



Non-profit Joint Stock Company "Toraighyrov University"

Faculty "Economics and Law"

Department of "Economics"

Results of sociological survey (online questionnaire)

Target audience – population

within the framework of the project AP19676924 “Development of technology and promotion of ecological branding of the industrial complex of the region”

Prepared by the research group of the project

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1. Expressing gratitude. Observance of confidentiality rules

This report is the result of the work carried out within the framework of implementation of the plan of state budget research AP19676924 "Development of technology and promotion of ecological branding of the industrial complex of the region" (contract No. 241/23-25 dated 03 August 2023 between Toraighyrov University and the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan).

All participants of the project team took part in the work on the report.

We express our gratitude to the survey participants who responded to our official appeal and took part in the survey. We thank the Management of Toraighyrov University, employees of the scientific and innovation HUB of Toraighyrov University for assistance in organizing the survey process.

E-mail addresses of respondents, received during the collection and processing of statistical information, are confidential and are used exclusively for statistical purposes. The questionnaire and report do not contain information constituting state secrets, restricted official information, or personal confidential information of respondents.

The results of the sociological study will be of interest to researchers and experts in the field of sustainable development, ESG-transformation, regional development, public relations, etc. The report is of analytical value for economists, managers, sociologists, ecologists, heads of economic entities, central and local executive bodies, non-governmental organizations, public associations, media representatives, financial institutions, partners working and implementing sustainable development projects in the regions of Kazakhstan and other countries.

We will be glad to have an open dialog on interpretation, identification and discussion of cause-and-effect relations, interrelations, trends, and development of ways to solve the identified problems!

2. Information on the procedure for conducting the survey

The questionnaire was distributed online, by placing an official announcement on the portal of Toraihyrov University, as well as through social networks (WhatsApp, e-mail).

The questionnaire for filling out was presented as a google form.

Analysis of respondents' answers was conducted by different methods. Frequency analysis was conducted for the questions where respondents were given several answer options to choose from.

3. Results of the sociological survey (questionnaire)

1. Your region (one answer choice)

Answer choice	Frequency	Percentage
Pavlodar region	271	89,7%
City of Astana	19	6,3%
Russian Federation	12	4,0%

2. Which category of population do you belong to? (one answer choice)

Answer choice	Frequency	Percentage
Urban population	251	83,1%
Rural population	51	16,9%

3. What age group do you belong to? (one option)

Answer choice	Frequency	Percentage
14-18 years	86	28,5%
19-25 years	117	38,7%
26-29 years	15	5,1%
30-44 years	53	17,5%
45-64 years	27	8,9%
65+ years	3	1,0%
Prefer not to answer	1	0,3%

4. Your status (one option)

Answer choice	Frequency	Percentage
Schoolboy	1	0,3%
Student	196	64,9%
On social leave (childcare, study leave, etc.)	4	1,3%
Employee	66	21,9%
Entrepreneur	8	2,6%
Unemployed	0	0,0%
Looking for a job	0	0,0%
Self-employed	2	0,7%
Pensioner	2	0,7%
Housewife	3	1,0%
Civil servant	16	5,3%
Other (specify):		
- NGO;	1	0,3%
- Teacher;	2	0,7%
- торговля.	1	0,3%

5. Your level of education (one option)

Answer choice	Frequency	Percentage
Primary	3	1%
Secondary	83	27,5%
Higher education institution/university	203	67,2%
Other (specify):		
- PhD, Candidate of Science, Associate Professor of Economics;	3	1,0%
- Master's degree;	1	0,3%

Answer choice	Frequency	Percentage
- Secondary technical, secondary specialised.	9	3,0%

6. Characterise your household income (one option)

Answer choice	Frequency	Percentage
Less than the minimum subsistence level	35	11,6%
More than the subsistence minimum but less than the average monthly household income	157	52,0%
More than the average monthly household income	110	36,4%

7. How satisfied are you with the financial situation of your family? (one answer choice)

Answer choice	Frequency	Percentage
Fully satisfied, there is a possibility to choose useful goods (services) of high quality	125	41,4%
I would like to improve in order to buy useful goods of higher quality	151	50,1%
Not satisfied	24	7,9%
Other (specify):		
- Partially satisfied Partially satisfied;	1	0,3%
- "Just "normally".	1	0,3%

8. What percentage of your income, on average, is spent on food and basic necessities? (one option)

Answer choice	Frequency	Percentage
до 20%	57	18,9%
до 50%	168	55,6%
до 80%	67	22,2%
до 100%	10	3,3%

9. Do you think there is a development of such an innovative phenomenon in the market of your region as "new generation eco-consumer"? (one answer option)

Answer choice	Frequency	Percentage
Yes	107	35,4%
No	43	14,2%
Difficult to answer	152	50,3%

10. In your opinion, what attributes are characteristic of the behaviour of a "new generation eco-consumer"? (several answers)

Answer choice	Frequency	Percentage
Conscious endeavour to reduce the negative environmental impact of production and economic activities	174	57,6%
Purchase of products made from recycled materials	93	30,8%
Assistance in collection of secondary raw materials ("separate" waste) for further processing and production of environmentally friendly products	105	34,8%
Introduction and implementation of international environmental safety standards	113	37,4%

Answer choice	Frequency	Percentage
Education of moral values in society by the example of a responsible producer and consumer.	134	44,4%
Other:		
- "what is ECO consumption?";	1	0,3%
- difficult to answer.	7	2,3%

11. Which types of products must meet high environmental standards? (several answers)

Answer choice	Frequency	Percentage
Foodstuffs	265	87,7%
Household chemicals	145	48,0%
Cosmetics, body care	159	52,6%
Clothing and footwear	146	48,3%
Children's goods	144	47,7%
Goods for construction and repair	103	34,1%
Petrol, diesel fuel	104	34,4%
Products of metallurgical industry	66	21,9%
Electricity	87	28,8%
Agricultural products	117	38,7%
Other (specify):		
- all of the above.	5	1,5%

12. Are there any enterprises, retail outlets, specialised salons in your locality with the logo "Eco", "Green"? (one option)

Answer choice	Frequency	Percentage
Yeah, I've heard of them.	215	71,2%
Yes, it's my place of work	1	0,3%
Yes, I am a regular customer of eco-companies.	16	5,3%
No	64	21,2%
Other (specify):		
- Don't know;	5	1,7%
- insignificant amount.	1	0,3%

13. Name the most relevant consumer preferences for you (several answer options)

Answer choice	Frequency	Percentage
Food consciousness (caring about one's health)	201	66,6%
Natural flavour of food (desire to buy natural products with natural flavour)	161	53,3%
Need for natural materials (purchasing products made of natural materials and reliable products of modern design).	115	38,1%
Orientation towards the protection of nature (to consume what you want without harming the planet)	114	37,7%
Other (specify):		
- None of the above;	1	0,3%
- Price-quality combination;	1	0,3%
- I buy what I have enough money for.	1	0,3%

14. What would you prioritise when looking for information about ecological products?
(several answers)

Answer choice	Frequency	Percentage
Customer reviews, including those of relatives, friends, acquaintances	239	79,1%
Reviews on specialised online portals	104	34,4%
Comments in social media communities on healthy living	54	17,9%
Shelves with eco-friendly products in shops	87	28,8%
Recommendations of eco-bloggers and famous people	45	14,9%
Advertising in social networks, mass media	49	16,2%
Other (specify):		
- "the composition should be "eco";	1	0,3%
- "I don't look for information about ecological products";	1	0,3%
- "to my feelings";	1	0,3%
- difficult to answer.	3	0,9%

15. Have you heard about ESG principles ("E" - "Environment", responsible attitude to the environment; "S" - "Social", social policy, high social responsibility; "G" - "Governance", corporate governance; high quality of corporate governance)? (one answer)

Answer choice	Frequency	Percentage
Yes	82	27,2%
No	174	57,6%
Difficult to answer	46	15,2%

16. When buying goods (services), do you think about the damage caused to nature and animals during their production? (one option)

Answer choice	Frequency	Percentage
Always	108	35,8%
Never	76	25,2%
Difficult to answer	118	39,0%

17. Name the environmental problems of your region (several answers)

Answer choice	Frequency	Percentage
Pollution of water resources	204	67,5%
Increase in the volume of household waste	144	47,7%
Increase in hazardous waste emissions from industrial enterprises	180	59,6%
Increase in carbon dioxide emissions into the atmosphere	154	51%
Low level of greening of territories	100	32,8%
Forest fires or drought	97	32,1%
Other (specify):		
- Climate change;	1	0,3%
- all of the above;	1	0,3%
- difficult to answer.	1	0,3%

18. Who, in your opinion, should be involved in solving environmental problems? (several answers)

Answer choice	Frequency	Percentage
Government	197	65,2%
Enterprises, institutions, organisations	123	40,7%
Specialists in the field of environmental protection	168	55,6%
Scientific community	79	26,2%
Every person	198	65,6%
Other (specify):		
- all of the above	3	0,9%
- none;	1	0,3%
- comprehensively: government agencies, enterprises, ordinary person.	1	0,3%

19. What are you personally willing to do to protect the environment? (several answers)

Answer choice	Frequency	Percentage
Pay special taxes	63	20,9%
Use public transport more often instead of private transport, fly less often on aeroplanes	61	20,2%
Buy energy-saving light bulbs, save water and paper.	160	53%
Sort rubbish	203	67,2%
Plant plants	163	54,0%
Not ready to participate in solving environmental problems	18	6,0%

20. When buying goods, do you pay attention to environmental labelling? If yes, which one? (one or more answers)

Answer choice	Frequency	Percentage
Yes, green colour of the product packaging	66	21,9%
Yes, the inscriptions "Eco" or "Organic" on the product packaging.	121	40,1%
Yes, ecological certification marks of different countries	71	23,5%
Yes, "not tested on animals" / "Animal friendly" / "Not tested" sign	64	21,2%
Yes, the image "Apple - no carcinogenic and toxic substances".	25	8,3%
Yes, the image "Two arrows that form a circle" - the packaging is safe for the consumer and recyclable.	44	14,6%
Yes, International Standard ISO 14001	38	12,6%
No	98	32,5%
Other (specify):		
- "not always".	1	0,3%

21. Do you trust producers of environmentally friendly products when you read product information on the packaging? (one option)

Answer choice	Frequency	Percentage
Trusted, production is always monitored	57	18,9%
Most manufacturers can be trusted	144	47,7%

Answer choice	Frequency	Percentage
No, companies position themselves as environmentally friendly without sufficient justification	98	32,5%
Other (specify):		
- I don't think about it;	1	0,3%
- No, because it is not known for what purpose this information is given, maybe it is just a marketing ploy;	1	0,3%
- I trust partially.	1	0,3%

22. In which case would you prefer an expensive ecological product to a cheaper product with traditional characteristics? (one option)

Answer choice	Frequency	Percentage
For a price difference of not more than 30%	79	26,3%
If the price difference is not more than 10%	113	37,4%
I will choose the one that is more favourable in terms of price	104	34,4%
Other (specify):		
- "if the goods are of higher quality";	1	0,3%
- on the basis of the price-quality ratio;	1	0,3%
- "evaluation of quality and trade dress";	1	0,3%
- "I will choose what I need despite the price";	1	0,3%
- Difficult to answer.	2	0,7%

23. If the prices of ecological goods and conventional goods are the same, for what reason would you prefer ecological goods? (several answers)

Answer choice	Frequency	Percentage
Opportunity to make a personal contribution to environmental conservation	139	46,0%
Health benefits	206	68,2%
Principled life position, high level of ecological consciousness	81	26,8%
Buying ecological products/goods for children	86	28,5%
Other (specify):		
- I would not prefer, I would choose normal nutrition;	1	0,3%
- Difficult to answer.	1	0,3%

24. Have you heard of the term "Environmental Branding"? (one option)

Answer choice	Frequency	Percentage
Yes	112	37,1%
No	136	45,0%
Difficult to answer	54	17,9%

25. What are the barriers to the purchase and use of ecological goods (services)? (several answers)

Answer choice	Frequency	Percentage
High price	184	60,9%
Consumer distrust of information about the environmental properties of the product	138	45,7%
Difficulty in perception of information on the label	68	22,5%
Limited range of ecological products (services) offered	144	47,7%
Other (specify):		
- don't know, difficult to answer.	2	0,6%

26. What would persuade you to spend more money on environmentally friendly goods (services) if you do not yet do so? (several answers)

Answer choice	Frequency	Percentage
Reduction of prices for environmentally friendly goods (services)	200	66,2%
Increased awareness of the benefits of environmentally friendly goods (services)	142	47%
Government support (e.g. subsidies or tax incentives)	110	36,4%
Other (specify):		
- Assurance that the "eco" label on a product is true and not a marketing ploy;	1	0,3%
- Increase in wages;	1	0,3%
- nothing;	3	0,9%
- Difficult to answer.	1	0,3%

27. What will promote the environmental brand of companies in your region? (several answer options)

Answer choice	Frequency	Percentage
Ecolabelling of the product production chain from raw materials to product consumption and utilisation	132	47,3%
Increased requirements to the environmental characteristics of finished products (goods, services)	161	53,3%
Availability of information signs (storage conditions, product transport, recycling)	123	40,7%
Updating the database on technical regulations in accordance with the requirements of environmental legislation	80	26,5%
Discussion of problems of use and development of the "Ecological brand"	82	27,2%
Other (specify):		
- affordable prices and good advertising;	1	0,3%
- discussion in networks, special TV programmes, blogs;	1	0,3%
- nothing;	1	0,3%
- difficult to answer.	1	0,3%

28. Which eco-brands do you know? (several answers)

Answer choice	Frequency	Percentage
АГРОС ВТ	20	6,6%
ЭКО Продактс Групп	40	13,2%
Alina Paint	24	7,9%
Molecule	21	7,0%
Zere Pure Beauty	14	4,6%
Bioton	39	12,9%
AVRORA BRANDS	14	4,6%
Alatau Organic	19	6,3%
Qazaq etno	44	14,6%
Qazaq Republic	121	40,1%
Home Spa	12	4,0%
National Centre for Healthy Nutrition "Sharman"	26	8,6%
AGES&AGES	5	1,7%
Pieper	11	3,6%
Etc. concept store	6	2%
Eco bazaar	144	47,2%
Matryoshka	7	2,3%
SOUL Concept Store	3	1%
Fashion park	11	3,6%
Loveeco	27	8,9%
Eco tochka	36	11,8%
Zero waste	10	3,3%
Hello eco	6	2%
Live food	13	4,3%
Green Bean	30	9,9%
Amarant	12	4,0%
Eco Coco	23	7,6%
Eco mix	41	13,6%
Bskin	7	2,3%
My organic grocery	22	7,3%
Other (specify):		
- Biomio (Бил Мио);	3	0,9%
- Synergetic;	1	0,3%
- Сплат биомед;	1	0,3%
- Nemoloko;	1	0,3%
- "don't know any, first time seeing one, not familiar with one...".	21	6,3%

29. Indicate the possibilities of starting, expanding your co-operation with Toraighyrov University in order to develop and promote the technology of ecological branding of goods, services (several answer options)

Answer choice	Frequency	Percentage
Participation in the development of professional standards	104	34,4%
Holding joint round tables, trainings, seminars, courses	135	44,7%
Development and submission of documentation for participation in competitions for commercialisation of "green" technologies and "Ecological brand".	106	35,1%
Participation in events to promote eco-branding of companies in the region	123	40,7%
Other (specify):		
- No ("not interested, none of the above, prefer not to co-operate, not ready, etc.");	7	2,1%
- Difficult to answer;	5	1,5%
- joint youth "green" start-ups;	1	0,3%
- dissemination of information in social networks, among acquaintances, friends, colleagues.	1	0,3%