



Research of geographical sustainable consumption: influence of consumer behavior on marine litter in different Baltic sea coastal areas

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This research of geographical sustainable consumption analyzes the influence of daily household waste which cause a significant increase in marine litter. According to "Marine Litter Socio-economic" study typical items founded on urban beaches usually are bottle caps, plastic bags, plastic food containers, wrappers and plastic cutlery. In general, 48% of marine litter are caused from household-related waste and 70% of marine litter are plastics in Baltic Sea (UN Environment, 2017; Helcom, 2018ad).

This research uses mixed qualitative and quantitative methods. One of this research aims is to use eye tracking method to investigate the gaze points data on beach attractiveness' characteristics (focus on macro litter) and introduce "beach attractiveness" index. Afterwards, research investigates consumer behavior and determines the most significant causes why people are not taking responsibility for their household waste.

Current and future environmental protection and economic goals are inter-related and has to be achieved by using one vision of integrated process and communication strategy. United Nations already emphasized that it is a necessity to ensure sustainable consumption and production patterns in the nearest future (Sustainable Development Goals, Agenda 2030). Thus, the main goal of this research is to find out and introduce awareness-raising activities among consumers that minimize marine litter and prevent waste generation behavior. It also provides "up-cycling" and potential marketing communication recommendations for different geographic coasts.

To sum up, it is interdisciplinary research which combines three different areas: physical geography, environmental protection and marketing with a special focus on consumer behavior.