Pro-environmental issues for businesses today; the marketing influence on the greener buyer behavior inside modern societies.

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Declaration

I hereby, Caroline VOIRIN, declare that the dissertation made for the MA Marketing degree at the Dublin Business School is my own work and efforts and has not been previously submitted in support for another University at any other degree or qualification. Further, where other sources or references have been used, they have been acknowledged; include in the bibliography.
Acknowledgements

Firstly, this dissertation wouldn’t have been possible without the Dublin Business School training program of MA Marketing. The DBS has indeed given to me the opportunity to initiate my own research on a societal issue to which I am involved and interested to. I’m truly indebted and thankful to my dissertation advisor, Mr. Gary BERNIE, who provided me relevant supports and guidance throughout my dissertation writing. Then, I am pleased to thank everyone who accepted to participate to my research. In first, I am thankful to Mr. Guy GRANDGIRARD from “UFC QUE CHOISIR?”, to Mr. Thomas GUILMOTO from “MARS Chocolat France” and then, to the two women in charge of the retail store “Artisans du Monde” for their time according to me along our meeting. I am also very grateful towards every of my respondents without who my dissertation would not have been possible.

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Abstract

Environmental causes represent today a mainstream topic. Protect the Earth and develop citizen or societal actions are surprisingly entering business affairs. Consequently, eco-friendly products are flourishing on stores shelves inside supermarkets; ethical charters of companies are communicating through media and present within every selling point; famous brand name are associated to global causes and associations... In other word, green marketing is everywhere and targets of these environmental messages are therefore again too unclear.

Taking into consideration by theorists since earlier 70’s; many literatures have been writing on the green marketing thematic with the goal to define this notion, its context or again its key success factors. Other behavioral and psycho-sociological theories belonging to the consumer buyer behavior study have been reused according to the green purchase decision making process. This paper will review some of these literatures to give an appropriate understanding of the green marketing notion and its evolving stage through time. Then, this dissertation aims to give an interpretation of the green purchase intention of consumers in relation to their own eco-beliefs and concerns; with the view to measure the marketing influence in the eco-purchase process.

To do that, research objectives and hypothesis have been formulated according to previous theories and primary research composed by three in-deph interviews; one focus group and one questionnaire sent to 196 persons have been realized to update literatures and giving new knowledge on the current business eco-involvement issues. Results show that adopting a greener behavior is become essential for every kind of companies today for several reasons. Not only to improve market shares but also to improve their BtoB strategy. Then, consumers are aware about environmental issues but efforts from powerful organisms have to be making to change mentality and consumption habits.
1 CHAPTER I: INTRODUCTION

1.1 Background to the research problem:

Leaving the crowed and stressful city to breathe the fresh air of the countryside and enjoy wonderful landscapes in a relaxed atmosphere... this is the simple pleasure more and more demanded by citizens currently.

Environmental and societal issues are now present in people’s mind, even reflecting on people’s daily attitudes. In fact these last decades where profoundly marked by natural catastrophes which have been devastating and out of the human control (Ottman, 2001); then future isn’t reassuring either. Group of words such as « Climate change » or « Global warming » have been democratized inter alia by Al Gore in a 2006 documentary, later awarded of the Nobel Peace Prize in 2007 thanks to his commitment. The success story of Al Gore has proven the anxiety state of people toward the Planet. Then, numerous documentaries like the successful movie « Home » (Yann Arthus-Bertrand, 2009) have been realized to improve the eco consciousness of people. Previous literatures made on this topic were confirming that environmental issues are well moving on the mainstream of people’s concerns and interests (Edwina M. and Ginanti, A., 2009). Even more, the key words « going green » has doubled in only two months early 2008 to finally obtain 31 million hits (Erdman, 2008).

Industries, as actor major of a society, are consequently awaited by their consumers on sustainable issues. So being green is a current and durable trend; started for about thirty years ago.

1.1.1 Justification for the research

The Green marketing has generated many academic researches which continue to be update. The American Marketing Association has launched the movement by given the first “Ecological Marketing” workshop in 1975. Today, authors are according on the fact that companies should adopt a true and motivate green strategy based on the long term rather than financial short-term (J. Ottman 2001). “Don’t just say green – be green” (Lisney, P., 2008).

But researcher as Peattie (2005) questioned on the well-founded of the green actions undertaken by marketers until now. In fact, trying too hard to answer firstly new green expectations or building the trend rather than following it to be the most competitive; are given high risk of failure. Authors are talking about “green washing” to denounce fake green strategies.
This is a dangerous aspect because while sustainable concerns are promoting strong values in people’s mind; green washing phenomena is discrediting environmental corporate efforts.

Yet it’s a strong market opportunity given by numerous of potential consumers with an improved eco-awareness who are looking for an involvement feeling thanks to purchase. Unfortunately, a lack of trust from customers on perceived green companies or green campaigns is being felt on the marketplace. Trust is nevertheless at the basis of human act and in marketing; at the basis of consumers purchase act. Again today, it’s difficult to measure the link existing between eco beliefs of consumers and their green purchase behavior.

1.1.2 Problem statement

Recent studies showed that pro-environmental concerns, values and beliefs do not lead automatically to a green behavior; authors are dealing with the “value action gap” (Baker & Ozaki, 2008, Young et al. 2009). However Datta (2011) claims that people could have positive impact on the planet thanks to their responsible purchase; to do that, their eco-consciousness should be improved.

So the difficulty for companies is firstly to readapt their entire marketing concept to be more societal oriented (Prothero, 1990) and then, finding the right balance between their business objectives and expectations from the society.

1.1.3 Introduction to research objectives

This research study aims to cover the notion of green marketing; highlight its importance in the marketplace today and meet its failures. Then, the main goal of this study is to provide a better understanding of pro-environmental consumers’ attitude to find an improvement way of green marketing campaign effectiveness.

The green target segmentation is again too fuzzy for companies; many studies have been done on the responsible purchase to profile the consumer greener buyer. However, the decision making process of consumer varies from one person to another and depend on the context or the macro-environmental situation. For example, for modern societies, the economic crisis has a strong impact on consumers’ purchase choice. So this study will update last theories by giving an overview of the situation; understand what people are keeping in mind about green marketing technics and how these last one could positively involves.
This dissertation is divided into 6 chapters. Chapter one is allocated to the introduction where the researcher explained reasons why her research topic is considered of interest and which problem has to be pointed. Chapter two is composed by the literature review, a conceptual framework of existing theories dealing with the green marketing; it represents the secondary data analysis. Chapter three outlines the designing process of the study. It explains which methods & methodologies of research are used and why. Detailed analyses of final results from primary research are justified in chapter four. Then conclusions on findings and futures recommendations are formulated on the chapter five. The chapter six is composed by personal interpretations, own learning and own performance acquired.

1.2 Recipients for the researcher

The researcher primary recipient is the academic institution Dublin Business School (DBS), the Liverpool John Moores University and her dissertation supervisor Gary BERNIE.

1.3 Suitability of the Research

1.3.1 Academic background

In partnership with a French business school named ISEG Marketing and Communication School which will provide to the researcher a Master in Marketing, promotion 2012.

1.3.2 Additional background

The last working experience of the researcher was realized within the French head office of a well-known multinational; where the researcher had been working for 2 years to the benefit of a social nonprofit organization called “Téléthon”.

This experience has provided to the researcher the necessary knowledge on charity business to begin this study; it has given her the willingness to learn more about this specific topic in a second time.
2  CHAPTER II: LITERATURE REVIEW

2.1  Introduction

Literatures on “green marketing strategy” or other environmental concepts have been still over exploited through the past and continuous to be evolved. Researchers are working to define these notions again too confused in people’s mind as well as in marketer’s point of view. Taking sustainable decisions is became the mainstream for many companies while business short-term objectives are definitively in opposite to environmental obligations.

This literature aims to cover the green marketing definition in its whole aspect; from the basic strategy marketing to a complete re-imagination of the managerial scheme. Then, this literature will review relevant social and behavioral theories added to some marketing research to justify the effectiveness of being green today and seeking about new opportunities delivered. Finally the main goal of this research is to give a comprehensive understanding of green consumers profile and behavior; their new expectations and attitudes face to green campaigns. All of this literature will present secondary data analysis which will be compared to primary results.

2.2  The notion of “Green Marketing”: definition.

The American Marketing Association (1975) has defined the concept of Green Marketing into three main definitions: the retailing; the social marketing and the environmental definition.

Retailing definition: The marketing of products that are presumed to be environmentally safe.

Social marketing definition: The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.

Environmental definition: The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

These three definitions have been improving with time and all theorists do not agree on term used. Today the notion of green marketing is using for the entire organizational chain of companies. For example, a « retailing definition » is now further link to the retail network and so the distribution of the product rather than its marketing as explains in the AMA definition. Retailers have indeed also integrated the « green » imperative in their commercial policy to follow this successful trend. Neil Z Stern, Willard N. Ander (2008) called this revolution the « Greentailing ». 
Some theories put the meaning of the social marketing definition as the major challenge for companies in order to stay competitive in this new green market place (Nidumolu, Prahalad & Rangaswami, 2009). But the term « social marketing » isn’t appropriate enough for this definition. Innovative products designed to have a better impact on nature and/or on human health are today traditionally called environmental friendly products (EFP) (J.Hasan et al. 2012). Even before that AMA launched their official triple definitions, some great authors had given another meaning to the term « social marketing ». Kotler and Zaltman, (1971) describe it as a concept where consumers can be educated by companies. This theory aged of more than 40 years describes the way of how communication campaign can positively influence people’s daily behavior by giving advices on wealthy food, quality of life (stop smoking...), dangerous behavior on the road... Recently, Kotler has evolved his own definition to adapt the « social marketing » for a specific environmental-friendly behavior on people’s daily life (Nancy Lee, Doug McKenzie-Mohr, Wesley Schultz, and Philip Kotler, 2012). So considering that the social marketing is determining positive communication influence on people’s attitude; Kotler (2011) defines the green marketing as a strategy which should impact the 4’P of the traditional marketing (Product, Price, Place, Promotion), more close to the environmental definition of AMA. Changes should be made on the products and its packaging; its distribution processes and its way of communication (BNET Editorial, 2007). Price is also impacted by these modifications.

Peattie (2001) deals with all of the AMA’s definitions to classify them chronologically through three evolving stages. Firstly the term “Ecological” marketing marked the 1970’s period where marketing tried to find solution to environmental problems. Peattie (in association with Charter, M., Ottman, J. and Polonsky, M.J.; April 2002) are talking about the involvement of polluting industries (oil, chemicals, cars...) in first. The second phase is the 1980’s “Environmental” marketing where marketers focused on innovative product elaborated to take care of pollution and waste issues; here, Peattie et al. (2002) included common industries such as household products, cosmetics, food... in the environmental debate. The third and current phase is called “Sustainable” marketing where the marketplace should integrate a full environmental perspective to improve its development and promote a sustainable economy.

The French author Michel Provost (1990) resumes the sustainable development as the capacity to link environment with economy for the survival of our society. It means invest in resources conservation; change the way of production and transform our consumption habits. All is based on people’s mind and their capacity to change current mentalities.
But this last sustainable stage doesn’t stop to be improved with time. Awareness isn’t only worn on marketing and production, but also focuses on social notions such as « equity » to ensure the sustainability of nations. In fact, The United Nations Conference on Trade and Development (UNCTAD, 1996) defined the sustainability business as a company which integrated notions of eco-efficiency and eco-justice to its economic activity. Even more, social factors could be find either within companies (equity between employees, between men and women…) or used for the common interest (equity between countries). For this last point, authors are studying the impact of the sustainable development on the economic growth of poor nations (Shelby D. Hunt, 2010). A good conclusion to the sustainable notion would be given by the metaphor “Triple Bottom Line (TBL)” which means that companies should gather financial, environmental and social issues in their activity (A. Henriques, J. Richardson, 2004).

2.3 Reasons to manage a green marketing strategy

One of the most quoted argument finding on this research is the Health of the Earth. In fact, many authors were writing on the necessity for companies to take care of their environment considering the frail future of the planet. (J. Ottman 2001, Kenneth E. Clow 2007, Ghosh & Moloy 2011 and P.Kotler 2011). Kotler reminds that natural resources are limited and that business productions have high environmental impact; so adopting durable changes is essential for both business and Earth. Other theories prove that it’s possible to combine green marketing strategy with business profitability. Paul Hawken, Amory B. Lovins, and L. Hunter Lovins- (1999) argue that environmental perspective can be very well integrated inside economic activities. An ecological business organization can indeed improve profit and competitiveness by using natural resources and by inspiring their techniques from the ecosystem. Authors call this concept “Natural Capitalism”. Managers can find the way to combine the two P’s “Profit” with “Planet”.

Protecting the Earth would be the major preoccupation of marketers in a perfect world; but the reality, especially during economic crisis, is that business men aim to make money for the well-being of their own company at short and long term. While marketers’ ethical consciousness is often an official reason; authors find main reasons throughout external factors. The consumers’ expectations and furthermore their pressure on the marketplace is one of the most important motivation for a changing marketing scheme. In fact, business leaders have to follow the green trend by satisfying their consumers’ new societal wants and by answering their stakeholders’ new needs so as to stay ahead and competitive (Charter, 2002; Polonsky, 1998). Peattie, (1997) defined the Green Marketing as well: “the holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society in a profitable and sustainable way.”
Moreover, J. Ottman (1998) affirms that the environmental consumerism movement has played a major part in the global ecological consciousness. Now, environmentalism represents a core societal value that companies should take into consideration. Secondly, in another works, J. Ottman (2001) has added the role of media and government as helpful factors for a company’s sustainable development.

These last great authors gave together a key reason: the pressure of the global market (Peattie et al., April 2002). In fact in our current societies; governments are consulting each other to get decision in a common interest (G20 summit for example); media are international and thus consumers too (power of internet). Then, pressure from global companies is also important in the way to produce green.

To resume, the global pressure coming from external stakeholders as government, media and, at the basis, consumers, is leading companies to get green strategy. In this manner, being green is meeting business objectives. A study led by the American Marketing Association in 2008 has ranked “Positive Public Relations” as the reason number one to going green with 33%; then the reason “Increase in Revenue” at the second place with 25%; and finally “Concern for Planet Earth” at the thirth with only 17% (AMA, Bto B magazine, 11 Feb. 2008).

Social facts and changing internal management should be added to the pure green marketing definition to understand how a company could gathering green marketing and social responsibility in order to follow a sustainable management way.

2.4 Corporation social responsibilities

There is a good way to ensure priorities of efficiency, truthfulness and recognition gathering by a green strategy: the Corporate Social responsibilities (CSR). It started to become a priority in business agenda from the late 1990’s; globalization is a key major reason to that (Peattie K. C., April 2002). Every companies based within a modern society has some standards to respect such as social norms imposed by the International Labour Organization (ILO) or others environmental measures encouraged by few international organisms. In Europe, only France and Denmark has included the CSR as an object of legislation where quoted companies must mention their environmental and societal impact relative to their activity in their annual report (Ministère de l’écologie, du développement durable et de l’énergie, 2012). But companies have the choice to go beyond the law and put in place responsible activities in accordance to their own policy. CSR allows companies to
maintain their promises of sustainable development and to communicate it. An eco-friendly product is associated with its brand name and a brand is associated with its company’s name. It’s consequently important to put in place an irreproachable behavior in front of media place and to consequently maintain a strong public relation strategy (Jurate Banyte, Lina Brazioniene, Agne Gadeikiene, 2010). CSR strategy has also the potential to allow competitive advantage, positive reputation, employee’s loyalty and employability to companies and then, could provide efficiency and improve sales volume (Piercy, Lane, 2009). Furthermore, positive behavior managed within a firm is link to external pressure too. Famous theories of social sciences are dealing with interactions made between an organization and its environment; Pfeffer and Salancik, (1978) explain in their book « The External Control of Organizations » that the survival of an organization depends on its consideration of constraints and transactions made with external environment; this phase will in fact influence on the firm’s resources acquisition. This link between organization’s behavior and external pressure is also pointed by other socio-psychology approaches such as the human perception or the social cognition (Fiske, S. T., & Taylor, S. E., 2008). People will stronger react face to a negative experience; negative thoughts will push easier cognitive respond than positives one. Bad things have more impact than goods one (Baumeister, Bratslavsky, Finkenauer, & Vohs, 2001). These last theorists have been quoted by D. Lange and N.T. Washburn (2012) to affirm that attributions given by firm’s observers is vital, a social irresponsibility will strongly impact the mass as well as offend individually.

However, the problem highlighted by T. Kitchin (2003) is that CSR is unclear. In fact, all societal actions could be gathering in a CSR perspective and its goals often depend on each partners group’s point of view. This conflict of interest put managers in a sensible position toward their strategic decisions; they couldn’t indeed be profitable for each stakeholder. This analysis is questioned by the debate led by J. Lendrevie and J. Lévy (2011) for the « Mercator »; where authors stared with the hypothesis that marketing’s origins aren’t compatible with these of the sustainable development.

Kitchin affirms that CSR activities should be used as evidences of the brand promise in order to reinforce its trustfulness and consequently reinforce relationship between company and its direct as well as indirect stakeholders.
Here the conceptual model used by Kitchin to illustrate the effectiveness of brand in a CSR strategy:

![Figure 1](image1.png)  
**Figure 1**: CSR as a dynamic learning system: Defining the CSR gap

![Figure 2](image2.png)  
**Figure 2**: Dynamic brands fulfill multiple needs

Branding is seen as a solution to reduce the « CSR Gap ».

An improvement to this theory has been developed in a recent study conducting by C. Vallaster, A. Lindgreen and F. Maon, in 2012. This literature deals with the way for marketers to link social responsible management with their corporate brand. A responsible management organization will lead to a valuable corporate culture which will form the brand identity of the society in general. Corporate branding allows differentiation between companies; these researchers affirm that functions of a green product strategy are easy to imitate so long-term differentiation would be made by the CSR adopted. This point illustrates social theories described below affirming that people look after corporate values and behavior; it’s the perception of the company which makes the difference.

Branding (product), communication (promotion) added to social equity « people » and even « physical evidence » thanks to visible acts and other tangibles; putting together, these theories show that a CSR strategy could be well incorporated to the marketing mix strategy of companies.
An eighth “P” could be added to the traditional mix marketing: the “P” of “Planet”.

### 2.5 The new green marketing mix

Authors generally deal with the green marketing through one strategic point. For example, designing an environmentally friendly product (Judianto Hasan et al. 2012); or communicating on corporate and societal acts (Prothero, A. & Fitchett, J.A. 2000), adopting a socially responsible behavior (Carroll, 1999 and Waddock, 2004); or again re-imaging the marketing process and production scheme (Kotler 2011). But all theories confirm that a green marketing strategy should be integrated inside the whole business strategy, engage all “P’s” to be efficient and trustful.

Redefine a new product development process; invest in an ecological internal system; have a green politics through its global organization chain and involve all stakeholders; are the points defined by Kotler (2011) to summarize the green marketing process.
This same author has defined the Societal Marketing Concept (1991) with the idea to consider consumers’ wants, companies’ goals and also society’s (as consumers belonging) long-run interest and well-being in the marketing decision making process.

So Kotler distinguishes in his theories the green marketing to the societal marketing. The first one is a strategy that could be introduced to the second one, which is a concept.

The fact is that sustainable trend is offering many opportunities for marketers to engage an efficient green strategy. «Because environmental concerns are on the agenda of buyers around the globe, customer-driven firms have a remarkable opportunity both to create change and to profit from it» (Rhind, 1991; quoted by Michèle Bernard and Jacques M. Boisvert in «Le marketing vert »)

For example, when Kenneth E. Clow & Donald Baack (2007) reminds that the natural environment’s threats have to be considered by marketers; others creators transforms problems of perishable resources or other human dependency on business opportunities for nature-saving, clean and efficient energy product. These kinds of innovations are called “cleantech” (Business Week, 2005).

The problem underlined by M. Polonsky and J. Ottman (1998) is that marketers often lack specific knowledge in environmental matters. Unfortunately they failed to include external stakeholders inside their green New Product Development (NPD) because of theirs conflict of interests. However the same author, M.Polonsky with N.Mendleson (1995) claims the great opportunity for marketers to call a non-profit organization. This strategic alliance will improve inter alia the green strategy efficiency and consumers’ confidence.
2.6 Greenwashing: limits and abuses of green marketing strategies.

Some serious guides are helping companies in their green measure. Jacqueline CRAMER (2006) proposed the OECD (Organization for Economic Co-operation and Development) guidelines for companies which want to elaborate an adequate corporate social responsibility in accordance with the country culture.

Although many helps are proposed to companies which want to become green, many involuntary as well as voluntary mistakes have been made in this area. J. Ottman (2001) has evolved in her analysis of sustainable development with the concept of “green washing”. The author explains that companies tries to “sell the earth” through their ubiquitous green strategy which only sing the praises of their new product. K. Paetzold (2010) improves this view of the green washing by denouncing the dishonesty of companies. These last one are forming themselves a green reputation through their communication, but without any true environmentally actions made behind. Some studies confirmed this theory in showing that environmental information communicated by advertising or by the product packaging are misleading (Polonsky, Bailey, Baker, Basche, Jepson and Neath, 1998). Without used the term of “green washing” even the author K. Peattie (2005) questioned the green marketing theory since its beginning. According to him, the deal has not been respected by marketers who claim to be green. Changes were not radical and actions undertaken have only covered the reality by hiding true environmental problems. So does marketer really want to make greener efforts or is it a failure from marketing practice?

In another point of view, companies which launch eco-friendly products could know an increasing pressure from active consumers, media, politics, NGO... or other suspicious groups which will therefore pay more attention on social corporate actions from this new supposed environmentally-values company. The literature drawn by C. Vallaster, A. Lindgreen and F. Maon, (2012) gave the example of Toyota; after have launch Prius, the famous Toyota’s hybrid car, the company has seen evolve a particular attention on future corporate projects.

This kind of external pressure, added to the fashion trend of CSR, could explain why companies seem to elaborate CSR faster, too often without taking enough time to observe which possibility would be the best adapted for their own strategy, basis values and corporate brand.
2.7 Green consumers segmentation

Marketing theories have been overexploited to prove the effectiveness of a well-oriented target segmentation strategy. The market-segmentation concept aims to realize some homogeneous consumers group sharing approximately similar needs, profile and purchase habits. This approach allows companies to satisfy specific consumers’ needs without spend expensive cost (K. Blois, S. Dibb; 2000). Moreover, authors according that the trio segmentation, targeting and positioning are complementary and it forming three pillars of contemporary marketing strategy to be competitive (P. Kotler & G. Armstrong, 2005; T. Proctor 2000).

<table>
<thead>
<tr>
<th>STAGE 1</th>
<th>STAGE 2</th>
<th>STAGE 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Segmenting’ the Political Market</td>
<td>‘Targeting’ Political Segments</td>
<td>‘Positioning’ Political Segments</td>
</tr>
<tr>
<td>1. Identify bases for segmenting electorate.</td>
<td>3. Develop measures of political segment attractiveness.</td>
<td>5. Develop positioning for each political segment targeted.</td>
</tr>
<tr>
<td>2. Develop profiles of resulting political segments.</td>
<td>4. Select the target political segment(s).</td>
<td>6. Develop appropriate marketing mix for each target political segment.</td>
</tr>
</tbody>
</table>

Figure 5: « Strategic process for segmenting political markets: the STP approach »- Source: European journal of Marketing (2001).

2.7.1 Green consumer profile

Diverse researches conducted on the green shopper have tried to define his profile thanks to classics segmentation criteria.

2.7.1.1 Socio-demographic criteria

Recent studies report that green buyers have tripled these last few years (Makower 2007); this same paper defines the green consumer as someone young, modern and well-educated; which confirms an earlier research made by Van Liere & Dunlap in 1981. Hypothesis counterbalanced by other research conducted by Samdahl and Robertson (1989), Vining, Ebreo (1990) and Roberts (1996) which concluded that green buyers are older people. These last studies are more in line with theories including the environmental consumerism movement developed by Baby-Boomers in the expansion of the green marketing (J.Ottman, 1998). These theories affirm that people began to be worry about the Earth since the 80s-90s when the nature has known her major catastrophes. Then in contrary, other research doesn’t find any age characteristic in the way to get a green product (Pickett-Baker and Ozaki 2008).
Women seem to make more responsible purchase (Mainieri et al. 1997), especially to provide a secure future to their children (Ottman, 1998).

Environmental friendly products are generally more expensive than other products on the marketplace; that’s why it’s logical to think that people from upper/middle class with an high disposable income seems to be potentially more attracted by green product. However research led by Samdahl and Robertson in 1989 confirms that the link existing between the environmental concerns of a green buyers and his income/education level is fuzzy.

It's consequently hard to define a socio demographic profile for green consumers even if these criteria still influence people’s purchase choice in a general manner (Laroche, Bergeron & Barbaro, 2001). In any way because of the reliability doubt, marketers should use socio-demographic characteristics carefully to understand their environmentally friendly consumers (Dimantopoulos, Schlegelmilch, Sinkovics & Bohlen, 2003).

2.7.1.2 Psychographic criteria

So the socio-demographic profile of a green consumer stays uncertain. This lack of clarity proves the limits of measurable classification; marketers should collect specific qualitative and situational data on their consumers and even study their consumption habits to develop an adapted marketing strategy (N.K. Dhalla, W.H. Mahatoo, 1976). Psychographic and behavioral data are consequently added to a target segmentation strategy.

<table>
<thead>
<tr>
<th>Psychographic</th>
<th>Behavioral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle</td>
<td>Benefits</td>
</tr>
<tr>
<td>Longhairs, modern fashioners, religious style, workaholic</td>
<td>Service, economy, speed, quality, quantity</td>
</tr>
<tr>
<td>Personality</td>
<td>User status</td>
</tr>
<tr>
<td>Compulsive, authoritarian, gregarious, ambitious</td>
<td>Nonuser, ex-user, potential user, first time user, regular user</td>
</tr>
<tr>
<td>Values</td>
<td>Usage rate</td>
</tr>
<tr>
<td>Family oriented, materialism, spiritualistic, idealistic</td>
<td>Light user, medium user, heavy user</td>
</tr>
<tr>
<td></td>
<td>Loyalty status</td>
</tr>
<tr>
<td></td>
<td>None, medium, strong, absolute</td>
</tr>
<tr>
<td></td>
<td>Readiness stage</td>
</tr>
<tr>
<td></td>
<td>Unaware, aware, informed, interested, desirous, intending to buy</td>
</tr>
<tr>
<td></td>
<td>Attitude toward product/service</td>
</tr>
<tr>
<td></td>
<td>Enthusiastic, positive, indifferent, negative, hostile</td>
</tr>
<tr>
<td></td>
<td>Occasions &amp; Events</td>
</tr>
<tr>
<td></td>
<td>Regular/special events or occasions</td>
</tr>
</tbody>
</table>

According to the above table of criteria draft by Soloman, Marshall and Stuart (2009), psychographic segmentation is divided into three main components: lifestyle, personality and values.
Lifestyle segmentation is considered by J.T. Plummer (1974) as an association between the concept of life style patterns and market segmentation. Characteristics given by Soloman et al. (2009) are a simplification, an update and a classified summary of that was perceived as an revolutionary segmenting dimension at earlier stage. In fact, researches on relationship existing between life style patterns and consumer behavior have been strongly studied in the 60’s. W.Wells and D. Tigert (1971), quoted by Plummer (1974), divided the life style approach into three measures: Activities, Interests and Opinions (AIO).

The environmentalism movement of the 80’s-90’s has also brought a greener lifestyle inside modern societies but green consumers were again considered as marginal. Studies agreed that this way of life has found an expansion since the global crisis of 2008 which has developed profound cultural change for sustainability. Studies conducted by Ogilvy and Mather in 2010 show that recession mark the end of the overconsumption society; people now focus on priorities; quality of life and tend to be less materialistic.

Greener consumers has recently been named “LOHAS” which means “lifestyles of health and sustainability” (Environmental Leader 2009), they are also called “cultural creative”. Be Green represents a way of life for them. Kotler (2011) affirms that more the LOHAS segment will increase, more industries as well as media will take into consideration these new kinds of expectations so as to respond to their growing green demand. In this conclusion, green awareness comes from consumers; they represent the way of global change.

For the second characteristic, Stilley and Ahluwalia (2009) identified five mains personality traits: sincerity, excitement, competence, sophistication and ruggedness. It refers to internal characteristics (Mowen & Minor, Consumer Behavior, 5th edition).

Then, customers’ values are described as something not monetary necessary, but further as insights or satisfaction gained by owing a particular product, service or brand (P. Kotler & G. Armstrong, Principles of Marketing, 9th Edition). The list of values is about respect, accomplishment, belonging, security, enjoyment and relationship (Consumer Behavior, 5th Edition). Today, green values could be added to this list. Seeking to gain green perceived value would positively influence the green purchase intention (Chen, 2012).

The societal marketing concept of Kotler (2008) allows to marketers the satisfaction of their consumers’ long-term interest such as human welfare; so a company which tries to cover societal expectations will deliver strong values to customers.
A purchase is motivated by internal stimuli (recognition of need and wants influenced by our own culture, values and beliefs) and also by external stimuli (marketing, influence groups).

**Consumer beliefs, attitude and behaviors towards green marketing strategies**

The ecological consciousness is to include on customer’s psychographic criteria. Several studies made on the green behavior have tried to find the link existing between consumers’ own environmental attitudes and their green consumption behavior (Homer and Kahle, 1988; McCarty and Shrum, 1994). Many socio-psychological, anthropologic or again behavioral researches have been writing to understand human’s mind and interpret people’s reactions. Then, theorists have adapted concepts to the green purchase decision making process in order to understand people’s concerns and attitudes towards environmentally friendly product. S. Wagner (2003) was using cognitive approach to understand how the green business is evaluated subconsciously as well as consciously by environmentally oriented consumers. General theories realized for the Consumer Buyer Behavior (CBB) study have been also useful for researchers and marketers who try to understand the green buyer behavior.

Starting with the model “beliefs-affect-behavior” (or “think- feel-do”) from the hierarchy of effects theory;

![Image of the hierarchy of effects](Source: Pauleycreative agency)

Researchers’ conclusions admitted that environmental concerns are influencing the consumer’s behavior but without an high involvement.

Whereas some researchers claim that environmental values are felt as priority expectation to be satisfied (Ramanauskiene, 2008) or seen as an eco-beliefs improvement and consequently strongly influence behavior in the same positive way (Reser and Bentrupperbaumer, 2005; Stern,
2000) ; others assess that sharing an ecological consciousness doesn’t necessary mean acting as a green consumer (Baker & Ozaki, 2008). These same authors have even determined a gap between beliefs and behavior called the “value action gap”.

Before the current stage of virtual communication’s society, it was difficult for consumers to find information on companies; what they do and how. It was also difficult for companies to keep their consumers ahead on their societal actions. Consequently, this lack of consumer’s awareness led to a break of purchase respond while studies of this time period showed that people were seeking about responsible companies and charity knowledge (L. Mohr, D. Webb and K. Hariss; 2001). This conclusion proves the gap between environmental values and purchasing act due to a lack in the stage “knowledge”. Recent researches show that both scientific revues and company’s transparency lead to an increasing consciousness about ethical issues and therefore to a new lifestyle including responsible purchase behavior (Banyte, Brazioniene and Gadeikiene, 2010). These studies show the importance of cognitive variables in the green purchase decision making process.

Another obstacle to green purchase has been studying through years: price of product. People aren’t ready to pay more to get green product Mintel (2006). Yet contrary, earlier studies began to find willingness from people to make some effort: Alston and Prince Roberts (1999) show that green buyers would pay more for environmental cleaning product and global study claims that 78% of consumers are ready to pay until 5% more for an environmental friendly package (Consumer Behavior, 5th Edition).

Other concepts show the relation existing between beliefs, attitude and behavior of consumers. The theory of planned behavior has been used to understand and planned a green intention purchase too.

![Diagram of Theory of planned behaviour](source)
This theory has been improved by Rob Harrison, Terry Newholm & Deirdre Shaw (2005), to add “Ethical concerns” in the first column and “self-identity” with “ethical obligation” in the second one. In this sense authors show that a green purchase is much more motivated by consumers own values and also by a kind of outside pressure perceived as an obligation. A consumer can feel himself involved by his society’s concerns. The study led by Chen (2012) is confirming the fact that green perceived value must increase the green purchase intention; results show indeed that this correlation is mainly due to the positive relation existing between green value and green trust. While green perceived risk will bring negative impacts on both green trust and purchase intention.

However, green product’s targets faced to a dilemma between the common benefit of protecting the planet and their own individual self-interest (Karp, 1996). In the same idea, others conclusions affirm that consumers are ready to get a green product if this last one satisfy in first rational expectations rather than giving only ecological arguments. Consequently, the green perceived value given to a product should be in accordance with the hedonist interest of consumers, sometimes more materials and rational than only ethical (Ajzen, 1991).

General CBB’s theories are indeed oriented on personal insights and feeling of consumers before purchase; but they also demonstrate how much external marketing interventions are influencing the final purchase decision making.

**The influence of external stimuli: the marketing power.**

Marketing interventions are considered as external stimuli. Many studies made a connection between individual’s pro-environmentally behavior and the cognitive and affective functions (Hoyer and MacInnis, 2004) where marketing and advertising methods operate. Sharing a new consciousness isn’t enough to modify people’s daily habits and way to consume, changes will occurs if people feel personally involved and well-informed (Consumer Behavior, 5th edition). Marketers should find the way to influence cognitive, affective and behavioral variables in order to push the sustainable consumption of people. Branding is a good mean to translate rational into emotional (Travis, 2000).

Despite theories linking cognitive aspect to behavior; consumers’ reaction face to a green advertising is again difficult to measure and to anticipate by marketers (Haytko and Matulich, 2009). First green advertising appeared in the 70’s with the first « oil-choc » economic crisis and doesn’t stop to evolve with time. Consequently, everybody is concerned by an eco-advertising or labeling packaging but attitudes toward green arguments is different from a consumer to another.
Motivations

Theories of motivation are predominant inside the CBB analysis. One of the first approaches was the Maslow theory of motivation in the 40’s, conceptualized by his pyramid of need.

![Pyramid of needs](image)

Figure 9: “Pyramid of needs” – Theory of Human Motivation, Maslow, 1943

This model classifies human needs hierarchically; it means that a person will try to achieve their goal step by step. Consequently, the Maslow’s pyramid shows the importance of hedonist purchase motivation in accordance to its own needs (internal stimuli) and then, the importance of reference groups (external stimuli) in CBB.

A study led by Homer and Kahle (1988) shows that buying an ecological food product is an hedonist purchase which responds to individual goals (self-actualization, happiness, self-respect); whereas a non-green purchase is more motivated by external values (group belonging, safety...). However ecological consciousness such as recycling is further made in accordance to external pressure; according to the theory of reactive process vs intentional decision (Ohtomo and Hirose, 2007).

Finally, a sustainable marketing strategy can be addressed to others publics than consumers. Because the corporate social responsibility affects branding; corporate brand strategy should therefore focus on each person who could be concerned by the sustainable offer. C. Vallaster, A. Lindgreen and F. Maon (2012) called « secondary stakeholders » every involving group which could help CSR branding to be trustful and relevant.
2.8 Gap of the literature review

Literatures found on this topic mainly sing the praises of adopting a green marketing strategy; it is difficult to find counter arguments. Researchers were trying to justify the possibility for every company to change their organization in favor of sustainability, they often integrate notion of economy with ecology. It’s hard to find texts which explain the threats and difficulties to put in place a new management within a company; such as the important need of financial resources or costs generated by a new green politics; and then, the risk of losing money.

Moreover, the green marketing topic has been reviewing since the 70’s. So authors’ conclusions are numerous on this field, they don’t all agree on meanings to give to this notion. It’s consequently difficult to deal with the “green marketing” alone; societal and sustainable marketing are also important concepts to treat and understand in order to lead a completing research on the environmental and societal aspirations of the marketplace.
CHAPTER III:

RESEARCH METHODS AND METHODOLOGY

“Research is a focused and systematic enquiry that goes beyond generally available knowledge to acquire specialized and detailed information, providing a basis for analysis and elucidatory comment on the topic of enquiry” (Johnson, 1994).

Research Methods vs Research Methodology:

A distinction is made between the terms “research methods” and “research methodology”. “Methods” refers to the tools used for collect data such as questionnaires and interview (Blaxter, Hughes and Tight, 2001); whereas Saunders et al. (2012) define the term “methodology” as the theory of how the research is undertaken by the researcher.

3.1 Research Methods Chapter Introduction

3.1.1 Research question

Saunders et al. (2012) define the research question as the key question that the research process will address; this key point should be following by research objectives.

The research key question of this study will deal with the green consumer buyer behavior:

In the context of global marketplace where eco-awareness is in a progressive stage; how can companies positively influence environmental attitudes of their customers with a view to winning trust, loyalty and competitiveness?
3.1.2 Research objectives

Research objectives are formulated to help the researcher to solve the research problem; they must be the basis of all element developed on the following research methodology and method used. Objectives are forming the common thread of the study process until conclusion.

- **Personal objectives:**

  The personal objective of the researcher is to gain knowledge about green marketing strategies and green targets. Obtain a strong understanding of what has been done, which mistakes avoiding and also which strategic process can be improved. By thinking that companies can be actors of positive changes in our current societies; the researcher wants to be able to bring her learning for acting efficiently inside a business field.

- **General objectives:**

  The general objective of this research is to determine if a sustainable strategy will have more impact on a consumer already involved by the environmental cause or will it be more efficient if the company creates the green need on consumers’ mind?

- **Specific objectives**

  Specific objectives will have firstly theoretical answers thanks to the analysis of existing literature on the subject; then the researcher will try to give empirical answers according to the primary research.

In first, the literature review aims to:

- Define the notion of “Green Marketing“ with its all aspects and evolution steps in time.
- Discuss the different ways that a company could use to become more sustainable.
- Determine reasons to green marketing failures with the view to dealing with potential abuses and dishonesty from marketers.
- Establish a statement of the green target segmentation until now; have an overview on the understanding of the responsible purchase decision making process of consumers.

Then, the primary research of this study aims to:

- Understand in a concrete manner, how organisms are entering the sustainable trend.
- Determine the level of confidence that consumers give to mediatized green campaign.
• Verify the gap existing between beliefs of potential green target and their buying behavior.
• Formulate recommendations for future research on the green marketing topic and also for marketers who are acting for sustainable changes.

3.1.3 Research hypothesis

The researcher set up several hypotheses around the notion of green marketing

• H1: Is the sustainable development a durable trend for people; companies or even government?
• H2: If the sustainable development is a durable trend, business organization will develop new strategic solution to provide eco-friendly participation.

Limits of green marketing:

• H4: Marketers too often lack of financial, technical or human means or again lack of time or skills to include a long-term eco-participation strategy within their business organization.
• H5: If a company is practicing “green washing”, it will have a negative effect on other companies which try to become responsible.

Greener buyers:

• H6: Are companies too often neglected the segmentation of their green target?
• H7: If the consumer lifestyle is already oriented on environmental concerns, this last one will be more presumed to buy eco-friendly product.
• H8: The green decision making process is positively influenced by external stimuli.
3.2 Research Philosophy

Research design

This step has been defined by Saunders et al. (2012) as the framework used to collect and analyze data in order to respond to the research question and objectives. The research design provides also justification of the choice for data sources, collection methods and analysis techniques.

Figure 10: “The research onion” – Source ©Mark Saunders, Philip Levis and Adrian Thornhill, 2006

Research philosophy represents the first layer of the onion. The research philosophy relates to the researcher’s knowledge: its nature (influence of researcher’s personal knowledge) and its development throughout the research. In fact, view and concerns of the researchers toward his topic will have an influence on results and on existing theories’ interpretations. According to Saunders et al. (2007); three ways of thinking are present on the research philosophy: epistemology, ontology and axiology.

The first one will be more adapted to this study. It is the “Epistemology” way; defined by Saunders et al. as the study of the nature of knowledge and what constitutes as acceptable. In this philosophy approach the researcher is seen as a “resources”, more objective than a “feelings” one, thanks to his measured data analysis.
Epistemological philosophy provides three kinds of approach:

- **Positivism:**

  This approach “adovcates working with an observable social reality (...) and the end product can be law-like generalizations similar to those produced by the physical and natural scientists” (Remenyi et al., 1998 quoted by Saunders et al. 2012). In this sense, real observations from the researchers will lead to data. It’s a more scientific method; Blaxter, Hughes and Tight (2001) deal with the cause and effect report.

- **Realism**

  It is also a scientific approach towards the knowledge development process.

  Social influences and personal past experience are interpreted through our behavior and way of thinking. This position needs an understanding analysis of data collecting previously. Saunders et al. (2012) claim that “objects exist independently of our knowledge of their existence”; the two types are the “direct realism” (own experience learned and incorporated) and the “critical realism” (more about the sensation of things experienced).

- **Interpretivism**

  This approach is more oriented toward the human behavior.

  According to Bryman and Bell (2007), “the study of social world requires a different logic of research procedures one that reflects the distinctiveness of humans against the natural order”.

  Saunders et al. (2012) define the interpretive way as a “strategy stressing subjectivity, reflection and identifying multiple meanings”. In this approach, humans should be considering as a social actor in his own rights; researchers must give an interpretive sense of human action on society.

  This is an appropriate approach for study concerning the human organization, behavioral research...

  ➔ **Positivism** approach is the most appropriate for this dissertation considering the time allocated to realization. The researcher has indeed reviewed numerous of existing concepts and theories in order to develop research hypotheses. Existing observation are consequently the starting point of this dissertation. Then, data will be analyzing thanks to statistics formats.
Interpretive method is also welcoming for this study because the research problem is oriented towards customers’ attitude inside the green market. For this topic, reaction will differ from one person to another; understanding the human place within the society and interpret their societal role will be a strong challenge of this research. Moreover, interpretivism is almost always used with qualitative research because of the behavioral aspect, human response interpretation.

### 3.3 Research approach

According to Saunders et al. (2012); there are three approaches for the research: inductive, deductive or abductive. The research onion focuses on the inductive and deductive methods.

- **Inductive approach**: which involve the development of a theory as a result of the observation of empirical data.

- **Deductive approach**: which involve in contrary the testing of theoretical propositions by the employment of a specific research strategy.

The **deductive approach** is the one selected by the researcher to lead the dissertation. Indeed, this methods is more logic (confirmed by Fisher, 2007) and present lower risk considering the time available.

This approach underlines the relationship existing between theory and research; on the left scheme, Bryman and Bell (2007) assessed indeed these 6 consecutives steps which are forming the deductive process. To them, the researcher must deduce hypothesis from existing theories on a particular research domain; hypothesis must then be tested by an empirical study.

![Figure 11: “The process of deduction” — Sources©: Bryman and Bell, Chapter 1 -p11](image)
3.4 Research strategy

Saunders et al. (2012) defined the research strategy as the general plan of how the researcher will go about answering the research question.

Authors defined multiple research strategies designed to help the researcher to meet the research objectives; the **Survey strategy** is the most adapted for this marketing dissertation because it allows to answer basic questions: “*what, who, where, how much, and how many*”? This strategy is also usually associated to a deductive research approach. Then, a survey strategy also allows a quantitative data collection, and can be used as a qualitative measure as well (Saunders et al. 2012).

3.5 Research choices

This part of the onion refers to the choices to do between qualitative or quantitative or the two methods; named “mono method”, “multimethod” and “mixed method” by Saunders et al. (2007).

![Figure 12: “Research choices” - Sources©: Saunders, Mark; Lewis, Philip and Thornhill, Adrian (2007)](image)

The method adopted by the researcher is the **multiple methods** using both qualitative and quantitative studies. This could consequently reduce weaknesses and provide a better overview of the subject.
A “mixed-methods” has been chosen to analyze together results from quantitative data collection in one hand and results from qualitative interview in the other hand. This method is appropriated to compare answers from the questionnaire with answers from the focus group because the two data are homogeneous, so answers can be compared to get relevant findings.

### 3.6 Time horizon

This dissertation must be submitted the 7th January 2013.

According to Saunders et al. (2012) there are two way of conducting the research in function of the time allocated.

- **The cross-sectional research:** the study of a particular phenomenon at a particular time.
- **The longitudinal study:** the study of a particular pheromone over an extended period.

This research study has to be realized during a short-term period of few months; that’s why the researcher has selected the cross-sectional research. A cross-sectional study needs survey methods but qualitative studies could be used too; it’s the type the most adapted for a Master level dissertation.

### 3.7 Data collection

#### 3.7.1 Secondary data collection

Secondary data include both raw data and published summaries. In fact, secondary data were collected from existing documents and published sources. Saunders et al. (2012) claims that secondary data can be analyzed to provide additional or different knowledge to the researcher; and allows further new interpretation horizons and conclusions.

The researcher should be careful on the accessibility of secondary data. In fact, some are easy to access; some others are too specific to be available such as business reports or other particular documents from companies. The working past experience of the researcher allows her the understanding of a corporate communication: what will be communicate to public and how; what will be hide and why.
Saunders et al. (2012) determined three types of secondary data that are themselves subdivided into specific supports data:

<table>
<thead>
<tr>
<th>Documentary secondary data</th>
<th>Multiple source secondary data</th>
<th>Survey-based secondary data</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Text</td>
<td>• Censuses</td>
<td>• Snap shot</td>
</tr>
<tr>
<td>• Non-text</td>
<td>• Continuous and regular surveys</td>
<td>• Longitudinal</td>
</tr>
<tr>
<td></td>
<td>• Ad hoc surveys</td>
<td></td>
</tr>
</tbody>
</table>

*Figure 13: Types of secondary data.*

Numeric documents are considering as quantitative data and non-numeric one as qualitative data.

In this dissertation, the study of secondary data gathering is developed in the literature review, chapter 2.

### 3.7.2 Primary qualitative data collection

Dillon, Madden, Fitle (1993) quoted by Polonsky et al. (2005) defined qualitative methods as “techniques involving small numbers of respondents who provide information about their thoughts and feelings that are not easily projected on the whole population”

Saunders et al. (2006) defined qualitative data as “non-numerical data or data that have been quantified”.

Qualitative research methods include:
- In-depth interviews,
- Focus groups,
- Projective techniques,
- Observational methods.

=> Interviews and focus groups methods are the most adapted for this dissertation.
In-depth interview

Saunders et al. (2012) advise the use of in-depth interviews more than the use of a structured one. In fact, a semi or non-structured interview allows a better use of open-ended question, more confident for the respondent and relevant for the interviewer. Then, in-depth interviews are also recommended by Saunders et al. (2012) for topics oriented towards consumers’ attitude; so the researcher will use in-depth interviews as qualitative data collection.

As an unstructured interview, the researcher needs to keep in mind interview goals; a good practice given by Fisher (2004) is to write in advance the key issues to tackle during the interview.

(Please find detailed on profile of the three interviewees Appendix #1; pp. vii)

Focus groups

Saunders et al. (2012) define focus groups methods as a “group interview, composed of a small number of participants, facilitated by a ‘moderator’, in which the topic is defined clearly and precisely and there is a focus on enabling and recording interactive discussion between participants”. As presented on the interview scheme, a focus group is a mean to collect data by group interview also non-standardized.
The researcher put in place a non-electronic group interview to have the possibility to interpret essential things such as interactions made; non-verbal communication or gestures of each group member.

The researcher used the formal procedure scheme drafted for helping to plan and to conduct a focus group; developed by Malhorta, N.K (2010):

1. Clarify research problems and objectives
2. Clarify the role of focus groups in fulfilling those objectives
3. Specify the issues to be developed in the focus groups
4. Specify the target types of respondents to make up groups
5. Specify the location(s) to conduct the focus group
6. Recruit group members
7. Run an experimental group
8. Conduct the focus groups
9. Analyse data and present findings

(Please find this step by step detailed analysis of the Focus Group Design Process in Appendix #2, p.viii)

3.7.3 Primary quantitative data collection

Contrary to qualitative data, Saunders et al. defined the quantitative data as “numerical data or data that have been quantified”. Key words for quantitative data are numbers, numerical and standardized data, diagrams and statistics.

3.7.3.1 Survey methods; mode of administration

Quantitative primary data collection is realized by the survey method of structured questioning.

Figure 15: “Types of questionnaire” - Sources© Saunders, M. Lewis, P. Thornhill, A. (2012)
The survey techniques are defined as “techniques based upon the use of a structured questionnaire given to a sample of a population” (Fisher, 2004). So the standardization of the questionnaire imposes a numerous of fixed-response alternative to the respondent; following a logical order.

The researcher will conduct a self-competed questionnaire. In function of the context, the questionnaire is administrated either by internet or directly deliver to the respondent.

Internet method, through electronic mail survey, is more convenient for this study thanks to its fast administration and its free access. The on-line questionnaire has been internet-mediated by “Google documents”. It’s a modern technic and a good means to obtain respond from distant people too.

Respondents answered anonymously, so as to avoid any barriers to respond.

3.7.3.2 Questionnaire design process
To avoid any mistakes in the questionnaire design, a specific process is recommended:

1. Specify the information needed:
   So this study aims to have a better view on people’s actual eco-awareness and their current position toward green perceived companies.

   From the started research objectives and research hypothesis; added with results from the literature review; sub-hypothesis has been developed specifically for the survey:

   - Information making people more concerned and so, more active.
   - Concerned people who acting for the environment in their daily life are more presumed to consume green.
   - Today (with internet, legislation, media...), everybody is concerned by environmental issues and could contribute at their own level. But are consumers felt really personally involve? If everybody is a potential green consumer, which lifestyle targeted? Does everybody receive positively message from green campaign?
   - At which level are consumers concerned? Are they individualist? Conformist? Idealist? which impact have this kind of concern on their purchase decision?
   - Does the responsible purchase belong to an eco-activity for people?

   These survey research questions are divided into several categories for a better understanding of the questionnaire results. Each answers from interviewees belonging to one category or more; in this manner, crossing variables will help to answers these sub-hypothesis.
Information needed concerns people lifestyle and their involvement on causes; their opinion toward green perceived companies and then, their consumption habits with regards to pro-environmental products. So consumers, housewives and young people mainly, are forming the ideal target.

2. **Specify survey administration method:**

Questions must be adapted to an electronic survey: they must be clear with a detailed instruction given; and drafting with simple word. This same questionnaire is face to face administered; so few relevant questions composed it so that taken the least possible time to answer (less than 20 questions).

3. **Determine the content of individual questions:**

Questions are formulating to achieve research hypothesis, each answers belonging to one category or more.

<table>
<thead>
<tr>
<th>Level of concerns:</th>
<th>LOW</th>
<th>BASIS</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questions N°:</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Answers:</td>
<td>c</td>
<td>a</td>
<td>b</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Reasons of concerns:</th>
<th>INDIVIDUALIST</th>
<th>CONFORMIST</th>
<th>IDEALIST</th>
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</thead>
<tbody>
<tr>
<td>Questions N°:</td>
<td>3 5 10 12</td>
<td>5 7 10 12</td>
<td>3 5 10 12</td>
</tr>
<tr>
<td>Answer:</td>
<td>f m.n aa.ee</td>
<td>l.n. B. ff.ii o. oo. qq</td>
<td>d.e m.o. bb.cc .dd.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level of involvement:</th>
<th>LOW</th>
<th>BASIS</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questions N°:</td>
<td>4 5 8 9</td>
<td>4 5 9</td>
<td>3 4 5 6 9</td>
</tr>
<tr>
<td>Answer:</td>
<td>j t w y k l.n z h i s.p b x</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Perception of the green marketing:</th>
<th>UNTRUTHFUL/USELESS</th>
<th>HOPEFUL</th>
<th>SEEN AS SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question N°:</td>
<td>5 7 10 11</td>
<td>5 6 7 11</td>
<td>5 6 7 8 11</td>
</tr>
<tr>
<td>Answer:</td>
<td>r.t D. G.J. ii ll g m d. C. F kk. mm</td>
<td>m. o c.d. A.E. v jj. nn</td>
<td></td>
</tr>
</tbody>
</table>

In this manner, answers could be handled per column.

- The first column is confirming that a person without pro-environmental concerns would not buying green products. If he does, it would only be for rational reasons.
- The second column describes someone with an eco-awareness who acting in accordance to
his society expectation. It forming the most common segment of new green companies; this study will show if these consumers are exceeded by eco argument or in contrary, if they are hopeful, asking for more information and action from companies.

- The third column is describing the “LOAS” segment. This study could reveal if these acting people are consuming green or not.

The last part of the questionnaire is allocated to socio-demographic criteria.

4. **Design the question to overcome the respondent’s inability / unwillingness to answer:**
A statement is noted ahead the questionnaire, written as a preface to explain the well-founded of the survey. Questions are simple and focused on people’s consumption habit or own opinion. In this manner, respondents do not have to make memory efforts.

- **Decide on the question structure:**
To ensure a kind of diversity in the questionnaire structure; the respondent has used a variety of questions. Structured questions mainly with many YES/NO questions for the rapidity of the questionnaire; associated with other multiple choice questions to give more alternative for the respondent concerning their attitude, behavior or feelings. Structured questions facilitate the processing of data collection.

- **Determine the question wording:**
A strong importance is given to word used for each question. It must be unambiguous and ordinary to ensure unbiased answer from respondents. The consumer interviewed shouldn’t feel himself judged by his answer to the questionnaire. Questions should also be precise in term of time, frequency, date… as well as the selected answers.

- **Arrange the questions in proper order:**
Questions should be clear, straight forward, and avoid the use of “double negative” wording (LENDREVIE et al., 2006). Then, starting with general questions to focus on specific one at the end and finish with personal information.

- **Identify the form and layout:**
The form of the questionnaire is indeed important and has to be pleasant for the respondent. Then, an adequate numbering of question will make easier the coding process for analysis.
- **Reproduce the questionnaire:**

  Before to be administered, the questionnaire have to be pre-tested on a small sample between 12 and 30 people (Evrard et al., 2003, p. 261). For this study, 13 persons have been asking on the first draft to receive their opinion. These persons belong to the sample population who will be questionning; students, young active peoples, housewives and one professional of the consumer behavior; all of them have helped the researcher to improve the final questionnaire.

  The pre-test was helpful to correct orthograph mistakes; reformulate question; change, add or put away some choice of answers; define new directions...

  For example, the answer “I don’t know” has been added to the question 2 and formulations such as “Eco-production, nature respect” by “fair trade certification” or “Safety & quality of raw materials used” by “organic label” for a better understanding of green products.

  *(Please find the two questionnaires in Appendices: The first draft of the questionnaire, before to be pre-test in Appendix #8; p. xxix and the final draft on Appendix 9; p. xxxiii)*

  **3.7.4 Data analysis**

  The researcher must identify which relationship can be made between data; Saunders et al. (2012) give four kind of data relation:

  - Dependent variable
  - Independent variable
  - *Mediating variable* (that transmit the effect of an independent variable to a dependent one)
  - *Moderating variable* (that affect the relationship between an independent variable and a dependent one)

  ➔ Then, Dillman (2009) quoted by Saunders et al. (2012) distinguishes three types of data variable that can be collected:

    - *Opinion:* (feeling and thinking of the respondent)
    - *Behaviour:* (past experience, what respondent do)
    - *Attribute:* (respondent’s characteristics)

    Identifying each question will help to determine the relationship that could be effective between two variables.
3.7.4.1 Quantitative data analysis

The information provided by the quantitative data collection will be analyzed thanks to the use of statistics, diagrams and cross-sectional tables.

Saunders et al. (2012) divided quantitative data into two groups:

- **Categorical data**: Values which can’t be measured numerically but which can be classified into descriptive or nominal categories data.

To analysis the open-question.

- **Numerical data**: Values which are measured numerically, they forms statistics as quantities. (Berman Brown and Saunders 2008 quoted by Saunders et al. 2012).

Questions on attributes and behavior of respondents are forming independent variables and questions focused on people’s opinions are forming dependent variables.

3.7.4.2 Qualitative data analysis

Saunders et al. (2012) talk about the “social constructionism” to explain the philosophical interpretation of respondent’s feeling about the topic considers their knowledge and affective level toward the questionnaire’s subject.

Because the researcher prefers conduct a face-to-face qualitative data collection, answers from interviews should be structured in function of the interview’s goals and then, transcribe virtually.

As a deductive approach, analysis of qualitative data is driven by excising concepts and theories.

3.7.4.2.1 Qualitative Data Editing

After have collecting data from the research; they must be processed by editing and coding means before to be analyzed.

The data editing process aims to identify eventual errors by scrutiny data previously collected (Khan, 2011). This first step makes the data coding easier. According to Khan, there are two mains stages for the data editing: field editing and central editing.

- **Field editing**: It refers to the interview rewritten in order to transcribe that the interviewee has said along the meeting with correct sentences. This step should immediately follow the interview to overcome any memory failure.

Used for in-deph interviews *(Please find In-depth interviews editing Appendix #4, #5 and #6)*
- **Central editing**: refers mainly to a group study transcribing. Here the editor must order carefully each answer at the good place. Then, responses can be classified into a small number of exhaustive categories; one answer belongs to one class. Central editing is used to classified answers from the Focus Group. Then, the researcher should balance between direct quotation from participants and the summarization of their talk to edit data (Morgan, 1996).

3.7.4.2.2 Qualitative Data coding

Individuals and group are forming a unit with two different level of analyze. David L.Morgan (1994) suggests three different but complementary methods of data coding for focus group: either noting all mention of the code or noting by individuals or by discussion groups. So the researcher has coded few main topics and she has reported the code each time they have been mentioned. A distinction has been made between participants as soon it’s relevant for the study.

Topic’s coding:

- Green perceived values
- Green purchase intention
- Green purchase motivation
- Perception of the green marketing

*(Please find the focus group virtually editing Appendix #7; p. xxiv)*

3.8 Population and Sample

Because it’s technically and financially impossible to interview all of the population; the researcher should define a sample within the population to administer them the questionnaire.

3.8.1 Introduction

Saunders et al. (2012) defined the sample as “a subgroup or part of a larger population”. Malhotra et al. (2007) defined the census as “the complete enumeration of the element of a population or study objects”. For this study, the sample method is more adapted. The researcher should find accessible subgroups representative of each population concerned by this study.
3.8.2 The sampling design process

The sampling design process is divided into six steps:

- Define the population
- Determine the sampling frame
- Select sampling technique(s)
- Determine the sample size
- Execute the sampling process
- Validate the sample. Is resampling necessary?

*Figure 16: the Sampling Design Process*

*(Please find detailed on the step by step analysis Appendix #3; p.x)*

After a complete analysis of the sampling design process; the sample population can be summarized as well:

The target population is represented by young people between 18-25 years old; living outside their family home; they are student or young active or recent graduate, based in France, November 2012. And also by housewives, active or not, sharing health concerns; based in France, November 2012.

These two groups of population sample have been contacted by many means:

- Through social networking on private as public pages,
- Posted on active environmental and women’s blog and forum
- Posted online on the association UFC Que Choisir? website.
- Sent by mail to whole students within a French business high school;
- Distributed directly at women’s workplace.

For the technique used; a probability sampling with replacement has been chosen with a **stratified sampling process** for more precisions.


<table>
<thead>
<tr>
<th><strong>Young people</strong></th>
<th><strong>“Housewives”</strong> = person who buy for family.</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sex: F/M</td>
<td>- Sex: F/M</td>
</tr>
<tr>
<td>- Age: 18-25 years old</td>
<td>- Age: 26-55 years old</td>
</tr>
<tr>
<td>- Student or recent graduate.</td>
<td>- Socio-economics status: middle/upper class.</td>
</tr>
<tr>
<td>- Independent, own purchase power and own purchase decision.</td>
<td>- Family lifestyle</td>
</tr>
</tbody>
</table>

## 3.9 Ethical Issues

The researcher encountered some barriers linked to the confidentiality of information delivered through interview.

- The manager of MARS Chocolat France gave large source of information on the company’s strategy as well as results from general private studies already done by few statistical organisms. He therefore allowed the researcher to access these information but in asking her to respect the confidentiality of some of them. He finally reclaimed a view on the dissertation draft for parts concerned by MARS.

- The advocate organism “UFC” treats the anonymous subject very carefully concerning their members and confidential topics. For example, before putting the researcher’s questionnaire on line on UFC website; the president would assure that each question where effectively anonymous.

A careful choice of information found on the web has been made; sources have been verified and referenced for quoted one.
3.10 Limitations to the researcher

3.10.1 Quantitative research

The level of response can’t be defined precisely and the margin of error is high with internet. Moreover the researcher can’t verify the reliability of respondents and consequently theirs responses. People are sometimes afraid to give their true opinion.

It has been difficult for the researcher to gather all the responds she needs. Questionnaire was transferred throughout much kind of websites such as forum, blog, organisms’ website... and other influential social network pages. The problem is that responses are given according only to the willingness of people; moreover, the questionnaire online faced to strong influx of web information. Consequently, the researcher should re-launch much times her questionnaire post.

3.10.2 Qualitative research

A face-to-face in-depth interview could be broken by multiple reasons such as: unavailability of the respondent; lack of time; financial reason... It’s also difficult to find the good person able to answer the researcher’s dissertation objectives thanks to his knowledge and daily work.

Concerning the focus group, the researcher must find the desired profiles inside her entourage and then, plan an available period and place for everybody.
CHAPTER IV:

RESULTS AND FINDINGS

4.1 Introduction

This chapter is allocated to the presentation of data collected through both quantitative and qualitative studies. The first part presents data from questionnaire; 196 surveys have thus been collected by the researcher, about 75% through internet and the rest by distributing copy of the questionnaire. For qualitative analysis, data have been collected through three in-depth interviews and one focus group. Findings are interpreted mainly according to a descriptive approach. Then, results from quantitative study were explored by illustrative statistical analyses and cross tabulation.

4.2 Qualitative findings

4.2.1 Qualitative Primary Research: Individual Depth Interviews

The researcher has realized three face-to-face in-depth interviews with these following persons:

- **Mr Guy GRANDGIRARD**, president of the association consumers’ advocates “UFC Que Choisir?” in Nancy (54) – the 13th of November 2012. (UFC)
  
  *(Detailed interview Appendix #5; p.xix)*

- **Mr Thomas GUILMOTO**, in charge of CSR, Corporates Affairs within the company MARS Chocolat France, in Haguenau (67) – the 23rd of November 2012. (MCF)
  
  *(Detailed interview Appendix #4; p.xiii)*

- **Officials** of the store “Artisans du Monde” in Nancy (54) – the 12th of December 2012. (AdM)
  
  *(Detailed interview Appendix #6; p.xxii)*
4.2.1.1 The sustainable stage

"Triple Bottom Line (TBL)" is the metaphor given by theorists to describe the sustainable stage in business world.

Artisans du Monde is a good example of organism which acting in harmony with the sustainable development as describe in the literature review. Nature protection and especially South producers’ respectfulness are forming the federation’s mainstream with the wish to change mentality and consumption behavior.

As a multinational, MARS Inc. Is also entered in the sustainable stage and even quite naturally. Since 1947, MARS claims their values of equity and mutuality “manufacture and distribute food products so that to create a mutuality of profits for every stakeholder”. MARS is a familial company without any shareholders.

More than only social values; Mr GUILMOTO confirmed previous theories reviewed by claiming that ecology is going with economy for the company because energy, water or waste saving mean also cost saving. Then, the manager also affirmed that preserved natural resources today is more than useful for the Planet; it’s vital for the company longevity. So even with a selfish point of view; managers must adapt their production way to new environmental threats with the view to ensure their survival linked to resources supplying and external interactions.

“Invest on the short-term will be useful for the company and necessary for the Planet” said Thomas G.

4.2.1.2 Societal marketing concept

Considering consumers’ wants, companies’ goals and also society’s long-run interest.

The federation Artisans du Monde represents a good illustration of the societal marketing concept in the sense where their particular business is meeting consumers’ expectations in term of responsive purchase with societies’ serenity at the same time. To do that, AdM is going further than only sales: “Artisans du Monde leads actions against children works”. The association is also active on the educative world; “volunteers are trying to sing the praises of the fair trade organization within French schools with the view to educate children to the responsible consumption behavior”.

To ensure a global responsiveness in its organization, each stores of Artisans du Monde orders products from their unique central purchasing office; 75% of products are supplied by “Solidaire Monde” and the rest come from other fair trade suppliers. With this process, the federation is respecting each partner and therefore promising a real profit shares and human benefits.
It represents the perfect model of the societal concept but it’s difficult and even impossible to put in place within a company with profit’s goals. MARS Incorporation is a good example of company which acting through the societal marketing concept. The three words “Planet, People, Performance” summarize well the whole company’s state of mind when doing business.

MARS’s charter Quality, Responsibility, Mutuality, Efficiency, Freedom is close to new trends and looks like to other values suddenly taken by companies today. “The RSE of MARS Inc. is rooted in its DNA” – for Mars Chocolat France; the CSR is a way to do business; a mean to persist over the long term. Every little aspects of the brand strategy are studied to correspond to the charter.

4.2.1.3 New green marketing mix

In fact, While MARS’s chocolate products are more ranked on the pleasure segment than the healthy one; the company is acting on its mix marketing in order to respond to new society’s expectations. “Our actions means are deployed on five key factors and we objectives until 2025 and then 2040”.

The first point concerns “health and nutrition” with element such as nutritional guidelines; reduction of saturated fatty acid; replacement of the palm oil by sunflower oil. The second factor is directed on the supply chain by buying certified cacao or again increasing the recycle part of packaging. Thirdly, a strong effort is made inside Mars factories through the program SIG: “Sustainable In a Generation”. The fourth one is developed for brands products: no-advertising for children under 12 years old for example. The last one is made to improve working conditions within the company.

The classical 4’s P should effectively be impacting in a green marketing campaign; it represents a strategic mean of the societal concept.

According to the literature review, the most common since these last decades is the development of a new eco-friendly product but the strategy developed by MCF proves that changing characteristics of its existing one is also efficient to be greener.

Concerning the price, it’s undeniably that working with an organism of certification will improve production cost per product due to a responsible sourcing. Then, companies make the choice to improve or not the final selling price to consumers.

For their communication, most companies talk about their green products and/or societal efforts throughout media. The message is given to consumer thanks to advertising campaign or
directly inside store shelves with a highlighting of the concerned product or according to the packaging design suggesting nature. Food industries often use this B to C strategy to make known the green or healthy merit of their consumable products. But other recipients than consumers are evocated in this study: Mr GUILMOTO proved theories affirming that all stakeholders represent an important target of a company’s societal messages. In fact, the corporate affairs manager affirms that MCF doesn’t seek to improve their brands in consumer’s mind in terms of image as well as turnover only thanks to a green campaign. The corporate name MARS is more known in the institutional business world; and MCF prefers building a reputation near to its stakeholders, partners and opinion leaders.

Then for distribution, the “greentailling” is become more and more powerful in the marketplace. Retailers are also surfing on the sustainable trend by privileging green products and respectful brands. However, Mr. GRANDGIRARD confirmed that consumers remain cautious regarding to green marketed products found on supermarkets. Specialized stores such Artisans du Monde are organized to send their own product selection but other new trendy green or healthy stores are flourishing and represent a new retail network for famous brands.

For association or federation launched on this field since long time; it becomes more difficult to face this new business competition. Companies have more financial means and they are more skilled in term of marketing.

Artisans du Monde for their part tries to face with minimum means. Prices are proposed by the central purchasing and are only composed by the purchasing price with a margin to cover management fees. In fact, the store in Nancy is only run by volunteers so no wages are distributed in more. The higher purchase price (in comparison to basic products found on supermarket) is justified by the “quantity offer per package” and by the “higher quality”.

Some marketing technics are put in place to improve sales such as exterior sales (on place of thematic markets...); organization of events as “the fair trade fortnight”; creation of fidelity card... The two volunteers added that their involvement for this particular shop is more made thanks to their goodwill rather than their professional skills.

Theorists also affirm that a green marketing strategy requires more than the traditional 4’P; “people”, “process”, “physical evidence” and even now “planet” should be added. These last elements are treated through a corporate social responsibilities strategy.
4.2.1.4 Corporate Social Responsibilities

A CSR strategy is consequently an integrated part to the new green marketing mix.

Mr. GUILMOTO has listed the objectives that MARS’ CSR should achieve, “Making our current CSR a business opportunity”.

- “Attract new talents”

In order to attract new brains in a context where young graduates are looking after working condition, atmosphere and image to choose their working place; CSR is “a criterion of choice” for actual young generation.

- “Anticipate regulatory constraints”

The sustainable development is a current phenomenon of society and governments are more and more involve in this cause. “This improvement of ecological consciousness within politics could represent a strong threat for us [food industries] if we don’t anticipate”. According to Thomas GUILMOTO, if a company acted by advance; it will not only save money, it will also improve its relationships with politicians and highest authorities.

- « Clients’ promotion »

“Retailers are also more and more actives on the sustainable way; more a product is seen as responsible, more it will be highlighted [on stores shelves]” MARS CSR manager said.

Two striking examples of client’s opportunity business are quoted on the interview; Appendix #4). These two examples reveal also the rise of the greentailing movement.

- “Ecology” is going with “economy”

As describe before; MCF has rapidly understood the link existing between the two notions: “sustainable development” and “saving money”. Whereas other companies perceived the ethical business as a major short-term investment; MARS is looking at the long-term.

- “Reinforce its reputation”

Conducting a true CSR strategy is a good mean to improve its corporate image. By this way, Mars is seeking to keep good relationships with all of its stakeholders. “Our CSR represents our showcase”.

T. GUILMOTO explained how it is important to elaborate relationship with ONG or just do not be in their sights. Be engaged in the sustainable way is also a mean to avoid any attack by an ONG with a large power of influence on public’s mind.
4.2.1.5 Green washing

The sustainable market presents therefore many opportunities for companies. The growing eco-awareness from consumers is interpreted, rightly, as a new demand by companies. Terms such as “organic” or “fair trade” has been existing for several years as evidenced by the store Artisans du Monde born in the 70’s. But this trend “has been popularized along these five last years” claimed the stores’ responsible. She added that is a good thing in its goal but she scares about this new eco-market became too business and commercial, “now it’s a “niche” segment, a specialty one for brands”.

The UFC’s president said for his part that the sustainable market is too fuzzy and also too large to be correctly measured and verified. Many things are done by companies without anyone can affirm if it’s “good” or “bad”. That’s why some independent organisms such as “UFC Que Choisir” puts in place some products testing to verify information given by companies; for example to verify scientifically the true composition of a so-called organic products “it’s always interesting to see a logo “certified organic” on a product containing 0.99% of pesticides or GMO…“.

These kind of consumer’s advocates aims to inform the final consumer who doesn’t have means, at his individual level, to verify every message from companies.

Guy GRANDGIRARD doesn’t trust green product found on supermarkets. For him, our daily brands couldn’t became eco-responsible suddenly and their eco-packaging is just a newly element of deceit toward consumers. He quoted the economic motivation as being the only reason for companies to manage green campaign: decreasing costs and winning market shares. He calls this kind of business measures the “reasoned trade” vs the “fair trade” organization. He added that economic pressure will always be the number 1 priority for marketers; a so-called “green” product sending throughout a large retail network needs economy of scale and consequently cost saving on raw materials. Consequently, a presumed certified cacao used for a chocolate bar will certainly contain palm oil because of the lower price.

After have interviewing Artisans du Monde, it’s uncontestable that products from this short selling point complie with principles of the sustainable development. The federation is composed by cooperatives grouping producers and craftsmen from diverse countries, “all of our consumable products are either organic or faire trade or even both”.

Page 46
4.2.1.6 Green perceived values

“I think we are in an evolving stage, people are more aware thanks to media and internet power; they asking more the truth for their purchase and this is a good thing” affirmed Guy GRANDGIRARD from UFC association. He told that choices of product’s testing are made by their European organism in function of the trend and even in function of explicit consumers’ requests.

Concerning eco-friendly products, the president of UFC Nancy affirmed that consumers have more trust in fair trade rather than in presumed organic products. “People need to believe on certified products”, the fair trade is controlled by serious organisms of certification which builds trust in consumers’ mind. Organic products are indeed over exposed inside stores shelves and consumers are more suspicious face to the large number of brand label self-proclaimed organic.

The trust in green products is also based on its selling price. More it will be selling at low price; more the consumer will be worried. In contrary, more the price will be high; more the consumer will have a feeling of manipulation by business men. It is difficult for the consumer to understand the price balance within the market place; is the profit sharing just for every partner? Why paying more for a local product? How much are the margins? ...

However, with the economic crisis people are looking for quality products and low prices. A cheaper organic product will reassure the client: low price but always good quality. Moreover, buying an organic product is made by hedonist motivation; so nor the certified product nor the CSR lead by a corporate brand would be competitive enough in supermarkets during the recession time.
4.2.2  FOCUS GROUP

The focus group has been realized the 7th of December 2012 with the active participation of five persons: three students (on Psychology; Art and Cinema) and two young workers (nurse and engineer). They have between 22 and 26 years old, they sharing homogenous lifestyle but with diversify interests; different education and way of thinking.

4.2.2.1  Green perceived values

With the goal to measure respondent’s level of involvement; they have been asked on their opinion and behavior concerning three different sustainable stages: global notions; societal factors and then, actual facts, close to us.

Global notions (global warming, deforestation...)
- Lower interest, few inspirations.
- People know these themes; they have already heard about it throughout media or inside their social environment but they do not really feel concerned.
- Global sustainable notions are fuzzy in people’s mind.

Societal factors (exploitation of international as well as local producers; inequality...)
- Respondents seeking to have more verified information.
- People show more interest toward local producers and farmers; they could personally act by purchasing directly inside a farm. In people’s mind, products are healthier and the producer doesn’t support the commercially supply chain pressure. It’s consequently responsible to buy locally.

Actual facts on our daily products (the natural resources depletion, the use of genetically modified organism (GMO), chemical products...)

These facts are considered more close to consumers because it concerns their daily products; their future, their health.
- People show more interest on this thematic; they are more inspired.
- They are worry about what they consume and use every day; they therefore put attention on the fabrication chain of companies, origins of raw materials, exploitation methods...

So people are ready to make efforts on what they believe and what they prioritized.
4.2.2.2  Green purchase intention

- Buying locally seems to be a good alternative to industrialized products. By buying thanks to their own means, consumers have the feeling to act against inequalities reveal by globalization.

- Moreover, with an individualistic point of view, local products coming from craftsmen or farmers are more presumed to be natural with fewer chemical components.

- Relationships maintain with his seller keep its importance in people’s mind. Especially in France, the direct contact with his butcher or backer stays important.

- Counter-arguments are the higher price, the lack of time and also the lack of offer. Strong differences are also reported between urban and rural zones.

- Consumers asking for more guarantees for green food products. Fair trade and organic logo exists but media are informing always more on the correctness or otherwise of these logo.

- Prices of green products represent a debate’s object; consumers would like to buy but they are afraid about the expensiveness. Paradoxically an organic product less expensive than a non-organic one creates more mistrust toward the label used.

- At equal price, the choice is made on the product sold for its ecological and natural virtues.

- The girl presents for the focus group asserted her trust toward products send on specialized stores. Moreover, sign such as Artisans du Monde are true in their approach but they aren’t well-known, consequently products send aren’t so expensive.

4.2.2.3  Green purchase motivation.

- Face to the irresponsibility of a corporate brand; a choking reaction is reveal but the purchase reaction of products concerned isn’t impacted on the middle-long term. Respondents represent young people.

- For attentive and eco-concerned consumers; a consequence of a corporate bad publicity could be a particular attention is given to company’s behavior and its products listed components.

- Some business fields are more impacted by people’s eco-awareness such as the cosmetic industry.

- According to the importance of individual image within modern societies; with this view, several brands succeed to be ecological and also fashionable at the same time.
4.2.2.4 Perception of the green marketing.

- A general distrust is being felt toward actions made by multinationals. In particularity towards food industries; in fact, people heard about scandals realized by brands which are presumed to offer health protection and nutrition to every consumers. Reality is consequently far away promises in people’s mind.

- Face to stores shelves; consumers buy a product, not its corporate brand. Responsible actions from a company will have minimum impact on sales.

- The young generation represented by focus group members showed a willingness to act individually and changing their society’s bad consumption habits.

- There is the fear of the green washing. Young consumers are aware of the marketing power exploited by companies.
4.3 Quantitative findings

4.3.1 Respondent’s socio-demographic profile

More women have been voluntary questioned because of their purchase decision making power within the family on consumable and everyday products. Women are more presumed to be in charge of the daily shopping for her whole family. Moreover, previous theories one the green consumer behavior concluded that women are more sensible to environmental decisions than men.

Activity:

Young people; students and young graduate, are representing one sample group targeted. Consumers, mainly housewives active or not, are representing the other one.
4.3.2 Statistical analysis per question

4.3.2.1 Psychographic profile

**Categorial data** are used for the last question of the quantitative study because it is an open question: “In a general manner, what are you thinking about companies’ societal and environmental involvement; their commitments and their respectful products?”

An analysis of each response has been realized by the researcher. Then, she could rank respondents within profile categories:

- **Optimistic people, hopeful (31%)**
  - People believe on their ecological future; they claim their happiness toward every pro-environmental actions made by the society as a whole. They are convinced by the green marketing and often hoping that we face to a durable trend.

  Example of quotation: “every company should follow the movement”; “the eco-involvement of companies is necessary due to their negative impact”; “good initiative; we should encourage people to become more involved” ; “I trust brands which are engaged since their beginning”; “maybe there are abuses, but the trend is launched”; “this encourage a better consumption of futures generations”; “give the feeling to be engaged with my brand, to accomplish a good deed for the Earth”.

- **Pro-marketing people (14, 7%)**
  - For them, the green marketing is just a new argument for companies to do business. They affirm that the new ecological trend is coming from marketers and it’s beneficial for their profit more than the planet.

  “It’s only to make more money”; “easy to do because people are buying without any clues before purchase”; “marketing manipulation”; “today, the green marketing is necessary for brand image”; “it’s a communication means”; “to ease its conscience”; “now, there is too much organic products within stores shelves”.

- **Skeptical people (13, 3%)**
  - They would like to believe on a real pro-environmental involvement from companies but too much things such as the green washing, fake promises… are done within the actual society to make companies worthy of confidence. These people are asking for more true information.

  “Need a complete and consistent strategy (no direct marketing by paper, postal letter… if the company self-proclaimed environmental-friendly” ; “it’s difficult to be sure of the actions’ merits”; “need more clues because of the over-exploitation of the green washing”; “fear of business corruption”; “lack of evidence”; “fear that the sustainable development is just a fashionable trend”.
- **Pessimistic, defeatist (8, 7%)**
  ➔ Whatever companies are trying to do; it’s too late to act. The global society is running with companies’ activities which should continue to extend themselves. And they should undeniable pollute the planet to pursue their global developments, whatever the eco-commitments taken.

“It’s too late to act”; “factories are responsible for 90% of the worldwide pollution...”; “there is too much companies’ scandals to believe them”; “the green washing discredit potential companies really engaged”; “the actual context is that producers have to decrease their product quality to the benefit to quantity and not the opposite”.

- **Adviser (8, 2%)**
  ➔ Many respondents do not express their own opinion but prefer giving some advices to make the green marketing more efficient.

  “More than a label, companies should have an added value”; “need more clarity between all of these offers”; “not enough information on the actions made”, “brands should decrease prices of their green products”, “too vague”, “need more transparency”, “true involved companies do not talking about their actions whereas self-proclaimed green companies are talking all the time”; “packaging should be organic; use glass for bottle rather than reinvent plastic”, “stop blah-blah around one pro environmental action”; “a green initiative should belong to a true daily philosophy”.

- **Without opinion (24%)**
  ➔ Some person does not want answer the open question.
4.3.2.2 Green perceived values

Eco-beliefs

Do you think enough information on global ethical issues is given by our current society?

![Figure 19: Question 2 – eco-concerns and opinions]

In the questionnaire design process part; this question allows the evaluation of people’s level of concerns toward their society, their Planet. Respondents mostly answered that they would have more information on ethical issues and this particular response option proves the general pro-environmental interest. The 18% of no concerned shouldn’t be neglected.

Remind that previous literature review showed that cognitive variable is an important one to influence the green purchase intention.

If NO, which kind of information would you have in priority?

- What can I do to change this pessimistic trend?
- Environmentally safeguard actions made by companies.
- The fabrication way of our daily products.
- Environmental state of our planet (Fauna & Flora assessment).
- Companies’ working conditions (national + international conditions).

![Figure 20: Question 3 – priorities.]

Undeniably, the fabrication way of consumable products is the number 1 priority of people. This answer constitutes an individualist view because people are worry about what they buy and consume directly. People also seeking to have more knowledge about the environmental state of their Planet, this kind of eco-awareness improve consumer’s ethical beliefs and consequently their ethical obligation feeling toward their future. This could justify why people want to have more details on what they can do to take part to change too.

**Involvement**

Do you think, at the individual level, be able to contribute to sustainable development through daily actions?

66% of surveyed people are thinking that the sustainable development is possible to put in place through individual actions. While 25% are not sure.

![Figure 21: Question 4 - Involvement](image)

**What kind of perceived “responsible” actions are you accustomed to do?**

- **Other**
- **None of them.**
- **Donating to an association**
- **Cheking composition before purchase**
- **Buying local products.**
- **Using solar energy or saving light bulb consumption.**
- **Using reusable product or shopping bag.**
- **Taking bicycle or public transport.**
- **Buying "organic or "fair trade" products**
- **Recycling, waste sorting.**

![Figure 22: Question 5 – Eco-behavior](image)
Linked to the previous question 4; these answers to the question 5 show that using reusable things and recycling waste are the two main daily actions which make us contributing to the sustainable change. These two actions could be classified as a “conformist” behavior because the French society is practicing a financial, legal and social influence on these actions (garbage tax; withdrawal of plastic bags in supermarkets; development of urban public transport...). This proves that outside pressure impacts people’s behavior.

On this graph, have a presumed responsible behavior with our consumable products do not make a major part of a sustainable view. All people aren’t ready to totally change their consumption behavior on a daily basis; yet a certain interest is given to local products and solar energy. Then checking the composition before buying a product seems to be an action made by some respondents. These answers have hedonist characteristics: verifying products components for personal health; buying locally for quality and use solar energy for cost saving.

Be engaged for a societal association or again buying frequently fair trade products are effectuated under an altruistic approach.

In any case, the few number of responses “none of them” confirms that everybody have, at their own level, an eco-consciousness. But their reaction to external stimuli will not be the same.

“Environmental efforts should principally come from polluting companies (as oil industries, factories...)”

![Figure 23: Question 6- Opinion on bad perceived companies](image-url)
There is a paradox between the question 4 where people answered that individual effort could change the pessimistic trend and this question where respondents affirms in large majority that efforts should be realize by polluting companies. But it is a non-choking paradox which confirms that people are ready to change if factories and bad perceived companies made more efforts firstly; as an example within the society.

“I could stop to buy a product only because of the irresponsible situation of the producer company”.

Figure 24: Question 6 – Opinion & behavior face to bad perceived companies

Opinions are dispatched between people who agreed with this affirmation and people who disagreed. With a slight majority trend towards people who pay particular attention to companies’ behavior.

According to the questionnaire design process, people who are ready to boycott a brand feel individually involved to environmental causes.

4.3.2.3 Green purchase intention

With the questionnaire, people have been questioned on their habit, opinion or preference towards three particular types of responsible purchase: the charity product; the green product or the product sending by a perceived responsible company.

With regards to the literature review below; these are the three common green marketing means that a consumer can finally find in his supermarket’s shelves.
“For me, buying a charity product (engaged with an NGO) allows me to make a good deed; it’s an easier way to help social organisms.”

Here, the high level of “neutral” responses could be due to the lack of clarity; maybe respondents have too hesitated before being sure to understand the meaning of this long question. In any way, most respondents agreed that the responsible purchase through the charity business is a good thing to do; they consequently trust on the relationship between societal associations and companies.

“Environmental benefits given to a product are essential for my final purchase decision”.

Figure 25: Question 6 – Opinion on charity business

Figure 26: Question 6 – Opinion on eco-friendly products
On this question, the stronger part is given to the disagree point of view. But the word “essential” have his level of influence on vote because people could accord a lower place to environmental benefits so the question has intentionally been formulated to study the profile of people who were “agree” or “strongly agree”.

In a general manner, this question concluded that consumers do not buy their products in accordance *only* with environmental benefits.

“I pay particular attention to the socio-environmental commitments taken by major brands”.

![Figure 27: Question 6 – Opinion on CSR](image)

The trend is on the positive side with a visible majority on the case “agree” and a considerable second majority to “strongly agree” which put in advance the interest that leads people on corporate behavior.

### 4.3.2.4 Green purchase motivation

**Marketing influence**

Previous theories demonstrated that consumer’s green values aren’t enough to convince them to by eco-friendly products. Marketing methods intervene to influence cognitive and affective functions of people.

These following affirmation questioned people on their trustworthiness toward green products.
“I trust the labeled products "organic" found in supermarkets”.

A labeling logo put on a product’s packaging gives information on the product’s composition and differentiates it from others within stores shelves. It’s interesting to see that the majority of respondents trust the organic label within supermarkets; in contrary to affirmation given by the president of UFC Que Choisir?. Some logos such as “AB” are source of confidence for consumers. 20 respondents are however “strongly disagree” with the fact to find true organic products; either because they do not trust the simple word “organic” or because they only trust green products within specialized stores.

“I could buy my fair trade products only in specialized shops or on the internet”.

Figure 28: Question 6 – opinion on organic label

Figure 29: Question 6 – Opinion on fair trade
Here the term “only” suggests to respondents that fair trade products found inside the traditional retail network are fake one. The trend shows that people aren’t agree with this affirmation.

These two last graphs are corresponding in the sense that consumers think they can find green products also within supermarkets; they consequently trust labeling or certified logo used by mass-market brands.

These three following questions deliver opinion variables on everyday products potentially subject to green marketing.

**What are you thinking about a cosmetic brand claiming strong social and environmental values?**

![Figure 30: Question 7 – Green perceived values for cosmetics](image)

People are divided between seeking to have more information about the brand and being skeptical. This confirms theories affirming that people need more details before buying an eco-product. Only 13% claimed have trust in this eco-brand of cosmetics.

A good example of brand is “The Body Shop” which has based its strategy on societal corporate values.
More than an half of the sample population is divided on the merits of such a bottle. Either they don’t think that a water bottle with natural aspects is useful or they think that it’s only a selling point. But 43% affirm that launching this kind of bottle would be a good idea for the Planet.

No large differences have been found between male and female; active people and student or again between age.

The majority is divided between the fact that an ecological brand is more appropriate for both the environment and our cloths, and the fact that they don’t believe that a detergent can have an ecological composition. Then the term “ecological” is again associated to “expensive” for 45% of people’s mind even for an everyday product such as detergent.
The question of price is a strong element for green marketing strategies. The price should justify product’s qualities; its unconventional way of production; respect to producer... but at the same time, consumers are asking lower price to avoid any exploitation feeling due to business influence.

The two following questions are dealing with the green purchase intention linked to prices.

**Have you ever bought a product only because of its ecological value?**

![Figure 33: Question 10 – Buyer behavior](image)

Here respondents are questioned on a real fact that they have already made or not; it’s a behavioral variable which need memory effort. The sample population answered at 60% that they never have bought a product just for its ecological promise. Literatures previously reviewed assert that hedonist motivation should be added to an eco-product to improve its position in consumers’ choices. Yet 40% affirmed that they have already made an only eco-purchase decision. So ecological aspects and arguments influences the purchase act for a fewer part of consumer’s respondents.

**Are you ready to pay more to get a product respectful of the sustainable development principles?**

![Figure 34: Question 11 - Price](image)
55% of respondents claims they are ready to pay more to obtain an eco-friendly product but under the limit of 10% more. Then proportion of people who aren’t ready to pay more for a respectful product (29%) is higher than the proportion of people who claimed to be ready (only 16%).

Last questions are formulated to understand how consumers perceived a green product inside the global market place. Answers will show at which level the marketing have an influence on the purchase act.

**How recognize you a "green product"?**

<table>
<thead>
<tr>
<th>Method</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>By its brand name</td>
<td>78</td>
</tr>
<tr>
<td>Thanks to advertising</td>
<td>24</td>
</tr>
<tr>
<td>With information given on the box</td>
<td>100</td>
</tr>
<tr>
<td>By its eco-friendly packaging</td>
<td>73</td>
</tr>
<tr>
<td>With a &quot;fair trade&quot; certification</td>
<td>97</td>
</tr>
<tr>
<td>According to its price</td>
<td>60</td>
</tr>
<tr>
<td>By the term “organic”</td>
<td>118</td>
</tr>
</tbody>
</table>

*Figure 35: Question 12 – Marketing influence*

Organic label are staying the reference of eco-friendly product in people’s mind. Then, certification and short information put on the packaging are a guarantee for consumers; it represents true elements of the green marketing.

In the second place, brand name and packaging decoration are quoted to be signs of green products recognition. The brand and the packaging are strong elements of the company’s marketing where the message is directly transferred to consumers. These answers show the importance of marketing on cognitive and affective variables for product’s credibility and its acceptation.

The price kept an important position; this proves the link existing between “ecology” and “cost” in consumer’s mind.

Advertising is quoted at the last place: people are suspicious toward adverting and fact describing in the brand’s communication.
4.3.3 Cross-tabulations findings

4.3.3.1 Green perceived values

Eco beliefs

47% of the surveyed population affirmed they don’t receive enough ethical information from the whole society.

<table>
<thead>
<tr>
<th></th>
<th>I don’t know, it’s not my concern</th>
<th>No, I would like being more informed on ethical issues.</th>
<th>Yes, I think receiving enough information every day.</th>
<th>Total</th>
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<tbody>
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<tr>
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</table>

About half of women (58) showed a high level of eco-concerns for around 40% of men (33 respondents). Then, proportionally, more men answered that ethical issues aren’t a priorities in their mind.

Young people, 18-24 years old, are shared on this question even if most of them asserted a certain level of concerns. But for young people, the two answers “YES” and “NO” are fuzzy because they could justify their knowledge by their recent education on environmental questions. The 25-49 years old are for their part more than a half to waiting for more information from their society on these questions.
66% think being able to contribute individually to sustainable development.

<table>
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<th></th>
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<td><strong>TOTAL</strong></td>
<td>14</td>
<td>129</td>
<td>50</td>
<td>194</td>
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</table>

79,4% of active men are thinking that individual actions could contribute to the sustainable development when only half of student one share this opinion.

In contrary, 73% of girls student believe on individual participation for 63% of active one.

The male population is showing more skepticism than female.

For table of opinion; “neutral -/+” answers have been grouped inside the same case “neutral” for a better view.

44% claimed they can stop buying a product from an irresponsible company.

<table>
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<th>Strongly agree</th>
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<th>Disagree</th>
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<td>30</td>
<td>56</td>
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</table>

With 22% of neutral opinion, people almost agreeing the boycotting of bad perceived companies. That illustrates a kind of involvement that consumer could have toward companies’ eco-behavior. Proportionally, there is no significant difference between men’s opinion and women. The middle age range represented by active and non-active people are mainly agree to stop buying a product from “bad companies” whereas students are more divided and neutral on this point.
This behavioral fact has been crossed with opinion variables on people’s concerns (question 2).

<table>
<thead>
<tr>
<th>I don’t know, it’s not my concern.</th>
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<th>Agree</th>
<th>Neutral</th>
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</table>

It’s relevant to note that concerned people, who want to be well informed on ethical issues are proportionally the most motivated to boycott a company.

4.3.3.2 Green purchase intention

Around 50% of respondents affirmed that buying a charity product provides strong insight of responsiveness.

<table>
<thead>
<tr>
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</tr>
</tbody>
</table>

Female population is more sensible to this kind of societal marketing; they are 60% to express their agreement against 38% of men. 18-24 and 35-49 are more numerous to show their agreement to felt “good” after buying a charity product; even older women (from 50 years old) marked their interest for products which support a great cause by ticking “strongly agree”. It’s less percussive with men; whatever the age range.
56% of surveyed population asserted paying a particular attention to socio-environmental commitments taken by major brands.

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
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</tr>
<tr>
<td>18-24</td>
<td>15</td>
<td>25</td>
<td>16</td>
<td>7</td>
<td>1</td>
<td>63</td>
</tr>
<tr>
<td>25-34</td>
<td>5</td>
<td>10</td>
<td>7</td>
<td>1</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>35-49</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>50-64</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Total for female</strong></td>
<td>30</td>
<td>44</td>
<td>24</td>
<td>14</td>
<td>3</td>
<td>115</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>5</td>
<td>14</td>
<td>14</td>
<td>11</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>25-34</td>
<td>3</td>
<td>8</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>35-49</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>50-64</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Total for male</strong></td>
<td>9</td>
<td>26</td>
<td>24</td>
<td>15</td>
<td>7</td>
<td>81</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>39</td>
<td>70</td>
<td>48</td>
<td>29</td>
<td>10</td>
<td>196</td>
</tr>
</tbody>
</table>

On this question again, women are 64% to affirm their interests toward societal issues; more than men who are only 43%.

Linked to results from “*I could stop to buy a product only because of the irresponsible situation of the producer...*” where no fundamental differences have been found between men and women but rather between active people and students; we can conclude that women are more sensitive to societal actions made by companies than men; but a “bad advertising” for a company will impact everybody. The purchase reaction in case of disappointment will vary in function of people’s activity, of their purchase power.
4.3.3.3 Perception of the green marketing

67% of asked consumers don’t think that green products can only be found on specialized stores.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>18-24</td>
<td>1</td>
<td>3</td>
<td>14</td>
<td>23</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>35-49</td>
<td>3</td>
<td></td>
<td>6</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>50-64</td>
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</tr>
<tr>
<td></td>
<td>65+</td>
<td>1</td>
<td>1</td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total for female</td>
<td>4</td>
<td>4</td>
<td>19</td>
<td>41</td>
<td>47</td>
<td>115</td>
</tr>
<tr>
<td>Male</td>
<td>18-24</td>
<td>1</td>
<td>1</td>
<td>13</td>
<td>13</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td></td>
<td>10</td>
<td>5</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>35-49</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>50-64</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Total for male</td>
<td>2</td>
<td>3</td>
<td>23</td>
<td>21</td>
<td>32</td>
<td>81</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6</td>
<td>7</td>
<td>42</td>
<td>62</td>
<td>79</td>
<td>196</td>
</tr>
</tbody>
</table>

A little sample of the studied population are agree and even “strongly agree”. The age rank of 35-49 years old is more likely to buy green product in specialized shop exclusively.

What are you thinking about a cosmetic brand claiming strong social and environmental values?

<table>
<thead>
<tr>
<th>I try to find out more about this brand.</th>
<th>I trust this brand and I try to find its products.</th>
<th>I remain skeptical about their commitments.</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>54</td>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td>Male</td>
<td>31</td>
<td>6</td>
<td>44</td>
</tr>
<tr>
<td>TOTAL</td>
<td>85</td>
<td>26</td>
<td>85</td>
</tr>
</tbody>
</table>

This table confirms that women are more interested in cosmetic brands; more than an half of them claim they will learn more about the brand whereas more than an half of men remain skeptical. Women are staying more sensible to cosmetics’ promises.
What are you thinking about an ecological detergent brand?

<table>
<thead>
<tr>
<th></th>
<th>This reassures me</th>
<th>It will certainly be too expensive</th>
<th>A detergent can’t be « ecological ».</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>13</td>
<td>20</td>
<td>14</td>
<td>47</td>
</tr>
<tr>
<td>No active</td>
<td>1</td>
<td>4</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Retired</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td><strong>Total for female</strong></td>
<td>29</td>
<td>55</td>
<td>31</td>
<td>115</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td>15</td>
<td>11</td>
<td>8</td>
<td>34</td>
</tr>
<tr>
<td>Student</td>
<td>10</td>
<td>19</td>
<td>14</td>
<td>43</td>
</tr>
<tr>
<td>No active</td>
<td></td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Retired</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total for male</strong></td>
<td>25</td>
<td>34</td>
<td>22</td>
<td>81</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>54</td>
<td>89</td>
<td>53</td>
<td>196</td>
</tr>
</tbody>
</table>

Student, no active people and retired are globally afraid about the price of an ecological detergent; answers are more fluid with active people. Especially for men, more aware about the quality of the detergent than the price; may be because women are statistically more supposed to be in charge of the daily shopping for her family.

4.3.3.4 Green purchase behavior

69% of respondents affirmed they have never bought a product for the only ecological argument.

<table>
<thead>
<tr>
<th></th>
<th>NO</th>
<th>YES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td>24</td>
<td>23</td>
<td>47</td>
</tr>
<tr>
<td>Student</td>
<td>37</td>
<td>24</td>
<td>61</td>
</tr>
<tr>
<td>No active</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Retired</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total for female</strong></td>
<td>64</td>
<td>51</td>
<td>115</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td>20</td>
<td>14</td>
<td>34</td>
</tr>
<tr>
<td>Student</td>
<td>30</td>
<td>13</td>
<td>43</td>
</tr>
<tr>
<td>No active</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Retired</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total for male</strong></td>
<td>53</td>
<td>28</td>
<td>81</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>117</td>
<td>79</td>
<td>196</td>
</tr>
</tbody>
</table>

There is no particular difference between men and women.

65% of students, girls and boys together, have never obtained for an ecological only purchase. They represent the higher part of non-buyer.
By crossing these two questions: “Have you ever bought a product only because of its ecological value?” with “Are you ready to pay more...?”; the researcher want to know if the price is the major brake to purchase.

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
<th>Limit 10%</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Never buy</strong></td>
<td>48</td>
<td>8</td>
<td>61</td>
<td>117</td>
</tr>
<tr>
<td><strong>Already buy</strong></td>
<td>9</td>
<td>23</td>
<td>47</td>
<td>79</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>57</td>
<td>31</td>
<td>108</td>
<td>196</td>
</tr>
</tbody>
</table>

25% of the sample population claims both have never bought an eco-friendly product for this reason only and aren’t ready to pay more to get one. We could describe them as hostile to eco-products.

But 52% of self-proclaimed non-buyers are ready to obtain an eco-product if the price is acceptable, under 10% more. So these persons are stopped by eco-product’s prices.

74% of consumers who are claiming to be ready to pay more an eco-friendly product have already bought one.
4.3.3.5 Green purchase motivation

External stimuli

<table>
<thead>
<tr>
<th></th>
<th>Brand’s website information.</th>
<th>New product’s attraction.</th>
<th>The involvement feeling for good causes.</th>
<th>Recommendation from friends.</th>
<th>Previous advertising seen.</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td>11</td>
<td>3</td>
<td>10</td>
<td>13</td>
<td>10</td>
<td>47</td>
</tr>
<tr>
<td>Student</td>
<td>14</td>
<td>8</td>
<td>19</td>
<td>12</td>
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<td>61</td>
</tr>
<tr>
<td>No active</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Retired</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td><strong>Total for female</strong></td>
<td>26</td>
<td>12</td>
<td>30</td>
<td>27</td>
<td>20</td>
<td>115</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td>8</td>
<td>7</td>
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<td>5</td>
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</tr>
<tr>
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<td>9</td>
<td>9</td>
<td>12</td>
<td>3</td>
<td>43</td>
</tr>
<tr>
<td>No active</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Retired</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td><strong>Total for male</strong></td>
<td>18</td>
<td>17</td>
<td>14</td>
<td>23</td>
<td>9</td>
<td>81</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>44</td>
<td>29</td>
<td>44</td>
<td>50</td>
<td>29</td>
<td>196</td>
</tr>
</tbody>
</table>

Some figures from this table are striking:

- There is no element specific to active women; only the “new product attraction” has been very few quoted (only 3 times) which prove their interest toward pro-environmental products.

- Schoolgirls are 31% to give the involvement feeling as the major trigger element of their eventual green purchase. So young girls seems to be more sensitive to the responsible insight post-purchase than men. This motivation has been chosen by only 12% of active men.

- Recommendation from friends is the most impacting motivation for men (28%).

- Only 17% of women and 11% of men have chosen the advertising as convincing element.
4.4 Wrap up section

Analyses of primary researches are satisfying in the way that answers are complementary and even additional from qualitative to quantitative findings. Researches objectives can be answer according to primary results as follow:

The green purchase act is depending from a consumer to another. But a trend is felt according to people’s lifestyle and own values. The quantitative study reveals also a trend according to socio-demographic criteria.

- Great majority of consumers felt concerned by environmental causes; they all received message from greener companies but consequent behavior will vary in function of age, sex and lifestyle.

- Consumers are seeking about more information on environmental causes; they want to have detailed on their daily products, also on concrete actions made within the business world.

- People show more interest on causes which touching them directly; their health, safety, future. This individual point of view lead to hedonist motivation and consequently to a green purchase act close to secure values and well-being satisfaction.

- People with high level of eco-concerns and involvement have their own purchase habits directed by their brands and certification associated; especially by their specialized retail stores loyalty.

- For the “mass market”, women are showing more sensibility to green products. They are more seeking about green values satisfaction and involvement feeling thanks to her responsible purchase. Active women shared same concerned than the whole population but they would more react through their consumption habits. Men are more following the trend with skeptical feeling toward green products; even if they have eco-concerned; they will fewer react by responsible purchase.

- Then, purchase intention also depends on consumer’s purchase power. Students owe eco-concerns; they wish acting through daily behavior but they are afraid about prices of green products.
5 CHAPTER V:

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This last part of dissertation aims to fulfilling previous research objectives by answering the several research started hypothesis.

5.1.1 The sustainable trend

H1: Is the sustainable development a durable trend for people; companies or even government?

This study confirms that the sustainable development represents a durable trend; majority of people guessed entering in a new age when business organisms begin to plan on the long-term rather than acting on the short term. Primary researches reveal that consumers agreed societal efforts must belong to an entire corporate philosophy to be real. In fact, a long-term strategy will impact the way to do business whereas a short one generally concerns the offer only.

H2: If the sustainable development is a durable trend, business organization will develop new strategic solution to provide eco-friendly participation.

Today; equality, profit sharing and mutuality are became strong values to adopt for companies especially bigger one. In fact; the study showed that people are exceeded by the financial power maintain by companies’ shareholders influence. Working conditions are now sources of transparency; consumers are paying attention on human and financial means accorded to international producers as well as national farmer so called “little producers”.

Concerning environmental questions; people give attention to the impoverishment of natural resources and, consequently, the use of chemical methods of production. That is explained the development of fair trade and organic products in consumption habits and also inside companies’ offers. More than a consciousness from people; nature’s protection is also included inside manager agenda with the view to preserve their own business activity linked to external factors. The literature review reveals indeed the necessity for companies to interact with their close environment to survive. Finally; theories confirmed by primary research show that it’s possible and even smart to link ecology with economy for business organizations.
Results show that every company can put in place a green strategy for itself and also for product ranges. Some are naturally respectful according to their business field; it’s more difficult and less suitable for others. For bad perceived products such as those specialized in “junk food”; managers can make their range healthier; regulate ethically their advertising; change progressively raw materials... Packaging and branding can also be impacting by a green strategy; it’s even recommended. Even polluting factories and oil companies are trying to enter the sustainable trend.

H4: Marketers too often lack of financial, technical or human means or again lack of time or skills to include a long-term eco-participation strategy within their business organization.

This hypothesis is partially confirmed by the fact that making CSR need long-run investments and every company aren’t ready to change their traditional management. Then, the green trend must be integrated into a complete strategy marketing to highlight true competitive advantages. Yet however, going from the short-term investment to the long-term eco-participation represents a major point for the evolving stage of the green marketing concept. This last one is taken more seriously by organizations which should therefore allow more efficient means to success. By investing more financial and human means; the company will have fewer risks to make green washing.

Face to the popularization of the business responsiveness; social and environmental organisms such as associations and federations have to react in order to survival on this new landscape. From here, marketing process will make the difference.

5.1.2 The green marketing: concept or simple strategy?

We are dealing with “the societal marketing concept” and a “green marketing strategy” to clearly understand ethical business behavior. The first one is a guideline for companies proposed by KOTLER in first; this concept gathers green marketing action means with corporate responsibilities to ensure the best for consumers’ wants; societies’ welfare as well as company’s profits.

“People, Planet, Performance”.

As a societal federation, a business organization has to do more than a simple marketing strategy to respect the societal concept. Laws and regulation exist to improve business behavior but an organization self-proclaimed “green” should go further; if not, it’s perceived as a green washing.

A federation acts with the view to change people behavior; to contribute of the whole society change. As seen in the literature review, changing people’s mind and improve their consumption habits is the main characteristic of a sustainable strategy. Improved by some societal
theories such as the “theory of planned behavior”; we can assert that a greener marketing strategy practicing by managers will have an influence on people’s purchase act. So managers inspire themselves on social organizations to adapt their behavior with a sustainable view.

Theorists agreed on the fact that the seven’s “P” of the mix marketing have to be impacted; even another “P” of “Planet” is added for a green marketing strategy. Consumers affirm this point by claiming a willingness to buy product from a company globally engaged; if a product with natural merits is launched whereas its company is at the heart of many scandals or just if the product is link to overuse of paper, big packaging, or wastes maker... the consumer will only see a green washing action.

H5: If a company is practicing “green washing”, it will have a negative effect on other companies which try to become responsible.

Hypothesis confirmed by previous literatures reviewed added to answers from primary researches where a strong attention is given to corporate reputation either by consumers or by business men themselves. A bad perceived thing from a brand will impact competitors.

More than a strategy, the corporate social responsibility presents several business opportunities. The number one is the communication and image improvement face to keys opinion leaders; positive public relation is indeed the first reason mentioned (AMA, 2008) to justify a CSR strategy. Corporate values in action are presented as the showcase of the company; maintain a good communication is consequently important though measurable arguments so as to avoid losing the consumer between information and disinformation. Paradoxically in a society of communication, “calm generates storms” so if a company doesn’t communicate enough, it will generates suspicions from consumers as well as from direct or indirect stakeholders. Consequently, managers should find the right balance to communicate.

According to the literature review, perception of a product is link to its corporate brand. An affirmation partially confirmed by primary researches which show that consumers are buying a product without thinking about the producing company; they are also divided on the boycott question. So CSR have few impacts on sales at this crisis period time; but it presents much other opportunities in term of image, cost saving and partnership.

As regards of the green washing; this is a subjective term. In business, it represents a company self-proclaimed green which only do the absolute minimum for its close environment; for consumers, it defines more a product which seems to be green according to its packaging/publicity
but which doesn’t fill any sustainable principles. And for all others such as consumers’ advocates; each company is likely to practice green washing because it’s unprofitable for them to be green; few commitments taken couldn’t be enough to be responsible in its finality.

5.1.3 The value-action gap

H6: Are companies too often neglected the segmentation of their green target?

The marketing concept “segmentation-positioning-targeting” is again unclear for the green market due to the large number of potential consumers and specificity of each segment.

In fact, previous literatures associated to questionnaire results show that people, without being considered as green consumers, are conscious of the actual environmental deal. Recycling, selecting waste, privileging common transport...now belong to people’s habits who acting in conformity with their society. This eco-awareness has developing a new generation of consumer’s behavior.

Firstly, they are seeking for more information from the society, especially from companies and other helpful organisms. Face to abuses made added to media influence, consumers want to know exactly what they buy and what they consume; this is highlighted by the increase number of consumers who are kept informing by themselves through companies’ website and packaging detailed. They are indeed asking for transparency from companies, they are on the lookout for any drift. Consequently, a perceived bad action made can have stronger negative impacts on people behavior; a disappointment toward a lovely brand usually generates bad WOM, sometimes a changing of brand or even a boycott against the corporate brand. So people are ready to listen, learn and denounce bad things but it’s again too earlier to find strong behavioral changes within modern societies.

H7: If the consumer lifestyle is already oriented on environmental concerns, this last one will be more presumed to buy eco-friendly product.

It depend, results show that “LOAS” consumers owe their particular responsible consumption habits. Then, people act in conformity to societal mores but they aren’t ready to change their consumption behavior individually; prices, trust and packaging understanding are mains limits to movement. Some green consumption words were however coming inside people daily language such as “organic” or “fair trade” for food.

This is link to results which show that consumers are more impacted by fact and product which affect them directly. With their newly eco-knowledge; they are more afraid about their well-being and direct future. So promises made on their daily product composition or on a safe and
health manufacture of these one will have more influence on their purchase intention. This individualistic point of view also proves the primordial hedonist motivation quoted on the secondary research.

Whatever marketing means deployed; people are generally suspicious toward the term “organic” but unconsciously they know that natural materials are healthier for them. “Unconsciously” because in people’s mind “ecology” is going with “expensive”; but it reveals that a daily product with organic merits sending at reasonable price can be chosen by a non-“LOAS” consumer inside a traditional distribution network as supermarkets. Linked to the large proportion of people who affirmed do not have ever buying a product only for its green values and to previous theories; we concluded that an eco-label have a stronger impact on “traditional” consumers if the green value isn’t the only merit highlighted; so the gap could be reduced.

Results from this research showed that in crisis period time, the value-action gap is improved for products providing mainly green or social values such as fair trade: people showed interest for producer’s causes but they aren’t ready to pay more to get a certified product. Nevertheless, there is a strong loyalty for fair trade especially according to the LOAS segment of consumers, these last one give more importance to their green values obtained by their purchase.

5.1.4 Influence of the green marketing

H8: The green decision making process is positively influenced by external stimuli.

In a general manner, people are demonstrated a positive state of mind toward the green marketing; they are hopeful toward the trend engaged by companies.

Women are more eco-oriented than men; they are more seeking to have information on products impacting their well-being such as cosmetics and natural food. Moreover the feeling post-purchase seems to be more important in their final decision than men; they are sensible to charity business which makes them acting in a responsible way through their purchase. So according to questionnaire’s results; marketing means would have more effect on cognitive and affective variables for women especially active one. And with respect to “the hierarchy of effects” from Lavidge and Steiner (1961); “think” and “feel” will then affect people’s purchase behavior.

Men are more influenced by their close social group. They can demonstrate a real interest toward environment cause but the consequent impact on their purchase behavior will be more mitigated. The so called “value-action gap” is confirmed here.
It’s the same for the student part of this study; the cost question is being felt through their answers. Their green purchase is limited by their purchase power despite their confirming eco-concerns.

5.1.5 General conclusion

The eco-trend is launched and many business organizations are making efforts to win their consumers’ trust. Face to drift made, people are suspicious but hopeful; they are looking after companies’ eco-behavior through media and always by themselves; through official communication’s means. They aim to verify messages and promises given by a product’s brand before purchase it; if this new generation of consumers makes themselves an effort on the cost spent to obtain respectful product, they want to be sure that the company made the same for its part.

5.2 Recommendations

5.2.1 Recommendations for brand managers

A company should review clearly its business objectives and targets before launched a green marketing campaign. If managers want to improve market share by entering a “niche” market; they should targeted carefully their consumers and respect their green promises through the entire mix marketing. If the goal is to improve image and to act for the sustainability of the company; managers should lead a CSR program with real commitments toward stakeholders.

Moreover, a green marketing strategy must be a part of a global way of thinking, a long-term view for the company to be trustful, useful and profitable.

From here, many possibilities from the charity business to the eco-friendly offer through CSR commitments are offered to managers so as to realize a successful green marketing strategy within a society where eco-concerns are in a progressive stage.

For eco-friendly products and B to C actions; cognitive and affective variables influence consumers’ purchase intention. According to results added to previous theories; it means that marketers should develop knowledge of their consumers by putting true and detailed information available to the mass market. In fact the importance is given to transparency; the green purchase intention will be pushing by cognitive variables; so the target of green message should be well informed. Moreover, other theories asserted that information allowed awareness and therefore,
involvement feeling of consumers which is strongly linked to the purchase intention. It’s also undeniably that people are asking for more information about companies’ behavior and greener actions made. Concerning the affective stage; branding is a good mean to develop image and preference in consumers’ heart. Branding will reinforce trust and loyalty. Even if results showed that consumers prefer buying a product for its merits more than its brand; developing a feeling towards targets also allowed involvement and values post-purchase satisfaction: the brand should help its consumer to make something good.

5.2.2 Recommendation for future researches

Future researchers should detail carefully their research problem and research objectives on this topic. The green marketing represents indeed a large them with several interesting thematic to deal with. There is a risk to lose himself between all theories already developed on the topic. Green marketing concept and theories have effectively emerged since the 70’s but this marketing system has been taking into consideration by the business world for about 10 years for older one. This marketing technic doesn’t stop to evolve face the pronounced interest of people on the sustainable development that’s why future researchers need to stay ahead. Marketing technics improved with time; except old and younger theories, there are no real solutions or rules to follow to make its green strategy successful. So the major challenge for researchers is to have a global overview of the green marketing concept, theories and strategy so as to be able to discern every terms used by different theorists and other researchers.

Some definitions are dealing with the CSR of companies when other focused on eco-friendly production... Without official definition given by the marketing field, researchers need to have a global understanding of the topic; the improving technics and precedes, the several composing elements.
6 CHAPTER VI:

SELF REFLECTIONS ON OWN LEARNING AND PERFORMANCE

This part is allocated to describe the thinking way and the writing process taken by the researcher to draft all the contents of this dissertation. Following by the key learning points uncover by the researcher thanks to her researches. Self-reflection and own learning chapter will answer the personal research objectives part. The researcher aims indeed to describe how her new dissertation learning will complete her previous knowledge as student in marketing, and how it will be useful for her future career.

6.1 Reflection on dissertation contents.

The proposal asked at the first stage of the dissertation has been useful in the way to guide the researcher to find a relevant problematic for her broad Green Marketing topic. Face-to-face meeting with supervisor is a good mean to obtain advices on thematic to treat as well as on the research method to use.

The literature review has strongly helped the researcher in her efforts to work out the way of thinking taken around the Green Marketing problematic. Before this part, she had drafted some research objectives and research hypothesis according to her basis knowledge on this topic and then, the study of existing theories and previous researches allowed the researcher to reformulate several times these research objectives and hypothesis; the beginning stage far from being the least important part of the dissertation.

In fact, the literature review chapter revealed fundamental additional knowledge and awareness on the green marketing definitions and issues which allowed the researcher to think out about her most interesting topics to deal with such as the sustainable stage for business world; the societal marketing concept; the CSR; the green washing and especially the greener consumer buyer behavior.

Then, the chapter research methods and methodology was a newly aspect of dissertation writing for the researcher. After have studied some books and student’s manual dealing with this particular part; the researcher has begun to choose and draft the different methods that she would
use for the dissertation making process; methods that reveal later useful particular for primary data collection and analysis.

Analyses are made on chapter 4, ranking answers per topic is a real challenge for this part because qualitative as quantitative elements should correspond to each subject intended to answer research objectives. To do that, the literature review was a strong help in the sense to elaborate each topic section and to formulate relevant questions for interview and questionnaire. Then, research methods and methodology part allowed the researcher to develop in advance designing process for the focus group and for the questionnaire; in this manner, analyses were easier. After have received advices from her supervisor, the researcher improved her questionnaire design process which has then given her a better help for findings.

To finish this reflecting part concerning dissertation contents; question of in-depth interview as focus group as questionnaire have been writing carefully to not skewing answers and consequently to obtain true and objectives data. Concerning primary researches; the researcher was pleasantly surprised by the number of respondents, their willingness and honesty when fulfilling questionnaire; and by investing themselves with focus group themes. Even professionals have all nicely accepted to participate to interviews without any strong constraints for the researcher.

Meeting with professionals of the sectors is a real luck for the researcher. Asking by face-to-face contact people with practical knowledge on their field, from the manager to persons in charge of influential association, allowed the researcher to ask many questions and finally to learn more about their daily, their opinion and their action means; meeting hard to obtain without the dissertation excuse.

6.2 Critical reflections

The number of words limitation was a challenge to respect by the researcher. It’s indeed difficult to explain in detailed all of results from research in few sentences; analyses have been summarized and some parts of the dissertation haven’t being explored as well as expected by the researcher. The short period time allocated to this marketing study has also limited the researcher in her work. Finally, lack of budget has been felt as a major constraint for primary quantitative researches.
6.3 Reflection on learning gained

At the first stage of the dissertation, the researcher felt attracted by the green marketing notions but she had only marketing notions; learnt at school. This dissertation allowed her to improve knowledge on the green marketing concept and strategies; it’s therefore became easier to describe the notion; to give detailed on action means used by companies and to identify what could belong to the green washing and why. She has also learnt more about consumer buyer behavior, an interesting marketing field adapted to the green consumption. Many theories and previous observations reveal elements of the green purchase intention; motivation and brake link to green perceived values. Primary research showed to the researcher the current state of mind of a population sample concerning the green marketing and the sustainable development.

The dissertation also improved the eco-awareness of the researcher; it’s indeed difficult to work on the sustainable marketing concept without felt herself concern by these causes or only interesting on the business of eco-friendly products and CSR. So this study gave more information on the sustainable development and organisms in place to defend environmental and societal causes. The researcher has been impacted by the serious and the willingness brought by people volunteers in charge of such associations; it was really interesting to learn more about actions means and commitments taken by these organisms.

Concerning marketing processes, the researcher was particularly interested in modern technics allocated to societal involvement from businesses. She learnt that every company could make something at their own level; marketing strategy, communication and organizational scheme, internal as well as external, can be impacted by a corporate social responsibility strategy of a business organization.

6.4 Future application of learning

The personal objective of this dissertation dealt with the gaining knowledge on the sustainable marketing with the view to make them useful for the professional future of the researcher.

An objective that the researcher considers as well accomplished thanks to additional marketing, communication and management knowledge bringing by this dissertation focus on the green marketing. Theoretical and practical information allowed her to enter the green market with strong awareness on things that have been done and that could be done within a business organization which willing to make sustainable efforts for several reason. A non-neglected
consciousness about what happen today concerning perishable natural resources; polluting problems; environmental causes; working conditions; producers exploitation and even societal movement in people’s mind.

Primary researches showed also that the sustainable movement is a durable trend; consumers are sharing eco-concerns and they are mainly hopeful towards companies’ societal actions. These consumers’ expectations lead to a driven eco-trend that marketers should take into consideration; the in-depth interview with the corporate affairs manager of MARS Chocolat France proved that companies are seeking to develop their CSR financial and human means; the researcher is consequently reassured on the fact that a professional future can be expected on this particular field.

A final strong conclusion on this green marketing research must be added; the fact that the researcher has progressively focused her study on the food industry. Starting from the whole industry without any preference on the field concerned by green process on the literature review; primary researches has rapidly revealed stronger interest on the practice used by food products and companies. That’s why elements of the primary researches contained questions essentially focused on fair trade, organic products and other eco-labels. So this dissertation owes the advantage of leading the researcher to a favorite marketing field for her future career.
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APPENDICES

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Appendix #1: Profile of in-depth interviewees.

(Integrated to the part “3.7.2. Primary qualitative data collection”)

Three profiles of interviewees have been chosen by the researcher to conduct the first part of qualitative data collection. Opposed but complementary for this research, the analysis of these three persons would bring a strong value for the final interpretation due to each respondent’s position around the green marketing topic.

- **In-depth Interview within a multinational**
  The researcher has made an interview of Mr. Thomas GUILMOTO, communication manager inside the Corporate Affairs service, within the internationally well-known company MARS Chocolat France located in Alsace (67).

  The interview of a manager from *MARS Chocolat France* will allow a better understanding of this company’s CSR strategy and the main motivations. It is a multinational where chocolate products are well implemented inside stores shelves of supermarkets; brands ranges have high level of notoriety. MARS’s chocolate bars and balls belong to the “pleasure” segment, in opposite to segments as “nutrition”; “diet” or “natural”; it is an impulse purchase, not a necessary one... So in its generality, these brands are representing today “bad products to consume” in people’s mind. That’s why having an interview of this business model, subject to controversy while well advanced in sustainable causes, is really interesting to quote.

- **Interview of an independent association of consumers’ advocate**
  The researcher has interviewed Mr Guy GRANDGIRARD, president of the association “UFC Que Choisir?” Nancy.

  This kind of active organization faces to abuses from companies and their volunteers are fighting for consumer’s rights. This organism has a good position to know consumer’s fears and to measure the level of people’s mistrust toward the green marketing. That’s why interviewing a person in contact direct with suspicious consumers will complete the two other interviews where respondents are more supposed to be green marketing supporters.

- **Fair Trade store’s managers**
  “Artisans du Monde” is the first fair trade portal founded in 1981 that focuses on three areas: sales, education and participation in lobbying for changes in international trade. The interview of women in charge of this specific store will bring knowledge on fair trade organization and the researcher can quoted this organization as sustainable business example.
Appendix #2: Focus Group Design Process

(Integrated to the part “3.7.2. Primary qualitative data collection”)

1. **Clarify research problems and objectives:**

Results from focus group tried to answer the following questions:

- Do an homogeneous target will give same response individually (on the questionnaire) than collectively (inside a focus group)? Here the goal is to verify theories affirming that social pressure is a contributing fact to individual pro-environmental behavior.
- Do this young portion of the population feel themselves personnaly involve by societal and environmental causes?
- Do responsible actions undertaken by compagnies have an impact on their way to consume?

2. **Clarify the role of focus groups in fulfilling those objectives**

The focus group aims to provide a better understanding of the different insights and feelings that a targeted population sample can have towards perceived responsible companies.

Each participant have the opporunity to explain their own position on business pro-environmental acts. They are questionned on their daily eco-behavior (recycling, selective sorting...); on their global willingness and then, on their consumption habits and view of business eco-engagement. Their answers help the researcher to draw a statement on the current effectiveness of a green marketing strategy in relation to the effect of green washing on consumers attitudes.

3. **Specify the issues to be developed in the focus groups**

A focus group debate will be composed by several items:

- Each participant’s profil
- Their opinion on some group of word as “Global warming”, “global inequality”...
- Their own involvement for common causes; their every day eco-behavior
- Discussion on a campaign made against a company (use of image, video...)
- Their own buying behavior
- Believe on campanies responsible action.

4. **Specify the target types of respondents to make up groups**

Profil of respondent is young; (either student or young worker); with their own purchase power and purchase decision; living out of the parental home and inside the same city of Nancy.

They are sharing the same lifestyle young and independent; friendship; open-minded; well-educated
and informed by world news.

Only their professionnal life distinguish them; this element could also influence their way of thinking.

5. **Specify the location(s) to conduct the focus group**
The focus group took place inside the participants’ flat: a welcoming and friendly place where each member felt comfortable so as to inhibit any stress and fears.

6. **Recruit group members**
Personnal invitation added by a message confirming place and time of the focus group. Members are knowing each other to facilitate the flow of the debate.

7. **Run an experimental group**
Before the focus group, each participant have still answer to the questionnaire. In this manner, they knew the topic so they have alwready thought about it and time to prepare themselves. Moreover, the researcher has questioned many of her friends on the subject before secting five of them.

8. **Conduct the focus groups**
The focus group has been recorded for a better analyze from the researcher and to avoid any memory failure. Because members are friends; everyone has dared to speak without fear of judgement, they defended their interest with a low level of influence. The researcher has taken the role of the moderator; she asked questions without taking up the discussion.

9. **Analyse data and present findings**
The talk of every participants must be considered because each of them are forming the group; so the individual and the group forming together one unit of analyze. “*The discussion in focus groups depends on both the individuals that make up the group and the dynamics of the group as a whole*” (Morgan, 1996). Data analyse is prepared in the two parts *data editing* and *data coding* then presented in the chapter 4.
Appendix #3: The sampling design process

(Integrated to the part “3.8.2. The sampling design process”)

1. Determine the sampling frame:

   Social network = A large sample

   To touch a large number of people easily and fast; the researcher has chosen to send the
   questionnaire through internet thanks to social networking. The questionnaire has been send to the
   respondent’s private contact which recorded 346 people on Facebook and 46 on Twitter.

   Considering private contact only, Facebook actually records 346 peoples calls “friends” and
   Twitter’s contacts represent 46 “followers”. Consequently, these two private websites allow a strong
   accessibility to potential respondents and they allow furthermore large categories of sample.

   Concerning facebook: even if the population touched by the researcher is mainly defined as young
   and well educated (majority are actually college students or post-graduate or young worker); all of
   the 346 respondents do not share same characteristics. Some statistics on the researcher’s facebook
   “friends”:

   - Age: Average age of 24.8. The youngest “friend” is under 15 years old and the oldest is 79 years old.

   ![Age of Facebook population sample](Source: Facebook Friends Stats App, August 2012)

   - Gender

   ![Gender of Facebook population sample](Source: Facebook Friends Stats App, August 2012)
In order to improve her respond rate, the researcher will focus on specific group of respondents and send them the questionnaire by a personal way (e-mail, private message...). Concerning the network “Twitter”; this one has the capacity to group people who are sharing same interest on one page. Criteria researched would be more psychographic than demographic.

Then, also through the social networking, the researcher has posted and forwarded her questionnaire on public page owing by targeted environmental organisms.

*High School= young people/different lifestyle.*

The questionnaire has been delivered within the French Business School, ISEG Strasbour, where the researcher hopped to touch thousands of students who have acquired knowledge on the green marketing topic. The questionnaire has been send by a person in charge of the school administration for more credibility.

*Housewives activities*

- **At work:** values and beliefs are defining job and vice versa. From this affirmation, the researcher has taken a sample of nurse population for her questionnaire; assuming that these kind of workers (Exclusively women inside this sample) are given strong importance to the well-being and consequently presumed to be more sensitive to societal causes and quality food (sample of 50 nurses).

- **On Internet:** Some housewives are active on Internet; they want either to affirm their values or only discussing of societal topics. People (women as men) acting on Internet feel involved by national and international causes. The questionnaire has been sending on environmental and also on women forum and blog

*Other consumers:*

To touch a large public of consumers, not only pro-environmentally, the questionnaire has been diffused through the website of the association UFC Que Choisir.

2. **Select a sampling technique**

For this study, it’s more convenient to choose a *probability sampling, with replacement*. The probability sampling technique chosen is the *stratified sampling*. 
The two subpopulation defined are the housewives and the young people; these sections are called “strata”. The stratum “housewives” is to take in a large sense; it points out every consumer who making domestic purchases for his household.

- **Sex: F/M**
- **Age: 26-55 years old**
- **Socio-economics status: middle/upper class.**
- **Family lifestyle**

Young people:

- **Sex: F/M**
- **Age: 18-25 years old**
- **Student or recent graduate.**
- **Independent, own purchase power and own purchase decision.**

3. **Determine the sample size**

According to the *Rules of Thumb* (Sudman, 1976) each group previously determined must have a minimum of sample size of 100 respondents. This study is mainly focus on two groups: housewives and young people so the questionnaire should meet a minimum of 200 answers. This number is appropriate considering the high level of budget and time constraints of this study. Moreover 200 respondents represent an interesting size for a dissertation study.
Appendix #4: In-depth Interview “MARS Chocolat France”

Interview of Mr. Thomas GUILMOTO, in charge of the CSR strategy, belonging to the Corporate Affairs department. The meeting takes place within the head office MARS Chocolat France in Haguenau (67).

MARS Incorporation is a world-renowned multinational; its business sector is various: food, petcare, gum, drink and chocolate. However the company has known how preserves its familial status. Mars Inc., keeps its identity over the managerial upheaval with the wish to ensure a consistent and meaningful corporate culture for all of its stakeholders; where the CSR strategy is crucial.

The CSR adopted by MARS Inc., appears as one of its fundamental. Commitments taken by the American head office stem on all of its international subsidiaries seamlessly and transparently, thus aiming to touch all of the MARS business sectors. Certified products; programs aiming to support sustainable production conditions; partnerships engaged with international, national and even regional NGOs; associative activities made between employees... Mars Inc. is realizing many CSR items and doesn’t want stop here.

The interview of a manager from MARS Chocolat France would allow to the researcher to better understand this company’s CSR strategy where chocolate products are well implement inside stores shelves and analyze the main motivations.

1. According to your website; MARS incorporation owes a strong CSR’s involvement called “Planet, People, Performance”; what are the reasons of such a commitment?

Forrest, E. MARS has expressed for the first time in 1947 the main goal of the company: “manufacture and distribute food products so that to create a mutuality of profits for every stakeholder”.

Somehow, Mars Incorporation has always practiced the fundamentals CSR’s principles in his way to do business. In fact, Mars Inc. is a familial company which has known how keeping a strong corporate culture around this friendly notion. So the multinational is seeking to continue with the
same family brand name and so owner “MARS”; without any stakeholders. From here, it’s logical to share values of equity and conviviality; “mutuality of profit is a strong one for us”.

Since 1947, Mars applied his “5 principles” of Quality, Responsibility, Mutuality, Efficiency, Freedom. This charter is close to new trends of the society and looks like to other values suddenly taken by companies today. “That’s why, when we were looking for the RSE notion, we observed that we already done it”.

“The RSE of MARS Inc. is rooted in its DNA” – for Mars as well as Mars Chocolat France; the CSR is a way to do business; a means to persist over the long term.

2. From now, let us focus on the CSR strategy of MARS Chocolat France. What are the main objectives?

Thomas GUILMOTO: “Making our current CSR a business opportunity”

Mr. GUILMOTO has listed several objectives by explaining that a CSR strategy is the essence of some business opportunities.

“Attract new talents”

This goal will be achieved in collaboration with the service “People & Organization” (the service HR of MCF). Indeed, Mars CF is seeking to attract new people, new young brains within the company; in a context where the young graduate is looking after working condition, atmosphere and image of a society before making his workplace choice.

The CSR is “a criterion of choice” for actual young generation. To achieve it; Mars is launched in the annual challenge “Great Place to Work”. To explain his ambitious, Mr. GUILMOTO has quoted some words of Patrick DUMOULIN, the HR manager of the company PEPSICO: “we received 40% more unsolicited applications in 2012 vs 2009 by the only reason of our classification to the Great Place to Work”.

“Anticipate regulatory constraints”

The sustainable development is a current phenomenon of society; and governments are more and more involve in this cause. Take the example of the commitment of our actual social government to the Ecological Pact. “This improvement of ecological consciousness within politics could represent a strong threat for us [food industries] if we don’t anticipate”.

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For example, the carbon tax (17€ the ton of CO2) has been approved by the recent government in France. Most of companies should react suddenly and too quickly to decrease their CO2 rejection or pay the tax; whereas Mars, with respect to its CSR commitments, is already managing a new system to decrease its level of CO2 so they don’t have to pay.

Another example could come with the “Nutella Tax” to improve the tax on palm oil (+300€ per ton). Mars Chocolat France has begun to decrease the quantity of palm oil for some of their product brand.

According to Thomas GUILMOTO, if a company acted by advance; it will not only save money, it will also improve its relationships with politicians and highest authorities. The brand “Balisto” of Mars has been “approved” by French government officers and taken as an example for others.

« Clients’ promotion »

« Retailers are also more and more actives on the sustainable way; more a product is seen as responsible, the more it will be highlighted [on stores shelves].”

Mr GUILMOTO gave me two striking examples of client’s opportunity business allowed thanks to a CSR strategy:

➔ Supermarket Auchan

In 2011, Auchan Group announced the development of supermarkets “Partisans of Taste” which targeting citizens and offering only fresh and nature products. To insert their brands, industrials should fulfill a CSR questionnaire made by the retailer. Mars has made this process in entire transparency and finally, their range Balisto® will be referenced in these future local shops.

➔ Supermarket Leclerc

This retailer project to create a logo “approved responsible consumption”; through this sign, Leclerc wants to guide their consumers toward products which answer to sustainable problematic. Some ranges of products belonging to Mars are responding to criteria required by Leclerc; these brands will have a strong plus-value in the consumer’s eyes during their shop.

“Ecology” is going with “economy”

Mars Chocolat France has rapidly understood the link existing between the two notions: “sustainable development” and “saving money”. In fact, when other companies perceived the ethical business as a major financial constraint on the short term; Mars is looking on the long-term. “Invest
on the short-term will be useful for the company and necessary for the Planet”. Mr. GUILMOTO reminded that efforts made to reduce its water and energy consumption will automatically conduct to lower expenses; and that invest for the preservation of natural resources today means “acting for the continuity of our own future”. For example, MARS Inc. is working with organisms of cacao certification used for their chocolate bars with the view of a real lack of this raw material in 40 years.

“Reinforce its reputation”

Conducting a true CSR strategy is a good mean to improve its corporate image. By this way, Mars is seeking to keep good relationships with all of its stakeholders. In this sense, the CSR could be considered as a communication opportunity.

T. GUILMOTO explained how it is important to elaborate relationship with ONG or just not to be in their sights. Be engaged in the sustainable way is also a mean to avoid any attack by an ONG with a large power of influence on public’s mind. He gave the example of the spot diffused against the brand Kit Kat (a direct competitor of Mars’s brands) by the powerful GREEN PEACE organism. It was the first web spot realized against a brand using oil palm. After that, all big companies are felt themselves involved and so, threated.

3. Could you explain your short/long-term CSR strategy and your application’s means?

“Our actions means are deployed on five key factors and we objectives until 2025 and then 2040”.

The first point concerns the “health and nutrition”.

- Nutrition Labeling (daily nutritional guidelines)
- Reducing the amount of saturated fatty acid (only 15 to 20%) for chocolate products.
- Replacing gradually the palm oil to the benefit to sunflower oil.

The second one concerns the supply chain:

- In 2012: Mars is the first buyer of certified cacao. From 2020, Mars aims to buy 100% of its cacao in partnership with an organism of certification.
- Reducing the packaging weight and increasing its recycle part.

Thirdly, a strong effort is made inside Mars factories. For this, actions are developed through a program called “SIG: Sustainable In a Generation”; these following objectives are calculated for 2015:

- - 25% on the CO2 rejection.
- - 25% of water consumption
- Reduce waste and recycling: obj. 0 impact.
- Optimization of transport chain; logistics.

The fourth CSR point is developed for **brands products** of the company Mars.

- A policy of no-advertising for children under 12 years old.
- Making theirs brands a real successful model.

The last one is concerning **working conditions** within MARS Chocolat France.

- The company puts a particular attention on the participation of its workforce.
- The atmosphere within the company is welcoming and friendly.

4. **Now, what about your communication strategy?**

You seem to act a lot within the framework of your CRS but we don’t really hear about that. I mean, it less visible than your major competitors as Danone or Nestlé which do not hesitate to exhibit each of their CSR efforts (Foundations, development of range "medical nutrition" ...)

“Well, our different ranges of product’s brand are well-known by the mass market, the public at large, whereas our corporate brand name “Mars” is effectively less known. In the B to B sector, it’s different.” So the corporate name MARS is more known in the institutional business world; and the company prefers building a reputation near to its stakeholders, partners and opinion leaders rather than stifling the consumer day after day by advertising.

Moreover, T. GUILMOTO added that managers within the company don’t look after the communication way of theirs competitors; Mars has always practiced a “culture of discretion”. But managers and directors of Mars Chocolat France are aware that the discretion is less possible in our current society which asking for transparency from companies. “At this age of communication, remain hidden generates suspicions; we have nothing to hide that’s why we want develop our communication near keys opinion leaders. Our CSR represents our showcase”.

5. **Let’s turn on the “Human dimension”: within MARS Chocolat France, how is composed the CSR division? And how involving your employees in societal actions?**

“We have a team staff, where I’m working, within the Corporate Affairs assigned to the CSR direction since few years. At term, we aim to involve all divisions of Mars Chocolat France; to do that, each of them will have to find and apply one societal mission of their choice. This is a long-term work started upstream by an ecological awareness for all and an effort of internal communication to keep our staff partners always informed of our actions”.

Because the CSR is a new problematic for companies; the CSR strategy is again generally driven by one existing division (Corporate Affairs, HR...) or given in charge of one person after an internal recruitment process; this employee would be chosen in function of his post, in accordance to the CSR goals (for example: purchasing manager, HR manager, communication directors...).

6. In the context of economic crisis; many companies, even biggest one, have made the choice to sacrifice their RSE budget to the benefice to their short-term profitability. What are you thinking about that?

“On this crisis period, the food sector is going well especially in the tasty segment which provides enjoyment for people. Mars Chocolat France can afford to invest now for the sustainability of our future.”
Appendix #5: In-depth Interview “UFC Que Choisir?”

Interview with the president of “UFC Que Choisir” Nancy – 13/11/2012.

1. **Could you define briefly UFC Que Choisir?**

UFC Que Choisir is an association from the law 1901; that’s means that UFC is totally independent so its topics and way of communication cannot be biased. UFC is acting in collaboration with other consumers associations through the Europe, grouped within one European organism, with the aim to extend their power and their strengths, in order to act such a lobbying.

The main goal is to inform consumers by several ways such as internet, newspaper and other media. In complement, we could take action to defend him on the legal term. The association can occur only for the field of good and service.

2. **Could we focus on the “fair trade” field for this interview?**

Paris centralized all information and requests from regional UFC local. This is a non-lucrative association and each agency manages their own budget. Mr. GRANDGIRARD insisted on the fact that the topic of fair trade market can only be taking into consideration by the personal on Paris. It’s indeed an important topic to deal with he said; but regional structures don’t have enough budget and even lack of trained staff. The sustainable market is actually too hard to measure in term of figures as well as in term of human skills.

“I have accepted this interview because I feel personally involved on the fair trade question and therefore informed enough to provide you answer.” Mr. GRANDGIRARD is also the person in contact direct with UFC members in Paris; he is informed on their actions.

3. **Do you have the opportunity to verify official information given by companies to consumers?**

“Yes, actually UFC is able to make some product testing, this is an action’s mean to achieve our main goal of information to consumers.” Tests are realized for all of European consumers, results are indeed communicated by every newspaper from associations belonging of the whole organism. When one country wants to make a test, this last one finances it and allows its diffusion to others. Tests are made with specific laboratories and consequently very expensive. For the case of the France, only Paris has the ability to organize a product testing. Choices are made in function of the trend (the brand Apple for example) and even in function of explicit consumers’ needs. With this logic, tests on product’s eco-justification are more and more ordered in Europe despite the high cost.

“I think we are in an evolving stage, people are more aware thanks to media and internet power; they asking more the truth for their purchase and this is a good thing.”
4. In a consumer point of view; what could be their feelings about the fair trade market? Did you ever receive any claims or objections about that?

“It isn’t our business in Nancy; people don’t complain about these topics. But by talking with them, it’s easy to discern that consumers are trustful toward fair trade products whereas they are more septic concerning organic products”.

The president insists on the difference between the two notions “fair trade” and “organic”. He affirms that people are aware that these two naming haven’t the same meaning; the first one is about the respect of the human’s work and lands whereas the second one is concerning the product alone; its components, its supply chain. The two could be complementary but it’s not an obligation.

The fair trade market is strongly controlled by serious organisms of certification and “people need to believe on certified products”. Moreover, fair trade products are delivered through a shorter distribution network, less industrialized. Consumers who want to buy fair trade are going on specialized shop; they know that they can have trust on these smaller stores and they are ready to pay more because they accept it. “You can’t find fair trade products on GMS... or just few brands now”.

In contrary, organic products are over exposed within stores shelves and consumers are more suspicious face to brand label self-proclaimed organic. An economic dimension must be added to understand people’s mind. In fact, trust is also based on the selling price of a product; more an organic food product is selling at low price, more the consumer will be worried about the working conditions of farmers and/or worldwide producers. Mr. GRANDGIRARD took the example of fruit: organic banana coming from an exotic country are sent at 1€ the kg when the kg of seasonable apple coming from a local producer are sent 3€. Face to this balance of prices, consumers “does not understand how the system functions” but they know that the commercial trade is inequitable between both parties.

With these kinds of selling prices, people could perceive an exploitation of the producer and they will be more suspicious.

5. Do you think that this mistrust from consumers has an impact on final purchase?

An important factor is to take into consideration today: the economic crisis. “People will make the purchase but with mistrust toward the brand”. People are looking for quality products and low prices; recession time isn’t the good period to propose certified products in supermarkets, they won’t be competitive enough so fair trade products are staying a segmentation “niche”. Put an organic label
on a cheaper product could reassure the client in his purchase: low price but always good quality. Famous organisms of certification are more and more concentrate on organic product. It represents their differentiation between industrialized organic one; they are more expensive but also more respectful.

6. *Many industrialized food companies make also certified their raw materials (especially cacao or coffee industries) by independent organisms and continue to send their product at the same price, in the same place (GMS)...* 

“Do not confuse fair trade with reasoned trade!” For Mr. the president of UFC, reasoned trade is only motivated by the economic dimension; for example industries are reduced pesticide of their production in order to gain money; they used eco-alternative system to gain market share... These companies “mass market” couldn’t promise an entire green product; for example a chocolate bar with certified cacao will also be composed by ingredients such as oil palm for economic reasons...

7. *Which advices wish you give to consumers to avoid this “trap marketing”?* 

“Information” – consumers should use the power of internet, they could find all information they need to understand the fair trade market and the way to certify products and then, read detailed information given on a product before purchase it (list of ingredients, supply chain...).

8. *Now companies try to have a better image near their consumers through a CSR strategy. Is it a better way to became responsible?*

“Consumers aren’t fooled; they will not believe in new environmental involvement from an oil company such as TOTAL which is mainly polluting the Earth”. For others, in period of crisis “the CSR isn’t the purchase’s triggering factor”, “it’s the product himself which will be sent, not its corporate brand”. Between two companies with the same CSR strategy and same product quality, “the company which communicates the most will win the market”.

9. *A message to convey to companies launched on the green marketing?* 

“More the message will be clear; more this one will be accepted”. When a company promises organic products; they must be truly organic “0% pesticide isn’t 0.1%...”. The message must be in conformity with the product composition and truly communicated to consumer, transparency. Information is available to consumers; companies shouldn’t distort it.
Appendix #6: In-depth Interview “Artisans du Monde”

The researcher went into a store specializing in fair trade and craft products to interview those responsible for the selling point of Nancy. Three welcoming women have been glad to respond.

1. **Could you describe briefly your organization “Artisans du Monde”?**

   “Artisans du Monde is an association of the law 1901. It’s born under the Abbey Pierre initiative who claimed that helping poor populations with donation isn’t enough; developed countries should also send products from suffering one.”

   From here, the Federation Artisans du Monde was created. Today, Artisans du Monde is the first network specialized on fair trade productions. The federation represents now 169 selling points in France and 124 organisms throughout 43 countries from Africa to South America via Asia.

2. **In addition to selling products coming from South; is “Artisans du Monde” doing other actions as part of the association?**

   “Apart of sales; Artisans du Monde leads actions against children works”. The association is also active on the educative world; “volunteers are trying to sing the praises of the fair trade organization within French schools with the view to educate children to the responsible consumption behavior”.

3. **What about your selling products?**

   The choice of product variety is made by the federation composed by cooperatives grouping producers and craftsmen from diverse countries. “All of our consumable products are either organic or faire trade or even both”. Majority of products owe the label “Artisans du Monde”; “we also sell products with other certification”; in fact, logo “AB” for organic and “fair trade” by Max Havelaar are the most represented.

   Each stores order products from their unique central purchasing office; 75% of products are supplied by “Solidaire Monde” and the rest come from other fair trade suppliers. “The major advantage is that the central purchasing office is paying craftsmen at the time of the order”.
Prices are proposed by the central purchasing, and then stores are practicing their own prices. In a general manner, the selling price is only composed by the purchasing price with a margin to cover management fees. In fact, the store in Nancy is only run by volunteers so no wages are distributed in more. And women are also justified their higher prices (in comparison to basic products found on supermarket) by the quantity offer per package and by the higher quality.

4. In general, how is going your business?

“Not very well since some months... the economic crisis has had an impact on our sales.” The fair trade organization has effectively begun to be well-known since these last 5 years, a good thing per se but this popularization has also attracted new competitors. So the fair trade business has seen flourishing other presumed “specialized” stores in the city and especially the arrival of certification such as Max Havelaar on classical food brands within supermarkets. This has had a direct impact on Artisans du Monde’s sales.

So to improve year’s sales, the association tries to put in place basic marketing means such as exterior sales (on place of thematic markets...), organize “the fair trade fortnight” with a producer highlighted, fidelity card...

But the Nancy store’s responsible is worry about her Christmas’ sales because she noted a steady decrease since January. She added that some stores in France have already closed.

The two volunteer women added that their involvement for this particular shop is more made thanks to their goodwill rather than any professional skills. They are doing this to defend causes and they feel such a militant approach from their customers.

They are proud to affirm that Artisans du Monde is the only place in Nancy to offer true fair trade products. They claim their distrust toward the newly brands’ eco-involvement in this field “if the goal is the same for everyone it’s a good thing but...”
Appendix #7: FOCUS GROUP Editing

Profile of respondents:

A focus group has been realized by the researcher (who took the role of moderator during the debate) with the goal to obtain more detailed information on target’s opinion. In fact the focus group is composed of 5 persons belonging to the sample population (young people) of the quantitative study: one girl (Marion) from a university of psychology, two men also students (one from a cinema college (Remi) and the other from a high school of Art (Thibault)) and two other men, young worker (one nurse (Loïs) and one engineer (Renaud)). They have between 22 and 26 years old, they sharing homogenous lifestyle but with different interest, education and way of thinking.

Introduction

For the beginning, the moderator has explained the educative context of the focus group realization and the dissertation topic in order to put every participant to the same level of basic information. Then, she gave several instructions such as the respect of the time allowed to each, the serious and frankness given to its answer.

After have descried the reason why they will debate together; the moderator has given her introductory question: “what comes immediately to your mind when I’m talking about the Green Marketing?”

This particular question has two main objectives: connecting each group members with the subject and helping the moderator to identify the position of each, either positive or negative or neutral, on the green marketing; subject of controversy.


The first observation made by the researcher is that nobody within the focus group is strongly against the notion of green marketing (or doesn’t claim his disagree in front of everyone). Then, words “dishwashing dishes” or “cute” are showing a kind of derision face to that.

Then, key points should follow this framework:

- General question on the sustainable development with the goal to discern the members’ degree of involvement face to different causes:
  - For global notion
  - For societal factors
  - For actual facts, close to us.
- Their own purchase behavior (especially in the green food industry); in order to understand their motivation or brake to buy.
- The green marketing and companies’ CSR strategy where the moderator aims to measure the level in confidence on companies and especially, gathering any critics and compliance formulated today by the young generation.

To move from the first closed question to an open debate; the moderation has used a transition formulated by a general question: “what inspire you the thematic around the sustainable development?”

The moderator asked key questions during the thinking time by given group of words in order to bring more precisions.

For global notions such as “global warming” or “deforestation”; people show a lower interest:

Remi made a remark on the palm oil (a mainstream topic in French media) and others weren’t really inspired. Renaud resumes the general state of mind of participants: “already heard about it but I do not feel concerned”

For more societal subjects such as « exploitation of international as well as local producers »; “inequality”… people were better inspired and the debate has progressed on the fair trade without any intervention of the moderator:

When the engineer Renaud claims the lack of true information about that; Marion, student in psychology, says that buying locally and directly to the producer in his French farmer for example, is a good thing to do because the exchange would be more equitable for the producer… she affirms that people don’t take enough time to practice this solution, yet possible.

Then, the last thematic around the sustainable development is concerning our everyday consuming products. Questions were focused on “the natural resources depletion”, the use of “genetically modified organism (GMO)” and other chemicals products. These ways of production could affect our direct future and health.

The group was showing a higher level of importance to this thematic; in order to the exploitation of producers. They took the example of the over-use of oil today and the lack of exploitation of alternative resources by the world powers.
To conclude this part concerning the sustainable development cause; participants agreed that the European government have a strong role to play in the international trade as well as for the ecological statement of our Planet. The perceived lack of efforts made by governments conducts to a decrease of personal involvement: men expressed their lack of motivation to consume green or to selecting their own waste when other bigger countries are polluting more and more with the demographic increase, whereas the girl, Marion, claims that it’s even important to acting individually, at least for its personal consciousness and because for many things, it doesn’t cost too much.

The second part is focused on the purchase behavior: motivation and brake to purchase.

- **Buying locally:** “There is more traceability” affirmed Remi. So principles motivations are formulated around the quality of the product bought, the know-how of craftsmen and also the human contact and relation create with the producers or the seller (backer, butcher...). 
  
  **BUT,** counter-arguments are the higher price, the lack of time and also the lack of offer. For this last point, Thibault highlighted the differences existing between urban and rural zone: within cities, it’s more difficult to move towards cooperatives of local producers.

- **Buying labeling or certified products:** On this point, every participant claims a need of guarantees. Thibault asked “how does the fair trade organization works?” where other respondents answered that some logo are put on the packaging of presumed equitable products. But they added that there are too many logos in accordance to organic and fair trade products so it’s difficult to find a good one. “I have seen a reportage which said that many organic logos are finally a fake one” affirmed Marion.

  The higher price of organic has been quoted along the debate. Few participants recognized that it depends of the offer but, paradoxically, an organic product less expensive than a non-organic one creates more mistrust toward the label used.

  **BUT** two members showed me their labeling product bought. Loïs had an organic dishwashing dishes; bought in a traditional supermarket, this one wasn’t really more expensive than others. So at equal price, the choice is made on the product sold for its ecological and natural virtues. Marion showed me a soda drink bought at “Artisans du Monde”, a little store specialized in fair trade and handicrafts products. She claimed her trust toward this selling point and added that prices are lower than these practiced in another bigger sign of presumed natural products “Nature et découverte”.

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xxvi
- **External influence:**

Some factors exterior to the company are made to influence people’s buying behavior either to motivate or to stop a purchase decision.

The moderator has taken the current example of the palm oil. A spot created in 2010 by “Green Peace”, a powerful association, has been diffused during the focus group. This spot aims to denounce the evils that the consumption of one chocolate bar KIT KAT could make on the deforestation and so, on the orangutan living there. Group members were affected by the image of the video but it doesn’t represent a stopping factor of their KIT KAT consumption habits. Then people are divided on the use of shocking video to convey a message.

However, they are aware that certain person could react immediately by selecting their consumption products in function of their components. Marion affirmed that polemics lead her to look after some product composition especially for cosmetics.

Two members underline the importance of our image within modern societies. Some brands succeed to be ecological AND fashionable at the same time. In fact, a king of proudness could be felt by wearing shoes with an attractive and ecological promise such as “buy our shoes, plant a tree” by FAGUO SHOES. Quality and design of these shoes are also convincing.

The third part is grouping people’s general opinion on the green marketing and the CSR of companies.

- **A general distrust** is felt through all members. Even if the group influence could be noted on this point; people are sharing more or less bad view on companies especially against multinationals or food industries. They are aware about what happen now with a feeling of powerlessness face to that.

After the spot of Green Peace; members said that companies have theirs secrets and scandals due to their negative effects on Planet. In résumé, if they stopping to buy a KIT KAT bar because of the oil palm used, they have to do the same for numerous other industrial brands.

- **Face to stores shelves; they buy a brand product, not a corporate brand.** If they want to buy a KIT KAT chocolate, they will not think about Nestlé.

**BUT** a will to a participative change is being felt in these young participants’ mind.
They would like acting in response to a boycott call for example; but they are seeking for alternatives, new consumption ways and habits.

- The fear of the “green washing”.

Thibault: “Is the company really active on the sustainable development or is it only communicating on?” Young generation is also aware on the marketing power; they do not believe on the sudden “societal consciousness” from managers.

In Renaud’s mind, if a company launched an organic product, it’s only to send it at a higher price. Then, he doesn’t believe that an industry could make effort on its production means; he guesses that companies will prefer invest to be more profitable rather than spend money to be more ecological. Thibault thought that today, companies are making strong investment to obtain an ecological competitive advantage.

HOWEVER Loïs and Remi quoted the TV advertising from the retailers “SUPER U” which praises the transparency of their own retail brand composition “without aspartame...”. The two were positively marked by this advertising; whereas Thibault questioned the merits of a TV advertising argument.
Appendix #8: Questionnaire Before Pre-test // First Draft.

This is a questionnaire formulated as part of an educative research dissertation dealing with the sustainable trend. Your answers will help to measure the intensity given to this societal phenomenon in our society and its level impact on our daily consumption habit.

Could you please take around 5 minutes to answer this scholar survey?

1) **What are the three words that come to your mind when we are talking about “Green marketing”?**
   - .................
   - .................
   - .................

2) **Do you think enough information on global ethical issues is given by our current society?**
   a. Yes, I think receiving enough information every day.
   b. No, I would like being more informed on ethical issues.

3) **If NO, which kind of information would you have in priority?** (please order 1 to 5; 1=more, 5=less)
   c. Companies’ working conditions (national + international conditions).
   d. Environmental state of our planet (Fauna & Flora assessment).
   e. The fabrication way of our daily products.
   f. Environmentally safeguard actions made by companies.
   g. What can I do to change this pessimistic trend?

4) **Do you think, at the individual level, be able to contribute to sustainable development through daily actions?**
   h. Yes
   i. No
   j. May be

5) **What kind of perceived “responsible” actions are you accustomed to do?** (multiple choices possible)
   k. Recycling, waste sorting.
   l. Buying products with a label “organic” or a certification “fair trade”.
   m. Taking bicycle or public transport as possible.
n. Using reusable product or shopping bag.
o. Using solar energy or saving light bulb consumption.
q. Verifying the composition and/or the origin of my products before purchase.
r. Donating to an association
   Which one?....................................
s. None of them.
t. Other:..................................

6) At which level are you agree with these following affirmations (please tick one box per line).

<table>
<thead>
<tr>
<th></th>
<th>Agree-----------------disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Environmental efforts should principally come from polluting companies (as oil industry, factory…)</td>
<td>1</td>
</tr>
<tr>
<td>b. I could stop to buy a product only because of the irresponsible situation of the producer company.</td>
<td>1</td>
</tr>
<tr>
<td>c. I could change my usual brand to the benefit to a greener one.</td>
<td>1</td>
</tr>
<tr>
<td>d. I trust the labeled products &quot;organic&quot; found in supermarkets.</td>
<td>1</td>
</tr>
<tr>
<td>e. For me, buying a “charity” product (engaged with an ONG) allows me to make a good deed; it’s an easier way to help social organisms.</td>
<td>1</td>
</tr>
<tr>
<td>f. Environmental benefits given to a product are essential for my final purchase decision.</td>
<td>1</td>
</tr>
<tr>
<td>g. I buy my fair trade products only in specialized shops or on the internet.</td>
<td>1</td>
</tr>
<tr>
<td>h. To choose, I would rather buy a product with a label &quot;organic&quot; in a supermarket than buying a product certified &quot;fair trade&quot; in a specialty store.</td>
<td>1</td>
</tr>
<tr>
<td>i. I pay particular attention to the socio-environmental commitments taken by major brands.</td>
<td>1</td>
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</table>

7) What are you thinking about these following campaigns?

A. I trust “The Body Shop” and buy it.
B. I trust them but I don’t buy.
C. I don’t know “The Body Shop” values but I would like.
D. I don’t believe on their societal promises.
E. Their new bottle is a good idea and a good thing to do.
F. I misunderstand the usefulness of the concept.
G. They are talking too much.
H. The laundry “Le CHAT” is the brand to use.
I. I believe them but I don’t buy.
J. I don’t trust.
8) Have you ever bought a product only because of its ecological value?
   v. Yes  w. No

9) Are you ready to pay more to get a product respectful of the sustainable development principles?
   x. Yes  z. Yes, within the y. No limit of 10%

10) Which values are you given to an eco-friendly product? (please give your 3 mains priorities in order from 1=the best value to 3=the less one)
    a. Its quality/price ratio  e. Economic: energy saving
    b. Fair Trade certification  f. Label “organic”
    c. Natural resources protection  g. Other rational value (design, convenience...)
    d. Societal involvement of the company  h. Other: ..............................................

11) Face to stores shelves, which aspects could make you chose a green product rather than another? (2 max.)
    j. The term “organic” on the package.
    k. The price lower than other products (eg 1 € per kg of organic banana)
    l. The presence of a “fair-trade” certification on a product-brand.
    m. Its eco-friendly packaging.
    n. Detailed information given on the box.
    o. Its previous publicity on the ecological aspect of the product.
    p. Its brand name well-known for its ecological involvement.

12) Which one of these following elements could persuade you to buy a respectful product?
    q. TV advertising, informing on the products benefits.
    r. Adequate information found on the company’s website.
    s. Recommendation from friends.
    t. Felling involve in a company’s societal action: my own act makes me support a cause.
    u. Willingness to test a new product.
13) In a general manner, what are you thinking about companies’ societal and environmental involvement; their commitments and their respectful products?

…………………………………………………………………………………………………………………………………………………………

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………….

PERSONNAL INFORMATIONS

14) Sex?

☐ Male ☐ Female

15) Age?

☐ 18-24 ☐ 50-64
☐ 25-34 ☐ 65 +
☐ 35-49

16) Profession?

☐ Active ☐ Student
☐ No Active ☐ Retired

17) Dependent children at home?

☐ Yes ☐ No

THANK YOU

Your answers would be analyzed within the strict context of an educational project written. Variables will not be used for other studies; the confidentiality of each response will be assured.
Appendix #9: Final Quantitative Research Questionnaire.

This is a questionnaire formulated as part of an educative research dissertation dealing with the sustainable trend. Your answers will help to measure the intensity given to this societal phenomenon in our society and its level impact on our daily consumption habit.

Could you please take around 5 minutes to answer this scholar survey?

18) What comes to your mind when we are talking about the “Green marketing”?
   -  

19) Do you think enough information on global ethical issues is given by our current society?
   u. Yes, I think receiving enough information every day.
   v. No, I would like being more informed on ethical issues.
   w. I don’t know, it’s not my concern.

20) If NO, which kind of information would you have in priority? (please order 1 to 5; 1=more, 5=less)
   x. Companies’ working conditions (national + international conditions).
   y. Environmental state of our planet (Fauna & Flora assessment).
   z. The fabrication way of our daily products.
   aa. Environmentally safeguard actions made by companies.
   bb. What can I do to change this pessimistic trend?

21) Do you think, at the individual level, be able to contribute to sustainable development through daily actions?
   cc. Yes
   dd. No
   ee. May be

22) What kind of perceived “responsible” actions are you accustomed to do? (multiple choices possible)
   ff. Recycling, waste sorting.
   gg. Buying products with a label “organic” or a certification “fair trade”.
   hh. Taking bicycle or public transport as possible.
   ii. Using reusable product or shopping bag.
   jj. Using solar energy or saving light bulb consumption.
   kk. Buying local products.
   ll. Verifying the composition and / or the origin of my products before purchase.
mm. Donating to an association
   Which one?....................................
nn. None of them.
oo. Other:............................

23) At which level are you agree with these following affirmations (please tick one box per line).

<table>
<thead>
<tr>
<th>Affirmation</th>
<th>Agree</th>
<th>disagree</th>
</tr>
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<tbody>
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<td>1 2 3 4 5 6</td>
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<td>1 2 3 4 5 6</td>
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<tr>
<td>e. Environmental benefits given to a product are essential for my final purchase decision.</td>
<td>1 2 3 4 5 6</td>
<td></td>
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<tr>
<td>f. I buy my fair trade products only in specialized shops or on the internet.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td>h. I pay particular attention to the socio-environmental commitments taken by major brands.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
</tbody>
</table>

24) What are thinking about a cosmetic brand claiming strong social and environmental values? (Products sold only on the Internet and / or specialty store)

pp. I trust this brand and I try to find its products.
qq. I try to find out more about this brand.
rr. I remain skeptical about their commitments.

25) What are you thinking about the commercialization of a water bottle with “natural origins”?

ss. It is a good idea, to advice.
tt. I don’t really understand the utility.
uu. Too much blah-blah!

26) What are you thinking about an ecological detergent brand?

vv. This reassures me.
ww. It will certainly be too expensive
xx. A detergent couldn’t be « ecological ».
27) Have you ever bought a product only because of its ecological value?
   x. Yes                y. No

28) Are you ready to pay more to get a product respectful of the sustainable development principles?
   z. Yes                aa. Yes, within the limit of 10%
      aa. No

29) How recognize you a "green product"? (2 max.)
   vv. The term “organic” on the package.
   ww. Its price.
   xx. The presence of a “fair-trade” certification on a product-brand.
   zz. Detailed information given on the box.
      aaa. Its previous publicity on the ecological aspect of the product.
      bbb. Its brand name well-known for its ecological involvement.

30) Which one of these following elements could persuade you to buy a respectful product?
   ccc. TV advertising, informing on the products benefits.
   ddd. Adequate information found on the company’s website.
   eee. Recommendation from friends.
   fff. Felling involve in a company’s societal action: my own act makes me support a cause.
   ggg. Willingness to test a new product.

31) In a general manner, what are you thinking about companies’ societal and environmental involvement; their commitments and their respectful products?

................................................................................................................................................................................
................................................................................................................................................................................
PERSONNAL INFORMATIONS

32) Sex?

☐ Male ☐ Female

33) Age?

☐ 18-24 ☐ 50-64
☐ 25-34 ☐ 65 +
☐ 35-49

34) Profession?

☐ Active ☐ Student
☐ No Active ☐ Retired

35) Dependent children at home?

☐ Yes ☐ No

THANK YOU

Your answers would be analyzed within the strict context of an educational project written. Variables will not be used for other studies; the confidentiality of each response will be assured.
Appendix #10: Market Statistics and Facts

Some figures from the European Commission report conducted by Flash Eurobarometer 342 - TNS Political & Social between January and February 2012:

- 93% of European Small and Medium Enterprise (SME) affirm they have taken at least one pro-environmental action; large companies are keeping better results:
  - Save energy: 64% SME vs 82% large companies
  - Minimize waste: 62% vs 72%
  - Recycle: 61% vs 76%
  - Save materials: 57% vs. 74%
- A third of EU SMEs put the resource efficiency on their top priorities.
- 35% of EU SME’s affirm that measures taken to improve resource efficiency have reduced their production costs while 27% claims the contrary.
- 48% of large companies have put in place an environmental management system vs 25% SMEs.
- A quarter of SME propose a green offer.
- 61% of SME have been selling green product for 3 years or more.
- 87% of EU SMEs are selling their green product or service on the national market and just a few are selling outside the EU.
- 48% of EU SME’s are selling a green offer mainly because of the demand. When 32% of them claim their core values as the reason, and 30% because of their image; this last reason is given by 51% of large companies and 43% give the competitive advantage as main reason to produce green.

<table>
<thead>
<tr>
<th>Country</th>
<th>Fair trade coffee</th>
<th>Fair trade bananas</th>
<th>Organic food</th>
<th>Organic food sales</th>
</tr>
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<tbody>
<tr>
<td>Germany</td>
<td>1</td>
<td>&lt;1</td>
<td>2.5</td>
<td>2,355</td>
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<td>France</td>
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<td>Italy</td>
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<td>3</td>
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<td>Switzerland</td>
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<td>1</td>
<td>793</td>
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<tr>
<td>UK</td>
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<td>Austria</td>
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<td>Belgium</td>
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<td>Chapter 2</td>
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<tr>
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<td>*Find new academic references</td>
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<td>*Draft the final LR</td>
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<td>Research Methods and Methodology</td>
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<td>*Improve Introduction</td>
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<td>*Improve Research Onion</td>
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<td>*Draft new sample population</td>
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<td>Design</td>
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<td>*Agreement of interviewer</td>
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<td>*Conduct Focus Group</td>
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<td>Quantitative Research</td>
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<td>*Validation</td>
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<td>*Administer questionnaire</td>
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<td>Chapter 4</td>
<td>Data Analysis / Findings</td>
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- September: Week 4, Week 1, Week 2, Week 3, Week 4
- October: Week 1, Week 2, Week 3, Week 4
- November: Week 1, Week 2, Week 3, Week 4
- December: Week 1, Week 2, Week 3, Week 4
- January: Week 1

: Submit progress report
### Appendix #12: Project Costs

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<th>Description</th>
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<td><strong>TOTAL</strong></td>
<td><strong>265€</strong></td>
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