Master of Science in Marketing

“Sustainable development in the fruits industry for the Cora Hypermarkets of North Eastern France: relative reliability and success”

Dissertation submitted in partial fulfilment of the requirements for the degree of Master of science in Marketing at Dublin Business School

Submitted by: Guillaume Rietsch (10264779)

Supervisor: Darina Reilly

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Declaration:

I, Guillaume Rietsch, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School’s academic honesty policy.

Signed: Guillaume Rietsch

Date: 29/12/2015
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Abstract

Today, the planet is suffering because of our excessive consumption. There are 3 main categories of issues which are created by it: Social, economic and ecologic issues. Sustainable development seems to be a good solution to avoid those issues, because it act on the consumption’s society, and all its process (production, transport, recycling), by tacking into account the same categories. Therefore, social, economy and ecology are the 3 pillards of the sustainable development (secondary research).

But a lot of new issues were recently created by this new concept, as the greenwashing, a bad application of the sustainable development, false marketing arguments, bad monitoring of the products, and so on.

That’s why the researcher choose to analyse if sustainable development is reliable. He choose the fruits industry of Cora’s hypermarkets in North East of France, because it’s a target that he could analyse well, and it’s perfectly representative about average consumers in France. The type of shops (hypermarket) and the fruits industry are perfectly representative about the necessity of the sustainable development and its limits as well.

The researcher choose to answer this question by stating an hypothesis: The answer will depend on the customer’s perception of the sustainable development of fruits in Cora (north east of France). So we have analyse the consumer’s behaviour in our case, by using a survey (primary research).

The researcher used general questions to find the trends in the consumption on this market, and precise questions, to find the reasons of those trends.

The goal is to find if sustainable development is reliable in our case, but also to know why, and to find some solutions to improve the sustainable development for fruits industry for cora, but also for sustainable development in general. So the dissertation aims to be a point of reference for future research pertinent to academics and practitioners alike.
I. Introduction

1. Background of topic:

Consumption issues
The researcher began his reflexion by reading articles on the sustainable development. He wanted to make a link between a cause that dear to him and a huge business. He interested himself to the economic context in a first time. Like said Annie Leonard (2010), the capitalist system create inequalities and money race, planet is tired because of consumption, people of some area in the world are exploited and in other parts of the world, they don’t find a job because of relocation. Finally products we consume are not healthy because they aren’t natural.

Sustainable development
Sustainable development in this area treat a lot of huge an current problems (as we said above) so it’s the future solution of consumption (Pauline Deutz, 2012). That’s why there are some academic articles (like those that I treated here), book, websites, which speak about sustainable development.

Limits of it
But for all new solutions, there are new problems (Olaf Weber, 2012) but most particularly of one, which concern the marketing: some companies are not sustainable developed but use this image as a marketing strategy (Richard Welford, 1997). That’s the main problem for the researcher and there are no studies which speak of this for the moment.

It’s important to speak about that because it’s a new problem. This problem is not is the mind of the consumers because of it but they have to keep attention and new rules have to be create (Binninger, 2008).
Most significant study’s target

So the researcher thinks it’s interesting to explore this issue, but it’s too huge, and it’s impossible to cover all this area in 1 study. He thinks the most representative products which had problems (third world, transport, GMO, relocation, abusive exploitation...) which could be resolved with the sustainable development (local agriculture, without GMO, season fruits...) are the fruits, and Dover & Talbot wrote it already in 1987.

So the researcher choose north eastern France because it’s his region and it’s representativ from all « normal » France’s regions and he choose Hypermarkets and more precisely the Belgium brand “Cora” because it’s the most common shop to buy food for the major part of population, and he want his study to be useful for a lot of people.
2. Rationale for topic:

The sustainable development is necessary and is a very efficient measure if we consider all the problems mentioned above, but it has to be well done. As it’s a new idea, there are not a lot of rules for it. And as it’s a very efficient and lucrative idea, a lot of companies begin to sell it, sometimes not in a good way, and people, who are not informed of those bad ways (because it’s a new idea), consume it.

So it’s important to explain all those ideas and problems, and to analyse the opinion of the people about it. Finally, because we will analyze the reason of the opinion of the people, we will be able to find the things to correct, and the way to correct it.

It’s a very important dissertation, in a first time because it’s necessary, and in a second time because it’s a future business, so this question will be more and more important with the time, and the fact to make a dissertation which try to bring some answers can give an advantage to the companies and the customers, and finally make this huge business working better.

For the researcher, this project is very important because he want to create a sustainable company in the area of the food. He was always interested about the sustainable problems, that’s why he started to read about it, and that’s why he choose to start thinking about a project in this area. So this research will be helpful for him. But he wants it to be helpful for everyone, that’s why he tried to not be too specific with the choice of my subject. One of his other project is to be speaker in French business schools about this subject. His research will be helpful as well in this case.
3. Importance of topic:  

Necessary change & unexplored area

Sustainable development is a new term for a lot of people. It’s more more and important (like we said above) so people, states and companies start to be interested by this. That’s why there are some academic articles, studies, websites, and so one, which speak about sustainable development and explain this. But above we spoke as well about the new problem of ethic and honesty from the companies and the distribution channels. It’s really important to speak about that because it’s a new, unknow problem. People have to keep attention of this and new rules have to be create to control this new market, because if the gait is not honest or if the principle are not applied, we cannot named that « sustainable development », and the necessary changes in this area will not be opered, it will just be a marketing strategy more.

This problem is not is the mind of the consumers for the moment because sustainable development is too new and transmits a good image (and maybe because of the lobbying as well) but it’s a bery important problem for the future. So the researcher think that it’s interesting to explore a new question, and people (him included) have the right to know the truth and the limits of the sustainable developments. That’s why he chose this subject.

Solution of the future; a lot of perspectives in this area

As it’s a new solution, which just begin to be settled, it will be a good opportunity for business in the future. The request will be more and more important because of the realization of the customers, so companies will invest in this area and the researcher thinks that his study, which is actually an unexplored one, will be needed.
4. Organisation of the Dissertation

- Chapter 1: Introduction

The introduction will be usefull to describe the necessary termes, ideas, way to think and opinion about the dissertation subject. We will try to explain the rational of the topic, its importance, the main ideas, the definitions of some words and expressions and the background of the reflexion about this topic.

- Chapter 2: Literature Review

The researcher will try to explain the main ideas of my dissertation, in a logical order, with some academic articles. It will allow to discuss about it with different sources, and to do the secondary research for the ideas, which were already treated in the past.

- Chapter 3: Research Methodology

The researcher will describe and explain the methodology he chose for his research. The model of the Research Onion by Saunder, Lewis and Thornhill (2009) was used. Therefore, the chapter provides a broad explanation of the methods used in order to reach the agreed objectives of the investigation.

- Chapter 4: Data Analysis and Findings

It will show my analysis of the primary research (questionnaire and focus group) in order to achieve the research objectives.

- Chapter 5: Discussion about data findings

This is a review of research and its findings. We will be able to find a final answer to my main question. Additionally, it also provides my interpretation regarding to the results obtained in the study.

- Chapter 6: Conclusion, recommendations and Self Reflection

This last chapter provides a broad conclusion about our findings after the discussion. It will allow as well to do a summary of the dissertation, and to give some recommendations for the future. Finally, it will give the author’s self reflection on learning, which is composed by development learning plan of the researcher during the dissertation period and the master degree program, as well as the evaluation of the acquired skills by the researcher.
II. Literature review

1. Introduction

Bruce (1994) states that it is an important part of thesis for the reason that it provides the background and justification for the research taken. So it will explain the main ideas, thesis, researchs, already done, which introduced me the idea of this research, in a first time.

But it will be useful too, to know the basis of my topic, to have a better understanding of my dissertation.

It will be the basis of my dissertation, and the researcher will use it to develop a part of it, which wasn’t developed for the moment.

That’s why Saunders, Lewis and Thornhill (2012, p. 75) highlight that reviewing literature critically provides the foundation on which the research is built.

Here you will find a precise description of the main themes that you will find in the research. They are:

- Theme 1: Planet issues because of production & consumption
- Theme 2: the solution can be the sustainable development
- Theme 3: Limits of sustainable development
- Theme 4: Consumer behaviour
2. Literature Review – Theme 1 : Planet issues because of production & consumption

Our society is fighting against some issues, like environment issues and social issues. Those issues has bad consequences. But some of those issues could be solved easily.

a. The main environment issues

-The global world warming ; the world temperature is supposed to increase about 2 to 5 degrees from now to 2100. The consequences of this global warming are (J Hansen, M Sato and R Ruedy wrote toghether in 2012) :

- The disparition of the snow since 40 years. For example in the Alpes, 30% of the snow has disappear for the moment.

- The disparition of the beach : for example, in France, on the « Lido », a famous beach, we have 45 hectare less than during the 60 ‘s.

- The proliferation of some kind of insect which is bad news for the producers

- The dryness ; some rivers flow form the see to the source because their flow is too slow. So the water is more and more salty and some region could have not fresh water in a few years.

- The air pollution create each years in Franche 30000 death and a lot of disease as AC Stern said in 2014.

- The waste : We product today twice more waste than 40 years ago, so more than 30 millions ton a year for the French population. Those wastes are essentially stocked or burned. But today, the capacity of stock is full in France, so it will be a problem in a few time.

- The animal extinction : Some scientists say that we are living currently the 6th biologic crises because a lot of species are today threatened, says G Ceballos, PR Ehrlich and AD Barnosky in 2015. This crises, caused by the human activity, is very fast (extinction rythme 100 to 1000 more high than naturally)
b. The main social and economic issues

-The work of the producers and workers.

According to the statistics announced by E Mayo (2014), more than 211 millions childrens (5 to 14 years old) and 141 millions young people are working. Those childrens are taken to school and their future is compromised. In an other hand, the producers, more generally, are exploited by the big companies, because their prices are low and unstable. For example for 1 kilo of apple, it costs 1.5 euros in a shop, but only 10 cents are for the producer.

-Animal tests

It’s very important that all the products on the market are sure and safe for the consumer. But for it, in a lot of cases, they test the products with animals (mouses, hamsters, rat..) with stressfull, painful, sometimes mortal tests (KM Lim 2013).

c. Interpretation :

• Like said Annie Leonard (2010), the capitalist system create a money race. During the last century, the capitalist model encouraged companies to create items, and customers to buy them. It’s a no-end race, and the principle of competition encourages the companies to be more and more efficient, even if it provoke some problems.

• That’s why today the planet is tired because of consumption (Robin Hahnel, 2014), because she is polluted (with its water, floor, animals). The companies don’t respect the main principles of the preservation of the planet, and just think about their benefits and to survive in the race of monay. In the other hand, people of third world are exploited for a small income, because it is the only way they have to survive in their misery. But in other parts of the world, people don’t find a job because of relocation of the bug companies in the third world (Goran Therborn, 2006). So we can say that it’s a circle without end.
• Finally products we consume are not healthy because they aren’t natural. Companies had some product to reduce the prices of the products, like chemical agents, or use tired plantations or animals to product food. Products are too expansives as well because of margins, as Parker and Vollmer said already in 2004. There are too many stakeholders in the distribution channel and some of them are too much payed if you compare with their concrete job.

• The fruits industry (and all its channels) from developing countries to developed countries is very touched because this area are very sensitiv to this issues (D. Hallam, 2011). It was one of the first areas, which used the principles of the sustainable development, because it was one of the most touch areas about the issues I’ve just spoken about. This is because of the fact that the consumption of fruits is very common all over the world, very easy to do in the third world, and necessary to export (because of the season fruits for example). It’s very easy to use some products to recude the costs like fertilizers, which totally break the floors for example.
3. Literature Review – Theme 2 : the sustainable development

The National commission of environment define this concept in 1987 :

“Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”

a. Answer to the current needs of the world

The sustainable development aim to increase the economic and social progress and the preservation of the environment, because it’s a gift that we have to offer to the next generations.

b. Equality between nations, people, generations,

The sustainable development, as said B Hopwood, M Mellor and G O’Brien in 2005, wants to satisfy the essential needs of the human communities, now or in the future, with all the demographic issues (for example : fight against hunger, access the health...), the development of the quality of life (better life quality, access to all the technologies...) and the respect of the rights and liberties (for example the end of the wars, the liberty of expression...) and the development of the new solutions of renewable energies (example ; solar energy)

c. Economic efficiency

The sustainable development as said Rumen Gechev in 2005, wants to have an optimal gestion of all the resources (human, natural, financial). In other words, it works for the satisfaction of all humans, and make an education for all the companies and consumers, for all the products they product or use (for example: water consumption, sustainable agriculture, decrease of the pollution, preservation of animals...
d. The fair trade

The fair trade aim not to have maximal benefits, but aim to create an economy which respects people and natur. So its objectives are social. (MC Renard - Journal of rural studies, 2003)

The fair trade was created by some NGO (non-governmental organizations) in the 60’s. Its principle is to favorised the development of the artisans groups in the developing countries. That’s why they give to those artisans, faire prices for their job, so that they can access to education, housing, health...

The fair trade was born when the powerful countries realized that the developing countries economy could be very important for them and all the world system.

Indeed, there is an imbalance because the third world countries are almost totally excluded of the globalization and the international shares.

So the fair trade aims to link the North and the South for having an optimal international trade system.

Objectives of fair trade:

-Solidarity

Working in priority with the producers and artisans who have difficulties, for helping them in their development, and improve the exchange conditions.

-Push forward the producer

Avoid a high number of interlocutory during a purchase, to keep the margins of the producers, who are often exploited by the big companies, because the prices that those companies apply are unstable and low.

-Quality

Offer to the final consumer a healthy and natural product (with certifications and label)

-Respect

After the understanding of some environment issues (global warming, air pollution, increase of wastes) the fair trade wants to respect the nature.
So we can say the concept of sustainable development and fair trade aim to resolve the issues of the planet and the society. Now we could ask ourselves how evolve the consumer behaviours in front of these new « ethics » trades and « ethics » products.

e. Interpretation

- So some changes are necessary and some solutions exists, as pollution norms, fair trade, international agreements and all kind of measures which tend to stop the abuses of the trade (Michel Albert, 2003).

- Sustainable development covers all this principles (Pauline Deutz, 2012), because it’s the most complet notion: it covers the fair trade for the social and economic aspects, but also considere the ecologic aspect.

- So it’s one of the future biggest issues, because it’s necessary and that people are now educated so sensible to this issue (Serge Franc, Christian Reynaud et Abdelkrim Hasni, 2013). Indeed, the past generations were not informed about th limits of the sustainable development but now, the new generation grown up with it. Also, this problem tend to be more and more important because the misdeeds of the trade are more and more obvious, because the market is more and more hard.

- The fruits industry (and all its channels) from developing countries to developed countries is perfectly propitious to adapt this system because change is possible at all the levels of all the channels as Georgina Ayre and Rosalie Callway said in 2013. This market is very touched by the limits of the trade, and is well adapted to the sustainable development because it’s possible to apply its principles for all the stakeholders (production, transport, sales…) and for the 3 main principles of the sustainable development (economic, ecologic and social).

With the time, the society is aware about the problems we have, and some solutions are tested to solve them. The sustainable developement and the fair trade are two of those solutions, and aim to solve the environment, economic and social issues.
4. Literature Review – Theme 3 : Limits of sustainable development

a. Introduction

As all the concepts of human ideology, the sustainable development has his limits (Olaf Weber, 2012). Indeed, the capitalist society, in which we are, knows how to deal with all the dividends of the resources to the economy (with investments) and to the companies (increase salaries of employees) since a very long time (Olaf Weber, 2012). The balance between both was made during the economic evolution, the economic balance and the political issues of some leaders. But how could we take into account the environment in this balance?

b. The limits & risks

The main example of the limits of the concept is the current green washing of the big (and unhealthy) companies, as Ramus and Montiel said in 2005. It’s greenwashing when a company or organization spends more time and money claiming to be “green” through advertising and marketing than actually implementing business practices that minimize environmental impact. So finally those companies are not more sustainable or green, and the money that they are supposed to invest to be clean is spent for the communication, which is not respectfull for the consumers.

As well, another risk is that the IT are essentially used by the powerful companies. So they can easily impose a model in which the knowledge is unfairly distributed, and by consequences, the natural resources too.

The most important risk is that the « sustainable label » be used to justify some acts not linked with the sustainable development. It’s for example the phenomenon of greenwashing, which can touch all kind of areas.

For example, the non-material idea of the new IT don’t avoid the consumption of paper and don’t improve the environmental quality of the products. This is the idea of Jean-Marc Jancovici as he said in 2002. One of his sentence is a good abstract of it : The sustainable development is an unknown concept, badly defined, which only give limits to the satisfaction of the needs.
Another risk is that the concept of sustainable development is used to avoid the development of developing countries (D Pearce, E Barbier, A Markandya, 2013). Why the developed countries, now industrially developed, could say to the other countries to do something which limits their development? The concept is good and the objectives are important, but it could be used to avoid the competition. In the reality, the developed countries continue to do business with China for example, despite of the very bad ecologic system in this country.

A risk is to use some natural raw materials despite of some synthetic material. Some writers like Pearce and Turner say already in 1989 that the destruction of the natural capital is irrevocable, because the planet has a limit of pollution and using. Some other writers say that some natural resources cannot be changed by others, so we haven’t the choice and we have to use some natural capital of the world.

Another danger is showed by Bernard Salengo in « the management by the mental manipulation (2006) », who speak about a survey of the Alpha Etude Office. He speaks about the declarations of good behaviour which are more and more used in the case of the sustainable development programs. He speaks about a mental manipulation and regrets that the concrete commitment are finally not so current. It’s just a question of « vocabulary », like citizen society, society responsibility, sustainable development, so an ethic vocabulary, but finally the concrete moral actions are rare.

A real risk is that the evaluation criteria of the ideology of the sustainable development are badly balanced and crossed between old notions of social, economy and environment. For example, with the idea of the sustainable development, sometimes we hide some cultural deficiencies. Another risk is that the finance analysts who are in charge of assess the ratio of the sustainable development for the companies haven’t the necessary formation for the sustainable development concept. So they cannot use those concepts because they haven’t the good perception and the good tools.

c. Interpretation
So finally, this new solution of sustainable development, at first glance perfect, has, as all the concepts, bad points. We will take a look at the general problem of the reliability of this concept (linked with our main question):

Some companies are not sustainable developed but use this image as a marketing strategy (Richard Welford, 1997). The sustainable principles are just applied for the advertising, or are applied but not totally (just for the visible parts of the company for example). Those companies use the principle to reach more customers, and to increase the prices of the products, but finally they keep the bad points of the trade (relocation, pollution, and so on...)

It’s important to speak about that because it’s a new problem. Those problem is generally not in the mind of the consumers because of it but they have to keep attention and new rules have to be create (Binninger, 2008). The new generation is aware about the sustainable development but the fact that it’s new and the grat communication campains about it (and the big influence of TV and advertising to this generation) create a very comfortable situation for the companies, and they exploit it. It does exist rules to regulate the market, which are strict, but the rules are not adapted to this problem, and tend to encourage the companies to make sustainable developed business, even if sometimes they forget to control the application of it.

That’s the main problem for me and there are no studies, which speak of this for the moment. That’s why I want to realize it. The goal is the find if the sustainable development is reliable currently or not, and to give advises (for the consumers and the companies) to apply those principles well. That’s essential for our future.

Cora is an average developed country hypermarket and fruit industry is one of the most common international business, so the researcher thinks that this facts can be apply to my target because big business attract big abuses, because of the money that is at stake.
5. Literature Review – Theme 4 : Consumer & companies behaviour

Ethic take more and more importance in our current consumption’s society, that’s why the consumers are more and more aware about the notion of sustainable development, fair trade and ethic. But we don’t know if the consumer behaviour has evolved for all of that. Are the consumers more sensitive to the ethic consumption?

a. The consumers are more responsible

The last years, the sustainable development issue was more and more an important subject for people. Actually, the consumers are more and more sensitive to the ethics concept which are present in our consumption society and are now aware about all the problems of the planet. The consumers are more interested by the environment issues but also by the economic and social issues, represented by an ethic consumption. (M Lenzen, J Murray, F Sack, T Wiedmann, 2007)

In the past, the answer in front of those problems were « i cannot do anything », but now they think about another way to consume. Indeed, they want to consume in a more smart way and aim to make the situation evolving by they behaviours. It’s in this context that the sustainable consumption and the responsible consumption was born.

Those one concern the purchase of ethics products but also the daily behaviour of the consumers (JA Muncy, SJ Vitell - Journal of Business Research, 1992). Indeed, the consumers who sort the wastes are more and more numerous, and they try to reduce their consumption of water, choose to leave their car and choose other way to move, and so one.
b. The motivations to buy sustainable developed products

Usually, the consumers try to avoid bad behaviours when they live an important change in their live, like a first kid, or a retirement, but a willingness of having a more healthy life could also provoke the purchase of sustainable products (TM Parris, RW Kates, 2003)
We can see 2 kinds of benefits researched by the consumption of ethics products : in one hand, the planet preservation, and in the other hand, the healthy lifestyle, as said in 2006 in « consommer ethique : un choix », by M Piraux.
The first criterias of purchase are the price, the brand, the condition of production, and the country of origin. So people choose a product with their conviction.
But the consumers who are sensitive about sustainable development wants some ethics labels.

c. A new kind of consumers

For the sustainable development, a lot of studies were made to know the consumers behaviours, and one of them was made by ADEME and Ethicity.
GreenFlex presented the 1th juin 2015 the results of the study Ethicity « Consommation durable et Typologie des consommateurs 2015 » (sustainable consumption and typology of consumers 2015)
It aims to establish a typology of citizens. With this study, we can see that we have 8 kinds of citizens, in terms of needs of information, and motivations of action (by the research of benefits)
The segmentation criterias are the reflexion, the needs of sustainable development and the implication (the action) in terms of sustainable development.
The study reveals, in France :
- a decrease of the people who are concerned about environment and sustainable development
- More decomplexed, assured expression of opinions
- less attention for the men, compared with women who are more and more concerned
- more and more skeptical people, about the companies, and their real implication and intentions
- But more and more needs in terms of responsive behaviours for people and companies, and not for politics or states.
Those trends are overall the same in all Europe.
d. The companies are changing

So we can see that the companies cannot avoid anymore the needs in term of sustainable development.

For the companies, to use sustainable development principles means reach a performance which is financial, social and environmental: it’s the corporate social responsibility as explained in *Mythes et réalités de l'entreprise responsable* (M Capron, F Quairel-Lanoizelée, 2004)

It’s directly linked with the notion of sustainable development, of which it’s the declination of the companies.

e. Justification of a sustainable policy

The companies have a lot of reason to become sustainable developed. They can earn their attractivity for the consumers, and are more productives with a responsive policy.

f. Ethics initiatives

Here, we have a lot of surveys about the ranking of the companies in term of ethics values and sustainable development.

The observatory of ethical values (OVE), launched by Research International, made an investigation (like each year).

A lot of big French companies launched some sustainable development programs, like for example Danone, Michelin or Citroen. Those companies have well ranked among the sustainable developed and ethics companies.

Peugeot Citroen has decided the equality between men and women, and the launching of some ecologic technologies as a clean diesel motor or a new particule filter.

France Telecom launched a project which aims to avoid to take the car every day for the employees of the company. This project, called « shifting plan of the company » was adopted by a lot of companies like Aventis or Peugeot Citroen.

The measures of the project are the limitation of the parking spaces, a special price of the transports like bus, trains and so one, the setting of an e-desk for working at house and the sensitization about the sustainable development.
The rise of the sustainable development provokes the evolution of the consumers and companies' behaviours, in terms of sustainable behaviours or ethics in general. Indeed, it’s an element of competitiveness of the companies and allows to the customers to have a responsive and sustainable consumption.

**g. Interpretation**

- It’s difficult to announce clearly that sustainable development is reliable or not, because the bad points announced balance with the good points, and the problems that require sustainable development are too important to give up this principle. So the researcher thinks that this reliability depends on the consumers perception and behaviour, as Klaus G. Grunert said (2005).

- It can help to know if an idea, a business, a change, etc is efficient or reliable (or simple respond to their needs), depending on whether they buy or not, if they continue to buy a product, at what frequency... (Delbert Hawkins, David Mothersbaugh, 2009). The rate of the population who take a decision will show what is reliable or not, and what is successful or not. And you could analyze all the percentages to know what are the other trends of the consumers.

- We can know more precisely how they react with quantitative researchs (C Teddlie, A Tashakkori, 2009) and what/why/where they buy (or not) with qualitative researchs (SJ Levy, 2005).

- Also, it’s necessary for the major part of people to purchase, so we have a great choice of sampling, and a high number of individuals allows to find a general trend as GR Foxall said in 2002.

- Finally, with those analyses of the consumers behaviour, we will be able to know if the sustainable development is successful and reliable, see the concrete limits and its importance, and find ways to avoid those limits. With it, the sustainable development could be more fair and efficient.
6. Conclusion:

So we interested ourselves first to the issues of the planet (in terms of environment, social, economy) as the world warming, the air pollution, the work of childrens, the exploitation of the producers or the tests on animals.

In front of those problems, we spoke about a solution; the sustainable development (and the fair trade, they are linked). This concept aims to resolve all the problems that we spoke about, and preserve the planet, respect the workers and the little producers, create some sustainable products...

We saw also that the sustainable development creates some new issues, and that’s why we asked the question of the reliability of the concept.

The literatures that exist for the moment don’t allow finding a concret answer, because we see very good points and very bad points, and because it’s a new and difficult question so we haven’t the hindsight on it.

That’s what the researcher thought at the beginning of his dissertation and that why his hypothesis was that the reliability of the concept depends of the perception of people on it. If we can’t find an answer, we can consider that people who try, buy, use some sustainable developed products regularly can give a general trend and a general answer to our question.

We saw that companies perception is well, they knows perfectly that the sustainable development is necessary for the future and all big companies around the world launched their own sustainable program. But it doesn’t mean that it’s reliable, because it can be just a communication strategy.

It’s not necessary to ask questions about reliability of the sustainable development to the companies, because they will always answer that it’s reliable, in their interest. So the results won’t be objectives.

So the important part of the behaviour analysis is about the consumers. We can find some studies, which speak about it, but we cannot find a general trend. So some people are satisfied by it, some are not, and we don’t know why, and which are the factors.
It’s because the subject is too young, too large and too difficult. It joins another problem that we have. The studies that already exist are too generalist, and speak mainly about the general concept of sustainable development. But our subject aims to speak about Sustainable development in the fruits industry for the “Cora” Hypermarkets of northeastern France. It’s a very precise target so no studies exist about it. So in our next part, we will analyse the consumer’s behavior about Sustainable development in the fruits industry for the “Cora” Hypermarkets of northeastern France.

It will allow to fit way more with our target and subject, and it will allow as well to ask more concret questions to the customers, and normally to find more precise answers.

So we will consider that the trend that appears in the result of our survey will be our final answer, and the precision of the answer and the stats will allow finding more details, and to give some advises about the subject.

7. Contextualising the Research in the Literature

- A lot of established facts (planet issues, sustainable development method...) are treated with primary research, because some studies which speak about it already exist. Ex : figures of the global warming, environment succes of the sustainable development...

- For the articles which speak about the limits of the sustainable development, they use mainly qualitative research, with focus groups and mostly interviews (of ecologists, consumers) and some primary research with figures.

- Finally for the consumer behaviours, they use both quantitative and qualitative researchs, one to note a trend in the consumer behaviour, and the other to know why they find the results of the first one.

The most part of the researcher’s job will be the consumer behaviours research, with the same model (both of the methods), but linked with the issues of the dissertation.
III. Methodology

a. Introduction

According to Saunders, Lewis, Thornhill (2012) research is the action, which aims at finding out things in a systematic way. Blumberg, Cooper and Schindler (2011) highlight the importance of a clear methodological framework to any research since it provides the researcher with ideas, instruments and models in order to obtain the knowledge and skills crucial to answer the research question.

This study aims to find a general trend of success and reliability for sustainable development in the “cora” supermarket in northeastern France. With percentage of people satisfied, we can find this information. Some more precise questions will allow finding more details, and finding where people could have problems with sustainable development on this case. It will allow to answer the main question but also to give the researcher’s interpretation and some advices. First, in this chapter we will speak about the methodology of the design, the universe and the selection of the sample, the method of collecting the data and the way it will be analysed and the ethical issues considered to successfully fulfil the research’s purpose.

For the primary research the researcher will use:

- A realism philosophy
- A deductive approach
- A mono-method (quantitative) strategy with survey
- A cross sectional time horizon

We will see why, and also what are the data collection & analysis
b. Research problem definition

Ellis and Levy (2008) point out the research problem is the first point to thing for a research and it will be the foundation for all the rest of the investigation. Kerlinger and Lee (2000) express that a statement of problem is merely important for any investigation, because without it, it will be tough to keep in mind the good line to follow, and to find the good answers.

For this investigation, the general research question is expressed as follows.

c. The Main Question:

“Is the sustainable development in the Fruits industry for the North Eastern French Hypermarkets “Cora” reliable? “

d. Explanation of Research Question

• Sustainable development
  Sustainable development is a process for meeting human development goals while maintaining the ability of natural systems to continue to provide the natural resources and ecosystem services upon which the economy and society depend. While the modern concept of sustainable development is derived most strongly from the 1987 Brundtland Report, it is rooted in earlier ideas about sustainable forest management and twentieth century environmental concerns.

• Hypermarket
  In commerce, a hypermarket is a superstore combining a supermarket and a department store. The result is an expansive retail facility carrying a wide range of products under one roof, including full groceries lines and general merchandise.

• Cora is a Belgium Hypermarket brand, owned by Louis Delhaize Group. There are 59 shops in France, more than 10 in Belgium, and also in Luxembourg and Romania.
e. Research Objectives & Hypothesis

**Hypothesis:** The reliability of the sustainable development in the Fruits industry for the North Eastern French Hypermarkets “Cora” depend of the perception of the customers.

Saunders, Lewis and Thornhill (2009) suggest that the research objectives come from the research question, and they will allow me to obtain more specific information of the question.

So my aims will be to:

1. Explain (for Fruits industry, Cora Hypermarket, North Eastern France):
   - The necessity of sustainable development, examples and figures and the planet issues
   - The solution provided by sustainable development, examples and figures
   - Find the limits of sustainable development (figures, secondary research) and see if it’s possible to answer the main question at this stage

   The researcher will try to explain this with some secondary research (dissertations, surveys, etc that already exists) because it’s not necessary to make new study on it.

2. Studying the perception (quantitative research) of:
   - Classic Cora customers
   - Sustainable development consumers from Cora
   - Sustainable development consumers from another place

   It will aim to answer the main question: Knowing if sustainable development is in general reliable or not in our context.
   It will be done by a survey and simple question (is it reliable, yes or no?) and it will give a general answer.
3. Analyze why the consumers are reacting like that (is it a question of the influence of the family, the advertisements, the influence directly in the shops?)

It will be done by some more precise questions, with details, in the survey.

4. By the same process, we will try to know what are the variation and the links regarding to the answers.

For example, we could find a link between the women and a total confidence in the sustainable development, or a variation of the sustainable development followers and the age of the persons.

The goal is to find the links and variation by analyzing the data, and find more details by precise questions.

5. With it, find trends of consumptions and perception of customers to find some process or ideas of sustainable development in our case that don’t work, and correct the bad points of the sustainable development (rules for companies, advertisers, shops, advises for customers). And proposing advises to the consumers to be sure to consume good sustainable products and explain the interest for the companies to apply real sustainable development principles.

It will be the conclusion of the dissertation, and will be made by the secondary researchs, the data collection, the interpretation and my personal knowledge.

Finally, more generally, it aims to be a guide for the customers to consume sustainable developed fruits in Cora and more generally in the French supermarkets, but as well a guide for the supermarkets to be in compliance with those principles. Finally it can put forward theorical concepts which could help to create new rules for this market.
f. Proposed Methodology and its structure

The aim of the research is to use a quantitative method of research to find if sustainable development for the Cora in the north east of France is reliable or not. The research methodology adopted comes for the Research Onion (Saunders, Lewis, Thornhill, 2012). The Research Onion and its different layers served as guideline throughout the research process.

The outer layers of the Research Onion make us thinking about research philosophies and approaches, research strategies and choices, data collection and analysis.

We can see the different layers of the onion here:

![The Research ‘Onion’ (Saunders, Lewis and Thornhill, 2009)]
g. Research Philosophy

Saunders, Lewis and Thornhill (2012, p. 140) describe three different major ways of thinking concerning research philosophies, which influence the way in which the researcher approaches the research process. The different research positions include epistemology, ontology and axiology:

- **Ontology**: The researcher’s view of the nature of reality or being;
- **Epistemology**: The researcher’s view regarding what constitutes acceptable knowledge;
- **Axiology**: The researcher’s view of the role of values in research.

So here we use epistemology method because the researcher is concerned about what constitutes acceptable knowledge. And people’s opinions were considered as acceptable knowledge and were treated as information in this field.

We can also observe that:

- A lot of people make their opinions about our subject because of external influences (advertising, opinion of other people, habits of the family...)
- Sometimes this opinion is wrong so there is a gap between thinking and reality
- We speak here about the perception of those opinions

So we can easily see that those ideas fit well with the principle of the interpretivism.

- However, there is a necessity to be objective, during a free value and doing independent research

So this idea fits with the positivism

So the researcher choose the mix of those two values, interpretivism and positivism, which is the Realism. According to Blumberg, Cooper and Schindler (2011)
h. Research Approach

Maylor and Blackmon (2005) suggest choosing between two approaches; the deductive or the inductive. Saunders and Lewis (2012) consider deduction involves testing of theoretical proposition by using a research strategy specifically tailored to the purpose of its testing. Consequently, deduction is based on logic and not depending on observation or experience (Blumberg, Cooper and Schindler, 2011, p. 21).

**Deductive approach** fits with the principles (which are the researcher’s principles as well) of:

- A logic deduction
- Our Theory/Hypothesis, because the reliability and success of sustainable development in our case depend of the perception of the customers
- The data collection and analysis: we have qualitative and quantitative research (the survey)
- Hypotheses are confirmed or rejected
- Then we have to do a revision of our theory

i. Research Strategy

The research strategy should be inspired by the research question and the objectives, to have a link to research philosophy, approach and purpose (Saunders, Lewis and Thornhill 2012). But the knowledge of the writer, the time horizon and resources are also very important. The Research Onion say that it exists; experiment, survey, archival research, case study, ethnography, action research, grounded theory and narrative inquiry.

For the purpose of the dissertation, the researcher developed a survey (quantitative) for 3 reasons:

- Easy to explain and understand (Saunders, Lewis and Thornhill 2012)
- Representative for an entire population (Grill and Johnson, 2005)
- Lower costs than collecting data for a whole population (Saunders, Lewis and Thornhill).
j. Research Choice

Saunders, Lewis and Thornhill (2012) explained that it exists mono-method and multiple methods research design. Quantitative method was used in the dissertation so it’s a mono method research design. The researcher wants to use quantitative research in the research design, according to Creswell and Plano Clark (2011).

Here is the explanation of the method with a diagram

Methodological choice (Saunders, Lewis and Thornhill, 2009)
Quantitative method (yes/no survey):

The researcher will distribute 100 full questionnaires for my survey, between the 07 November and the 07 December 2015. It will allow him to answer some questions thanks to the percentages:

- Is sustainable development market well perceived by general people?
- Is Cora well perceived by sustainable products consumers?
- Is sustainable development market well perceived by Cora’s customers?

- using: In a first time, to answer if Cora and/or the Sustainable development are well perceived, and to set up my subject (problems of the world, principle of sustainable development, limits of it)

It should allow us to know if the researcher’s hypothesis is right or not.

Then the researcher will try to answer the “why” of those questions so he will ask some more precise questions. They need ask to these main ideas:

- Why sustainable development market is well perceived by general people (or not)?
- Why Cora is well perceived by sustainable products consumers (or not) ?
- Why sustainable development market well perceived by Cora’s customers?

- Using: In a second time, to find why it’s perceived like this.

It should allow to find some advises for the customers and the companies.

So the researchs are done at different times and not mixed : We can say that it’s a mono method research.
k. Time horizon

We have here the choice between 2 solutions: cross-sectional or longitudinal.

The cross sectional studies are made once and reveal an answer for one point in time, but the longitudinal studies are repeated in a long period, to see the variation for the answers in the time (Blumberg, Cooper and Schindler, 2011).

The survey was made only during one short period of time, between precise dates, and the duration of the dissertation doesn’t allow a long timework. So it’s a cross sectional study.

l. Sampling

For the study, the constraint of age is large (18-50), because it represents all the people who buy fruits and more generally food, alone or for their family (so single or with a family). It’s the universe. So people could be male or female, and they have to live in North Eastern France because it’s the researcher’s choice of area (see why above) and file one of the criteria below. According to Sekaran and Bougie (2010) a sample is a part of the population and with them; the researcher can find conclusions about the population studied.

The researcher chose this large sampling because it’s a good representation of the fruits consumers.
So he can use a large part of the population, but for some logical aspect (time, access...), he will choose to ask 100 people, and some of them have to be Cora’s customers (so the distribution of the surveys has to be done in front of cora’s shops as well), but they can buy their items in other shops as well, to have a good representation of the eastern france society.

We can have probability sampling and non-probability sampling, as said Saunders, Lewis and Thornhill (2009). The researcher chose the non-probability sampling because the probability for being chosen as components of the sample is unknown (Cooper and Schindler, 2003).
We can add that convenience sampling is used here, because: “refers to the collection of information from members of the population who are conveniently available to provide it... and it is perhaps the best way of getting some basic information quickly and efficiently” (Sekaran and Bougie, 2010).

So the researcher chose the nonprobability sampling which use the snowball sampling (in my region and in my acquaintance...), in a short term, so with a cross sectional design.

For the Quantitative method (yes/no questionnaire) the researcher will distribute 100 full questionnaires for each survey, between the 07 November and the 07 of December 2015, to:

- Cora customers, to know if they are sustainable developped products consumers or not
- Sustainable products consumers, to know if they are Cora customers or not
- General people, to know if they are sustainable products consumers or not
- Cora’s customers but not interested in sustainable development
- Cora’s customers interested in sustainable development
- Sustainable development consumers from other shops
- General people
m. Data Collection

It exists 2 variables, validity and reliability (Blumberg, Cooper and Schindler).

- The validity is the way with what a data collection method measures what it has to measure.

- The reliability of the research is necessary in terms of data collection and analysis to find good conclusions.

Some issues can exist with research validity and reliability so it has to be controlled (Saunders and Lewis, 2012).

Here the researcher will employed the following process:

- For the Cora’s customers (interested and not interested by sustainable development), we’ll ask the director of a Cora, that the researcher knows very well, in north east of France.

  He could work directly in the shop or leave the surveys there in self-service (or distribute it a few days). It targets well the sampling and the mode of distribution is simple and efficient.

  The only problem is to be allowed by Cora’s leader to do that but we already have to authorization.

- For the general people, the researcher will ask my friends to ask their friend to participate (I don’t want to do this with somebody I know).

  I could distribute them the survey (or sent it on survey websites). It will allow to target general and random people that the researcher doesn’t know.

- For sustainable development interested people, the researcher will participate in a meeting of a sustainable development association of the northeast region.

  I could work directly after the appointement in their place and distribute the surveys (or sent it on survey websites).
So here my sampling is very well targeted, I can make my 2 different analyses, I can be sure of the involvement of the people because they are interested about the subject, and I have a place to realize it. (The survey websites allow to choose precisely criteria and targets; http://www.mon-enquete-enligne.fr/mon-enquete.php?page=wink)

n. Data Analysis

a. Secondary Research

It exists 3 types of secondary data: documentary, multiple source and Survey, which at the same time are subdivided by seven categories: written materials, non-written materials, area based, time-series based, censuses, continuous and regular surveys and ad hoc surveys. (Saunders, Lewis and Thornhill, 2009)

For this dissertation, the researcher used academic journals, publications, books, websites and surveys that already exist.

According to Cowton (1998), secondary research is a research made with other research (like other primary research for example). So that’s research made with surveys or dissertations that already exists for example, and it’s not the research that the researcher do.

Rabiansky (2003) said that even if other authors have collected secondary data, it could be useful for other researchers to create their personal data.
b. Quantitative:

Burns and Busch said in 2014 that for a good quantitative research you need a lot of people, and good questions, for a survey. So it fits perfectly with the researcher’s needs.

Hair, Bush and Ortinau (2003) said that quantitative is good because we can use the precise facts that we find in different ways:

- Make predictions by paying attention to the market, behavior of the customers and both together.

- Better understand this special relation between both

- Confirm this relationship

A good definition of quantitative method, and the justification of why the researcher uses this, is this sentence:

“In very broad terms, it is described as entailing the collection of numerical data and as exhibiting a view of the relationship between theory and research as deductive, a predilection for a natural science (and of positivism in particular), and as having an objectivist conception of social reality” (Bryman and Bell, 2011, p. 150).

The researcher will use the quantitative research approach because it’s the best tool for a precise measurement of customer’s perceptions, and that’s essential in this dissertation.

We will use for it:

- Coding questionnaires (yes/no questions) directly on Internet or on papers but treated by computer.
- Usage of the software Sphinx to make automatically the analysis.
- Cross Analysis to compare different variables of our research and to see if they are linked.
(Ex : Cora’s customer & sustainable development consumer / Cora’s customer & « classic » consumer / Non Cora’s customer & sustainable development consumer)
• Answers in percentage: it will allowed to find a general trend of the market of sustainable development, and the percentage will give the proportions of it. But the reasons will be given by the qualitative research.

• Ranking of answers by sorts: theming. The aim is to find a trend with the themes. For example for the question “why you don’t consume sustainable developed products?”, it can be ranked between “the price”, “the reliability”, “the taste” and so on.

• Unitising in percentages to see the more relevant sort of answers.
For ex: Why people don’t buy sustainable development? Because it’s too expansive (17 answers) / because they aren’t sensitiv with it (4 answers).

This is very important because it will allowed to find the answer of our main question, and the reasons will allowed to find advices to change the mind of the consumers, or the way to do of the companies.

o. Plan For Completion: Gantt

All the secondary research was done during the school year in the DBS, but will be finished in sepembre in France, followed by its interpretation and redaction (2 weeks).
Then, the researcher will chose the methodology for the survey during two weeks and write to chapter about the litterature reviews during 2 other weeks.
The survey (elaboration, realisation, interpretation) will take one month and a half, and the rest of the time will be usefull for the redaction, and if I need more time for one reason or another.
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p. Research Ethics

- Advance that Cora is not honest with their policy can be a problem, especially if I want to do a survey in their shop
  The solution -> The research will be based on facts, studies, interviews and findings, so if the researcher has to say something like this, it will be proven, and all his project will be showed to Cora’s leaders, so they could decide to stop to work with him if they want.

- Ask embarrassing questions to Cora’s dirigeants can be a problem as well
  The solution -> They aren’t obligated to answer and the researcher has other sources to find the answers.

- Another problem is to say embarrassing facts about Cora to Cora’s customers or future customers
  The solution -> All the questions asked inside the shop will be controled by the dirigeants, and the critical review will be always constructive. The goal is to find the truth, even if Cora has to be angry of it.

- Finally, the last problem can be to say to customers and companies what they have to do
  The solution -> the researcher will only give usefull advises, that are his opinion and after a lot of research. People are free to follow it or not.
q. Research Limitations

It will be difficult to prove clearly if Cora respect or not his sustainable development policy, and it will be difficult as well to have all the informations about Cora, especially if it’s not in his favor.

The solution -> research based on several stakeholders statements and data (ex: leaders and activists against Cora for example). That will allowed to find all the answer and to compare different points of view.

Finally, it will be difficult to be sure at 100 percent if sustainable development is our situation is good or bad (the main question). And ethic is questionable so it’s difficult to fix the real limits of the sustainable development.

The solution -> The answer will be the more precis possible, with figures, studies, interviews and so one, and the purpose is to give advises and nothing more.

So finally we’ve found a solution for the ethics issues and research limitations that we could have.
IV Data Analysis and Findings

1. Introduction

Sustainable development is today very important because of the necessity of it (planet issues at social, economic, ecologic level). Some studies explain well those issues, and the qualities of the sustainable development to resolve it. There are also some limits around the sustainable development and some studies speak about it.

But today, one of the most important issues for the consumers is to know if they can buy sustainable products without any doubts. Some studies were made on it, but it just shows all the issues, all the facts, but finally, we find no answers in those studies because the question is too tough, the sample is too large, and the investigators never ask the people at the best position to know very concretely all about this concept: the customers. Because the question is too large, we will ask some precise questions, and because the sample is too huge, we will target the sustainable market of fruits industry in Cora’s supermarkets of north east of France. That’s totally representative of the major part of people in France (because we want a general answer) but it’s easy to target and it’s well representative of the sustainable new markets (Supermarkets and not just specialized shops anymore).

So now, after speaking about the issues of the planet, the necessity of the sustainable development, and the limits of it, we cannot say surely that the sustainable development is reliable or not (that was my main question).

Let’s study the consumption behavior. The result of this research presents the first study on the consumer’s behavior on sustainable development in a precise (but general because a lot of persons use this way of consumption) situation. If we can find a general trend, in the middle of some precise questions, even with variations of data, we could consider that we have our final answer. And the precisions will allow us to know how it’s like it, and find solutions to improve this concept.

The researcher hopes that that will help people to know how to consume sustainable products, to erase their doubts and maybe attract other people, and to explain to the companies the capacity of this market if they stay fair with it.
2. Method of the qualitative research

The goal is to ask some precise questions about our case (the sustainable development, Cora, the Fruits industry, and so one) and some general questions (age, level of studies, job...).

The researcher aims to compare the data and to find some correlations (for example, people with a high level of studies buy less sustainable fruits in Cora).

So he will do it all the times that he will find an interesting correlation, and finally we will interpret all of this in the last part of the dissertation.

3. Demographic data

Here, we will define the general criteria of the people who answered the survey. It will allow making comparisons between those criteria and the precise results that we’ve found in the survey. Maybe we will find some correlations between them (for example, the gender and the awareness about sustainable development). So we will compare those criteria, but we will also show the results and the researcher’s interpretation of it if we’ve found some correlation. If it’s not the case, we will avoid speaking about it because it’s not useful for the subject.

Also, to analyse those general criteria will maybe allow finding some other ideas of correlations to do, depending on the finding we have on it.
4.3.1 Gender

We can see on the following graphic that we have a majority of women (57.8%) who answered to the survey. It’s not so representative because they are close to the number of men (42.2%). We will use this variable to analyse the behavior of the consumers for seeing if there is a difference in the consumption according to the gender.

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**Gender percentage graphic**
**Age**

We can see that a major part of the people who answered to the survey were young adults (46.7% for the 18-23 years old and 42.2% for the 23-28 years old).

It can be because of the distribution mode of the surveys (a part was dealing on internet, used a lot by young people), or because older people have less time, or less interest on it.

That’s why it could be interesting to test the interest on sustainable development related to the age of the sample, but unfortunately we haven’t all the data need to verify it (the sample is not diversified in terms of age to have representative data on it). So we have to avoid this data for this analyse, but it could be a track of interest for the future.
Socio Professional category

Here we can see that the SPC the most represented in students (37.8%) and the employees (28.9%). It can be we distributed the surveys in front of Cora supermarket also in the street. And students and employees, usually, are young, active, have not a lot of money (so supermarkets could be good for them), use the internet a lot (so they could answer the survey on it), and so one. This is not usefull for the subject because it’s not the purpose.

But it could be an important factor because employees and students are usually young, so it could exists a link between the age and the interest on sustainable development, as i said in the last part. So we have to control it.

But it’s the same problem than the age. We have a lot of young people who answered the survey, and we know that it’s more common for young people to be student that senior in a big company, so this variable is not usefull here neither.
Here we can see that all the kind of studies are equally represented in the survey, except the BTEC First Diploma. So we could easily think that there is a link between the level of studies and the awareness of sustainable development. Despite this the equal stats for all the other degrees shows that this awareness is well acquired except for one degree, but this degree suppose to leave education very young (14-15 years old) so it’s too young to be aware of those kind of issues. But we will try to find a link between the level of studies and the sustainable development awareness.
4. The analysis of the perception of sustainable development in fruits industry.

A. Sustainable fruits consumption

![Sustainable fruits graphic](image)

This is a very interesting result. Here we can see that more than half of the people (48.9%) who were asked, answered that they buy sustainable fruits. And even if they don’t consume it, they are sensitive on it (42.2%). Only 6.7% of the sampling consider that they are not interested and not consumers of it at all.

In the same way, we asked a more precise question, to know the level of consumption of the people, because if they answer «yes» when the researcher asks if they buy sustainable fruits, it could be only once a month or a year.
b. Level of sustainable fruits consumption

What's your level of consumption of sustainable fruits?

- Consommateur occasionnel: 11.1%
- Consommateur régulier et très investi: 22.2%
- Non-consommateur mais sensibilisé: 57.8%
- Non-consommateur et non sensibilisé: 57.8%
- Consommateur régulier: 57.8%

Sustainable fruits consumption graphic

This was important to define it, because here, we find that on the first (and more general) question. 57.8% of people who buy sustainable fruits just buy it never buy it even if they are sensitive to the concept of sustainable development. Finally, whereas 48.9% of the population are consumers, only 11.1% are regular consumers. But the important now, is to know why.
c. For people who aren’t sustainable sensitive

![Sustainable sensibility graphic](image)

The first criteria (52.6%) which prevent people to buy sustainable fruits is the price. This phenomenon is very common because it’s the first drag for the general sustainable development, which is still too expensive for the average incomes of people. But if it’s important to notice it, to have a general knowledge of sustainable development, it’s not useful.

The important point is that the second most important limit (36.8%) to buy sustainable fruits is the fact that people aren’t really convinced that the companies are reliable and play the game well.

So we can say that people are usually interested by sustainable development in fruits industry, but they don’t buy those products, or only occasionally, because of 2 limits; the price, and the doubt on the application of the sustainable development.

Those are the 2 main limits to consum, because the 2 other are the fact that people haven’t the responsibility to buy fruits in the family, and a mix between the price and the doubt about the reliability of the companies (5.3 each).

Now, we will see what are the main good points that drive people to consumere sustainable fruits.
d. For people who are sustainable sensitive

If you’re sensitive to the sustainable development of fruits in Cora’s supermarket, why?

- Better for the environment: 77.3%
- Better for the health: 11.4%
- No interest: 6.8%
- All the answers
- Better quality

Reasons of sustainable sensibility graphic

The main argument (77.3%) is that it’s good for the planet, and the second (11.4%) is that it’s good for the health of people. After, we have a better quality of products (6.8%) and two other answers which haven’t enough percent to be used.

So it shows that people have a good understanding of the issues of the planet and the utility of sustainable development ot resolve it.
e. Frequentation of cora’s supermarkets

*Frequentation of Cora’s supermarkets graphic*

Here we see that most part of people in North East France are Cora’s customers (93.3%). It’s normal because it’s one of the most important supermarket in this area, the choice is huge, the prices are low, the access are well and the number of shops is important. Cora is the leader in the Supermarket’s market in our chosen area, so we can say that this data is normal and that Cora is a reference for shopping.

Now let’s why Cora is a reference for shopping
f. reasons to be a cora’s customer

Reason to frequent Cora’s shops graphic

Here we have 4 data which are reliable in terms of number of answers. The main answer is the large rank of products (44.4%), then we have the large rank of brands (13.3%), the best value for money (13.3%) and finally the large choice of range (11.1%).

The responses were open, so people were able to write their own opinion. Here we can see that the reasons of choosing Cora is not so much a question of quality, of sustainable development, of equity, but more a question of price, choice, and value for money. That’s the main purpose of a supermarket. We can imagine that for some more valuable or special products, people prefer specialized shops.

Let’s verify this by analysing the reason people don’t want to be Cora’s customers.
g. reasons to not be a cora’s customer

Why don't you make your shopping in Cora ?

Here, it’s clear that the main answer is that the shops are overpopulated (46.9%). This reason isn’t usefull for our subject. We can see that the quality of products (15.6%) and abusive margins (18.8%) are also present. And finally, the last data: 6.3% of people think that the products aren’t sustainable developed, and that’s why they aren’t cora’s customers.

So here we can see that the main reason that people aren’t Cora’s customers has no link with our subject, and it’s logical, because if we look to the graphic just before, we see that people wait something else from a supermarket (prices, time, choice)

But we see some values as the margins, the quality and finally the sustainable development so it seems that it’s still important for people in their consumption, even if it’s not because of it that they’ve choose Cora for shopping. It could be important for the interpretation of data.

So now, let’s see how the sustainable development (SD) is perceived for fruits in Cora’s shops.
h. reliability of sustainable development in Cora

We can see that the major part of people (59.9%) don’t consider that the sustainable development of fruits in Cora (North East of France) is reliable. It’s maybe caused by all the limits that the sustainable development has (price, reliability, control).

It’s even more important for Cora, because it’s an international company, and its strategy is to have low prices, a lot of product, and sometimes at the expense of the quality or the ethics. That’s why people have doubts about it.

But now, let’s see where people prefer to buy sustainable fruits.
i. Preferences of sustainable shopping

The results are very interesting.
We can see that even if people haven’t an image from Cora which is very « green » and sustainable, and even if they aren’t sure about the fact that Cora’s direction apply this concept well, we have a major part (79.5%) of the sustainable fruits buyers, who prefer to go in a Cora for it.
It’s really strange because this data goes against all the previous data.

But we will try now to find why we have a difference in the people behaviour.
j. preference of specialized shops

Why do you by sustainable fruits in specialized shops?

- 42.9% Best control of sustainable development
- 32.1% Better quality
- 17.9% Not confident in the reliability
- 9% Not concerned by the concept
- 3.4% No opinion

Reasons to go to specialized shops for sustainable fruits

Here we see that people can prefer specialized shops for a lot of reasons. They think that there is a better control of application (42.9%), that the quality is better (32.1%), and they don’t feel confident in the sustainable development of Cora.

So finally, people seem to prefer the sustainable development of a specialized shop, but still prefer to buy sustainable fruits in Cora’s shops.

It means that the bad main point of buying sustainable fruits is too important in a specialized shop: the price is too high, and not reasonable for people, despite of the volunteer of sustainable development products.

So now let’s see why people prefer Cora to buy sustainable Fruits in north East of France.
k. preference of cora’s shops

Why do you buy sustainable fruits in Cora?

Reason to go to Cora’s shops to buy sustainable fruits graph

Here we can see that the main reason (59.5%) why people buy sustainable fruits in Cora and not in a specialized shop. It’s because the prices are abusive and too much expensive in specialized shops. Then, people think that they have more choice in a supermarket (21.4%), and that the quality is quite the same in both shops (7.1%).

It’s logical here, we see two datas that we saw before, the fact that people like Cora (and supermarkets in general) because of the good price, and the fact that people have difficulties to consume sustainable fruits, because of the abusive prices of it.

So now, let’s give some details about the choice of the consumers, in front of the limits of the sustainable development (price, doubts about the application, not a better quality)
In front of the limits of the sustainable development in fruits industry in Cora, some people prefer to stop completely their consumption of sustainable products (10.5%). It fits with the data we saw before, which was saying that a lot of people asked (22.2%) are sensitive to the concept, but don’t want to buy products. Now we know that it’s a question of limits of the concept (price 52.6%, reliability 36.8%).

Some people will continue to consume sustainable products, but not in Cora anymore (18.4%). As we saw before, they can be regular consumers (4.4%) or occasional consumers (57.8%).

We have the same typology of consumers for our last category, but the most important (65.8%), people who will continue to consume sustainable products.

So now we aim to see how those people will continue to consume sustainable fruits in Cora and will adapt themselves.
The major part of the people who continue to consume sustainable fruits in Cora, just limit their consumption (52.5%). So they can avoid to spend too much money, but the net price stay high, and the issue of the respect of the principles of sustainable development isn’t solved.

The second most important group of people (30%) consider that the good points of the concept are more important than the bad points, so they just keep buying sustainable fruits even if it’s expensive, even if they are not sure about the respect of the concept, and so one. It’s not solving the problems, but they consider that this concept is too important to not apply it.

The third most important (10%) group is a group who buy sustainable fruits in Cora, and who keep going because they aren’t sensitive to the issues of it.

Finally, we’ve spoken about all the limits of the sustainable development, but do you know well all those limits?
Here we see maybe the most important problem of the sustainable development of fruits in Cora’s shops. People have some knowledge on the subject and act on it. So the decide for example to adhere to the principles of the sustainable development and so keep the issues of the planet and even increase it. They could decide as well to consume sustainable products, and spend a lot of money for a product in which they aren’t totally confident.

So here, the important is to notice that people are missing some informations about sustainable development. 77.8% of the sample think that finally they haven’t a good knowledge on this subject, but act on it everyday!

Now we will try to interpret our findings in the next discussion part.
V Discussion about Data

1. Data of the survey

a. Awareness

So we know that people are usually aware about the planet issues because out of 100 respondents, 48.9% buy sustainable fruits, and 42.2 other percents are at least sensitive on this concept. So only 8.9 percent of the sample is not interesting at all about this concept.

Also, we can precise it by saying that 11.4 percent of the sample think that it’s important in terms of health, 77.3% think that it’s a question of environment and 6.8% think that it’s a question of quality of the product. It fits perfectly with the values of sustainable development so it shows that people have a good understanding of those values.

b. Reliability of Cora’s sustainable development

We can see as well that people like to buy their products in Cora with a large majority (93.3%), but when we ask if people considere as reliable the sustainable development of fruits in Cora, the say no with a majority (59.9%). So here we have the answer to our research question: is the sustainable development in fruits industry in cora’s supermarket (north east of France) reliable? The answer is no.

It means that they are interrested by sustainable development, but that they like Cora for other features. Even in the bad points of Cora’s shops, sustainable development is only present with 6.3%.

c. Cora’s general success

People like cora because they like the large rank of products (44.4%), then we have the large rank of brands (13.3%), the best value for money (13.3%) and finally the large choice of range (11.1%). So Cora has a totally different image than the sustainable development, but this image is successfull for other reasons.
d. An antagonist reaction

But the interesting point is that, when we ask where people buy the most of sustainable fruits, they still answer « in Cora ». It means that they consider that it’s necessary to buy sustainable fruits in Cora even if it’s not reliable, and even if it’s the second most important bad point for sustainable development (36.8%). It means that the first bad point is too huge to avoid it, and it’s the price (52.6%). For them, sustainable development is too expensive, and that’s the first reason why they buy sustainable fruits in Cora even if it’s not reliable for them (59.5%), the second reason is the large choice of products (21.4%).

e. The specific shops

The analyse of the reasons why people buy sustainable fruits in specialized shops show perfectly that people consume in Cora out of spit, because they have perfectly understood the stake of sustainable development (They think that there is a better control of the sustainable development application (42.9%), that the quality is better (32.1%), and they don’t feel confident in the sustainable development of Cora). Despite this, the major part of them choose Cora for sustainable fruits, because of the price.

But the price of sustainable products is even a bad point in supermarkets as Cora, in addition to the reliability. So Cora reunite the 2 most important bad points of the concept. So it can’t be successfull.

f. Link between success and reliability

That’s why we can see that even people are very interested by sustainable fruits, and sustainable development in general, there is a gap between it and the concrete purchase. So we can see that on the 48.9 % of people who state that they buy sustainible fruits, only 11.1% buy it regularly, and 57.8% buy it very occasionnaly. So we can say that the sustainable development of fruits in Cora is not successfull. Cora can sell some sustainable fruits because people buy it out of spite, because they couldn’t find better and because the price is a too important point to be avoid, even if it’s at the expense of reliability.
The behavior in front of the issues and the issues which are created by it

In a first hand, it means that a lot of people don’t buy all sustainable products because of its limits, even if they’re very interested about the concept (42.2%). Some people use to buy it but totally stopped it because they aren’t confident on it anymore (10.5% of the consumers of sustainable development fruits on Cora).

In an other hand, that’s a huge problem because it means that people accept to buy expensive products whereas they aren’t sure about their reliability.

The relative success of sustainable development in Cora is due to the fact that people accept to do concessions, but it’s not a good solution for the respect of people, and the respect of the principles of sustainable development. So on the 65.8% of consumers of sustainable fruits in Cora who continue to buy those products, 52.5% limit their consumption. It’s not a solution because it can’t be successful for the sellers (and all the stakeholders), so the market cannot be successful and the prices cannot decrease for the customers.

It’s not good as well for the sustainable development, because the principles of it aren’t perfectly apply so it cannot answer perfectly to the actual needs of the planet and its population.

Finally, it’s not good for the consumers, because they spend a lot of money for products that they’re not sure about their reliability, and they have to limit it so they don’t fit perfectly with the principles of sustainable development.

Some people choose as well to continue to buy normally those products in Cora (30%), because they consider that the sustainable development is a too important concept to be avoid. The intention is noble but it’s not the solutions, for the same reason I mentioned before.

Some people choose to continue to consume sustainable fruits (18.4%), but not in Cora anymore, and choose the specialized shops. In those shops, the reliability of the products can be verified more easily, but the prices are way too importants if you compare with their real value.

So that’s not a good application of sustainable development (which consider the economy and the social as important, so fair and good prices for the consumers).

And it’s not good as well for the consumers to spend too much money on it.

So here we see clearly that sustainable development of fruits in Cora isn’t reliable and successfull for all the reasons we mentioned before.
h. From where does the problem come?

But companies still make money on it, and this phenomenon is increasing more and more with the years and the important the sustainable development take.

We have to find why people are reacting like it, and continue to consume sustainable fruits in Cora even if it’s not reliable and successful for them.

i. Bad understanding about the sustainable development

The last question of the survey is very interesting because we ask if they consider that they have a good understanding and knowledge about the sustainable development and its limits. They answer no with 77.8%.

So there is a gap between the interest in the concept which is high (42.2% just interested and 48.9 consumers) and a good understanding of it (only 22.2%).

People are in general sensitive to this notion because of the increasing importance of it. But they are finally informed because of the advertising of the brands, the magazines, the items they find in the shops, and all kind of the new strategies which are adopted by the companies. So finally they are informed directly by the companies, and not by other sources (associations, governements) which could be more objective and usefull.
j. A necessary change

So we can say that it’s necessary to change it, to inform more the customers and the future customers, but also to force the companies to apply well the sustainable development principles, to create a real, promising and reliable sustainable market.

We will aim to find some tracks of change in the last part, but now, we will try to precise our researchs in term of the targeting. Indeed, our survey was made for a lot of people, because it was made for all people who could buy some sustainable fruits in Cora (so a very large, but necessary target, to represent well this market). But now that we know that the sustainable development isn’t considered as reliable for people, but that some people still buy it, we ave to find those people to act on them. So as we said in the introduction of the survey part, we will try to find correlations between the survey’s data and the general data that we can use (gender and level of studies), to find more precisely the kind of people who are to educate (in terms of sustainable development) first. For it, we have to make another (but more basic) data analysis and its discussion, about individual variables. It’s primordial for having the more complet findings possible.

2. Explanation of work on individual variables

So now that we have all our informations, we know the general trend of the consumers behaviours for sustainable fruits in Cora’s shops. But we will try to see if this trend depends more to an individual variable (for example the gender).
It will allow us to target the people that we have to act with, to improve the sustainable development market.
a. The levels of understanding

So finally we can say that we have different levels of understanding’s issues about the sustainable development:

1. Some people don’t know at all the limits of the sustainable development or the concept in general.

They are the most « dangerous » because they aren’t interested by the sustainable development at all, even if it’s a necessary concept, and if they try to try it someday, they will do it in a wrong way.

2. Some people have a bad general understanding about sustainable development (for example they just know it because of TV or advises). They aren’t informed well about it, they don’t know what are the main principles of the concept and its limits but they know what the concept is in general.

So those people won’t buy sustainable development products, or they will just buy it for trying, because they’ve heard about it, because they want to test it. They could buy it regularly as well, but in a wrong way because they aren’t informed enough to become regular and good sustainable consumers.

3. Some people have notions about sustainable development. So they know why it’s important and useful to consume sustainable products, even if it’s expensive, even if the choice of products, ranges, brands, is more limited. They know that the utility of the concept, for them, for other people and for the planet, is superior to those bad points.

But those people are only partially informed, because they aren’t aware about the other issues, more discrete, about the concept, as the bad following of the products in terms of respect of the sustainable values, or the use of the concept only as a marketing tool.

So some of them will still buy not reliable sustainable products because of their deficiencies in knowledge of sustainable development. Or some people will just stop to be interested about sustainable development.

4. Finally some people know perfectly fine the issues of the sustainable development but continue to buy those products knowingly. They are tough to convince because they already know the subject but it’s necessary to change their mind to apply the sustainable development well.
b. The concrete targets in the study

So if we try to find those 4 general profils of consumers in the results of my survey, we are able to see interesting profils which need to progress to be well sustainable developed :

- People who aren’t sensitive to sustainable development and not consumers at all (4.4% of the sample)

- People who think that sustainable fruits market in Cora is reliable (40.5% of the sample)

- People who prefere to buy sustainable fruits in Cora, aware or not about the limits of it (79,5% of the sample)

- People who are aware about the limits but who still buy their sustainable fruits in Cora (65,8%)

- People who are aware about the issues of the sustainable development but who aren’t sensitive in it (10%)

- People who considere that they don’t know well the issues of the sustainable development (77,8% of the sample)

Now, let’s try to find a correlation with the individual variables, to find more precisely the people to target in my last part (conclusion and advises).

3. The crossed analyse of data with the individual variables

Here we will compare our 6 stats with 2 individual variables. We have only 2 variables, as said at the beginning of the chapter, because some of the other variables aren’t representative enough of a general sampling to be used.
We will use if it a crosser analyse in an Exell tab, and create graphics with it to have a clear view of the phenomenon and see more easily of something is usefull for the study.
a. People who aren’t sensitive to sustainable development and not consumers at all (4.4% of the sample)

Here, we have too few answers to have a representative result. People who answered was in an equal quantity of male and female, and a good average of level of study. So we cannot have some good finding with those data.

b. People who are aware about the issues of the sustainable development but who aren’t sensitive in it (10%)

Unfortunatly, it’s exactly the same for this profil. We have too few answers, and an equal quantity of male and female. Levels of study are very variable as well. So it’s not usefull to use this profil neither.
c. People who think that sustainable fruits market in Cora is reliable (40.5% of the sample)

Reliability of Cora’s shops sustainable development graphic

So here we have 70.6% of women and 29.4% of men who think that Cora’s sustainable development (about fruits) is reliable.
(and more precisely « Level of studies for people who think sustainable development in Cora is reliable)

Here we know that 35.3% of the master degree, 11.8% of BA degree, 23.5 of high school degree, 23.5% of the BTEC higher diploma and 5.9% of the BTEC first diploma think that sustainablyem development is reliable.
d. People who prefer to buy sustainable fruits in Cora, aware or not about the limits of it (79.5% of the sample)

Gender of people who buy sustainable fruits in Cora’s shops

So 65.7% of women and 34.3% of men buy some sustainable fruits in Cora.
Here we know that 20% of the master degree, 20% of BA degree, 25.7% of high school degree, 28.6% of the BTEC higher diploma and 5.7% of the BTEC first diploma think that sustainablement development is reliable.
e. People who are aware about the limits but who still buy their sustainable fruits in Cora (65.8%)

Gender of people who know the limits of the sustainable development in Cora but who still buy their sustainable fruits there.

So 56% of women and 44% of men know the limits of sustainable development but still buy the products.
Here we know that 32% of the master degree, 28% of BA degree, 20% of high school degree, 12% of the BTEC higher diploma and 8% of the BTEC first diploma think that sustainability development is reliable.
f. People who consider that they don’t know well the issues of the sustainable development (77.8% of the sample)

Gender of people who don’t consider that they know well the issues of the SD in our case

So 37.1% of men and 62.9% of women don’t consider that they know well the issues of the SD in our case.
Here we know that 15.1% of the master degree, 22.9% of BA degree, 22.9% of high school degree, 31.4% of the BTEC higher diploma and 5.7% of the BTEC first diploma think that sustainably development is reliable.
8. Interpretation of the crossed analyse

a. The gender

We saw in the first part of this chapter that the survey’s participants were women with 57.8% and men with 42.2%. Those data will be our average and are usable because it can be representative of my whole sample.

The results of the crossed analyse are really interesting because we can see that women are superior to our average for those cases:
- They think that sustainable development of fruits for Cora is reliable (70.6%)
- They buy sustainable fruits in Cora’s shops (65.77%)
- They admit that they don’t know well the limits of the sustainable development (62.5%)

The only fact in which men are superior is that they know the limits of the sustainable development but still buy it.

Here we can see 2 trends, the first one is that women are really sensitive to the sustainable development and will buy some sustainable fruits in Cora. But they don’t know well the limits of the concept so they are a perfect target for the companies because of their strong sensibility with the concept.

But we can see as well that the data show a strong disinterest from men about the concept, and even worth, some of them buy some sustainable fruits in Cora even if they know that’s not good. It seems that they suffer of a low interest and confidence of the concept.

So here the goal could be to educate men and women in a different way;
- Women doesn’t need to be sensibilised about the concept of sustainable development but more about the limits of it, to consume it in a good way,
- Men have to be sensibilised to the sustainable values in a first time.

But as the values are all really close, we cannot say that it’s the only idea to follow; this is a general trend found by figures which aren’t perfectly representatives.
But, beyond the necessity to inform all people about the sustainable development AND its limits, this trend can be followed for a more precise approach.
b. The level of studies

Here we have a lot of data to compare to our average data (repartition of the level of studies in the sample of the survey). So we will create a tab, which will be easier to analyse.

<table>
<thead>
<tr>
<th>Percent (%)</th>
<th>BTEC First diploma</th>
<th>High school diploma</th>
<th>BTEC Higher diploma</th>
<th>BA/BS</th>
<th>Master</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD fruits in Cora : reliable</td>
<td>5.9</td>
<td>23.5</td>
<td>23.5</td>
<td>11.8</td>
<td>15.3</td>
</tr>
<tr>
<td>Buying of SB fruits in Cora : yes</td>
<td>5.7</td>
<td>25.7</td>
<td>28.6</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Know limits but still buy the products</td>
<td>8</td>
<td>20</td>
<td>12</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>Don't know well the limits</td>
<td>5.7</td>
<td>22.9</td>
<td>31.4</td>
<td>22.9</td>
<td>17.1</td>
</tr>
<tr>
<td>Average of studies level</td>
<td>4.4</td>
<td>22.2</td>
<td>24.4</td>
<td>22.2</td>
<td>26.7</td>
</tr>
</tbody>
</table>

Tab about the level of studies variable compare to the average values

By the help of the tab just above, we can see an interesting trend in relation with the level of studies:

-For the people with a BTEC first diploma level, we can see that they think that sustainable development of fruits in Cora is reliable, so they would buy it there, and they know as well that they don’t know well the limits of the concept. If they would know the limits, they would still buy sustainable fruits in Cora.

-For the people with a high school diploma, we can see that the trend is the same, but they say that if they would know all the limits of the concept, they wouldn’t buy those products.

-For the people with a BTEC Higher diploma level, it’s an antagonist answer, because they don’t consider the concept as reliable, but still buy the products.
They say as well that they don’t know well the limits of the concept but if they would know better those limits, they would not buy those products anymore.

-For the BA/BS level, people think that sustainable development for fruits in Cora aren’t reliable, and won’t buy it. They consider as well that they don’t know well the limits of the SD, but if they would buy a sustainable product in Cora, it would be still with some limits in mind.

-For the people with a Masters degree, the phenomenon is the same than for the BA level people, but is stronger. The only difference is that they are perfectly aware about the sustainable development limits in our case.

So here we can find a clear correlation between the level of studies and the sustainable development awareness and the good habits of consumption. In fact, when the level of studies increase, people think more and more that the sustainable development of fruits in Cora isn’t reliable, because they know the limits of it, so they won’t buy those products, but if they do, it will be with it in mind.

We can consider that only people with a master degree have a good state of mind in front of our problematic. People with a BA/BS have a good behaviour as well because they know that the concept isn’t reliable in our case so don’t consume, but aren’t aware about all the limits of it, so that’s not perfect.

So we can consider that only people with a master degree don’t need to be informed about sustainable development and its issues, and it’s not a lot of people in the population (26.7%).

Finally we can say that there is a link between the level of studies and the sustainable development awareness, so here the goal could be to consolidate the education about it at school and not only in long studies programs. Another solution could be to find another way that school to inform people about it, and maybe a way which could target more people. Let’s see all the solutions we could use in the « conclusion & recommendations » part.
VI. Conclusion, recommendations & reflection

Introduction

In this part we will draw a general conclusion by using our findings. We will mix all the material that we used or we found to do it, as the literature review, the research question, the data analysis and its interpretation and discussion. In the end, we will give some recommendations for the future, and i’ll give my self reflection on the dissertation and the whole degree.

The conducting wire

The researcher chose this subject because he is sensitive of the planet issues, in a lot of time created by our consumption (and all the facts connected as the production, the transport and so on).

He used the literature review to show those social, ecologic, economic issues, and mainly to show that sustainable development is the good way to stop it. After explain all the good points of the concept, he hed explained the bad points, and one of those bad points is the fact that the sustainable development isn’t all the time reliable, mostly in some bug companies, which aim to make profit more than all. This was the first objective.

The researcher chose the case of the fruits industry in Cora (North east of France), because it’s a big companie of supermarkets which sell sustainable products, and which haven’t an image of sustainable shop (low prices, international and large-scale production) and the sample is perfectly representative to people who consume sustainable fruits in France.

He chose to ask myself if the sustainable development in this case is reliable or not, and he tried to answer to this by secondary research in a first time, but no studies were precise enough to answer. There are some very good points and very bad points and it’s impossible to answer clearly, besides the fact that the companies have the power to hide those kind of « details ».

So the researcher chose to analyse the consumer behaviour, considering that the general trend of consumption will answer my question, and the precisions will allow him to interpret the reasons and find some recommendations.
The consumer’s behaviour interpretations

With the analyse of the consumer’s behaviour (the second objective) we’ve found that people are usually quite well informed about the issues of the planet and the principles of sustainable development which fits well with those issues (because it consider economy, ecology, and social). People know the importance of the concept and are usually interested by it.

If a lot of people are interested by it, just a few people will consume sustainable fruits regularly. It’s because of a main issues : the price. So general sustainable development isn’t really successful because of this points.

People like Cora’s supermarkets. The major part of the population of the North East of France are Cora’s customers. They like it because of values as the price or the choice (in term of range, brands, items, and so on).

But when we ask if they would consider sustainable development as reliable, they answer « NO » in majority. That’s because the values of Cora (and the values that they appreciate), as mentionned before, are way to different that the values of the sustainable development, which aim to have a fair, qualitative product. They cannot imagine those values in a supermarket as Cora, so the sustainable development can’t be reliable there for them.

But if we ask where they buy sustainable products, customers says « Cora’s shops » by a big majority. That’s just because of the first bad point of the sustainable development : the price. This criteria is way to important to be avoid, even for the neccessity of the concept, and even if sustainable fruits in Cora aren’t considered as reliable by them. It’s still cheaper for them in Cora than in a specialized shop, and that’s the important point. Those details of consumption are the third objective.
Answer to our research question, verification of our hypothesis, and main findings of the research

So we can finally say that, after our doubts about the existing surveys which don’t allow to find this answer, the analyse of the consumer’s behaviour in our case allow to say that the sustainable development of fruits in Cora (north east of France) isn’t reliable. So our findings illuminates perfectly the issues we tried to show at the beginning of the dissertation and that we found again in the litterature reviews.

The analyse of the consumer’s behaviour shows that people have good opinions which allow to find general and coherent trends. So we can say as well that our general hypothesis is verified: we can say that the reliability of the sustainable development for the fruits industry in Cora’s supermarkets of north eastern France depend of the perception of the consumers, because they allowed use to answer our main question.

But because of the 2 limits we found (price and reliability), the success of the sustainable development in Cora isn’t reliable neither. It’s the same finding about the general sustainable market because the only other solution we have in terms of buying sustainable products in shops is the specialized shop. And in this kind oh shop, if the reliability isn’t an issue, the price is a big one.

Here the limit which interest ourselves is the reliability of sustainable Fruits in Cora. It suppose 2 big issues:
- for the sustainable development, its market, its necessity of being: this competition is unfair and don’t allow the good sustainable development to grow up.
- for the customers: they spend a lot of money for a product that they don’t consider as reliable.
People to target

But if people act like this, it’s because the major part of them don’t know well the limits of the sustainable development in supermarkets. We’ve found different kind of consumers who don’t act well because of it. For it, we’ve found that we have 4 level of understanding:
- People who don’t know the concept at all
- People who know the concept a little bit
- People who know the concept but not the limits
- People who know the concept and its limits but you don’t mind

Then we compared those categories to the individual criterias of the answerers (fourth objective), to know if there are some links, and to find some precise targets to act on. We just used the data which were the most reliable, to have undistorted answers.

We’ve found that women are sensible to the notion of sustainable development, that they are consumers, but that they don’t know the limits of it. So here there is a job of information about the limits of the concept. For men, we find that they aren’t sensible and concerned enough about the concept, so a job of education have to be done.

But the data were very close and a big trend can’t be found, so a general job of education has to be done for all genders, because the concept isn’t generally understood.

We’ve found as well that there is a link between the level of studies and the sustainable development awareness. It seems that (in general) only people with master’s degree have the good understanding of the concept, and even here they haven’t always the good consumer’s behaviours. So we have to educate people about the sustainable development and its limits at school even at a basic level, or if it’s impossible (too heavy program for example), we have to educate them by another way (TV, books, associations, parents). We will see what we can do for it in the future in the next part (5th objective).
Recommendations

a. For the customers

For the people who want to buy sustainable fruits in Cora, and more generally for people who wants to buy sustainable products, we can say now that the best thing to do is to avoid the supermarkets as Cora. Their economic model is based and low prices, a lot of products, of choice, of range, a massive production which come often from far away (for example you can find some winter fruits, even if you aren’t in winter) and so one. Those ways to do aren’t respecting the sustainable values, so it’s difficult to believe in the respect of those principle from those companies. That’s why people don’t consider it as reliable.

People mustn’t do the same mistake than the major part of people: buy those too expansive products even if it’s not reliable, for a lot of different reasons we saw before. The best think to do is to boycott it, or if you have money to find those sustainable products in specialized shops, which are more controlled, more fair, more sure.

In this case, it will provok two phenomenon:
- A fail of the sustainable market for the supermarkets (which aren’t already so successfull). Those companies will have two choices: leave this market and so leave the specialized (and reliable) shops alone on the market, or be really sustainable developed. In both cases, it will be benefic.
- An improving of the specialized shops market, with all the supermarkets customers who will join them. So they could have enough people to have a successfull market and decrease of the costs for the stakeholders and the customers.

Even in the case of a boycott without an increasing number of customers for those specialized shops, it will be benefic for them because they will loose an unfair competitor, and the image of sustainable development will be way better.
b. The important role of education

For this section, we can target the people we defined after our consumer’s behaviour analysis and our crossed analysis with individual factors. So we have, in general, the population to education about sustainable development and its necessity, its needs as well. We can as well target women by informing them about the limits of it, and men by informing them about the general necessity of sustainable development. To target men and women, we could directly touch them in shops, speak with them, give them some written informations. We could as well touch them by internet.

We have to inform better people with a low level of studies, for example by strengthen school programs, because the necessity of buying (food for example) isn’t depending of the level of studies, but the way you do it could change. If it’s not possible to change it by the school, we could touch them by different methods, as the TV (TV shows for kids, because some shows are financed by the government if they are very useful), or books, internet, associations…

By the sames methods, we can inform people in general, the importance is to be present everywhere, and in this case people won’t miss the important informations.

c. For the companies

For companies which aren’t applying well the principles of sustainable development, they have to understand the capacity of this brand new market. They are almost alone on a market which will be unmissable in the following years, because of the increasing necessity and the democratization of the concept. If they are reliable in the mind of the consumer, they can play a big role on the market and be really successful, and that the ultimate goal of every company. The best way to be considered reliable by the consumers, is to be fair, honest and really reliable, and to give proof of it.

For the companies who are well sustainable developed, they just have to keep going and to wait that bad companies on the market change or disappear. People will also change their mind step by step by the democratization of the sustainable development and the following measures.
d. For the governments

Now, the sustainable development is necessary as the researcher said before, because of the social, economic and ecologic issues of the planet. The governments are responsible if it and it’s every time an important part in the political programs. So now that the sustainable development is more and more present, and now that they see that it’s creating some issues, they have to adapt themselves and to create new laws, new rules to officer this market. It was the same at the beginning of the last century the the industries, it was something totally new and inexplored, and years later all is well framed to avoid the issues, so it could be the same thing for the sustainable development.

e. Recommendations for myself

Now that the researcher is arriving to the end of my dissertation, he can say that he could have some deepenings to do in the future. His survey was realized on 100 people, and the number of answerers didn’t allow him to find some hypotetic good findings. For example, it would be interesting to compare the age or the SPC of people with their behaviour in terms of sustainable development. We could find some interesting links there, but the data didn’t allow us to explore it.
Also, if one day governments forces companies to be transparent on their figures, their behaviour in terms of sustainable development, we could clearly verify of our findings are correct and even go deeper in the analysis and therefore on the conclusions and advises.
Finally, it could be interesting to go deeper in the analysis and the precision of the answers, by some other data gathering is focus groups for example. We could imagine as well to do this survey in USA for example, a country which could provide a good sample, in order of necessity and implantation of sustainable development, and in abuses of big companies.
Reflection

So finally i’m in the end the my dissertation. It was a really interesting job because of two reasons:

In one hand, the researcher is passionate about ecologie, and he’s a sustainable products consumer. The researcher is a student and he cannot spend a lot of money in food so he is directly touched by the sustainable development issues. The researcher knows that we are a lot of people in the same position than him, who would like to consumer sustainable products but who cannot. He try to buy some products in specialized shops, and he is a Cora customer for « classic » products, but when he see the sustainable fruits in Cora’s aisles, he would like to considere it reliable, to find it with a good price and to buy it usually, as a lot of people. So this research learnt him a lot and was really interesting for his personnal culture but also for his behaviours for the future : now he knows what to do with cora’s sustaienable fruits, and he would like that it’s the same for other people.

In another hand, he had to follow a structure, a method, to lead a long and organised reflection, and this proof was a good test for him, and learnt him a lot of things in relation with the elements he had to work on. He learnt as well a lot of things in terms of concrete knowledge and academic expertise, and he’s sure that it will be usefull in the future.

Concerning the master’s program, it was a fantastic experience in every respect. First, the researcher had to come in another country, speak another language, often for important subjects, especially for his Master of Science. He discovered a different but fantastic culture, a different way to live, different people, really nice and friendly, different school methods, and a totally different everyday life. He hadn’t the time to think a lot because a master’s degree needs to be focus on it very quickly. But finally he learnt a lot about myself, about the other people, about the world and about the marketing. The program was very rich, taught differently than in France, with a lot of concrete cases, examples, videos, but also with a lot of work to do at home. The lecturers were really qualified, a mix between a high level teacher and a high level professionnal, and were really nice and patient. The subjects we spoke about were really different, as the ethics, the classic marketing, the consumers behaviour, the research method, and finally all of thoses courses were very usefull for the dissertation, and the researcher is sure that they will be usefull as well for his professional life.
The only bad point the researcher had to mention is the fact that he has found a job directly after coming back in France, and that it was tough to conciliate his job and his dissertation, and if he would not have this job, maybe that his dissertation would be better, but we can always do better.

In conclusion, the researcher would say that he hasn’t the pretention to say that he want this dissertation to be useful to the sustainable development market, but at least interest a few minute my readers, and maybe convert some people to this important and promising notion.
Appendice

*Questionnaire (Survey on Customer behavior about sustainable development and FMCG)*

**Study of the reliability of the sustainable fruits in Cora hypermarkets (north east of France)**

For my MSc marketing dissertation (for the Dublin Business School), I have to realize a survey on the reliability of the sustainable fruits industry in the cora's hypermarket (north east France).

Can you please answer to it? It will just take a few minutes to you and it will be very useful for the advance of my research.

This questionnaire is totally anonymous.

Thanks a lot.

Guillaume

1. **Are you a man or a woman?**
   - Man
   - Woman

2. **How old are you?**
   - 18-23
   - 23-28
   - 28-35
   - 35-41
   - 41-51
   - 51 and more

3. **What's your level of studies?**
   - BTEC First diploma
High school diploma
BTEC Higher diploma
BA/BS
Master

4 In which SPC are you?
Farmer
Craftwork, seller, entrepreneur
Senior, high intellectual professions
Intermediate professions
Employees
Workers
Retired person
Unemployed
Student

5 Are you sustainable developed fruits consumer?
Yes
No
No but i'm sensitive to those principles

6 What is your level of sensitivity about sustainable development?
Regular and invested consumer
Regular consumer
Occasional consumer
Not consumer but sensitive
Not consumer and not sensitive

7 If you're sensitive to the sustainable development, why?
For the ecology
For the health
For the best taste
For the best quality
Other:

8 If you're not sensitive to the sustainable development, why?
Not convinced about the concept
Not convinced about the reliability from companies
Too expansive
Bad quality
Other:

9 Are you a Cora hypermarkets customer?
Yes
No

10 Why are you a Cora's customer?
Price
large choice of products
large choice of range
large choice of brands
The service
Good value for money
Other:

11 Why don't you are a Cora's customer ?
Too high margins
bad quality
too crowdy shops
No sustainable developed products (or not well apply)
Other:

12 Do you buy your sustainable fruits in Cora or in a specialized shop ?
Cora
Specialized shop
Other:

13 Why would you prefer Cora to a specialized shop ?
Too expansive in specialized shops
same quality
More choice in Cora
Other:

14 Why would you prefer a specialized shop to cora ?
Better quality
better control of the products and their origins
Not confident in the application of the sustainable development principles in Cora
Other:

15 Do you consider yourself as well informed about the sustainable development and its issues (greenwashing, abuses, lies, bad application of the concept...) ?
Yes
No

16 In front of those issues, you chose to :
stop buying sustainable fruits in Cora
stop buying sustainable fruits in general
keep buying sustainable fruits in Cora
Other:

17 You are aware about the issues of sustainable development in Cora but you keep buying your fruits there, why ?
Not sensitive to those issues
The good points of the sustainable development are stronger than the bad points
i modulate my consumption (only some products, in some quantity, in some seasons...)
i chose to buy in specialized shops, which are more respectful about the sustainable development principles
Other:

18  

**Knowingly, do you consider the sustainable development of fruits industry for cora’s hypermarkets as RELIABLE ?**
Yes
No

**SUBMIT**

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