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The New Activism and Sustainable Consumption: Not About 'I or We', Nor about 'Left or Right'

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Abstract

This paper reexamines the impact of political orientation, activism and moral attitudes on sustainable consumption preferences in Montenegro. Questionnaire was administered in three different Montenegrin cities, and 66 responses were collected. The results show that people who are more liberal in their political attitudes do seem to engage in more sustainable behavior but only of moderate form, such as socially oriented consumption that includes fair trade, boycotting and similar activities. Additionally, a relationship between political activism and sustainable consumption was detected. This paper suggests that activism no longer seems to be connected to the left-right polarization of political spectrum, nor to the liberal vs. the traditional values. New activists come from all spectrums, and they are the ones practicing sustainable consumption, at least as far as Montenegro is concerned.

The Environment and Conscious Consumerism

Production and consumption of products has increased throughout the whole world in the last decades (Shahnaei, 2012). The number of goods on the market is the largest it has ever been. While this has created economic growth and consumer freedom, it has also come at a great societal cost (Bostrom et al., 2019).

Although corporations' impact on the environment is indisputable, consumer behavior is an important determinant in the ultimate environmental impact that a product has (Lockton et al., 2008). If the responsibility of secondary impacts which are the environmental side-effects of producing the goods and products bought every day are placed on the consumers that purchase them, 60% of the world's greenhouse gas emissions are caused by consumers and up to 80% of global water use. "Ecological footprint" measures the use of natural resources and the impact that people have on the ecosystem and biodiversity (Lin et al., 2018). When observed from the impact of consumers in regard to where they live, the richer the country, the more its people consume and the bigger the "ecological footprint" is of each individual (Ivanova et al., 2016)."Carbon footprint" is the total amount of carbon dioxide emitted directly or indirectly by an activity (Wiedmann & Minx, 2007). The US is the country with the biggest per capita greenhouse gas emissions, with a carbon footprint of 18.6 tones of CO2. Surprisingly, China's carbon footprint is 1.8 tones of CO2 compared to a global average of 3.4 tones. China does produce a large number of goods, but most of them are exported to be purchased by other countries. Households have relatively a substantial control of their consumption and yet their impact on the ecological footprint is drastic (Ivanova et al., 2016).

As a consequence of the high number of environmental issues, some consumers have started to consciously and deliberately use consumption to advocate and act in favor of sustainable

ways of living (Newman and Bartels, 2010). Consumers have started to become more aware of the products they buy, while leaning toward more environmentally friendly purchases (Akehurst et al., 2012). A result of this is the emergence of green consumers, individuals who consider a set of criteria before deciding which product to purchase. This type of consumer tries to avoid potential harm that purchasing a product could cause to themselves, the environment or other people. Their behavior demonstrates a consistent and conscious concern for the environmental impact their purchases have (Samarasinghe, 2012). Those avoidances usually consist of excessive consumption of energy, unnecessary waste, animal testing etc. (Elkington, 1994). Some of the purchasing behaviors that green consumers engage in have to do with reading labels, buying products that use recycled material, using biodegradable detergents, avoiding aerosols, using the car less frequently, refusing to buy products from companies that have a reputation for harming the environment among other behavior (Minton & Rose, 1997).

In general, consumer behavior is influenced by various factors that are affected by social and cultural contexts, as well as psychological ones (Jackson, 2005; Moisander, 2007). Additionally, sustainable consumption is also influenced by practical factors such as price of a product, its attributes, accessibility of a product, disbelief in product marketing and insufficient information about a product (Young et al., 2010).

Some authors claim sustainable consumption choices can be viewed as a reflection of more than just everyday sustainable practices and habits, they can articulate something more essential about people's moral foundations and political orientation (Jost, 2006).

Moral Foundations and Political Ideology

The present study investigates precisely the impact of political orientation, activism and moral foundations on sustainable consumption choices. Moral foundations are considered a

subgroup of values that are based on morals (Graham et al., 2009). As such, morality suggests what is "right" and "wrong" behavior in regard to fairness toward others (Haidt & Kesebir, 2010). To understand moral foundations and the main differences in moral issues, Graham et al., (2009) created the Moral Foundations Theory which suggests that there are five psychological foundations of morality by which people differ largely – "harm/care, fairness/reciprocity, in-group/loyalty, authority/respect and purity/sanctity" (Graham et al., 2009). These moral foundations were condensed into two dimensions – "individualizing moral foundations" that include "harm/care, fairness/reciprocity" and "binding moral foundations" that include "in-group/loyalty, authority/respect and purity/sanctity" (Graham et al., 2009). Research shows that moral foundations determine and influence an individual's stance on many issues, as well as reflect their political ideology (Graham et al., 2009).

Political ideology tends to be defined as "an interrelated set of moral and political attitudes that possess cognitive, affective, and motivational components…ideology helps to explain why people do what they do; it organizes their values and beliefs and leads to political behavior" (Jost, 2006). Political ideology is generally measured on a scale from left (commonly associated with liberal views) to right (commonly associated with conservative views). The terms 'left' and 'right' have originated from the French Revolution of 1789 when supporters of the existing regime sat on the right side of the French Assembly Hall and those that wanted to overthrow the monarchy set on the left (Bobbio, 1996). It has been proven that this orientation shows compelling predictive validity in regard to an individual's stance related to social issues (Jost, 2006). Although, the difference between left and right is not definite, it has correctly portrayed political attitudes in an array of cultural contexts (Kidwell et al., 2013).

It has been found that conservatives maintain a strong feeling of self-control as well as duty, which relates to binding moral dimensions that are focused on supporting authority and accepting conformity. On the other hand, research shows that liberals uphold individualizing moral dimensions that are based on fairness, caring and prevention of harm when pursuing social justice. (Graham et al., 2009). Conservatives and liberals are differentiated based on two core characteristics (1) accepting vs. rejecting social inequality and (2) preserving the existing circumstances vs. pursuing change. These results do allow for an understanding on what the acts of purchasing and disposal of goods could be influenced by (Carney et al., 2008).

Political Consumerism

Taking into consideration how ubiquitous politics is in contemporary life, Micheletti and his fellow researchers (2004, as cited in Watkins et al., 2015) find that marketplace choices are increasingly becoming an area to practice political beliefs in the way that consumption is used to demonstrate ethical, as well as sustainability attitudes. Political Consumerism can be defined as market oriented behavior emerging as a consequence of societal concern associated with production and consumption. Therefore, in this light production and consumption are looked upon as more than just private matters of business profit or individual consumer preference. Some of the issues that are given the most attention to include the relationship between products offered on the consumer market and current political events, human rights and environmental concerns, as well as the ethics of the manufacturing processes. Political Consumerism also deals with moral dilemmas concerning religion, family, race, ethnicity, gender and animals (Stolle & Micheletti, 2013). An important aspect of political consumerism is the assumption that consumers through their purchase choices can potentially in a collective manner influence societal circumstances and developments (Boström et al., 2019).

There are four forms of political consumerism: Boycotts, Buycotts, Discursive political consumerism and Lifestyle political consumerism. Through boycotting, which is also known as "negative consumer action", civil groups try to persuade individuals using critical arguments to boycott a product produced not only by a corporation but in some cases by a country as well. The groups boycotting usually put harsh demands on their boycott targets and threaten to continue with the boycotts unless their demands are met (Andersen & Tobiasen, 2004). Buycotting which is also termed "positive consumer action" uses cooperative strategies to achieve action and results. Buycott activists try to influence individuals to consume a specific good from the same category, for example organic rather than standard coffee. Throughout the years buycotting activities by civil societies turn into partnerships with corporations or governments and it's in these cases that ramifications of political consumption and production are clearly demonstrated. The third form, discursive political consumerism is known for confrontations of big iconic corporations that are usually done by a tactic known as "culture jamming". This form uses anti-branding communication to point out often in a humorous way the social and environmental lack of responsibility of the targeted corporation. An example of this is the continues ridicule attacks that Nike faces on its logos and slogans (Stolle & Micheletti, 2013). In this form, the corporations and their brands are not only the targets but also the source and medium of political consumerism. Lifestyle political consumerism, which is the fourth form, involves reconstructing one's everyday consumption practices. This can involve all of the three mentioned actions and can ultimately completely alter how an individual lives their life. An example of lifestyle choice of this type can include veganism (Pentina & Amos, 2011).

It's important to note that political consumerism involves more than just an individual's actions. Essentially it comes down to social-movement networking, institution building, its

international component and obtaining the support of the government (Boström et al., 2019). Worth mentioning is also the 'feel-good' and 'self-interest' aspect of political consumerism. There are several ways in which this is regarded by scholars. Some view it as a positive development because it motivates people to make "better" purchasing decisions, while others consider it a part of "ethical fetishism" that only encourages more consumption and ends up contradicting the essential ideology of political consumerism (Guthman, 2009).

As traditional political actions including voting, being a part of political organizations and reading political news are declining, unconventional and new ways of expressing political action such as online activity, petition signing and protests are increasing (Gotlieb & Wells, 2012). Some researchers suggest that the decreasing distinction between state and market, as well as the amount of influence that market matters have on political issues, have resulted in the concept of the "consumer-citizen" who practices political consumption (Bajde, 2007, as cited in Watson et al., 2015). It is argued that the action of 'politicizing the personal' allows for an understanding of how some people try to use their lifestyle choices in an attempt to express their personal political preference and drive change (Newman and Bartels, 2010).

Research shows that despite the earlier doubts, individualized political consumption does not cancel out conventional ways of practicing political action, on the contrary research reveals that the more people engage in political consumption, it's more likely that they will engage in conventional political action as well, meaning that deliberate consumption choices and political action are closely related. The research also suggests that individuals see political consumption as part of the larger political ideology, practicing commitment towards social responsibility and the environment (Willis & Schor, 2012).

It has been found that there is a relation between the sustainable choices of consumers, their moral foundations, as well as political orientation. The results showed that as tendencies towards an individualizing moral foundation increased, so did sustainable choices of consumption, whereas a binding moral foundation was negatively related to sustainable behavior, as well as a liberal political orientation. Additionally, the findings suggest that individuals on the left of the political continuum are more likely to advocate for change towards a sustainable society involving direct collective political action, which is driven by an individualizing moral foundation (Watkins et al., 2015).

Method

Purpose

This research tried to understand how moral foundations and political orientation relate to sustainable behavior in a new context, as well as asked whether a liberal political orientation will have a positive influence on political engagement related to environmental issues.

Participants

The study was comprised of 66 participants in total. The questionnaire was distributed using the snowball sampling technique electronically to inhabitants of three Montenegrin towns: Podgorica, Bar and Ulcinj. Informed consent was obtained and the responses were anonymous.

Out of 66 participants 22 (33.3%) were from each surveyed town. There was a total of 39 (59.1%) female participants and 27 (40.9%) male participants, ranging in age from 18 to 60+. Participants were additionally divided by education level and employment status.

Materials

The respondents completed a 10-minute survey which was comprised of 5 different parts, following the structure of the questionnaire composed by Watkins et al. (2015). The first part

consisted of 24 questions that asked participants about the frequency of engagement in sustainable consumption activity in a variety of categories (consumption of goods, energy saving, transportation). These questions were based on Watkins et al. (2015). The survey used a five point Likert scale model for measuring. The anchors measuring behavioral frequency (1 - never, 2- rarely, 3 - sometimes, 4 - often, 5 – always) were used to minimize social desirability bias. The questions were additionally categorized based on three dimensions that propose three levels of commitment to sustainability labelled light green, mid-green and deep green. Light green stood for sustainable behaviors that were relatively easy to implement and demand little personal sacrifice, such as recycling and reducing energy usage. Mid-green was characterized by socially directed consumption that included fair trade, boycotting and the like. And the final category labelled deep green, represented behavior that required commitment and greater environmental concern, such as vegetarianism and reduced transportation.

Next, participants were asked to rate their level of agreement on a range of questions measuring the participants' tendencies in regard to the two moral dimensions (binding and individualizing). The questions were based on the 20-item short-form Moral Foundations Questionnaire (Graham et al., 2011). Minor change included reducing the 6 point Likert scale to a 5 point Likert scale. The items following the original composition of the questionnaire were divided in two parts: moral relevance and moral judgments. In each part 4 questions measured individualizing moral dimensions (harm/care, fairness/reciprocity) and 6 in each part measured binding moral dimensions (in-group/loyalty, authority/respect and purity/sanctity). In the moral relevance part of the questionnaire, the participants were asked to rate the extent to which they believed the statements provided were relevant when deciding whether something was morally correct or wrong. This was measured on a five-point Likert scale (1- not relevant, 2 - slightly

relevant, 3 – moderately relevant, 4 - very relevant, 5 - extremely relevant). A sample statement included: “Whether or not someone acted unfairly”. In the second part (moral judgements), participants were asked to rate the extent to which they agree with the statements on a five point Likert scale (1- strongly disagree, 2 - disagree, 3 - neither agree nor disagree/ (undecided), 4 – agree, 5 – strongly agree). An example of the statements included: “Justice is the most important requirement for a society”.

Political Orientation, measured on a five-point scale, asked participants to self-report their political orientation from 1 to 5, where 1 represented far left and 5 represented far right. This scale was based on Watkins et al., (2015).

The fourth part of the questionnaire included 6 questions that measured the participants’ political engagement relating to issues of sustainability (e.g. protesting, signing petitions) using a binary response model. This questionnaire was based on Willis and Schor (2012), however for the purposes of this study the adapted version of Watkins et al. (2015) was used (Willis and Schor, 2012; Watkins et al., 2015).

Lastly, participants were asked to provide their demographical attributes.

Results

Given the questionnaire structure, composite scores were computed specific parts measured by the questionnaire. A composite score was computed for Ecological Consciousness [EC] and the underlying categories of Ecological Consciousness, light green behavior [LG], mid-green behavior [MG] and for dee -green behavior [DG]. A composite score was also computed for the Moral Foundations Questionnaire, the individualizing dimensions [MP_IND] and the binding dimensions [MP_BINDING], respectively. And lastly, a composite score for Political Engagement [PE] was computed.

Ecological Consciousness Through Sustainable Consumption

The Ecological Consciousness score of the participants was relatively low (*M*=2.69, S*D*=.444) (Table 1). If the participants engaged in these behaviors, they mostly self-reported to engage in light-green behaviors (*M*=2.92, *SD*=.472) (Table 1) and interestingly enough, deep green *(M*=2.59, *SD*=.533) behaviors were more common than mid-green ones (*M*=2.39*, SD*=.610) (Table 1).

In the light-green category participants self-reported to engage the most in purchasing energy efficient light bulbs (*M*=4.42, *SD*=.878) (Table 2), and the least in purchasing re-used (second hand) goods (*M*=1.59, *SD*=.859) (Table 2). In the mid-green category participants self-reported to engage the most in purchasing from organizations because of their social and/or environmental commitment (*M*=2.94, *SD*=.943) (Table 3), whereas the least amount of engagement self-reported was in raising their own animals for consumption (*M*=1.65, *SD*=1.259) (Table 3). In the deep green category, participants reported to engage the most in purchasing food from farmers' market (*M*=3.58, *SD*=.929) (Table 4), while the least engaged behavior was self-reported in considering becoming a vegetarian (*M*=2.03, *SD*=1.307) (Table 4). The reasons why deep green behavior was exhibited more than the mid-green behavior might be an indicator of the local and regional culture that often insists on buying local/ 'organic' food instead of imported food, considering the assumed health hazards that people generally associate to imported food.

Relation of Moral Foundations and Ecological Consciousness

From the Moral Foundations Questionnaire, participants achieved a higher score in individualizing moral dimensions (*M*=4.17*, SD*=.591), than in the binding moral dimensions (*M*=3.59*, SD*=.599). A significant correlation was found between individualizing moral

dimensions and mid-green sustainable behavior (r= .252, p<0.05) (Table 5). However, there was no significant correlation between binding moral dimensions and any category of sustainable consumption behavior [EC].

Relation of Political Orientation, Political Engagement and Ecological Consciousness

On the Political Orientation scale, the participants scored below average, *(*M=2.86, SD= 1.09), indicating a tendency towards leftist views rather than rightist ones, on the left-right political spectrum. Political Engagement as the sum of all political engagement scores was relatively low (M=2.03*,* SD=1.60). The participants reported to have engaged the most in voting for a candidate in a political election, at least in part, because he or she was in favor of sustainability issues. This result suggests that 34 (51,5%) out of 66 participants would consciously vote for an ecologically conscious leader, whose political views include sustainability issues. Out of 66 total participants, only 13 (19.17%) reported engagement in having protested in any way in support of sustainability issues in the last 12 months, resulting in the least reported political engagement. Protesting could be seen as strong political engagement activity and considering the relatively low tendency of the participants to endorse ecological conscious behavior, the results could be understood as an expected outcome.

The results showed a significant correlation between Political Engagement and Ecological Consciousness (r=.421, p<0.01) (Table 6). Which means that if participants were engaged in political issues they also displayed more EC behavior. Specifically, there was a significant correlation between Political Engagement and the light green behavioral category (r=*.410, p<0.01*), as well as the mid-green category of EC (r=.436*,* p=0.001) (Table 6). However, there was no correlation of Political Engagement with the deep green category. This perhaps reflects the earlier suggestion, that traditional approach to buying the food from local

vendors does not translate into full sustainable consumption, and it seems that it doesn't correspond with activism associated with such full-fledged sustainable consumption.

However, there was no correlation between Political Engagement and Political Orientation. Additionally, the results showed no correlation between Political Orientation and EC either. These results suggest that contrary to popular belief, political orientation does not impact sustainable behavior nor political activity related to it.

Differences in demographics

There were no significant differences in the demographic groups of age and education level. However, there was a significant difference in employment status. Participants who were full-time employed reported more Ecological Conscious behavior than others (*M*=2.89, *SD*=.494) (Table 7, Figure 1). In the EC categories, self-employed participants achieved the highest score in light green behavior (*M*=3.145*, SD*=.348) (Table 7, Figure 2) and in the deep green category, employees who are full-time employed reported the most engaged behavior (*M*=2.900, *SD*=.553) (Table 7, Figure 3). The least engagement in EC was reported from participants who are temporary/part time employed (*M*=2.380, *SD*=.365) (Table 7, Figure 1). In the light green behavior, the least engaged were the group of participants who were students/pursuing further studies *(M*=2.69, *SD*=.359) (Table 7, Figure 1), and in the deep green category of behavior the least engaged were participants who opted for 'other' (*M*=2.26, *SD*=.206) (Table 7, Figure 3).

There was a significant difference in inhabitants of the three-surveyed town. Inhabitants from Ulcinj reported to be the most engaged in mid-green behavior (*M*=2.66, *SD*=.605) (Table 8, Figure 4), as well as in Political Engagement (*M*=2.90, *SD*=.177) (Table 8, Figure 5), which

might be indicative of some of the environmental issues that had occurred in the town in the last year, resulting in increased activity in politics in favor of the environment.

A significant difference also resulted for gender in deep-green behavior, with female participants (M=2.69, SD=.534), reporting to engage more in deep-green behavior than their male counterparts (M=2.43, SD=.502).

Discussion

The results of this research show that, contrary to previous studies, there is no impact of moral foundations, nor political orientation on ecological consciousness. As could be expected, with the increase of ecological consciousness increases people's political engagement related to sustainability issues and vice versa. However, interestingly enough, political orientation does not have an impact on political engagement related to sustainability issues.

This paper shows that inhabitants of the three Montenegrin towns (Podgorica, Bar, Ulcinj) have a relatively low ecological consciousness. When examining why such a low number, many different reasons would come up. However, the obvious scarce number or even the lack of recycling bins altogether around the three towns is a big enough indicator as to how little the government does in support of environmental sustainability. If the recycling bins were available, first, people who want to recycle would have a choice, which currently they don't and second, even indifferent people would be inclined to recycle if the option would be available. Another factor that contributes to the disregard for environmental issues is the fact that plastic bags are still being handed out free of charge in every grocery shop. At times when sustainability issues should be the world's priority, the government has not implemented even the most basic steps in dealing with the problem. How can the general public be expected to change their ways for the better, if their leaders are neither encouraging, nor making such solutions available?

Once the most fundamental steps towards sustainability are implemented, then other options such as making environmental courses a crucial part of public education could be considered.

This is where the main results of this research come in. This study tried to understand how much specific moral foundations linked to liberals and conservatives as well political orientation had an impact on ecological consciousness. It is widely believed that liberals and those representing the left of the political spectrum are more prone to sustainable behavior and demonstrate a higher ecological consciousness. However, contrary to the previous research on these matters, this study suggests that the left-right political paradigm plays no role regarding people's ecological consciousness. According to the research, what seems to matter more than political orientation is the willingness of people who showed higher ecological consciousness to engage in political activity that supports their beliefs. On the other hand, even when the surveyed sample engaged in sustainable activity, the results lead to presuming that it is done for reasons different than might be expected. Surprisingly, more than from the mid-green category, people reported the most engagement in behaviors from the deep green category (the category that required the highest degree of commitment and personal sacrifice), with the highest engagement reported in purchasing from the farmers' market. Two possible conclusions about the causes could be drawn from this, both connected to the culture of the area. First, it's considered part of tradition to go to the farmers' market where even specific days of the week are designated as 'market day'. And the second reason could be the general belief ruling this area, that imported or GMO food products are filled with dangerous chemicals and are the opposite of healthy. This might suggest that there is another kind of shift happening in the general mindset of people, a shift that has been simmering for some time now in different parts of the world. The neo-liberal globalism ideology envisioned a world without national borders, unified economic standards and

an increasingly similar culture that would fuel the world's market capitalism. However, it seems that globalization has triggered a reverse effect. One in which people have lost faith in global integration and have started turning towards their domestic and national issues. National governments have lost their power due to the transnational nature of the current situation, but there's a trend in people wanting to take that power back in their own hands. The new shift we see happening is being practiced by populists, alter-liberals and rightists alike. This was evident in anti-globalization and alter-globalization movements that got leftist and rightist groups holding hands in order to achieve the same objective, usually targeting transnational organizations such as IMF and WTO. This type of "new activism" has people wanting to fend off capitalist giants, preserve the local culture and landscapes as well as turn the economy inwards by helping domestic entrepreneurs and agriculture. This trend is evident throughout Montenegro as well. In Ulcinj for example, people have opposed to the privatization of several local landscapes. The decades long unresolved issue of Ulcinj's salt pans which is one of the most important bird areas on the Adriatic is currently facing great ecological threat. This had Montenegrin citizens sign 90.000 petitions in 2019, demanding the preservation of the birds and for the salt pans to stay within Montenegrin ownership. Another example of political activity of similar character, had Ulcinj citizens protesting in Fall of 2019 for the establishment of a building moratorium in the Pine Woods while holding signs "Ulcinj is ours". In the town of Bar in 2019 as well, enraged citizens were protesting against the removal of the town's multiple hundred-year-old cypress trees, also with protest signs stating: "The town is ours, the cypresses are ours". All of this mentioned political activity of 2019 had in common the preservation of the environment and the assertion that it was the people who should own the properties. This falls in line with the results of this study, that regardless of people's political orientation, what they care

about is to be politically active in preserving what is theirs. The political world has been polarized for so long that we are used to automatically dividing people in left or right, liberal or conservative, while in the process of doing so we neglect to think of the actual ideologies behind those views and the possibility that the objectives are not so different after all. Perhaps, this means that there might be another way to address environmental issues, the type that could appeal to the general public without necessarily dividing it. One way to do that would be to reframe environmental issues and the communication strategies regarding them. Instead of trying to appeal to people with 'global' environmental issues, we should focus on engaging them by ascertaining the 'local' or national importance of doing so. Maybe if we all focus on preserving what is ours we might end up saving the planet along the way.

Limitations and Further Research

Limitations of this study include small sample size and time constraint as the study needed to be completed in fifteen weeks. It would be interesting to see this study done on a bigger sample size or throughout the region in order to compare results. Additionally, a thorough study of how the rise of "new activism" relates to environmental concerns could shed more light on the subject.

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Table 1. *Descriptive statistics for ecological consciousness and categories*

	N	Minimum	Maximum	Mean	Std. Deviation
LG	66	2,00	4,25	2,9230	,47238
EC	66	2,00	3,96	2,6989	,44421
DG	66	1,80	3,80	2,5909	,53370
MG	66	1,14	3,71	2,3918	,61038
Valid N (listwise)	66				

Table 2. *Descriptive statistics for light green category*

	N	Minimum	Maximum	Mean	Std. Deviation
LG12	66	1	5	4,42	,878
LG10	66	2	5	3,70	,723
LG8	66	1	5	3,44	1,054
LG11	66	1	5	3,42	,805
LG9	66	1	5	3,29	,837
LG2	66	1	5	3,15	1,206
LG3	66	1	5	3,05	1,073
LG7	66	1	5	2,91	1,119
LG6	66	1	5	2,27	1,046
LG1	66	1	5	2,03	,877
LG5	66	1	5	1,80	1,011
LG4	66	1	5	1,59	,859
Valid N (listwise)	66				

Table 3. *Descriptive statistics for mid-green category*

	N	Minimum	Maximum	Mean	Std. Deviation
MG4	66	1	5	2,94	,943
MG5	66	1	5	2,88	1,342
MG3	66	1	5	2,85	1,113
MG6	66	1	5	2,26	1,012
MG2	66	1	5	2,14	,943
MG1	66	1	5	2,03	1,252
MG7	66	1	5	1,65	1,259
Valid N (listwise)	66				

Table 4. *Descriptive statistics for deep green category*

	N	Minimum	Maximum	Mean	Std. Deviation
DG3	66	1	5	3,58	,929
DG5	66	1	5	2,59	1,289
DG4	66	1	5	2,56	1,152
DG1	66	1	5	2,20	1,268
DG2	66	1	5	2,03	1,037
Valid N (listwise)	66				

Table 5. *Correlations for moral foundations and ecological consciousness*

Correlations

		MP_IND	EC	LG	MG	DG
MP_IND	Pearson Correlation	1	,152	,045	,252*	,110
	Sig. (2-tailed)		,229	,726	,045	,388
	N	64	64	64	64	64
EC	Pearson Correlation	,152	1	,890**	,844**	,753**
	Sig. (2-tailed)	,229		,000	,000	,000
	N	64	66	66	66	66
LG	Pearson Correlation	,045	,890**	1	,568**	,521**
	Sig. (2-tailed)	,726	,000		,000	,000
	N	64	66	66	66	66
MG	Pearson Correlation	,252*	,844**	,568**	1	,564**
	Sig. (2-tailed)	,045	,000	,000		,000
	N	64	66	66	66	66
DG	Pearson Correlation	,110	,753**	,521**	,564**	1
	Sig. (2-tailed)	,388	,000	,000	,000	
	N	64	66	66	66	66

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6. *Correlations for political engagement and ecological consciousness*

		Correlations				
		EC	LG	MG	DG	PE
EC	Pearson Correlation	1	,890**	,844**	,753**	,421**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	66	66	66	66	66
LG	Pearson Correlation	,890**	1	,568**	,521**	,410**
	Sig. (2-tailed)	,000		,000	,000	,001
	N	66	66	66	66	66
MG	Pearson Correlation	,844**	,568**	1	,564**	,436**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	66	66	66	66	66
DG	Pearson Correlation	,753**	,521**	,564**	1	,112
	Sig. (2-tailed)	,000	,000	,000		,373
	N	66	66	66	66	66
PE	Pearson Correlation	,421**	,410**	,436**	,112	1
	Sig. (2-tailed)	,000	,001	,000	,373	
	N	66	66	66	66	66

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7. *Differences between employment status*

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
EC	Between Groups	,250	3	,083	,410	,746
	Within Groups	12,576	62	,203		
	Total	12,826	65			
LG	Between Groups	,188	3	,063	,271	,846
	Within Groups	14,317	62	,231		
	Total	14,504	65			
MG	Between Groups	1,376	3	,459	1,245	,301
	Within Groups	22,840	62	,368		
	Total	24,217	65			
DG	Between Groups	1,409	3	,470	1,702	,176
	Within Groups	17,106	62	,276		
	Total	18,515	65			
PE	Between Groups	5,088	3	1,696	,646	,589
	Within Groups	162,851	62	2,627		
	Total	167,939	65			

Table 8. *Differences between towns*

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
EC	Between Groups	,346	2	,173	,873	,423
	Within Groups	12,480	63	,198		
	Total	12,826	65			
LG	Between Groups	,166	2	,083	,364	,696
	Within Groups	14,339	63	,228		
	Total	14,504	65			
MG	Between Groups	2,847	2	1,423	4,196	,019
	Within Groups	21,370	63	,339		
	Total	24,217	65			
DG	Between Groups	,305	2	,153	,528	,592
	Within Groups	18,209	63	,289		
	Total	18,515	65			
PE	Between Groups	25,485	2	12,742	5,635	,006
	Within Groups	142,455	63	2,261		
	Between Groups	167,939	65			

Figure captions

Figure 1. Mean of EC (Employment)

Figure 2. Mean of LG (Employment)

Figure 3. Mean of DG (Employment)

Figure 4. Mean of MG (City)

Figure 5. Mean of PE (City)

Figure 1.

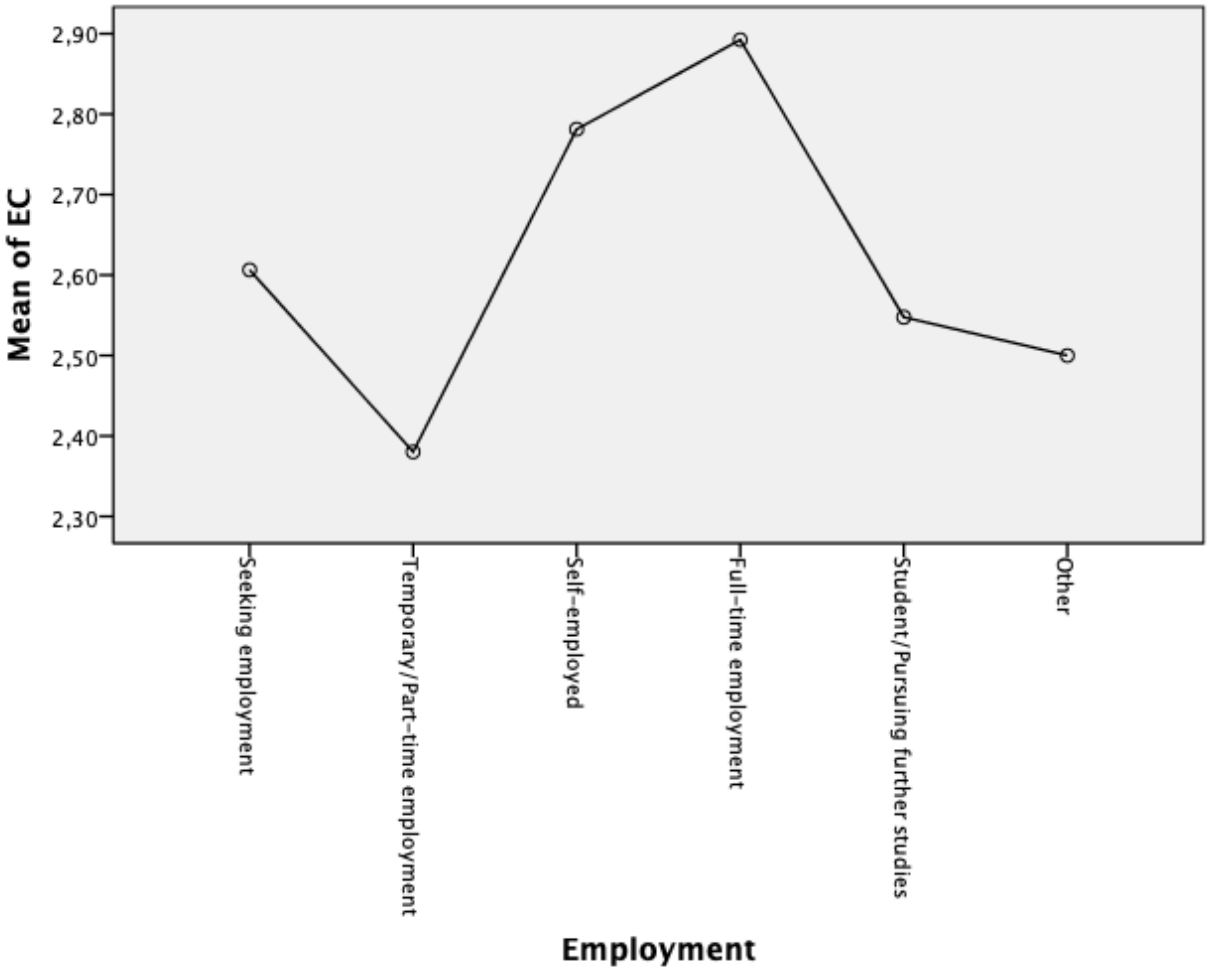

2,90
2,80
2,70
2,60
2,50
2,40
2,30
Mean of EC
Seeking employment
Temporary/Part-time employment
Self-employed
Full-time employment
Student/Pursuing further studies
Other
Employment

Figure 2.

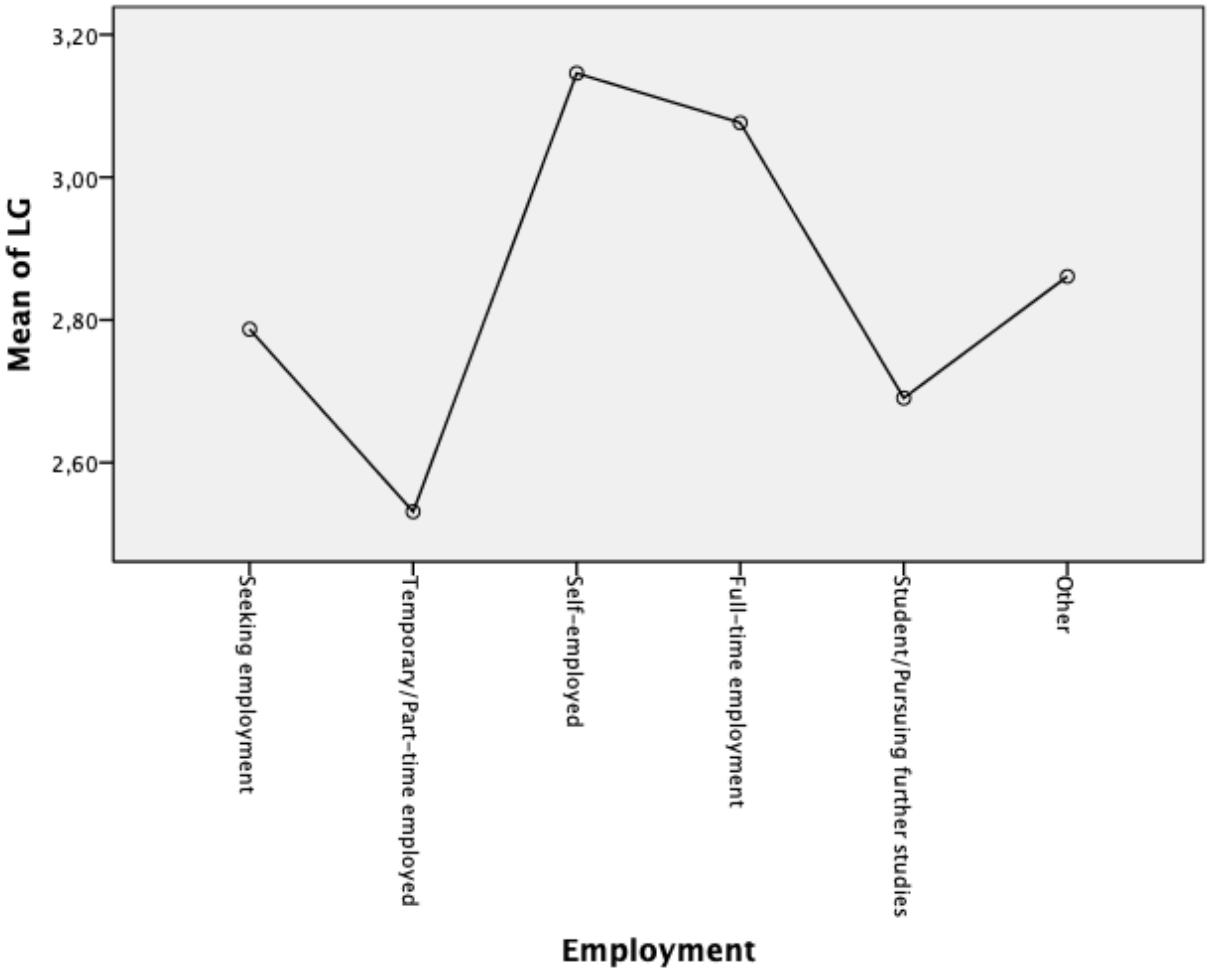

3,20
3,00
2,80
2,60
Mean of LG
Seeking employment
Temporary/Part-time employed
Self-employed
Full-time employment
Student/Pursuing further studies
Other
Employment

Figure 3.

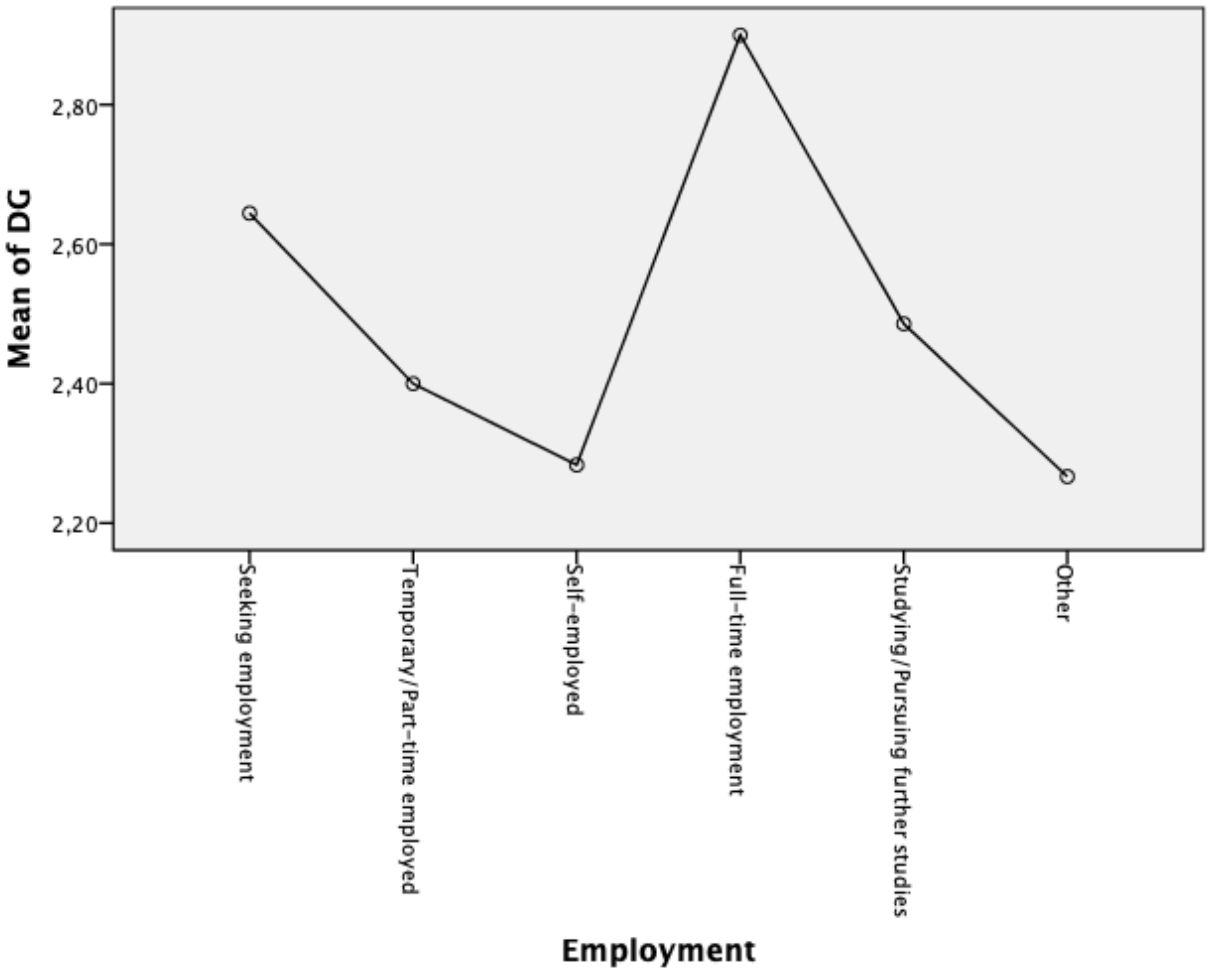

Mean of DG
2,80
2,60
2,40
2,20
Seeking employment
Temporary/Part-time employed
Self-employed
Full-time employment
Studying/Pursuing further studies
Other
Employment

Figure 4.

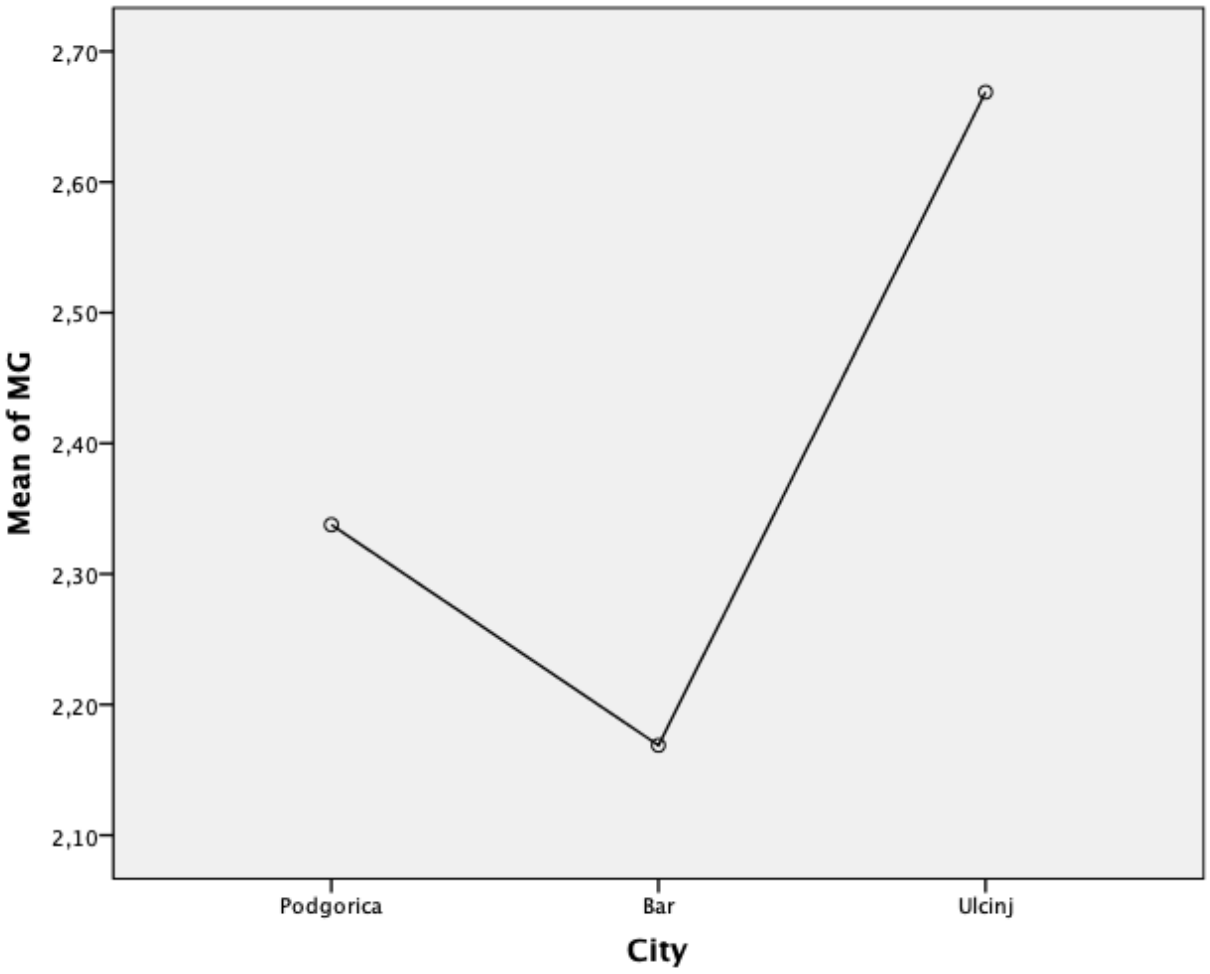
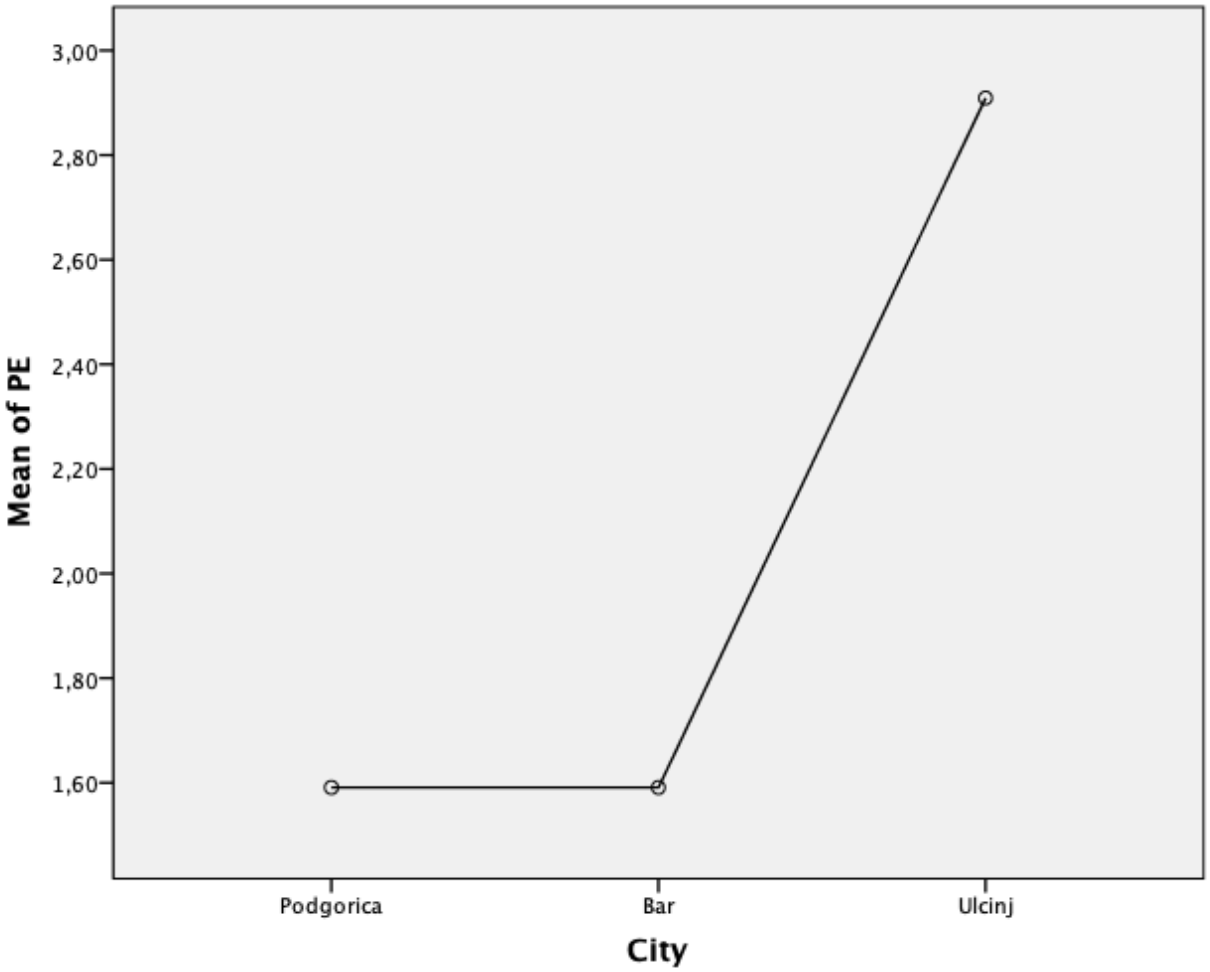

2,70
2,60
2,50
2,40
2,30
2,20
2,10
Mean of MG
Podgorica
Bar
Ulcinj
City

Figure 5.


3,00
2,80
2,60
2,40
2,20
2,00
1,80
1,60
Mean of PE
Podgorica
Bar
Ulcinj
City

Appendix

Questionnaire

15.04.2020

Dear Survey Participant:

My name is Aldina Zudjelovic and I am a senior student at RIT Croatia Dubrovnik, a global campus of Rochester Institute of Technology, based in Rochester, New York.

For my final research project in International Hospitality and Service Management, I am examining the relationship between moral foundations, political orientation and sustainable behavior and I am inviting you to participate in this research study by completing the attached survey. It will require approximately 10 minutes to complete.

Your participation is completely voluntary. The information you provide on this survey will be kept completely anonymous and confidential. There is no risk to you. In order to ensure that all information will remain confidential, please do not include your name or the name of your company in your answers.

If you choose to participate, please answer all questions as honestly and accurately as possible.

Thank you for taking the time to assist me in my educational endeavors.

If you would like additional information about this survey or my research project, please contact me at +382 69 335 453 and aldina.zudjelovic@gmail.com or my mentor, Professor Vanda Bazdan, at vanda.bazdan@croatia.rit.edu and +385 91 550 3504.

Sincerely,

Aldina Zudjelovic

Enviornmental Sustainability

Please read each question carefully, refer to the rating scale provided, and decide to what extent you engage in the described behavior.

1. How often do you purchase something made of recycled materials over something new?

   Mark only one oval.

   - Never
   - Rarely
   - Sometimes
   - Very often
   - Always

2. How often do you conserve water?

   Mark only one oval.

   - Never
   - Rarely
   - Sometimes
   - Very often
   - Always

3. How often do you choose to drive less (by combining errands, choosing to walk rather than driving, etc)?

   Mark only one oval.

   - Never
   - Rarely
   - Sometimes
   - Very Often
   - Always

4. How often do you purchase re-used (second hand) goods?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very Often
- Always

5. How often do you recycle materials such as cans, bottles, newspapers etc.?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

6. How often do you choose NOT to buy water or juices in plastic bottles?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

7. How often do you build, modify and repair items yourself, rather than buying new ones?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

8. To what extent do you actively try to reduce energy usage (energy efficient house/windows, energy efficient appliances etc)?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

9. Koliko č

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

10. How often do you purchase local foods?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

11. How often do you buy products labelled as environmentally friendly?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

12. How often do you choose to buy efficient light bulbs in your household?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

13. How often do you use alternative energy sources (solar, wind)?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

14. How often do you boycott a business or a product?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

15. To what extent do you choose NOT to purchase products from companies that you believe don't treat their employees fairly?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

16. How often do you purchase from organizations because of their social and/or environmental commitment?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

17. When considering buying a car, would you consider purchasing a hybrid car?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

18. How often do you purchase Fair Trade alternatives?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

19. Do you raise your own animals for consumption (e.g. chickens)?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

20. Would you choose to take fewer airplane flights because of associated pollution?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

21. How often do you/would you choose a vegetarian diet?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

22. How often do you purchase food from farmers' market?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

23. How often do you commute to work in a way other than a car?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

24. How often do you grow your own food?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Very often
- Always

Moral Foundations (Part one)

Please rate the extent to which you believe the statements provided below are relevant when deciding whether something is CORRECT or WRONG.

25. Whether or not someone suffered emotionally

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

26. Whether or not someone cared for someone weak or vulnerable

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

27. Whether or not some people were treated differently from others

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

28. Whether or not someone acted unfairly

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

29. Whether or not someone's action showed love for his or her country

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

30. Whether or not someone did something to betray his or her group

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

31. Whether or not someone showed a lack of respect for authority

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

32. Whether or not someone conformed to the traditions of society

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

33. Whether or not someone violated standards of purity and decency

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

34. Whether or not someone did something disgusting

Mark only one oval.

- Not relevant
- Slightly relevant
- Moderately relevant
- Very relevant
- Extremely relevant

Moral Foundations (Part two)

Please rate the extent to which you agree with the following statements.

35. Compassion for those who are suffering is the most crucial virtue.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

36. One of the worst things a person could do is hurt a defenseless animal.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

37. When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

38. Justice is the most important requirement for a society.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

39. I am proud of my country's history.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

40. People should be loyal to their family members, even when they have done something wrong.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

41. Respect for authority is something all children need to learn.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

42. Men and women each have different roles to play in society.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

43. People should not do things that are disgusting, even if no one is harmed.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

44. I would call some acts wrong on the grounds that they are unnatural.

Mark only one oval.

- Strongly disagree
- Disagree
- Niether agree nor disagree/undecided
- Agree
- Strongly agree

Political Orientation

45. In political matters, people talk of ‘the left’ being more liberal and ‘the right’ being more conservative. How would you place your views on this scale, generally speaking, with 1 being 'the left' end and 5 being 'the right' end?

Mark only one oval.

	1	2	3	4	5	
Left						Right

Political Involvement

Please answer the questions relating to your political involvement regarding sustainability issues.

46. Have you signed a petition in support of sustainability issues in the last 12 months?

Mark only one oval.

- Yes
- No

47. Have you given money to groups committed to sustainability in the last 12 months?

Mark only one oval.

- Yes
- No

48. In the last 12 months have you boycotted or avoided buying the products of a company because you felt that company was not behaving sustainably?

Mark only one oval.

- Yes
- No

49. Have you voted for a candidate in a political election, at least in part, because he or she was in favour of sustainability issues?

Mark only one oval.

- Yes
- No

50. Do you consider yourself a member of any group whose main aim is to encourage a more sustainable society?

Mark only one oval.

- Yes
- No

51. Have you protested in any way in support of sustainability issues in the last 12 months?

Mark only one oval.

- Yes
- No

Demographic Questions

52. What is your age?

Mark only one oval.

- 18 - 29
- 30 - 44
- 45 - 59
- 60 +

53. What is your gender?

Mark only one oval.

- Female
- Male

54. What is the highest educational degree you have completed?

Mark only one oval.

- Less than high school or secondary school degree
- High school or secondary school degree
- Bachelor's degree
- Master's degree or diploma
- Doctorate
- Other

55. What is your current employment status?

Mark only one oval.

- Seeking Employment
- Temporary/ Part-time Employment
- Self-employed
- Full-time Employment
- Pursuing Further Studies
- Other

56. Which city are you from?

Mark only one oval.

- Podgoria
- Bar
- Ulcinj

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Upitnik

Poštovani,

Moje ime je Aldina Žuđelović i student sam četvrte godine visokoškolske institucije RIT Croatia u Dubrovniku, koja provodi program dodiplomskog studija menadžmenta u uslužnim djelatnostima fakulteta Rochester Institute of Technology iz Rochestera, u državi New York (SAD).

Za moj diplomski rad ispitujem odnos između moralnih osnova, političke orijentacije i održivog ponašanja, i pozivam vas da učestvujete u ovom istraživačkom radu popunjavanjem priložene ankete. Ispunjavanje upitnika trajat će otprilike 5-7 minuta.

Učestvovanje u ovom upitniku je u potpunosti dobrovoljno, a vaši podaci anonimni i povjerljivi, te ne postoji nikakav rizik ispunjavanja istog. Kako biste u potpunosti osigurali da Vaši podaci ostanu povjerljivi, molim Vas da na upitnik ne upisujete niti Vaše ime, niti ime kompanije/ustanove/preduzeća za koje radite.

Ukoliko odlučite učestvovati, molim Vas da odgovorite na sva pitanja što je moguće iskrenije i preciznije.

Zahvaljujem Vam na Vašem vremenu i učestvovanju u ovom istraživanju.

Ukoliko biste željeli bilo kakve dodatne informacije o ovom istraživanju ili mom diplomskom radu, slobodno mi se obratite na moj lični telefon ili mail (+382 69 335 453 i aldina.zudjelovic@gmail.com) ili direktno mom mentoru, profesorici Vandi Bazdan (vanda.bazdan@croatia.rit.edu i +385 91 550 3504).

S poštovanjem,

Aldina Zudjelovic

Ekološka pitanja

Molim pažljivo pročitajte svako pitanje, pogledajte priloženu skalu procjene i odlučite u kojoj se mjeri uključujete u opisano ponašanje.

1. Koliko često kupujete nešto od recikliranog materijala umjesto da kupite nešto novo?

   Mark only one oval.

   - Nikad
   - Rijetko
   - Ponekad
   - Vrlo često
   - Uvijek

2. Koliko često štedite vodu?

   Mark only one oval.

   - Nikad
   - Rijetko
   - Ponekad
   - Vrlo često
   - Uvijek

3. Koliko često odlučujete da vozite manje (obavljanjem više posla jednim odlaskom, biranjem pješačenja umjesto vožnje, itd.)?

   Mark only one oval.

   - Nikad
   - Rijetko
   - Ponekad
   - Vrlo često
   - Uvijek

4. Koliko često kupujete korišćenu (polovnu) robu?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

5. Koliko često reciklirate materijale kao što su limenke, flaše, novine itd.?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

6. Koliko često odlučite NE kupovati vodu ili sokove u plastičnim bocama?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

7. Koliko često sami pravite, improvizujete i popravljate predmete, umjesto da kupujete nove?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

8. U kojoj mjeri aktivno pokušavate smanjiti potrošnju energije (dobrom izolacijom kuće/prozora, energetski efikasnih uređaja itd.)?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

9. Koliko često kupujete lokalne proizvode umjesto već renomiranih?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

10. Koliko često kupujete lokalnu hranu?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

11. Koliko često kupujete proizvode označene kao ekološki prihvatljive?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

12. Koliko često odlučujete da kupujete štedljive sijalice u svom domaćinstvu?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

13. Koliko često koristite alternativne izvore energije (solarnu, vjetrovnu)?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

14. Koliko često bojkotujete kompaniju ili proizvod?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

15. U kojoj mjeri odlučujete NE kupovati proizvode od kompanija za koje vjerujete da ne postupaju fer prema svojim zaposlenima?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

16. Koliko često kupujete od organizacija zbog njihove društvene i / ili ekološke posvećenosti?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

17. Kada razmišljate o kupovini automobila, da li biste uzeli u obzir kupovinu hibridnog automobila?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

18. Koliko često kupujete proizvode sa oznakom "Fair Trade" (Pravedna Trgovina) umjesto proizvoda bez ove oznake?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

19. Da li uzgajate svoje životinje za konzumaciju (npr. piliće)?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

20. Da li biste se odlučili da manje putujete avionom radi zagađivanja?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

21. Koliko često se odlučujete na vegetarijansku dijetu ili koliko često bi se odlučili na vegetarijansku dijetu?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

22. Koliko često kupujete hranu kod poljoprivrednika?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

23. Koliko često birate drugi način odlaska na posao osim automobilom?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

24. Koliko često uzgajate vlastitu hranu?

Mark only one oval.

- Nikad
- Rijetko
- Ponekad
- Vrlo često
- Uvijek

Moralna pitanja (prvi dio)

Molim ocjenite svako pitanje koristeći navedenu skalu.

U kojoj mjeri su sledeća razmatranja važna za vašu odluku kada odlučujete da li je nešto MORALNO ISPRAVNO ili POGREŠNO?

25. Da li je neko emocionalno patio ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

26. Da li je neko brinuo za slabije i ranjivije ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

27. Da li se prema nekim osobama postupalo drugačije nego prema drugima ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

28. Da li je neko postupao nefer ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

29. Da li je neko svojim postupkom pokazao ljubav prema domovini ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

30. Da li je neko učinio nešto čime je izdao/la grupu kojoj pripada ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

31. Da li je neko pokazao manjak poštovanja prema autoritetu ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

32. Da li se neko ponašao u skladu sa društvenim tradicijama ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

33. Da li je neko prekršio standarde pristojnosti i moralne čistote ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

34. Da li je neko uradio nešto odvratno ili nije?

Mark only one oval.

- Neznatno je važno
- Donekle je važno
- Umjereno je važno
- Veoma je važno
- Izuzetno je važno

Moralna Pitanja (drugi dio)

Molim pročitajte sledeće rečenice i označite u kojoj mjeri se slažete.

35. Saosjećanje sa onima koji pate je najvažnija vrlina.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

36. Jedna od najgorih stvari koju čovjek može da uradi je da povrijedi bespomoćnu životinju.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

37. Pravično postupanje prema svima bi trebalo biti osnovno načelo pri donošenju zakona.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

38. Pravda je najvažniji preduslov društva.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

39. Ponosan/na sam na istoriju svoje zemlje.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

40. Ljudi treba da su odani članovima svoje porodice, čak i kad oni učine nešto loše.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

41. Sva djeca treba da nauče da poštuju autoritet.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

42. Muškarci i žene moraju ispunjavati različite uloge u društvu.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

43. Ljudi ne bi trebali da rade odvratne stvari, čak i kad se time nikome ne nanosi šteta.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

44. Ja bih neke postupke nazvao/la lošim na osnovu toga što su neprirodni.

Mark only one oval.

- Uopšte se ne slažem
- Ne slažem se
- Niti se slažem, niti se ne slažem (neodlučen/a)
- Slažem se
- Potpuno se slažem

Politička Orientacija

45. U političkim pitanjima, kaže se da je "ljevica" liberalnija, a "desnica" konzervativnija. Kako biste ocjenili svoj stav na ovoj skali, generalno gledajući, ako broj 1 označava krajnu (ekstremnu) ljevicu, a broj 5 krajnu (ekstremnu) desnicu?

Mark only one oval.

	1	2	3	4	5	
Krajna ljevica	◯	◯	◯	◯	◯	Krajna desnica

Političko učešće za ekološka pitanja

46. Da li ste potpisali peticiju za podršku pitanjima o održivom razvoju u poslednjim 12 mjeseci?

Mark only one oval.

- ◯ Da
- ◯ Ne

47. Da li ste donirali novac grupama posvećenim održivom razvoju u poslednjih 12 mjeseci?

Mark only one oval.

- ◯ Da
- ◯ Ne

48. Da li ste u poslednjih 12 mjeseci bojkotovali ili izbjegavali kupovinu proizvoda neke kompanije jer ste osjećali da se ta kompanija ne ponaša održivo?

Mark only one oval.

- ◯ Da
- ◯ Ne

49. Da li ste glasali za kandidata na političkim izborima, bar djelimično, jer se on zalagao za pitanja održivosti?

Mark only one oval.

- Da
- Ne

50. Da li smatrate sebe članom bilo koje grupe čiji je glavni cilj podsticanje održivog razvoja društva na većem nivou?

Mark only one oval.

- Da
- Ne

51. Da li ste protestvovali na bilo koji način kako biste podržali pitanja vezana za društveno održivi razvoj u posljednjih 12 mjeseci?

Mark only one oval.

- Da
- Ne

Demografska pitanja

52. Koliko imate godina?

Mark only one oval.

- 18-29
- 30-44
- 45-59
- 60+

53. Koji ste pol?

Mark only one oval.

- Muški
- Ženski

54. Koji je nivo vašeg obrazovanja?

Mark only one oval.

- Osnovno obrazovanje
- Srednje obrazovanje ili viša škola
- Osnovne studije (bachelor)
- Master studije
- Doktorat

55. Kakav je vaš trenutni status zaposlenosti?

Mark only one oval.

- U traženju zapošljenja
- Privremeno/Povremeno zapošljenje
- Privatnik
- Zaposlen na puno radno vrijeme
- Studiranje/Usavršavanje studija
- Drugo

56. Koje je vaše mjesto prebivališta?

Mark only one oval.

- Podgorica
- Bar
- Ulcinj

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