet ehkä tavoittelevat jotain kun ne ostaa jotain niin onko sun mielestä miehillä se ajatusprosessi erilainen siinä kuluttamisessa?

"Must tuntuu et se on ehkä vähän long-term, että miehet ehkä tavoittelee sitä että ne saattaa miettii sitä autoo tai asuntoo tai tommosta enemmän. Tai mulla ei tulis mieleenkään että hei lähetään lauantaina vähän shoppailee vaan jos mä tarviin housut nii mä kävelen kauppaan ja mä tiedän suunnilleen mitä mä haen ja se päätös on jo tehty. Mutta sitä mä ehkä tarkoitin että me ollaan ehkä kiinnostuttu enemmän asioista eli me niiku ollaan ihmeissään uusista autoista ja tämmösistä. Nii ja sit miehet ehkä saattavat tavoitella esim jotain asemaa jossain työpaikalla ja tavoittelee sen vähän niiku sitä kautta että monille ehkä se ajatus että mitä enemmän sä tienaat nii sitä korkeemmalla tasolla sä oot. Nii se on sit ehkä semmonen mitä moni ehkä enemmän miettii ja sit naiset taas ehkä saattavat usein tavoitella jotain tiettyä roolia siellä työapaikalla kun sit taas miehet tavoittelee sitä korkeempaa palkkaa."

2. How would you describe sustainable consumption and what does it mean to you?

"Mä oon tavarakulutuksessa yleensä melko ´sustainable´ , mä ostan esimerkiksi vähän laadukkaampaa vaatetta koska mä tykkään ostaa semmosia mitkä ei oo viikon päästä pilalla. Palveluissa sitten vähän enemmän on sellanen tunnepohjanen tai että jos tekee mieli mennä johonki nii sitten menee sinne tyylii keilaamaan tai jotain mitä nyt tahansa lintsille tai jotain tai mistä nyt tulee hyvä

mieli. Et palveluissa oon enemmän niin sanotusta herätysostokselle alttiimpi kun sitten tavaroissa."

3. **How much do you think of sustainability issues when purchasing goods and services?**
-

4. **Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

"No ehkä eniten se mitä nyt arjessa tulee ostettua että ruokaostoksissa on ehkä lokaalisuus semmonen että mitä nyt tulee lihatuotteisiin tai tämmösiin nii yleensä se lokaalisuus ainakin on tärkeetä. Mutta yleensä kyllä se paikallisuus niissä palveluissakin on jotain mistä tykkään tai tykkään tukee paikallista. Oon itse lukenut kuljetuksesta ja miten se on aika iso luonnonkuluttaja tällä hetkellä niin se paikallisuus on hyvä juttu."

5. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

"No siinä ehkä eniten eroja tulee just jossain ruokakaupassa että kun on ryhmässä niin mä nään sen niin että sä oot vähän niiku rajotettu siinä että mitä se ryhmä tekee. Esimerkiksi lokaatio jos sä meet johonki mihin sä et haluis mennä esim mulla Lidl joka on saksalainen kauppa ja ne kyllä myy suomalaisia tuotteita mutta myös paljon saksalaisia ja ite en esim käy ikinä Lidlissä. Mutta sit jos se on esim lähin kauppa ja me ollaan vaikka matkalla mökille tai jotai porukalla nii sit jos porukka sanoo et mennää sinne nii sit sä meet sinne ja ei sitä tuu oikeen ajateltuu että nyt tuli ostettuu joku saksalainen tuote tai et sä oot ehkä rajoitettu siinä siihen lokaatioon. Mutta sitten taas jos on valinnanvaraa siinä ryhmässä niin ei se sit oikeen vaikuta että mä valitsen sit sen tuotteen mitä mä preferoin, esim vaikka koko muu ryhmä ottais jotain tiettyä tuotetta niin ei se sit mua niin paljoo kiinnosta. Otan silti sen vaihtoehdon joka on mulle paras ja mihin mä oon tottunu. Ryhmäpaineessa on aika usein siitä kyse ettei haluta erottua ja sitten se että jos koko muu ryhmä tekee näin ja sä oot sitte sillee että hei mä meenki tonne eri kassalle ku siellä myydään tätä niin siinä voidaan nähä et sä oot sellanen erottuvainen. Luulen, että se vaikuttaa monella että halutaan olla erottumatta siitä joukosta sen oman kuluttamisen takia ja siks ne valitsee ehkä sen tuotteen tai asian mitä ei ois välttämättä ite oikeesti ottanu. Yks esimerkki on ku vietettiin kavereitten kanssa iltaa ja mentiin sellaseen paikalliseen baariin ja yks meistä oli autolla ja mä huomasin että kun meni baaritiskille ja tilasin alkoholittoman oluen nii siinä tuli heti sellanen ilmiö et kaikki oli et tilasiks sä alkoholittoman oluen ja sitä ihmeteltiin. Ja se on jännä miten me luodaan sellasia tiettyjä normeja ja sit se koetaan just outona jos nyt esim baariin tulee tilaamaan alkoholittoman oluen."

Lisäkysymys: Yhdistätkö sä vegaanisuuden feminiinisyyteen tai voisiksä esim aloittaa kuukauden vegaanihaasteen? Koetko että vegaanisuus on niinsanotusti naisten juttu vai et se kuuluu kaikille?

" No suoraansanottuna ehkä joo (on enemmän feminiininen). Mut sit mä ehkä ajattelen sen sitä kautta, että ku mä en juurikaan käytä somea niin mä en oo niin altis kaikille someasioille niin sillon jossain vaiheessa ku veganiisuus oli jotenki tosi vahvasti läsnä somessa ja siitä tuli ehkä jopa vähän trendi nii sit naiset on ehkä vähän sellasia sosiaalisii ja just tota kautta lähtee just vaikka erilaisiin haasteisiin mukaan. Miehet on ehkä vähän enemmän sellasia että ne on tosi vahvoja omista tavoistaan ja ei ehkä lähe niin helposti tollasiin haasteisiin. Jos mun pitäisi lähtee kuukauden vegaanihaasteeseen nii mä ihan ensimmäisenä varmaan vaan miettisin että mitä hitsiä mun pitää ostaa kaupasta. Oishan se helppoo jos joku tekis mulle ne ruuat nii sithän se ois paljon helpompaa.

Julia: "No mutta mites ku monille se voi myös olla sellanen egoon tai statukseen liittyvä homma nii miten miehet niiku näkee noi asiat sitte?"

"No on mun kaveriporukassa kyllä miespuolisia jotka on vegaanisia nii en mä ehkä ajattele vegaanisuutta niiku naisellisena asiana mutta sitte ehkä just tää että alotetaan joku kuukauden haaste niin sen mä nyt taas nään enemmän naisellisena. Mutta esim kun lähettiin mökille ja yks meistä oli vegaani ja no se oli nyt nainen tässä tilanteessa mutta ei sillä mun mielestä niin väliä oo mutta mulle oli haaste kun oon tottunu ostaa aina just jotai grillimakkaraa ja jotai perunaa ja silliä ja näitä perujuttuja ja sit ku siinä onki vegaani mukana nii pitääkin taas miettiä että jaa mitäs sitä nyt ostais mut osas se onneks auttaa mua."

6. **How do you think gender influences what an individual can or cannot do/be?**

"No ei sukupuoli kyllä vaikuta siihen, että mitä vois tai ei vois tehdä. Tai ainakin kun puhutaan tälleen Suomessa tai esim jos kattoo mitä nyt Iranissa tapahtuu naisten oikeuksien suhteen. Mutta jos puhutaan näin Suomessa niin ei se sinänsä mitään rajoita. Työelämässä jos miettii nii siellä nyt ehkä fyysiset asiat tai vaikka voima voi vaikuttaa tai just esim siellä tehtaalla et noi on sit sellasia juttuja mut toki ei siihenkään se sukupuoli välttämättä niin paljoa vaikuta. Tai että onhan sitä voimakkaita naisia ja ei niin voimakkaita miehiä."

7. **How much do you think gender roles have changed over time?**

"No tietysti on kuullu paljon, että mitä se on joskus ollut. Mutta että okei jos vaikka mietitään perhettä jossa nyt olisi isä ja äiti ja toinen on kotona lasten kanssa niin kyllähän sitä ehkä edelleen jos pitäis arvata niin se ois se mies joka on töissä. Mutta se mitä ehkä ite on nähny joka on muuttunu nii työmaailmassa ei ehkä oo enää sellasta miesten ja naisten hommaa niinkään. Tai varmaan just ne fyysiset asiat kun

esim itse olin tehtaalla joskus töissä missä piti nostaa tosi painavia jopa 50kg painavia asioita nii ei siel esim pärjää jos ei oo voimaa. Mut sitten ei ainakaan enää oman ikäisiltä tuu enää sellasta tai et ku omaan tiimiin esim tuli sit naispuolinen henkilö nii kyl sen näki niiku vanhemmista miehistä, kun ne mietti et miten se muka pärjää siellä. Mut kyl se pärjäs siellä ihan hyvin eikä siinä mitää ihmeellistä ollu. Et kyl se ehkä vähän on ruvennut muuttuu että ei oo enää nii paljoo niitä normeja. Ja nythän esim tuli se lakimuutos siihe isyys- tai vanhempainvapaisii liittyen nii se oli ihan hyvä juttu et seki rupee olee vähä sellanen tasapuolisempi et siellä tulee tommosia muutoksia niiku molempiin suuntiin. Mut sit monet ehkä näkee sit vaikka sellases äärifeminismissä sillee et se ei oo enää sitä tasa-arvoo vaa et yritetään pönkittää miehet alaspäin ja sithän se ei oikee auta mihinkää tai et jos miehet tuodaa alas nii sithän me jossai vaihees halutaan taas ylös.”

Participant D

Age: 19

Gender identity: they/them

Nationality: Finnsih

1. **What gender do you identify as and what does gender mean to you?**

”Mä en koe, että olen osa mitään sukupuolta, ainakaan tällä hetkellä. Mä en oo lyöny mitään ikinä lukkoon minkään identiteettiasian suhteen, et mä oon ollu aina hyvin tietonen siitä et asiat saattaa muuttua, mutta mä menen sen mukaan et mikä sillä hetkellä tuntuu oikeelta. Mä oon esimerkiksi ilmoittanut kaikille mun kavereille että jos on englanninkielistä kanssakäymistä niin eivät käyttäisi silloin she/her pronouns vaan mieluiten niitä neutraaleja they/them. Olen myös pyytänyt että mua ei ryhmitetä esim. naisporukkaan mukaan vaikka koulussa et jos on silleen et tytöt menee tänne ja pojat tonne niin sit mä oon niikun pyytänyt et sellasta ei niiku mun kohdalla tehtäis. Mä en itse tuo sitä esille että olen muun sukupuolinen vaan mä haluun elää mun elämää rauhassa ja niiku sillee ettei mua sanottais naiseks ku siitä vaan tulee aika paha mieli.”

2. **How would you describe sustainable consumption and what does it mean to you?**

“No mä lähtisin ensin erittelemään sellasia asioita et mitä ihmiset niiku tietää et on negatiivista vaikutusta ja mihin asiaan. Et todennäköisesti tällä ”sustainability” termillä me niiku puhutaan vaikka ilmastollisesti kestävistä asioista. Esimerkiksi, sit pitää kattoo vaikka eläintuotantoo, meijän pitää kattoo autoiluu, meijän pitää kattoo vaatteiden ostamista, meijän pitää kattoo et ne tuotteet mitä me ostetaan et onks niillä mitään virkaa oikeesti ja et tarvitaaks me niitä. Ja hyvin pitkälti se on semmonen tarpeellinen/tarpeeton kysymys oikeesti.”

3. **How would you describe sustainable consumption and what does it mean to you?**

"Mulle sillä on sinänsä merkitystä, että mä itse olen nyt ollut täysin esimerkiksi vegaani puoltoistavuotta, koska mun mielestä meillä ei ole mitään tarvetta käyttää eläintuotteita ja sellainen joku eettinen ja filosofinen ajatus siellä taustalla. Mutta muihin asioihin liittyen kyllä mä koen että mä yritän mahdollisuuksien mukaan suosia käytettyjä vaatteita ja kenkiä ja silleen et jos ostan uuden puhelimen nii ostan sen käytettynä. Tai emmä oikeestaan mitään osta enää uutena nykyään ku sillee ei oo ees rahaakaan siihen."

4. **Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

"Mä en haluu ostaa pikamuotia, et se on sellanen mitä välttelen. Jos mä tarviin uusia vaatteita nii emmä yleensä sit osta mistää H&M:stä mitää. En syö lihaa, enkä maitotuotteita."

5. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

"No nyt kun sanoit niin kyllähän jos kaveriporukassa on et vaikka ollaan lähetty johonkin stadiin rilluttelemaan perjantaiks niin kyllähän siel niiku ostaa kaikkee turhaa, mut emmä silti niiku poikkea niiku niistä omista raameista et en mä silti osta pikamuotia enkä mä silti osta niitä eläintuotteita vaikka mä olisin eri porukassa, et kyl se tietynlainen moraalinen ääni siel sanoo mulle että ei kaikkee niiku tarvii"

J: No mistä sä luulet että se vois johtua et joskus ne sosiaaliset tilanteet vaikuttaakin jonkun ostopäätöksiin?

"No se on ihan se ryhmäpaine, että haluaa niiku joukkoon jollain tavalla. Sit ehkä riippuu, että minkälaisista asioista puhutaan et jos pitää niiku kaikilla olla sama auto nii se on vähä eri asia et ostatko saman jäätelötuutin kaupasta ku mennään kesällä johonkin ulos istumaan. Mut itse ainaki huomasin sillon ku mä ilmoitin mun kavereille olevani vegaani nii kyl aika moni rupes niiku selittelemään et miks ne ei vaikka oo tai sit jos me mentii hesee nii sit ne ei ottanutkaan sitä tuplajuustoa mitä yleensä ne ottaa. Ja mä en halua et mun omat näkemykset jotenki aiheuttaa ton, mut kyl varmaa varsinkin, jos siinä on moraalinen/eettinen ajatus taustalla nii sit rupee vähän ehkä soimaamaan itseään omassa päässään että miksi nyt sitten toinen on parempi ihminen kun toinen vaikka eihän se nyt niin pitäisi olla tietenkään."

6. **How do you think gender influences what an individual can or cannot do/be?**

"No ihan varmasti vaikuttaa edelleen. Muhun se on vaikuttanu ehkä vielä enemmän, kun johonkin toiseen samanikäiseen henkilöön. Mä kasvoin pienenä Japanissa ja siellä niinkun sukupuoliroolit on vielä vahvemmin esillä kuin vaikka Suomessa. Et mut nähtiin tietenkin

tyttönä lapsena ja tytöille oli omat ohjelmat ja pojille omat ohjelmat ja oli omat harrastukset. Mun isoveli laitettiin kitaransoittotunneille, kun se oli jotain 5-vuotta ja mut laitettiin pianotunneille, kun mä olin 4-vuotias. Ja mun piti soittaa pianoo 12 vuotta ennen, kun mä sain sanoa et mä haluisin mielummin soittaa sitä kitaraa. Just tommoset asiat vaikuttavat siihen et minkälaisia kiinnostuksen kohteita tarjotaan ja kylhän se vaikuttaa myös suuremmassa kuvassa et mille alalle päätyy ja et mikä se diversiteetti on jossain instituutiossa vaikka autoalalla tai vaikka konservatoriolla. Mä oon ainoa …soittaja, joka ei ole mies siellä. Ja haluaisin vielä lisätä sen, että mun kokemuksiin vaikuttaa se, että mun vanhemmat ovat todella uskonnollisia ja varsinkin kun on ollu pieni niin sillon erityisesti semmonen ankara protestanttinen näkemys oli kaikessa et sen kanssa on sit kamppailtu ja myös mietitty näitä sukupuoliasioita ihan pienestä asti.”

7. How much do you think gender roles have changed over time?

“No länsimaisissa kulttuureissa ne on alkanut pikkusen ehkä blendautuu toisiinsa, jos nyt mietitään vaikka sadan vuoden ajalta semmosta eroo, että nyt se ei oo niiku hirvee juttu jos nainen soittaa rumpuja mut se on kuitenki niiku vähän kummallista tai että se on poikkeavuus. Ja siinä on kaikkia kummallisia ristiriitoja, että se ei oo kummallista, että nainen käyttää housuja mutta se on vieläkin vähän kummallista jos mies käyttää mekkoa.”

Voi olla, että mä oon täysin väärässä mutta ennen media on ollu tosi ykspuolista mut nyt niiku jokaikiselle mikrotrendille ja ihmisryhmälle on omat platformit ja omat silleen turvalliset tilat siellä internetissä, jossa voi toteuttaa itseään niin tottakai se on vaikuttanut siihen että miten paljon ihmiset uskaltaa tuoda omia mieltymyksiä esiin esimerkiksi sukupuoleen liittyen. Et jos mulla ei olisi ollut internet accessia sillon ku mä oon ollut 13-16 vuotias niin mä olisin tosi erilaisessa pisteessä mun oman identiteetin kanssa ja kyl se on tosi paljon vaikuttanut siihen et miten ne perinteiset sukupuoliroolit on pyyhkiytyny pois sen myötä koska mä oon tajunnu et ne on vaan ihmisten kirjoittamia juttuja ja mä voin oikeesti tehä ihan mitä mua huvittaa sen kannalta.”

Participant E

Age: 56

Gender identity: he/him

Nationality: Finnish

1. **What gender do you identify as and what does gender mean to you?**

   "Miehenä olemisesta tulee mieleen harrastukset ehkä ensimmäisenä, jotka liittyvät esimerkiksi jääkiekkoon ja sitten myös armeijakokemus. Vastuunkanto tulee myös mieleen ja semmoinen tietty rehellisyys ja avoimuus. Silla lailla avoimuus, että miehinen maailma on sellainen melko suora ja sitä kautta ehkä se rehellisyys tulee."

2. **How would you describe sustainable consumption and what does it mean to you?**

   "Kestävä on esimerkiksi sellaista, että jos ostaa jotain niin sitä ostetaan vain tarpeeseen ja itse ajattelen myös tietyllä tavalla laadun kautta. Kun ostaa laadukkaampaa niin se myös yleensä kestää kauemmin ja sit varsinkin viime aikoina oon yrittänyt ymmärtää hieman enemmän sen tuotteen taustasta tai että missä se on tehty ja ne materiaalit mitä siinä on käytetty."

3. **How much do you think of sustainability issues when purchasing goods and services?**

   "No mä kyllä tiedostan mitä se on mutta mä en kyllä ehkä ihan niin hirveesti mieti sitä. Se jää vähän liikaa ehkä taka-alalle. Mä toki tiedostan sen, mutta sitten se ei kyllä hirveesti ohjaa mun toimintaa ja päätöksiä. Tai että ehkä vähän nousevassa määrin ohjaa mutta kyllä se loppu peleissä jää vähän taka-ajalle."

4. **Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

   "Palveluissa en juurikaan mieti sitä. Tuotteissa ehkä ruuassa huomaan silloin tällöin kiinnittäväni huomiota alkuperämaahan ja vastuullisuuteen. Tai sillä tavalla vastuullisuutta, että onko se kotimaista vai ei. Alkuperämaan lisäksi saatan joskus kattoo mitä esimerkiksi pakkauksessa tai tuotteessa on mainittu vaikka niistä materiaaleista mutta ei se vastuullisuus loppuen lopuksi niin vahvasti kuitenkaan ohjaa mun päätöksiä. Niin ja toki joo voisinhan mä laiskana miehen jättää sen mun hybridiauton lataamatta mutta kyllä mä ajan käytännössä kaikki kaupunkiajot sillä sähköllä. Sitten me ei myöskään niitä muovikasseja enää hirveesti käytetä vaan niitä kangaskasseja ja alettiin myös kierrättämään sitä muovia."

5. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

"No en mä kyllä huomaa sellasta sosiaalista painetta. Yks esimerkki ehkä on enemmän sellaseen käyttäytymiseen liittyvä, että esimerkiksi hotellin aamupalalla ottaa vaan sen mitä syö eikä jätä mitään isoa kasaa ruokaa syömättä. Eikä kyllä tulis mieleenkään heittää mitään muovipulloa jonnekin luontoon. Mutta emmä sitä muuten huomaa. Mutta sitten kyllä huomaan, että jos joku alkaa tuputtaa hirveesti jotain ryhmässä nii sit tulee kyllä helposti sellainen vastareaktio, että ei kiitos."

"Mä luulen, että jos mä mietin sosiaalista tilannetta ja sosiaalista painetta niin ne vaikuttaa varmaan just niihin trendeihin tai että jos täysin vastavirrassa vaikka kestävyyden kannalla niin kyllä siinä varmaan kuitenkin jollain tavalla ne kestävyyteen liittyvät trendit alkaa jossain vaiheessa vaikuttaa päätöksiin ainakin jollain tasolla. Että eihän kukaan varmaan kato hyvällä jos tekee isompia hölmöyksiä varsinkin kestävyyteen liittyen. Oma imago ja mainehan siinä lähinnä kärsii jonkun kolauksen sitten."

Julia: "Avaa vähän tota imago asiaa, miten sä koet sen vaikuttavan päätöksiin?"

"No jos joku nyt on vaikka kunnon prätkäjätkä ja sen täytyy ajaa sellasella kunnon päräyttäjällä, josta kuuluu kunnon ääni nii silloin sillä ympäristöllä ei välttämättä ole mitään vaikutusta koska se prätkä on nii iso osa sun imagoa. Mutta sit nyt tuli kanssa mieleen että jos mä nyt mietin vaikka mun työasemaa, että kun oon johtavassa asemassa niin kyllä se sillä lailla niinkun ohjaa mua että mun tekemiset pitää olla linjassa sen kanssa mitkä on esimerkiksi firman arvot. Tai en tarkoita nyt ettenkö voisi olla erilainen mutta mä en niiku voi olla ristiriidassa niiden firman arvojen kanssa ja mun täytyy myös näyttää sille mun tiimille että mä oon henkilönä sellainen vastuullinen. Tai että jos mä nyt sanoisin, että mua ei kiinnosta pätkääkään ympäristöasiat tai muuta vastuullisuus asiat niin siinähän ois selkee ristiriita siihen mitä se yritys arvostaa. Mä edustan sitä yritystä niin meijän asiakkaille, kun sitten myös meidän työntekijöillemme. Kyllä se asema vaikuttaa ilman muuta niihin päätöksiin."

6. **How do you think gender influences what an individual can or cannot do/be?**

"No en mä kyllä nyt heti saa päähän, että miksi sukupuoli rajoittaisi mitään. Tai ainakaan tämmöisessä länsimaisessa kulttuurissa mä en nää että se rajoittaisi mitään tai että olisi mitään sukupuolieroja. Sitten tietysti, jos katsotaan globaalisti niin voi olla eri asia."

7. **How much do you think gender roles have changed over time?**

"Onhan ne nyt varmaan muuttunut. En osaa nyt sanoa omassa lähiympäristössä mutta esimerkiksi mun aikana, kun mentiin armeijaan niin siellä ei kyllä ollut yhtään naispuolisia henkilöitä, mutta kun Anton meni armeijaan ja me mentiin kattoo sitä sinne niin siellä oli niiku alikessu, jolle Anton vetää lippaa nii se oli niiku mun aikana ihan mahdottomuus ajatella sellaista tilannetta. Mutta Antonille ja teidän sukupolvellenne se on ihan normaali asia. No sit jos mennään työelämään niin varmasti sillä tavalla on että jos ajatellaan kuinka paljon naisia on johtavissa asemissa tänä päivänä siis ihan yritysten hallituksissa tai katot jo pelkästään meijän viisikkoa tossa tällä hetkellä politiikassa niin onhan se muuttunut."

Participant F

Age: 61

Gender identity: she/her

Nationality: Finnish

1. **What gender do you identify as and what does gender mean to you?**

"No äitiys tulee mieleen naisena olemisesta. Ehkä erilainen rooli kuin miehillä mutta en koe kuitenkaan, että ne sukupuoliroolit todella vahvoja tai erilaisia olisi tai että naiseus estäisi mua tekemästä tiettyjä asioita. Se äitiys on ehkä ainoa asia, joka oikeasti erottaa. Koen että arvot ovat melko samanlaisia sukupuolesta riippumatta."

2. **How would you describe sustainable consumption and what does it mean to you?**

"No mulle tulee mieleen se, että ostaminen ei ole itse tarkoitus vaan ostetaan tarpeeseen ja sit tavallaan niitä tavaroita mitä on pyrittäis ylläpitämään, että ei ostettais aina uutta. Eli ostaa mielummin laadukasta mitä voi sitten kunnostaa tai sitten laittaa sen edelleen käyttöön."

3. **How much do you think of sustainability issues when purchasing goods and services?**

"No ehkä mietin enemmän tämmöisissä harvemmin ostettavissa asioissa. Kun ostan jotain kotiin niin ajattelen, että se ois pitkäikäistä, että ei osteta vaan huonekaluja, joista on käyttöä vaan vuodeksi tai kahdeksi vaan että ne olisivat aikansa kestäviä. Mielummin satsaan siihen, että ostan harvemmin mutta se ei toki kaikessa päde, että en ehkä pienemmissä ostoksissa niin paljon sitten mieti kuten vaikka pesuaineissa tai muissa. Mutta niissä suuremmissa hankinnoissa miettii sitä, että

käyttää vaikka tässä meidän kodissamme sellaisia materiaaleja, jotka ovat terveellisempiä, turvallisempia ja pitkäikäisempiä.”

4. **Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

“No ehkä ne on just tähän kotiin liittyviä asioita. On ne sitten tyyliin huonekaluja tai laitteita, joita ostaa ja ostaa vain niitä mitä varmasti tarvitsee. Mielummin pitkäikäisiä eikä semmosta hetken huumaa, että ostaisi vain laitteita laitteiden perään. Yritän ostaa sellaista mitä varmasti käytän ja tarvitsen.”

5. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

“No en usko, että mun henkilökohtaiset tottumukset siinä mitenkään muuttuu. Sehän riippuu niin paljon siitä, että minkä takia menisin siinä porukassa ostamaan tai että yleensä siinä on joku syy miksi mennään yhdessä ostamaan. Tai että on jotkut juhlat, vaikka mihin mennään kimpassa ostamaan tarpeita. Mutta teen kyllä ne päätökset ihan samalla lailla kuin jos oisin yksin silloin, jos olen ostamassa jotain juuri minulle. Olen loppuen lopuksi aika harkitseva ja valikoiva että jos tuntuu että se tuote ei olekaan hyvä niin menen ja palautan sen.”

6. **How do you think gender influences what an individual can or cannot do/be?**

“No ei se kyllä mun mielestä vaikuta tai sehän on ehkä niiku ihmisen luonteesta kiinni. En kyllä koe että se vaikuttaa ainakaan tällaisessa demokraattisessa ja tasa-arvoisessa maassa tai ainakaan minä en oo sellaista ikinä kokenut. Miehet ja naiset on kuitenkin kaikki yksilöitä.”

7. **How much do you think gender roles have changed over time?**

“No kyllä ne varmaan sillä tavalla on muuttunut, että ennen oli aika selkee jako tai että jos miettii vaikka mun vanhempia niin molemmathan on ollut sellaisia jotka tekee kodin ulkopuolella töitä. Ehkä joskus mummun aikaan on ollut niin, että vaimo on vaan siellä kotona ja hoitaa perhettä. Mun vanhemmat on kyllä molemmat olleet työelämässä. Sillälailla se kyllä varmaan on näkynyt että mies ei oo juurikaan osallistunut näihin kodin askareisiin, että vaikka molemmat on ollut työelämässä niin silti nainen on ollut se joka on hoitanut kaiken sen kotiin ja lapsiin liittyvät asiat. Nythän tavallaan, jos ajattelee omaa elämää ja miten tasa-arvoista se nyt on mutta mehän tehdään yhdessä ei niin että se ois roolittunut niin että mies ei tekisi mitään kotona. Ehkä ainut asia, joka on roolittunut niin on pyykinpesu mutta senkin loppuen lopuksi hoitaa kone ja ihan jossain pienissä asioissa. Ja miehet myös osallistuvat lastenkin hoitoon nykyään.

Julia: ”No ootko esim nähnyt sun uran aikana siellä työelämässä muutoksia?”

"No mun työhän on miesvaltaisella alalla niin oon ollut itse sillon joskus niitä harvoja naispuolisia, jotka on valinnut tällaisen alan, joka on melko miesvoittoista. Opiskellessa meitä oli ihan muutama nainen siellä. Ja kyllähän me tavallaan olimme niitä uraauurtavia naisia tällä alalla silloin kun valmistuttiin. No nyt tänä päivänä on jo paljon enemmän tullut naisia meidän alallemme ja sekään ei ole enään niin roolitettua ja miesvoittoista kuin ennen.

Silloin uran alussa oli ehkä enemmän sellaista tytöttelyä, että siellä oli paljon enemmän sellaisia vanhanaikaisia töissä ja heidän mielestä naiset ei kuulunut tälle alalle. Mutta ei enään ole sellaista, että ne oli niitä edellisen sukupolven väkeä, jotka on jo siirtyneet eläkkeelle. Mutta kyllä siellä sillon oli enemmän sellaista, että oletettiin että tuun keittää sinne kahvia mutta sekin on luonne kysymys. Jos sinä oot itse vahva niin sun täytyy ottaa se rooli, että totta kai sinä saat keittää sitä kahvia mutta jos sanot että teen yhtälailla tätä työtä kun sinäkin ja mitä jos keiteittäis sitä kahvia vuorotellen tai että ei tarvii niikun osotella kelle se rooli kuuluu. Mutta kyllä mun ala on muuttunut paljon vuosien varrella ja on toki tietyllä lailla sellaista vanhanaikaisuutta olemassa joissakin miehissä mutta kyllä se on aika häviävä joukko."

Participant G

Age: 26

Gender identity: she/her

Nationality: Finnish

1. **What gender do you identify as and what does gender mean to you?**

"Ehkä tietty feminiinisyys, että vaikka mä en koe, että oisin vain feminiininen vaan mussa on myös maskuliinisia piirteitä. Mut ehkä semmoset mitä on perinteisesti pidetty feminiinisinä ominaisuuksina esim. empaattisuus, huolehtivaisuus, vastuuntunto ja muiden ajattelu on sellasia pidetty feminiinisinä, ja mä myös koen olevani sellanen. Mutta en pidä naiseutta sellasen että se ois vain feminiinisiä asioita."

2. **How would you describe sustainable consumption and what does it mean to you?**

"Mun mielestä vastuullinen on sellasta että ottaa huomioon sen valinnan tai teon niiku ekologset ja sosiaaliset vaikutukset elikkä ajattelen että mulla on vastuu niiku miettiä että mitä se mun valinta tekee vaikka luonnolle tai ympäristölle tai muille

ihmisille tai itselleni. Mä koen, että hyvä ihminen on vastuullinen ihminen ja mä haluaisin olla hyvä ihminen."

3. **How much do you think of sustainability issues when purchasing goods and services?**

"Kyllä se on yks sellanen tai että jos ruokaa miettii nii joskus se vastuullisuus jopa menee tärkeemmäks ku se maku. Vähän vaihtelee tilanteesta mutta kyllä se vaikuttaa mulla jokaisessa kulutusvalinnassa."

4. **Are there certain products/services that you consider the sustainability aspect more when purchasing them?**

"Semmoset suuret hankinnat mitkä mä tiiän että tulee myös olemaan mulla pitkään niin haluun että ne ois vastuullisempia. Mutta raha tulee tietysti helposti sit kyseeseen tässä elämäntilanteessa. Sit myös päivittäisissä asioissa kuten ruuassa ja kosmetiikassa. Mä koen, että usein myös vastuulliset asiat tekee myös itselle hyvää että mä en haluu mitään myrkkyjä mun kroppaan. Eikä se terveys ja vastuullisuus toki aina mee käsikädessä mutta kyllä siinä vastuullisuudessa on myös se hyvin paljon läsnä, että se ois mullekin hyväksi. Mutta kyllä niissä päivittäisissä pienemmissä ostoksissa eniten miettii mutta toisalta en mä oikeen muuta ookkaan kuluttanut viime aikoina kun ei oo rahaa. "

5. **How does your consumption choices differ when shopping with someone compared to shopping on your own?**

"Kyllä vaikuttaa mun mielestä. Jos miettii ruokaa nii saattaa riippua se, että minkä tyyppistä ruokavalio mun ystävät noudattaa. Joskus jos mä oon tyyliin perheen kanssa niin mä en haluu olla nii vaikea nii mä en sit välttämättä oo niin tarkka. Mutta sit taas, jos mä oon sellasten ystävien seurassa, jotka on täysin vegaaneja nii mä en oikeestaan kehtaa ostaa vaikka jotain tai jos me ollaan vaikka ruokalassa nii mä en kehtaa ottaa sitä missä on juustoa. Silleen kyllä vaikuttaa. Ehkä se on vaan sellasta mukautumista enemmän, kun sit semmosta et mä välttämättä ajattelisin sitä et miltä mä niiku näytän heidän silmissään vaan mä yritän vaan olla muka helppo."

Julia: "Mistä luulet, että se riippuu että kulutustottumukset muuttuu ryhmän ollessa?"

"Ehkä se mukatuminen on se yks. Ehkä silloin, jos mä otan sellasen ei niin vastuullisen asian nii siinä on se, että mä haluan vaan olla helppo tai mä en halua olla sellanen vaikea vastarannan kiiski niiku joka asiaan koska semmosia ihmisiä pidetään hankalana. Mutta sitten taas, jos se menee siihen toiseen suuntaan niin ehkä se ryhmäpaine on väärä sana koska mä en koe, että se on välttämättä niiku huono paine vaan se on ehkä enemmänkin ryhmäkannustus tai semmonen. Koska en mä koe, että se ois negatiivinen paine mikä mulla olisi mutta sitten se on

helpompi tehä se valinta, kun kaverikin ottaa vegaanin vaihtoehdon nii sit itekin kehtaa tai se on vaan helpompi tehä se päätös."

6. How do you think gender influences what an individual can or cannot do/be?

"Kyllä se sattaa joo, että tulee esimerkiksi mieleen, että monella miehellä saattaa olla sellanen että he ei voi itkee tai niiku varsinkin käyttäytymiseen liittyviä asioita nii kyl sieltä tulee paineita. Ja ei ne niikun suoria rajoja oo ja niitä rikotaan nykyään. Ja nykyään on myös aika hyvä mixi ja erilaisia malleja mutta kyllä ne vaan elää. Tytöillä taas se aggressio ja harmituksen näyttäminen on jotenkin ei sallittua tai nähdään huonona käytöksenä, ja mä oon kokenut, että en mä oo voinut kilttinä tyttönä kiroilla. Toki nääkin on muuttumassa. Mutta kyllä mulla on aina ollut sellainen olo, että kyllä mä saisin tehä mitä vaan tai ei mua oo kielletty tekemästä mitään mitä mun esim mun veli ois saanut tehdä. Ehkä enemmänkin kannustuksen puute on ollut läsnä tietyissä asioissa mut ei varsinaisesti sellainen kielto. Ja sit esim miehillä hame. Nii puhuttiin just viime kesänä mun poikaystävän kanssa ku se oli silleen että vitsi hän haluis käyttää hametta et ois kivempi ku ei ois nii kuuma nii sitte oltiin silleen että kyllähän sä voit jos sä haluut mut miks se on niin vaikeeta heille sit. Että kyllähän naiset on jo murtanut tän myytin jo aika kauan sitten että me voidaan pitää housui. Ehkä enemmän on murrettu niitä et mitä nainen saa tehdä että musta tuntuu että saattaa olla jopa enemmän rajoitteita miehillä että mitä he ei saa tehdä kun naisilla."

7. How much do you think gender roles have changed over time?

"Jos mä nyt vastaan tälleen mun elinaikana niin ihan kymmenen vuoden tai jopa ehkä ihan viiden vuoden aikana on vapautunu tosi paljon ne roolit. Se näkyy ehkä vahviten miesten pukeutumisessa nimenomaan. Voi johtua myös siitä, että kuinka ite on myös ollu kiinostunut asioista niin on kiinnittänyt niihin huomioo että enhän mä pienenä ollut niin tietoinen näistä. Mutta sitä keskustelua on myös käyty tosi paljon, ettei tarvis lokaroida ja kuinka feminiinistä ja maskuliinista energiaa on kaikilla. Ehkä se kuva mitä saadaan nykypäivänä sukupuolirooleista tulee tosi paljon somesta ja nykyään on myös alkanu tulee TV-ohjelmia missä on kans enemmän näistä asioista. Varsinkin seksuaalisuus ja heternormatiivisuus liittyy hyvin paljon näihin binäärisiin sukupuolirooleihin niin sit sekin vapautuminen on kyllä ollu viimisen kymmenen vuoden aikana aika radikaaliakin se muutos, että miten se on tullu tavallaan silmille. Sit jos mietitään sukupuolivähemmistöjä ja sellasta lokeroimattomuutta ja miesten mallia et se miehen rooli alkaa muuttua nii ehkä meidän aikana me ollaan jo kasvettu sellasessa yhteiskunnassa että naisella on ollut jo suht ok olla kaikkee mutta että miehillä on ihan viimisen viiden vuoden aikana ollu enemmän puhetta näistä lokeroista ja rooleista. Ehkä sellanen välähdys siitä miesten roolin muuttumisesta on nähtävänä ja sellanen lokeroimattomuus on että tyyli on enemmän sellasta muun sukupuolista."