

# Patterns of consumption and Lifestyles

The main objective of this work is the comparison of lifestyles and consumption in Portugal in relation to the other countries participating in eTwinning project / Erasmus + (Spain, Turkey, Hungary, Italy, Romania, France (Reunion Island)). The analysis of data was collected from the website (<https://goo.gl/1HEOMp>) on February 2, 2016.

Data analysis was carried out by the construction of tables and graphics.

The results show that social factors such as family or friends, and advertising have high importance and influence on the consumption of young consumers.

The vast majority of respondents' families resort to large surfaces with high frequency, for the acquisition of goods, which is weighted in advance by drawing up a shopping list.

Young consumers and their families show some concern for the problems associated with lifestyle and over-consumption.



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1. How often do you go to the supermarket?
2. Do you make a grocery list?
3. What kind of products do you prefer: Biological products or non-Biological products?
4. Do you use coupons and other discounts offered by supermarkets?
5. What do you value the most: low prices or Quality?
6. Are you influenced by commercials to buy a product?

1º—Drawing up a list of possible questions

## Food Consumption

Where does your family usually buy your food items? \*

- Supermarket
- Grocery store
- Fair
- Farmer / Manufacturer
- Other:

How often does your family go to the... \*

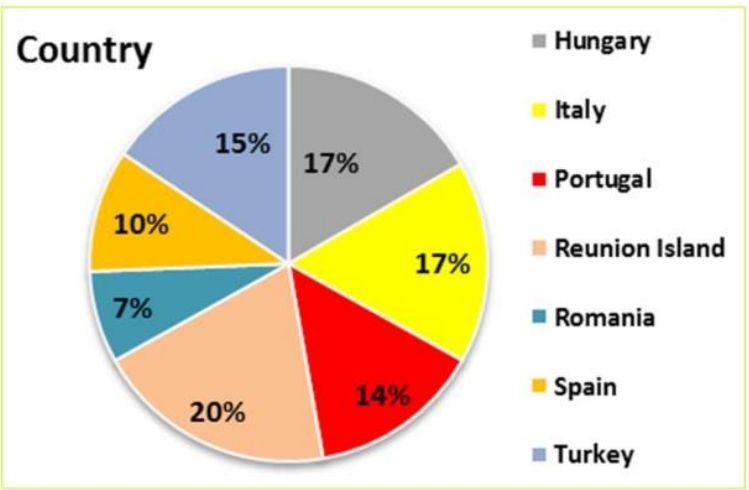
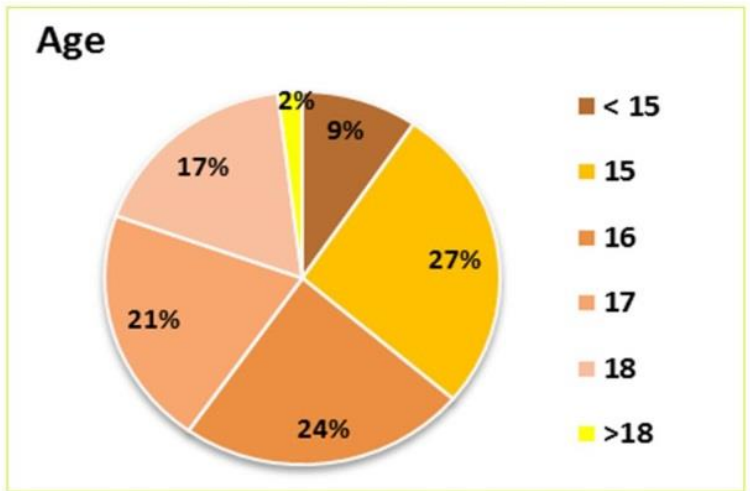
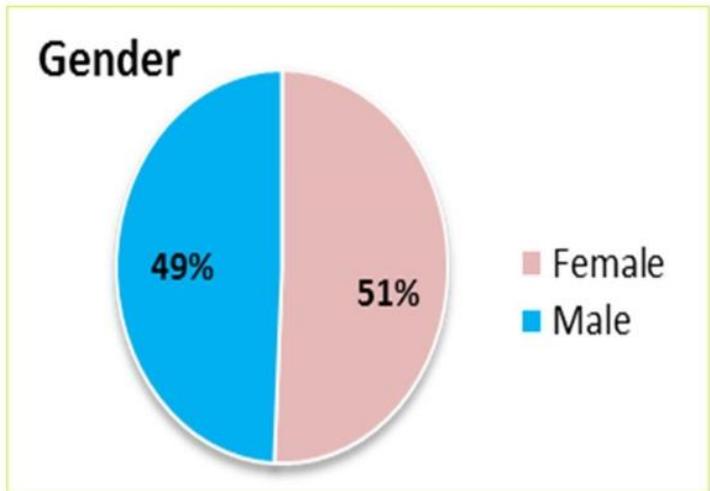
	Several times a week	Few times a week	Rarely	Never
... supermarket / grocery store?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... fair / farmer / manufacturer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3º— The survey in is final form.

The screenshot shows a forum post on the eTwinning platform. The page header includes navigation links for HOME, PAGES, MATERIALS, FORUMS, LIVE, and MEMBERS. The forum title is 'ESC - a global challenge'. Below the title, there is a post titled 'Theme 3 - CONSUMPTION - What do you buy? Local supermarket audit.' with a 'Back to forums' link. The post content includes a brief description and a URL: 'https://goo.gl/10z4Dt'. It also shows the post was made by Teresa Lorenzini on 07/12/2016 and has 5 replies, with the last reply by SP Alho Guardado on 25/02/2016.

2º- Share the document above with the other students through the platform : [www.etwinning.net/pt/pub/index.htm](http://www.etwinning.net/pt/pub/index.htm).

Socio-demographic data

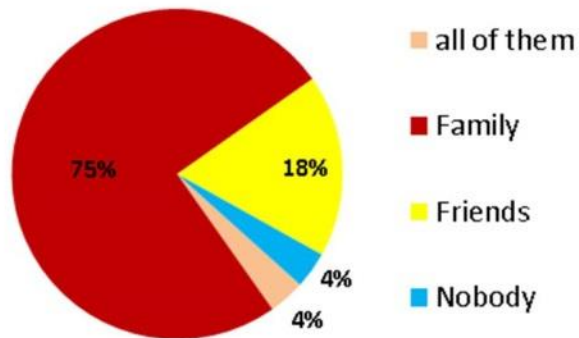


**199 respondents**

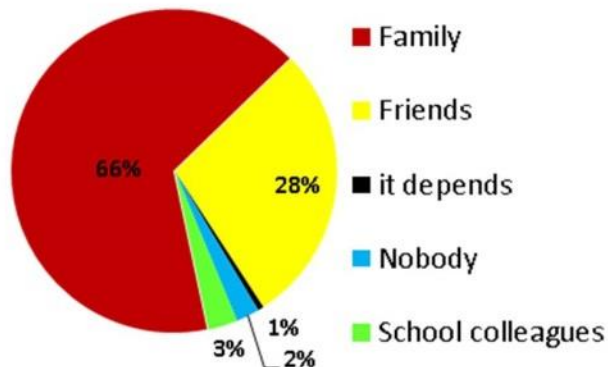
Most respondents are aged between 15 and 18 years .  
The country with more answers is France (Reunion Island).

## What group of people has more influence on you when buying something?

### Portugal



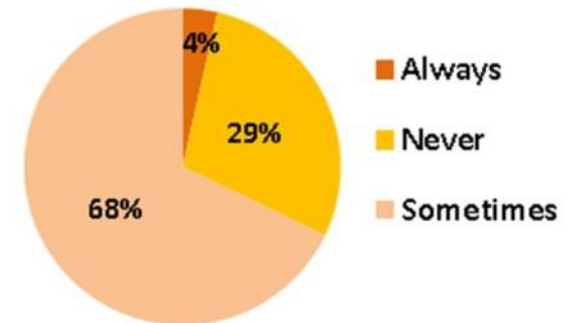
### Other Countries



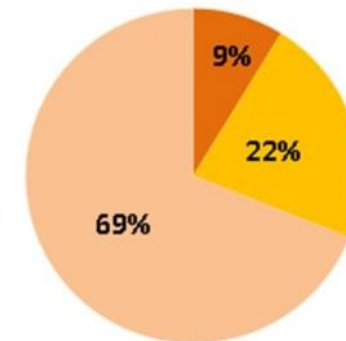
Social factors, such as, family (75% Portugal / 66% Other Countries) and friends influence young consumers when they buy a product.

## Are you influenced by advertisements when you buy a product?

### Portugal



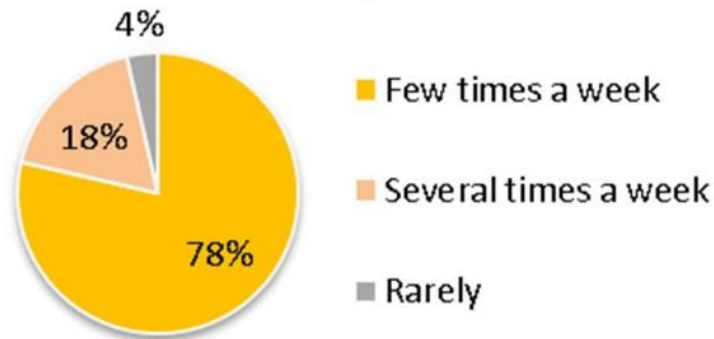
### Other Countries



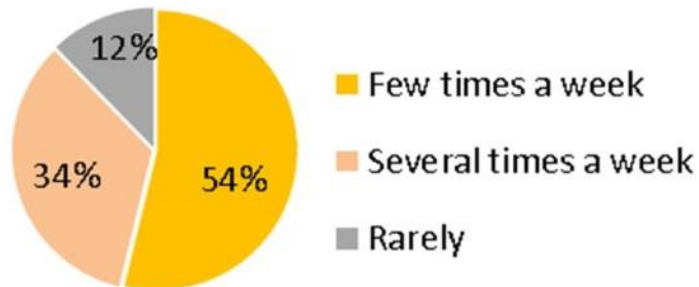
Only a small percentage of young people reveals that they are not influenced by advertisements/commercials. These can create unnecessary needs.

## How often does your family go to the supermarket / grocery store?

### Portugal

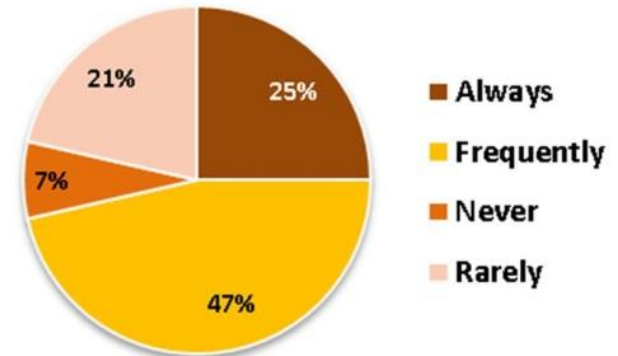


### Other Countries

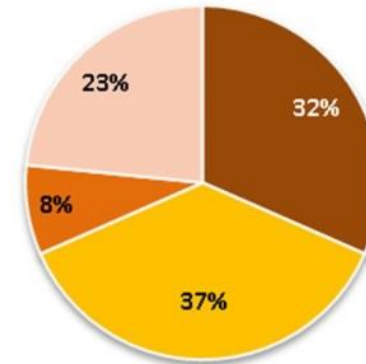


## Does your family prepare in advance the shopping, such as making a shopping list?

### Portugal



### Other Countries



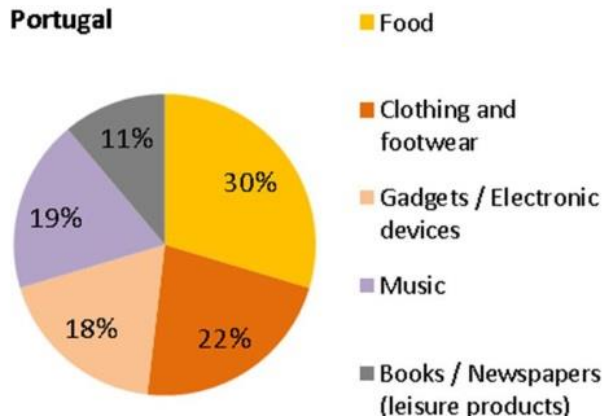
Most of the young consumers and their family go to the supermarket few times a week.  
The majority of the consumers doesn't have the routine of making a shopping list.

Reveals unnecessary consumption—Consumerism!

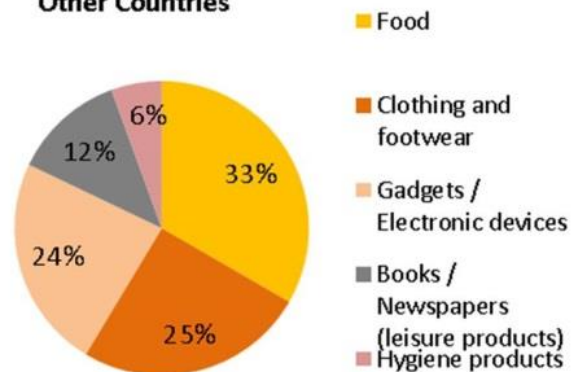


## When you enter into a large supermarket which section do you go first?

Portugal



Other Countries



The area of clothing and electronic devices together have greater weight than the food. Consumers are influenced to purchase by the array of items in the shopping areas!

## “When your family buys food items, they prefer... [national products]”

Other Countries		Portugal	
Prefer National Products	Weight	Prefer National Products	Weight
Always	35,1%	Always	25,0%
Frequently	49,7%	Frequently	64,3%
Rarely	12,9%	Rarely	7,1%
Never	2,3%	Never	3,6%
<b>Total</b>	<b>100,0%</b>	<b>Total</b>	<b>100,0%</b>

## “When your family buys food items, they prefer... [organic products]”

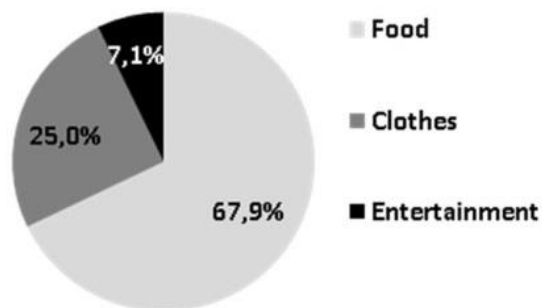
Other Countries		Portugal	
Prefer Organic Products	Weight	Prefer Organic Products	Weight
Always	22,8%	Always	10,7%
Frequently	45,0%	Frequently	39,3%
Rarely	21,6%	Rarely	42,9%
Never	10,5%	Never	7,1%
<b>Total</b>	<b>100,0%</b>	<b>Total</b>	<b>100,0%</b>

The choice of national products is frequent (84,8% in OC and 89,3% at Portugal).

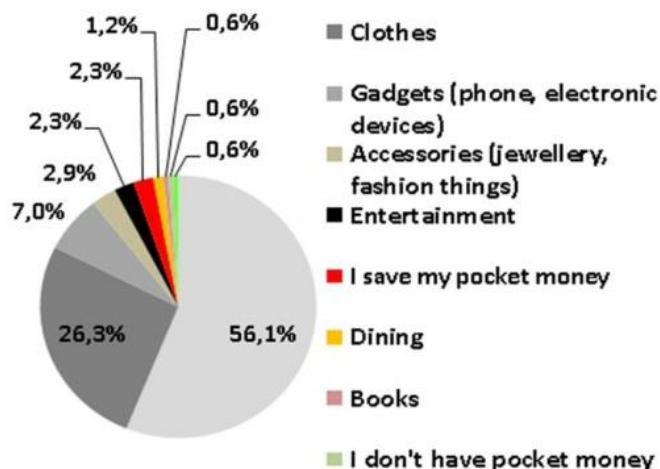
Other countries' families have more awareness for environmental concerns, since 67,8% frequently prefer organic products (at Portugal, only 42,9 don't have that worry).

## What do you spend your pocket money on?

### Portugal



### Other Countries



The biggest percentage of young consumer's pocket money goes to the food sector, followed by "clothes" and entertainment. Consumers from Other Countries spend their money in a wider range of sectors (such as saving and books).

What do you spend your pocket money on?	Age						Total
	< 15	15	16	17	18	>18	
Food	47,4%	45,3%	61,7%	63,4%	68,6%	75,0%	59,1%
Clothes	21,1%	24,5%	27,7%	29,3%	25,7%	20,0%	25,6%
Gadgets (phone, electronic devices)	10,5%	11,3%	4,3%	4,9%	0,0%	0,0%	5,6%
Entertainment	0,0%	1,9%	6,4%	2,4%	2,9%	5,0%	3,3%
Accessories (jewellery, fashion things)	0,0%	7,5%	0,0%	0,0%	2,9%	0,0%	2,3%
I save my pocket money	10,5%	3,8%	0,0%	0,0%	0,0%	0,0%	1,9%
Dining	5,3%	1,9%	0,0%	0,0%	0,0%	0,0%	0,9%
Books	5,3%	0,0%	0,0%	0,0%	0,0%	0,0%	0,5%
I don't have pocket money	0,0%	1,9%	0,0%	0,0%	0,0%	0,0%	0,5%
CDs	0,0%	1,9%	0,0%	0,0%	0,0%	0,0%	0,5%
<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>

With the increase of age, young consumers spend more of their pocket money in the food sector and less money at "clothes".

## PROBLEMS:

- Acquisition of unnecessary products (not making a shopping list);
- Going several times a week to the supermarket (misuse of resources and energy);
- Influenced by advertisements/marketing techniques (which create unnecessary needs);
- Not paying attention to the labels of products;
- Not being aware that the resources that we currently have are limited and they are being misused.

## SOLUTIONS:

- Opting for unpackaged products or refillable or recyclable / reusable packaging ;
- Store food properly;
- Read labels and check the environmental performance of the product / service.
- Making a shopping list every time you go shopping.
- Consuming products (fruit and vegetables ) on the season and locally produced;
- Having a balanced and varied diet;

Opt for products containing the following labels



EU Ecolabel



Biological products

