Green Marketing and Country of Origin Effects –
A comparative analysis between the American and Swedish consumer market

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January 2012
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Green Marketing and Country of Origin Effects

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                          • Decrease domestic logistic costs with 10% and provided customers with better, faster and cheaper delivery options.  
                          • Improvement of operational and manufacturing efficiency through developing and implementing manufacturing guidelines  
                          • Implemented a Corporate Social Responsibility program and established a collaboration with the non-profit organization Pink Ribbon Riders |
| 2008/02– 2011/05      | Nationellbyggen I Skåne AB – Part-time Internal Consultant, Sweden| • Counseling and advisor in strategy, marketing and a potential merger & acquisition |
| 2010/01 – 2010/06     | Letcat – External Consultant Intern, Sweden            | • Project leader for a team of five external consultant interns  
                          • Marketing strategy and planning for the launch of the injector Rogue (now Letject®)  
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| 2009/10 – 2009/12     | Abacus Sportswear AB – External Consultant Intern, Sweden| • Researched the perception of the Abacus brand and the possibilities of market penetration through concept stores  
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                          • Support of in-house activities |
| 2009/02 – 2009/04     | Stadium (Novalund) – Part-time Store Sales Representative| • Managed the footwear and outdoor department |
| 2003/08 – 2006/12     |                                                        |                                                                                  |

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Abstract

This research investigates the current white spaces of green marketing and country of origin effects, where new research could contribute theoretical value. The conducted research examines American and Swedish consumers’ environmental awareness, willingness and initiative in contributing to their societies for future sustainability. Using a sample of 118 consumers from an intermediated questionnaire for the offline market, a conceptual framework was developed where the study created the foundation and reasonable support for the purposed framework. The research has put forth several findings that have both a theoretical and managerial impact on organizations’ business models, that today’s companies need to adopt to become successful in increasing sales of environmentally friendly products. Specifically, it was found that consumers acknowledge the cost-benefit relation on a personal level. Swedish consumers trust eco-labels to a greater extent than U.S. consumers, hence the relation between country of origin and eco-labels, as a source of information that consumers reflect upon, triggering a pro behavior. It’s evident that many of the triggering factors have a social perspective, but it depends on the ability of brands and retailers to communicate messages, as well as their efforts to carry larger assortments of environmentally friendly products. Ultimately, green marketing can lead to competitive advantages alone if adopted, and in addition to the ability of organizations to offer a product with a certain origin; it results in a supporting feature that increases the state of competiveness.

Keywords: green marketing; green strategies; eco-labeling; country of origin effects; risks; branding, behavior & values; research methodology
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In dedication to my parents –
Åsa and Johan
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To my family, friends and everyone else who have supported me, thank you!

Christoffer Asmundsson
January 2012
Chapter 1 – Introduction

The following chapter will present an introduction to the background of this dissertation; it will outlay the contextual circumstances of the problem that have raised the importance of green marketing as well as my personal interest in the subject. It will clarify the research questions and the intended contributions of this research, and will further outline the disposition of the paper as well as the scope and limitations of my research.
1.1 Background

Over the past decades several trends have started, where the acknowledgement of the environment is one. Within the retail industry, it has brought attention to how goods are manufactured, what materials are used and how distribution is conducted i.e. attention to the entire marketing mix: all in the context of the environmental impacts – glaciers melting, landfiling, impacts on the ozone layer, decreasing of agricultural land and pollution. It has presented challenges for organizations concerning to what extent they should recognize environmental issues, and has also brought organizational benefits such as competitive advantage trough recognition. Environmental issues have not only brought attention to industries but also awareness of consumers, which are the foundation and the relation to this research paper.

The dissertation will be an extended version of my previous research paper and make additional contributions by presenting the concept of environmentally friendly clothing products. Little research has been done on how companies actually can use green marketing and its practical techniques to increase their sales, specifically in the context of clothing retailing (Phau & Ong, 2007). This indicates a lack of research in the field of green marketing with my intended concentration. Moreover, there is also a lack of research regarding the risks of green marketing. Meyer (2001) argues that the issues with green clothing are for example that clothing wear is perceived as shapeless and colorless, which increases the complexity of the buying process. It was found that there is an importance to the life style of a consumer and how it fits with the social group, which could affect the first step of the buying process where the appearance is taken into consideration.

Mostafa (2007) acknowledges the complexity of the subject: it derives from consumers’ cynicism towards businesses, such as empty promises and unfulfilled benefits. This is beneficial in the sense that it indicates that consumer behavior and their consciousness are big factors for the field of green marketing, which need to be considered through my research paper. Furthermore, Mainieri et al.’s (2007) research postulates that the success of green marketing is in the hands of consumers, and it’s crucial to investigate consumers’ reactions and attitudes towards green marketing for companies to be successful.

Orsato’s (2006) research findings demonstrate that the current green marketing strategies that companies are exercising are not sufficient enough to deal with the issues that Meyer (2001) presented, and that further research could add a valid contribution through new findings.
1.1.1 Personal interest in the research topic
My curiosity of the green marketing area has developed over the years, since I first stumbled upon the notion of it, but it wasn’t truly capitalized until I saw the documentary 180° South. This documentary follows the adventurer, Jeff Johnson who retraces the epic journey of his two role models Yvon Chouinard and Doug Tompkins to Patagonia. Chouinard would later establish the Patagonia Company, Black Diamond and Tompkins the North Face – all clothing and accessories companies within the sport/adventure market. Chouinard and Tompkins, who were both driven by the passion for climbing and surfing, are now above anything else driven by the love for the raw nature, which they first experienced 1968 in Patagonia (the vast region spanning over both Chile and Southern Argentina, South America) and are using all their fortunes in trying to protect it from corporate exploitations and footprints deriving from it.

One of the more successful companies in grasping the concept of environmentally friendly products and the usage of green marketing is Patagonia: a company that disrupts the market forces and uses them to their advantage through recognizing social responsibility and – most of all – environmental issues. This is one of the reasons for their record sales during the entire recession. Additionally, the personnel policies are something beyond the ordinary standards; they have well-established supportive networks to generate work-life balance for their employees and founded “1% for the planet” – an organization where businesses can sign up to donate 1% of their revenues for environmental causes. Overall, Patagonia’s business morals and ethics are something unusual, which is something I would like to be part of.

1.2 Statement of research questions & contributions

My main intention for this research paper is to answer the following research question:

“How can green marking be used to increase the purchase of environmentally friendly apparel products among consumers?”

Answering the stated research question will be achieved by examining three objectives, starting with how consumers prefer to be approached by companies:

1. Are there specific factors in green products and green marketing that trigger consumers to choose a green product over a conventional product?
This contribution could be beneficial for companies who are interested in pursuing manufacturing of green products through providing them with new findings. The same would be true for companies who already are using green marketing, and would create the opportunity for them to explore new ideas. Subsequently it will ultimately tell them how to trigger a positive reaction for environmentally friendly purchasing. In essence, it supports the findings made by Mainieri et al.’s (1997) research – to find specific factors that trigger customers to choose a green product over a conventional product, and form a framework since their research suggests that the choice is in the hands of the consumer. Additionally, it indicates the direction of the primary research that needs to be undertaken.

This leads on to my second objective:

2. Are green marketing practices enough to create a competitive advantage and increase sales?

Current research (e.g. Polonsky & Rosenberger III, 2001) concludes that by using green marketing companies can gain competitive advantage. However, due to the diminutive research made in the field of apparel, could this statement also be true for the apparel industry? This question directly touches on earlier statements concerning Orsato’s (2006) and Meyer’s (2001) research where it can be assumed that today’s strategies are not sufficient. Consequently it creates an opportunity for my research to add valid contributions through new findings.

The two questions previously presented are the foundation for the next question:

3. Would it be possible to form a framework for green marketing practice by understanding consumers’ knowledge about how they perceive green products?

My overall intention and contribution to the green marketing field is thus: through the findings form a framework for how companies with customer apparel products can increase their sales of green products through an understanding of what appeals to consumers, which would enable companies to exploit green marketing practices in the correct way. This would make a positive impact and become a beneficial contribution, where marketers could focus on the quality and the benefits of preserving the environment while being able to reach the mainstream consumer, and at the same time educate their customers. A newly developed framework with novel findings would have the potential to support companies in these matters.


1.3 Approach

In order to achieve the objectives of this research paper a literature review has been conducted to examine the theories and techniques of green marketing that are currently found in the literature, and then complement this secondary research with an exploration of their application in the primary research.

Additionally, a smaller case study, involving the California based outdoor clothing company Patagonia, which is the leading company in this field, has been made. Little literature concerning green marketing practices has a focus on apparel and where this case study (case study in the sense that it constitutes secondary literature) can be very beneficial in understanding how leading companies currently are using this topic to increase environmental awareness among customers and ultimately increase sales.

In addition to the extensive secondary research, involving journals, academic literature and current newspapers of the green marketing area I have undertaken a primary research and made a comparative analysis between the offline Swedish and American consumer markets by using an online questionnaire. This creates a possibility to discover potential differences and similarities in their behavior and attitudes to understand what infers with consumers’ consumption behavior in the context of green apparel products.

1.4 Scope and limitations

A first matter in determining the scope of the study was choosing a field of study – green marketing. Thus the literature review provided me with new angles and a connection towards the field known as country of origin effects which become too great and obvious to disregard – consequently the scope of the study increased and made it possible for my research to continue within my research objectives.

Furthermore, the scope intended to span over the apparel segment of consumer products. The amount of current and available literature specifically concentrated to apparel has been limited. As a result it affected the literature review, consequently giving it a general overview for several industries and countries without any specific targets. On the other hand it opened up more opportunities to explore this through my primary research.

The international angle was limited to the American market (later referred as the U.S. market) and the Swedish market. Hofstede’s (1980), cited in Szewczak & Snodgrass (2002),
research suggests that, it’s possible to carry out research in one country within a region and obtain a valid result that can represent a whole regional or geographical area. The U.S. represents Northern America as well as the British Isles, whereas Sweden represents the Nordic Countries. This idea and approach is also supported by Trompenaars (1993), cited in Szewczak & Snodgrass (2002).

1.5 Dispositions

To build on this first part of the paper, the introduction of my intended research, Chapter 2 will present the literature review of the green marketing field with its theories and techniques that intend to justify my research topic, and this chapter will be divided into several subchapters that intend to explain different angles on the topic. Chapter 3 will, as the previous chapter, be concentrated on theories, and it will address the area of country of origin effects, which was developed when researching the green marketing field. Chapter 4 introduces the proposed research methodology for the primary research. The chapter will reflect on the used techniques for my research including the strengths and weaknesses of my chosen methodology, and the activities carried out. It will also provide a brief discussion on the validity and reliability of the chosen methodology. Chapter 5 will present the findings made in the primary research and be followed by Chapter 6 that provides a discussion of how the findings in the primary research relates to the literature review as well as my interpretation of them. Chapter 7 will present the conclusion, which aims to conclude what the findings mean for the chosen research area, how it transmits to the research questions, and further determine how it relates to today’s business environment. The last chapter (Chapter 8) will present the recommendations for further research that would add on to my and other current research.
Chapter 2 – Literature review: Green marketing

The following chapter will present the theories and techniques of green marketing that are currently found in the literature. It carries several themes such as current literature characteristics, green marketing as a concept, risks of green marketing, strategies and so forth. The chapter will end with a brief summary and conclusion of the literature review.
2.1 Current literature characteristics

Many conducted studies are characterized by a focus on green product development; packing, environmental sustainability & performance etc. (e.g. Dangelico & Pujari 2010, Unruh & Ettenson 2010); creating a green brand (e.g. Chen 2010, Chatterjee & Kay 2010); green strategies (e.g. Vaccaro & Cohn 2010, Orsato 2006); green consumer behavior (e.g. Foxall 1995, Mainieri et al. 1997) and social responsibility (e.g. Garcia-Rosell & Moisander 2008, Luchas et al. 2010). Noteworthy is that even though all this research has different focus, as they tend to cross subjects e.g. Unruh & Ettenson (2010) who mainly focus on green product development, but also address green strategies.

When researching the area of green marketing with a concentration on apparel the literature is limited and rather addresses the actual movement of using organic cotton in various apparel products than the underlying theories concerning green marketing. Such research is found in Klara (2010), Gordon (2008) amongst others.

My intention with this brief presentation is to set the course for this literature review and the many themes that green marketing involves regarding theories and techniques.

2.2 The starting point for the green marketing concept

The green marketing concept has been given many labels – ecological marketing, greener marketing, environmental marketing, enviropreneurial marketing or sustainable marketing. However, some authors distinguish them apart e.g. Van Dam and Apeldoorn (1996) cited in Chamorro et al. (2009, p223), Winski (1991) and Coddington (1993) cited in Mostafa (2007, p. 446). According to Chamorro et al. (2009) all labels in the field of green marketing are referring to the same concept i.e. how the environmental variable can be incorporated in the overall corporate marketing and its various decisions. Hence, that all labels can be considered as synonyms (Chamorro et al., 2009). Further it can be defined as “the analysis of how marketing activities impact the environment” (Chamorro et al., 2009, p. 223). Mostafa (2007) adds that green marketing’s focus is on exploring trends that lead to manufacturing and marketing techniques that decrease negative effects on the environment. Actual green products are often defined as products that have a less adverse or lower impact on the environment when manufacturing than competing products (Casadesus-Masanell et al., 2009).
These ideas concerning green marketing can be traced back to the late 1960’s and early 1970’s of the west where the consumers started to get an environmental consciousness with concerns to the impacts on their surroundings – deriving from cynicism towards the modern technology in the society and industries (Mostafa, 2007). The U.S. has been the main driving force behind green marketing, based on that the majority of the early research was conducted in the U.S. and where concepts concerning green marketing approaches began to progress (Chamorro et al., 2009). A few examples are, Kassarjian (1971) who researched American consumers’ reaction based on an advertisement for oil that would reduce air pollution; Gels & Brien (1971) who investigated the education of marketing and what this means for organizations and their social responsibility; Rao (1974) who analyzed consumers’ behavior towards environmental issues and Murphy et al. (1978) stretch this into examining behavior to specific products given a race variable. The main focus on this research has been on the consumers’ behavior towards possible impacts on the environment and the first notion of green consumers.

According to Chamorro et al. (2009) the environmental behavior, and mainly the research on green marketing, has often mirrored social concerns, with an impact of economic development as for the crises in late 1970’s. Further it is concluded that the ”life cycle” of green marketing has seen ’booms’ in research, driving the late 1980’s and early 1990’s when the European continental researchers started to develop an interest for this topic. During the 1980’s the actual concept of green marketing was introduced (Lee K., 2008).

This introduction was followed by a second stage, when the marketers realized that environmental issues, awareness of its impacts and consumers’ aspiration to buy more environmentally friendly products did not turn into a new purchase behavior (Lee, 2008). It is further concluded that the reason for this reaction was the cynicism concerning green products and companies’ practices and claims of these. Additionally, when organizations tried to increase their sales through capitalizing on the trend of environmentally friendly products, consumers gained their knowledge from corporate advertising and not from objective sources (Montague & Mukherjee, 2010). All this distrust and cynicism created the term ‘green washing’ i.e. when companies promoted misleading environmental claims (Ibid, 2010).

After this downturn, the 21st century has meant a new stage where many of today’s consumers have realized that the environmental issues that we today face in our society can
be linked to our consumption behavior (Chamorro et al., 2009). Lee (2008) argues that there is a growing trend of green consumption based on ethical dilemmas e.g. child labor, animal testing, inequalities in Third World countries and environmental pollution. This trend also finds support from Laroche et al. (2001) cited in Mostafa (2007, p. 446).

2.3 Theory of customers’ behavior linked to environmental attitudes

Due to the impact on the environment caused by consumerism it is said that new technology cannot solve the problems alone, and there is strong need for support from consumers to adopt a more environmentally friendly consumption behavior (Mainieri et al., 1997). Demographic factors such as gender, educational level, age, earnings and positive environmental attitudes have played a greater part when it comes to consumer consumption of green products; i.e. products that do not involve child labor, animal testing, inequalities in Third World countries and environmental pollution. Though this distinction of factors between consumers has become weakened (Ibid, 1997) and (Lee K., 2008). Individuals alone can make a great difference: commuting by public transportation, recycling and using nontoxic ingredients in common consumer goods etc., but a strong force that hinders consumers’ from purchasing green products is the reluctance to pay increased prices (Mainieri et al., 1997). Nimon and Beghin’s ((1999) cited in Casadesus-Masanellet al. (2009)) research argues that the American garment makers are estimated to charge a 30% premium price when using organic cotton. In a later research from Mostafa (2007), it is suggested that today’s consumers are willing to pay increased prizes for environmentally friendly products. In the research of Montague & Mukherjee (2010) it is found that 4 out of 5 consumers that bought environmentally friendly products prior to the recession of 2008 would keep buying green products during the recession regardless of whether the price would increase, which is also determined by Chen (2010).

If an attitude is “an enduring set of believes about an object that predispose people to behave in particular ways towards the object” Weigel ((1983 cited in Mainieri et al., (1997, p 191)) it suggests that if a consumer has a positive environmental attitude s(he) should also have an aligned shopping behavior to this attitude. Consequently, by having an environmental concern it should manifest in green consumption. The phenomenon is also known as cognitive dissonance (Beretti et al., 2009). The research further suggests that the attitudes and behaviors are not always linked, or that a recycling behavior does not necessarily constitute green consumption (Mainieri et al., 1997 and Mostafa, 2007). The reason for it could be
found in the research of Kaman (2008), who has found that concerns for the environment is only the second predictor for green consumption, whereas pressure from social networks would be the first and most important predictor. Socialization and social surroundings have a strong impact on our development of attitudes, which determines our way to function and therefore our consumption behavior (de Gregorio & Sung, 2010). Figure 1 below illustrates the process of factors that affect consumers in whether they purchase green products or not. The model is based upon the research that has been previously presented with the aim to make the presented theory more visual.

![Figure 1 The green consumption process](image)

Even though Mainieri et al. (1997) and Lee (2008) suggest that the demographic factors’ role in the consumers’ decision in their consumption of green products has been fading, it still reflects on peoples’ social lives, as in whom to socialize with. The interaction in consumers’ social context is vital to their attitude towards environmentally friendly products, resulting in the possibility of developing a green consumption behavior. De Gregorio & Sung (2010) and Meyer (2001) support this idea, as they conclude that peer group norms will infer with an individual attitude in purchasing decisions, since the norms decide what is appropriate and not. Consequently, it would determine the green behavior.

### 2.4 The concept of green marketing

First and foremost, all green marketing needs to improve the environmental quality, which must appeal to consumers and secondly, gain customers’ satisfaction, referred to as the ability to avoid green marketing myopia (Ottman et al., 2006). 82% of U.S. consumers would be prepared to pay a premium price for environmentally friendly products if it brings higher quality to the product, is healthier and reaches the claims that are communicated (Montague
& Mukherjee, 2010). Furthermore, it is argued that the products must carry benefits to the environment (Ibid). Given the issues of consumers’ attitudes and behaviors, avoiding marketing myopia and green washing, what does the current research suggest regarding the usage of the green marketing concept? Green strategy is the foundation of green marketing, but a vast proportion of the green marketing literature concerns eco-labeling and green branding, which will be explained separately from green strategies.

Green marketing has in the past followed a two-step strategy; first, by segmenting markets into groups that already hold a certain degree of environmental awareness, where the groups with the highest conception being the most attractive to target due to the seemingly fast growth of its members (Meyer, 2001). This perspective on targeting was particularly noticeable in the early 1990’s, evolving from socio-demographic factors. Meyer also points to studies showing an increasing concern for the environment, and a rising willingness to pay premium prices for environmentally friendly products. The second step of the strategy was to overcome the coherent difficulties associated with green products such as costs, limited range of products, aesthetic disadvantages as compared to conventional products and the complexity of information that needs to be communicated to the consumers (Ibid). Therefore, much emphasis is put on how to prove and express the superiority of green products since there has been and might still be a belief that the advantages are not explicitly clear for consumers (Ibid). Consequently, the first step described earlier becomes evident where it’s reflected in targeting green consumers that already understand the communicated messages. It’s not only the available technology, information and products that create a demand for green products, it’s rather that existing preference of the consumer. Subsequently, there are four generic elements in the communication of green products which add benefits over conventional products; (1) dominantly, (2) equally with conventional characteristics, (3) supporting conventional characteristics or (4) ignoring it (Ibid).

By understanding the external environment rather than calculating ROI (return on investment), companies can find opportunities to be innovative and create competitive advantages through new products and technology (Polonsky & Rosenberger III, 2001). In Polonsky & Rosenberger III (2001) the example of Toyota is given; Toyota, that is setting the new standards for the next generation of hybrid automobiles and consequently creating a competitive advantage. Therefore, one of the first approaches a company should take to implement green marketing is to change their mindset from creating hype i.e. a single action around their products, to instead focus on a holistic mindset for environmental sustainability
(Ibid). To create a holistic mindset, companies need to integrate the strategic shift aligned horizontally, but most importantly vertically to be successful and realize long-term benefits. Several strategic activities need to be conducted, as well as tactics; targeting, pricing, designing, positioning, logistics, marketing waste, promotion, green alliances and place (Ginsberg & Bloom, 2006 and Polonsky & Rosenberger III, 2001). Essentially, companies need to investigate if there is a green segment for them as in “can we reach them”? “is it big enough”? “do we have a suitable product mix”?” “would it create higher revenues”?” and “create competitive advantages”?” etc. but also determine whether the company could differentiate itself (Ginsberg & Bloom, 2006). Vaccaro & Cohn (2010) researched the green marketing mix of price, place, promotion and product further through investigating 24 manufactures of environmental friendly products. They also postulate the importance of having these factors aligned with the strategy and to be coherent to the consumers’ values to reach sustainability.

As conventional products add benefits, so do green products, but green products will only add benefits as long as they appeal to consumers’ environmental awareness without compromising the performance – being equal or better than conventional products (Meyer, 2001). Orsato (2006) presents a framework for choosing an environmental strategy based on Michael Porter’s (1980) generic types of competitive advantage: low-cost or differentiation. Orsato’s (2006) model is illustrated in Figure 2 below.

![Figure 2 Generic competitive environmental strategies](image-url)
Strategy 1 (Eco-Efficiency) is explained as a strategy with a focus on reducing the cost and the environmental impact on organizational processes e.g. manufacturing through investing in new technology. Strategy 2 (Beyond Compliance Leadership) is also an organizational process but focuses on product differentiation, through setting a new market standard as the example of Toyota from Polonsky & Rosenberger III (2001). Strategy 3 (Eco-Branding) is where the companies create a very unique product with differentiation from its competitors that consumers are willing to pay a higher price for, and also creating a relation towards the brand’s environmental friendliness. In this strategy eco-labeling takes place, which will be addressed more thoroughly later in this research paper. Strategy 4 (Environmental Cost Leadership) is where companies are offering products to lower prices as compared to their competitors. However, it’s important to add that a lower price is not always correlated to lower quality, which is why the distinction between low-price relative to differentiation is sometimes blurry.

This is however not the only strategy that companies can employ. In the article “Winning in the Green Frenzy” by Unruh & Ettenson (2010) the authors address the notion of what we call green in industries that are soon, or already characterized as a competitor as in the wild frenzy and how companies should confront this growing movement. Their strategy considers the green-standards battle, which in essence consists of evaluating the macro- and microenvironment as well as internal capabilities of the company in the light of a green environment. Upon a traditional way of thought, but with an environmental concern, the authors have created the following business model (see Figure 3 below).

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1 In 1996 Bowman and Faulkner developed what is know as the “Bowman’s Strategy Clock” as an extension of Porter’s two generic competitive strategies in order to distinguish this notion of where in fact lower price doesn’t equal lesser quality, for illustration see Johnson et al. (2010).

2 New standards are constantly evolving; as of recently some of the world’s clothing giants (Wal-Mart, Gap, Nike, H&M) are planning a new eco-label to set the standard for the industry through the Sustainable Apparel Coalition (SAC) that has its origin form Patagonia Company (TT, 2011). The first version of the index will be tested in the fall of 2012 where the customers can scan the barcode on the apparel and receive information regarding what the cotton is made off, how the cotton has been watered, chemicals that have been used, what the workers earn, how it’s packaged & transported etc. (Ibid).
To determine your current position in the matrix, one needs to answer the question in the table next to it. By answering the questions regarding the state of the industry standards, you gain an understanding of your current position relative to the macro- and microenvironment. The more “Yes” you are answering, the higher on the horizontal scale you rise. The same method is used when answering the questions regarding your company’s ability to create standards. The more “Yes”, the higher on the vertical scale you rise. As the matrix shows, there are four positions that a company can take, 1) Co-opt – find corporate partners to develop standards with and commercialize them, 2) Adopt – where your capabilities and the current industry standards are high, which limits your potential to disrupt the industry rules and forces, and where you instead need to comply with them, 3) Define – there are no well-established standards within the industry and your current capabilities enable you to define and set the standards, which positions you in a favorable position. This could also be seen as the most optimal position to have, 4) Break away – where the standards are well established, yet you are in a position to disrupt the rules due to your internal capabilities. A well-known example of breaking loose is Apple Inc. (Unruh & Ettenson, 2010).

### 2.4.1 Eco-labeling

Another approach that companies use in green marketing is eco-labeling, meaning that the product label shall inform the consumer of the product’s environmental quality, i.e. pollution, waste from manufacturing, distribution, toxic materials or ingredients and production environment. According to Costa et al. (2009) we have seen a significant growth over the past 20 years of eco-labeling strategy in several industries such as cosmetics, cars,
construction and foods. Their research further proposes that there are two main ideas behind eco-labeling: first, to make consumers aware of environmental products, thus an informational purpose, and second, to create an impact on their consumer behavior. Beretti et al. (2009) also argues, based on the research of Körber (1998) and Grolleau et al. (2007), that an eco-label’s purpose is to provide consumers with information, but also emphasizes the purpose of gaining an advantage over competitors. Moreover, eco-labeling is today primarily suggested to reduce the green washing by using a formal third party that consumers trust instead of having companies who use their own subjective information (Mahenc, 2009). Horne (2009) also supports this idea and adds that the third party’s (e.g. governments), role is also to reduce the overflow of current information. For successful use of eco-labeling, the message should not only be something non-personal that the consumer can lose if not purchasing the product, it should rather emphasize on something personal and particular that can be lost if not taking a specific action (Beretti et al., 2009). An example is given in preserving an intimate and specific environment that is to create an emotional relationship, rather than an unfamiliar and remote environment with no attachments (Ibid). This example suggests that the marketing approach through eco-labeling needs to be highly segmented. As mentioned earlier, the social environment is important to consumers choosing of products. Beretti et al. (2009) mentions this notion in their research, and therefore it’s important to not underestimate the external influence. Consequently, eco-labeling should focus on personal attributes, since it is suggested that consumers are willing to pay increased prices if they are aware that the environmental problems are “man-caused” as Beretti et al. (2009, p. 4) describes it, and particularly if they themselves are a part of the cause. This type of eco-labeling that intends to look at the cause is also known as “caused related marketing”, and is exemplified by Casadesus-Masanell et al. (2009, p. 205) as “we will contribute x cents to charity y for every unit of product z sold”. It’s further postulated that there are three common mechanisms that create this “phenomenon”; first, the consumers’ perception of the product, the cause, and the organization’s core values; secondly, using production processes that reduce public disadvantage in relation to processes of making competing products; and thirdly, products that create lesser negative impacts on the environment than competing products while using them (e.g. the Toyota Prius).
2.4.2 Green branding

The green branding principal has been introduced above through Orsato (2006) in eco-branding – to create a unique product that is regarded as environmentally friendly, also supported by Parker et al. (2010). Through creating a green brand, companies can generate an emotional attachment and in return gain a positive public image, which might result in consumer loyalty (Ginsberg & Bloom, 2006). In the research of Parker et al. (2010) there has been an increasing number of companies trying to achieve a green brand, through mastering the term, class, color and, above all, the symbol of green – shown through the vast range of green brand positioning e.g. natural, environmental, organic, energy saver and so forth. Chen (2010) investigates green brand equity in relation to three drivers; brand image, green satisfaction and green trust, and conclude that these drivers are correlated with each other. By interpreting this postulation of correlation, it can be proposed that by achieving green satisfaction (reach environmental claim) one creates green trust from consumers, which in return creates a green image. As a result, the green brand equity increases. In a general sense brand equity can be defined as the intangible value that consumers are willing to pay a premium price for. Green brand equity has the same definition as brand equity, but with an emphasis on the brand’s assets and liabilities concerning the environment (Ibid, 2010).

2.5 Risks of green marketing

Green marketing does not only come with benefits, it also carries risks. Ginsberg and Bloom (2006) argue that not having the ability to anticipate the next environmental issue, as well as trend, can create a consumer flashback and harm the company image. There is also an issue with the complexity in the buying process; Meyer (2001) found that there is an importance to the life style of a consumer and how that fits into their social group, which could reflect on the first step of the buying process where the appearance is taken into consideration. This conclusion of social pressure follows suit of Kaman (2008) and de Gregorio & Sung’s (2010) research. The issue can further be explained by that green clothing wear is often perceived as shapeless and colorless (Meyer, 2001). Additionally, as the concept of green has become ambiguous of its nature, Parker et al. (2010) argues that it creates issues of green washing and overloading consumers with information through eco-labeling, which companies need to be aware of.

Among all the factors that create cynicism among consumers, five prominent green marketing practices used by organizations have led to failure. The reasons for companies falling short of being seen as true green brands, which creates a risk to damage the
organizations brand and image, are (1) Green spinning; the company uses a reactive approach and exploits public relations and lobbyism to deny the publics’ criticism against the company’s practices. (2) Green selling; using green marketing to add environmental claims to existing products or services to increase sales. (3) Green harvesting; only adopting green behavior when the benefits result into huge cost savings (e.g. energy, packaging etc.). (4) Entrepreneurial marketing; Developing innovative green products without understanding what the market and its consumers truly want. (5) Compliance marketing; using simple compliance to adapt to environmental legislation and use it as a way of promotion without taking any further measures to go beyond legislation (Lee K., 2008).

2.6 The importance for companies to become green

The largest questionnaire on green marketing was conducted by Havas Media in 2008 in the U.S., UK, Germany, France, Spain, Mexico, Brazil, India and China using over 11,000 online interviews and 18 focus groups, and some interesting facts were found.

Today’s consumers lack confidence in our governmental leaders in their ability to actually deal with the urgent need to decrease the negative impact on the environment; in fact, only 10% strongly agreed that their governments are working consistently to address the environmental impacts (Havas Media, 2008). The questionnaire showed that two thirds of the respondents held the position that companies and brands should devote more efforts to finding solutions to our societies’ environmental issues (Ibid). Moreover, it was postulated that multinational companies (MNC’s) can and should deal with these issues more actively due to the feeling of confusion among consumers on the issues and lack of communication. Apparently the current eco-labeling efforts are not enough to reduce this confusion.

Additionally the questionnaire shows that 80% of the respondents saw themselves as engaging with environmental concerns frequently, thus the reliability was questioned due to that they modified their behavior, which could be a sign of the social pressure as earlier discussed. 24% were only active at a personal level, and it was often from a selfish perspective to collect the green image or “badge” and the righteousness for being a good citizen. There was also a similar notion concerning companies who thought they could hide behind their sector, which as a whole had a green image. The example is given with the banking and oil industry, where proactive oil companies striving for renewable energy sources are seen as more environmentally friendly than the ordinary bank which is doing less.
This notion is referred to by the questionnaire as sector stretching (the oil company) vs. stereotype sectors (e.g. a bank).

### 2.6.1 Developed vs. the developing world

The developed world is often perceived as having a more positive attitude towards green products and being more willing to pay a premium price, where as the developing part of the world is the bigger contributor to global warming. In fact it’s a rather wrongly held perception by the common individual. Brazil, China and India are among those who claimed to be most concerned by climate change and its issues compared to the U.S., UK and Germany (Havas Media, 2008). On a further basis, China, Brazil, Mexico and India show a significantly higher motivation to pay premium and higher prices for environmentally friendly products than their counterparts in the U.S., UK and Germany. The issue for the developed world is thought to be the reluctance to give up a standard of living, which supports the statement of Meyer (2001), who argues that green products will only add benefits as long as they appeal to consumers’ environmental awareness without compromising the performance, as in being equal or better than conventional products.

### 2.7 Consumer preference for green apparel products

With regards to how consumer preferences are decided, Figure 4 below presents a framework for analyzing individually perceived costs and benefits of products. The framework has been developed from Bänsch (1993) and Belz (1999) cited in Meyer (2001, p. 319), and illustrates the problems that might occur in green marketing, but also the options of becoming successful. Meyer’s (2001) research suggests that this framework for apparel products is ideal for illustrating how the complexity in consumer cost and benefit constituents are moved in their buying process due to the many different aspects of a consumer’s social context as suggested by Mainieri et al. (1997), Lee (2008) and Kaman (2008). It can further be translated to how these cost and benefit aspects change when buying green products and ultimately affects green marketing.
Figure 4 Framework for analyzing individually perceived cost and benefits of products

When examining textile-related products there is a specific pattern that consumers follow in their buying process to obtain more benefits relative to the costs. First, consumers look at the appearance involving shape, color and style; secondly, fit and wearing comfort (the functionality); and third, the price relation to its performance (Meyer, 2001). Depending on how fashion-oriented the consumer is, it will determine whether the consumers choose appearance over functionality or vis-à-vis. Consequently, it also determines the price sensitivity of the consumer, where it is thought that consumers looking for greater value in terms of functionality are more price sensitive (Ibid). Concerning costs of disposal, costs of change and cost of supply, they all have very limited interference when consumers choose products. However, there is a growing importance for image and self-esteem that the product carries, hence it’s often more related to the actual brand rater than the product itself, where there is little or no difference between men and women (Ibid).

Even though there are many labels for green products, the definition of green apparel is yet to be properly defined. There are many different labels used to illustrate or communicate the environmental friendliness of a product, such as various materials that are used within the industry. There are four different fields identified by Meyer (2001) that companies who want to communicate a green product can address, (1) fiber production (i.e. is it a natural or a man-made fiber?) Man-made fiber often increases the negative impact on the environment through the usage of chemicals, little or non-renewable resources are used and other production
activities that contribute to pollution. (2) Finishing process, such as improvements to make
the product “easy-care” through using bleaching, coloring or printing that is not only heavy
on the environment but can also create health problems for the people handling it. (3)
Customer consumption, e.g. how many times can the apparel product be used? It also refers
to the impact created from maintaining the product (such as washing and ironing). (4)
Transport, referring to the pollution that follows from transporting the products.

Green apparel has an impact on the characteristics of the product, and it’s even postulated
that the more a product is regarded to be environmentally friendly, the higher impact it will
have on the characteristics of the product (Meyer, 2001). Meyer (2001) has conducted one of
the few studies that truly contribute to the area of green marketing concerning apparel
products, and it’s argued that more research needs to be done with regards to the relation of the
costs and benefits connected to the environmental performance. It’s clear that using organic
fibers will increase the cost of the product, but what about the benefits?

By reducing the heavy metals in the dying process the products will see a slight increase in
price and strongly affect the color variety, which will affect the aesthetics of the product
(Meyer, 2001). Moreover, products perceived as easy-care are often supposed to outperform
other products in durability and functional performance. Increased costs of these products
don’t change this view (Ibid). The presented relations are argued to illustrate that by
improving the environmental friendliness of the product, it often only leads to higher costs
and lesser benefits, where few advantages are distinguishable by the consumer him-/herself.
Consequently, green marketing should target a consumer segment that already holds a certain
degree of environmental awareness (Ibid). Could this really be the ultimate truth of green
marketing? If so, there is a huge white space of market opportunity that could be taken
advantage of if a company solves the issue of the cost-benefit relation.

2.8 The case of the Patagonia Company

The history of Patagonia is truly remarkable in many ways; their vision, mission, operations
etc. have influenced their turnover, growth and products. One significant change they have
made for themselves, but also for the apparel industry, can be traced back to 1996, when the
CEO and Founder Yvon Chouinard used the first page in their new spring catalogue to
explain a new direction of Patagonia; (see Appendix 1 – Choosing organic, a replica of the
Chouinard letter) what it meant not only for the environment and their products, but also
what it would mean for their consumers. It was the year when Patagonia introduced organic
cotton in all of their cotton products. It meant higher prices for the consumers, a reduced assortment that would be less profitable with lower margins, but with significantly reduced impact on the environment (Casadesus-Masanell et al., 2009).

The case study of Patagonia by Casadesus-Masanell et al. (2009) shows that regardless of their 20 – 30% higher prices over conventional cotton products, Patagonia has consistently enjoyed growing revenues. The study argues that Patagonia consumers are more willing to pay higher prices than the average American for green products. One of the reasons is that the Patagonia consumer has (on average) a higher income than the average American, and also often uses the products for outdoor recreation, which makes them more concerned about their environmental footprints.

Patagonia is known for their devotion to protect the environment, and in addition to switching to organic cotton, over several years Patagonia has developed and introduced post-consumer recycled (PCR®) Synchilla® fleece, which is made from recycled plastic bottles and made into a synthetic fleece (Meyer, 2001). The production of the Synchilla® fleece has made it possible for Patagonia to cover four different fields that companies who want to communicate a green product can address – fiber production, finishing process, customer consumption and transport, by avoiding to use harmful substances such as chlorine or heavy metal when dying the products and to the greatest extent possible use local producers (Ibid).

Patagonia’s main segment group is 20 – 40 year old young and relative wealthy singles that pursue high intensive activities and extreme sports (e.g. surfing, snowboarding, mountain climbing and sailing), which demand a high quality product (Meyers, 2001). These reasons are the essence for purchasing Patagonia’s products. In regards to the relationship of cost-benefits, Patagonia offers products with greatly improved functionality, durability and performance as compared to other related or conventional products within the same segment, through constant innovation of their products (Ibid). With regards to price, it’s argued that Patagonia can demand a 50% higher price as compared to their competitors as their clients are not seen as price sensitive, deriving from being active in a high-intensity sport. Even though only 20% of consumers generally have a genuine interest in the impact on the environment from their purchase, many companies devote themselves to becoming more

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3 Products marked with this (PCR®) Synchilla® fleece consist of 50 – 90% of (PCR®) Synchilla® fleece. As for the organic cotton, recycling plastic bottles in the manufacturing also increases the product cost (Meyer, 2001).
environmentally friendly because of market opportunities or market pressure, but Patagonia differs from these since their incentives are a part of their core philosophy (Ibid). There, is no evidence that postulates that environmentally friendly products increase the product quality. However, Patagonia’s product quality is improved by environmental performance, which is why they are devoted to the connection between quality and environment coherent (Ibid). As a result it affects the consumers’ self-esteem positively.

Concerning the appearance and esthetics of Patagonia’s environmentally friendly products, e.g. the (PCR®) Synchilla® fleece, they don’t differ from the conventional products’ visual attributes and they uphold fashionable colors with high durability, which enables their products to survive short-term fashion trends (Meyer, 2001).

Patagonia has understood that there are three main factors that determine the success of their products; the quality, impact on the environment and the aesthetics. According to Chouinard, the most important factor that needs to be fulfilled in order to become successful is the quality (Casadesus-Masanell et al., 2009). This statement is aligned with what the previous presented research has shown i.e. that green products need to be equally good or better than conventional products to be attractive to the consumer. In Patagonia’s case, they estimate that half of their quality comes from the technical innovation and the other half from a superior design (Ibid). However, being a company like Patagonia means there is also another benefit of being a superior brand of green and environmental products. By having corporate values that entail corporate social responsibility (CSR) and minimizing or even decreasing the effects on the environment, attracts environmental activists and consumers who align their consumption behavior with corporate values, where Patagonia sits in a unique position (Ibid).

As many of the world’s apparel companies, Patagonia outsource the production to specialists and keep the design, marketing etc. in-house. They only use a small amount of production partners where the driving force is that the relationship rather than the price controls the choice of suppliers (Casadesus-Masanell et al., 2009). The most important sales and marketing channel is through their catalogue, which is distributed once every fall, winter and spring, and for every new product line (Ibid). Thus, this doesn’t differ from industry praxis, however, the usage of it does. The conventional catalogue consists of 90% selling space i.e. presentations of products and images, and only 10% of non-selling space. Patagonia uses 50% of their catalogues as non-selling space to tell stories of adventures & anecdotes, photographs that show the beauty of un-touched and raw nature, and essays of their
philanthropic activities (Ibid). Patagonia’s environmental governance stretches far beyond the conventional company; they founded 1% for the planet – an organization where businesses can sign up to donate 1% of their revenues for environmental causes, giving non-cash donations of products to environmental groups, taking environmental initiatives and creating protection programs amongst others.

In order to support all the environmental initiatives and educate consumers to create awareness of the environmental issues that need to be solved, Patagonia actively uses social media such as blogs where consumers and employees can post essays and blog posts. Moreover, Patagonia has created the footprint chronicles, where consumers can follow several of Patagonia’s products from design to delivery through an interactive map that shows the marks their production leaves behind on the environment. Patagonia knows that there is no such thing as an environmentally sustainable business (Patagonia Inc., 2011). With this awareness of their own products impact and their objective to reduce the environmental harm, Patagonia communicates an openness and honesty to their consumers, who seem to appreciate that.

2.8 Summary and conclusion of the literature review

With regards to my original research question “How can green marking be used to increase the purchase of environmentally friendly apparel products among consumers?” the literature review has provided many interesting insights, such as the currently growing trend for companies to adopt green products and ultimately green marketing, marketers’ need to focus on the quality and the benefits of preserving the environment to reach the mainstream consumer, supported by Parker et al. (2010), and be strategically aligned. Moreover, the literature review has to a great extent answered the research question concerning green marketing. The review, more precisely, is showing a growing complexity in consumers’ behavior to the decision making process of purchasing. In order for companies to become successful, consumers need to be further educated to grasp the important question regarding the environment. Additionally, the communication needs to be aimed at specific target groups, because it has been shown that social interaction is a primary source for adopting green products.

The case study of Patagonia has given many interesting insights into how to educate consumers. Even though Patagonia incorporates environmentalism to the very core of their business philosophy, they break the general belief that green products and marketing should
be aimed at consumer segments with a certain degree of environmental awareness. This is done by using the conventional wisdom of marketing by using segments based on demographics such as age, income, interest etc. The interaction and education of their consumers comes from their way of using eco-labeling but also their catalogue, which consists of 50% non-selling space to tell stories of adventures & anecdotes, photographs that show the beauty of un-touched and raw nature, and essays of their philanthropic activities. Moreover, Patagonia is able to produce products with shape and color that usually is not associated with green products. In regards to the cost-benefit relation, their products do carry a premium price, and as such their history shows that the benefits of their products such as durability, performance and functionality outweigh the cost, which makes the Patagonia Company thrive and prosper.
Chapter 3 – Literature review: country of origin effects

The following chapter will present the theories currently found in the literature with regards to country of origin effects. The chapter presents a few themes such as the general perception of the topic, its importance and its paradox.
3.1 Emerging research area

Even though the overlaying research question has been answered, the previous literature review has generated and formed new angles that enabled my research to continue. The previous literature has presented an implicit direction towards an area and phenomenon known as country of origin effects. This would allow me to continue on the sub questions stated in Chapter 1 – Introduction:

1. Are there specific factors in green products and green marketing activities that trigger customers to choose a green product over a conventional product?
2. Are green marketing activities enough to create a competitive advantage and increase sales?
3. Would it be possible to form a framework for green marketing by understanding consumers’ knowledge and how they perceive green products?

The field or phenomenon of country of origin effects relates to a product’s or a brand’s authenticity in relation to a country or to a narrow and specific geographic area associated with its quality (Kresge, 2010). Commonly, consumers relate quality wine with France, sports cars, with Italy, cheese with Switzerland, chocolate with Belgium and green fields and dairy products with Ireland etc. (Ibid). This often poses an issue for developing markets, where products with equal or sometimes better quality are disregarded with reason to the origin of the product or brand and sometimes due to the low price tag (Ibid). Due to the many emerging markets with growing economic comfort and stability it is said to be the next big topic of the marketing and management research (Ibid).

Therefore the following parts of this research paper will be concerned with the following research topic.

“Consumers’ perception of country of origin effects”.

For this reason, the forthcoming literature review will commence with an introduction and background of the topic concerning country of origin effects, to illustrate the importance of the area. More specifically, the upcoming research will make an attempt to answer the following research questions:

1. Why is authenticity important?
This research question relates to the specific factors that trigger consumers to purchase certain products, such as green products over conventional, which will justify the importance of a product’s authenticity and origin.

2. Can authenticity create or improve a competitive advantage?

If green marketing at its core cannot create a competitive advantage, authenticity (i.e. country of origin) effects might be the additional feature that needs to be added to create or improve a competitive advantage.

3.2 Country of origin effects

As stated earlier, country of origin effects relate to a product’s or brand’s authenticity in relation to a country or to a narrow and specific geographic area associated with high quality. Other definitions also relate to this description, and some would incorporate weaknesses and strengths in production and marketing such as Roth and Romeo (1992) cited in (Felzensztein & Dinnie, 2005). Some also add traditions, political status, economic liberalization and the general perception of a country (Lee & Ganesh, 1998 cited in Felzensztein & Dinnie, 2005). Moreover, the definitions take three turns; overall country image, aggregate product-country image (i.e. evaluating the “made in” label) and specific product-country image (i.e. evaluating a brand in the context of a country) (Rosenbloom & Haefner, 2009).

According to Lee & Lee’s (2009) research it’s argued that the importance of country of origin effects truly come into play for consumers when information is scarce regarding the brand or products that have a similar price, warranty and other related intangible attributes. Furthermore, it is suggested that consumers with less product knowledge are more likely to be affected and purchase a product based on its origin as a measurement for quality. Consequently, consumers with higher product knowledge are less likely to be pretentious regarding the origin of a product or brand. According to Rosenbloom & Haefner (2009) the country image is built on stereotypes and generalization of consumers’ attitudes, which could be identified as the reason for the importance of authenticity when it becomes a deciding factor for less informed consumer, who base their purchase on it.

Consumers’ ethnocentrism has a profound role in the country of origin effects evaluation. Ethnocentrism can be seen as the belief among consumers relating to the appropriateness of purchasing a foreign made product (Rosenbloom & Haefner, 2009). Consumers sometimes have a domestic country bias that directs their ethnocentrism to purchase domestic products.
or brands. Thus, research is suggesting that there is a difference in domestic country bias that evolves from the developed and developing world. Consumers in developing countries have a country bias for favoring imported products, and consumers in developed countries have a stronger ethnocentrism and are favoring domestic products and brands (Rosenbloom & Haefner, 2009).

Various beverages and food products have had a long tradition in agriculture that creates a positioning feature in marketing terms that can be used to capitalize on a specific image associated with a product in order to gain a competitive advantage (Felzensztein & Dinnie, 2005). In essence, it means that by having a specific geographical origin of a product that is associated with quality creates a differentiation for the brand or product. If this is true, it creates a feature for a brand or product that cannot easily be copied by others (Ibid).

Figure 5 below represents a simplified version of Bloemer et al.’s (2009) model, which considers a consumer’s prior knowledge, values and motivation that determines what infers with a consumer’s decision process and how it develops.
The model illustrates a cognitive process that takes place when a consumer generates an evaluation of a product. Therefore, the core question is; what information is available, valuable and useful to consumers when purchasing decisions are made (Bloemer et al., 2009). This model also supports the previous presented theory and ideas regarding information and ethnocentrism by Lee & Lee (2009) and Rosenbloom & Haefner (2009).

3.2.1 The paradox of geographical status

For several decades most geographical status products that have been protected by the European Union’s geographical status framework have been products related to food and beverages (Kresge, 2010). Although when it comes to apparel products, the fashion brand Versace has in later years tried to apply this concept for Italian brands, where an apparel product by Versace that only has a small percentage of Italian fabric and little of its manufacturing in Italy still should be allowed to wear the “made in Italy” label (Ibid). This would allow Versace to use cheaper material and manufacturing processes by exploiting possibilities in Third World countries and yet enjoy premium prices for their products, which would be damaging for brands that are entirely made in Italy or any other country with products associated with a geographical status due to their lower margins (Ibid).

3.3 The importance of the topic

Even though there is a paradox within the topic, the importance cannot be neglected. The world is seeing new trends that previously have been seen as too strong forces to change. China, as an example, has long been and often still is associated with counterfeiting; hence this emerging market is starting to show a significant interest in country of origin effects, which also has become evident among the Chinese consumers.

According to Atsmon et al. (2011), luxury and premium product segments are growing rapidly in emerging markets such as China where cultural and international heritage of a brand is seen as a deciding factor for purchase. Moreover, the concept of the brands becomes even stronger if it’s associated with a long history and craftsmanship. This research by Atsmon et al. (2011) is aligned with earlier research suggested by Rosenbloom & Haefner (2009) regarding developing countries consumers, who carry a country bias that favors imported products.
3.4 Summary and conclusion of the literature review

The literature review has presented some interesting insights in the area of the country of origin effects and the importance of it. The importance of the area is increasing and we have seen why a brand’s authenticity is important such as the awareness of brand heritage by Chinese consumers as well as that fact that it can create a competitive advantage through the ability to capitalize on a specific image. However, the view from the actual consumer concerning country of origin effects still remains. The literature review rather illustrates actions by the consumer that could be considered being made more on an unconscious level for instance the ethnocentrism of the consumer, and biases that consumers are not always aware of. Therefore the following primary research will possibly shed light on consumers’ perspectives in regards to country of origin effects when truly asked about the personal importance that lies within.
Chapter 4 – Research methodology

The following chapter will present the underlying methodology, techniques and activities used in my primary research. The chapter will further address the strengths and weaknesses, and justifications of the chosen methodology. Further, it will address the reliability and validity of the chosen methods.
4.1 Methodology

The following sections will describe the structure and background of the used methodology, and give a detailed explanation of the research design, strategy and data collection methods. I believe that this section is key for future readers in order to make it possible for them to critically view my research approach, findings and conclusion. Furthermore, by giving a detailed explanation of my research it will further enhance the credibility in the core areas such as reliability and validity. To illustrate and further explore the most appropriate research methodology and methods suitable for my research, I have used Saunders et al.’s (2007) research union as a foundation (see Figure 6 below). This will also provide a visual tool for explaining my research through a logical and structured approach.

Overall, my intention has been to carry out a quantitative study with a focus on the general conception of consumers’ view on green marketing and country of origin effects, followed by a comparative analysis between the U.S. and the Swedish offline markets, through an online questionnaire. This creates the possibility of discovering potential differences and similarities in their behavior and attitudes, and an understanding of what infers with consumers’ consumption behavior in the area of green apparel products.

![Figure 6 Research onion](image-url)
4.1.1 Research philosophy

Business and management research has changed a lot over the past years. We are noting that the foundation of all business consists of people and therefore the world of today is more complex. Due to this reality and reason, merely one research philosophy cannot cover all domains. Consequently, the philosophies employed are positivism and realism. Positivism philosophy applies to my research since it acknowledges the intention to find facts and truths, and the usage of a statistical method in order to answer my research questions (Saunders et al. 2007). Realism as a research philosophy follows naturally a positivistic standpoint, due to its views and the collected data being the foundation of our understanding (Ibid). Moreover, realism follows suit of being a structured methodology, as the view of positivism, and therefore it suits my view and the structure of my research. Realism further acknowledges that the world is constantly changing (Ibid), which meets the previous statement regarding business being in a state of flux due to involvement of people, where we can only gain a reasonable understanding regarding the current moment.

4.1.2 Research approach

The main approach for this dissertation has been a deductive approach, for the reason that it suits an inexperienced researcher better because of the more sequential work method (its linear, clear and logical approach comparable to an inductive) (Bryman & Bell, 2003). Consequently, the dissertation process has followed six main steps:

1. Choice of research area
2. Form a hypothesis/a reasonable assumption, in this case a research question
3. Read the formal literature and find an interesting angle to my research question
4. Form the methodology
5. Conduct primary research
6. Lastly, analyze findings – is the research question answered?

Moreover, the deductive approach has also been suitable due the vast available literature on green marketing as a general topic and where the area cannot be considered as innovative or new. The approach is also less time consuming but less flexible than the inductive approach.

4.1.3 Research strategy

Bryman and Bell (2003) emphasize the different approaches that qualitative and quantitative methodologies employ. The character of the research question and its objectives will decide the most suitable methodology. A qualitative methodology often tends to find general
conclusions due to the limited interviews, which may lead the researcher to twist various factors in the external environment, and subsequently the researcher becomes subjective (Ibid). Due to the nature of this research, the most suitable methodology for an inexperienced researcher, a quantitative methodology has been chosen to limit the risk of biases and increase the potential to make a valid contribution to the marketing field. Additionally, due to the deductive approach in my research, the most appropriate research strategy to use was a quantitative methodology, as supported by Bryman & Bell (2003). Therefore I chose to employ a questionnaire strategy in the form of a questionnaire (see Figure 7 below).

The quantitative methodology has been suitable for the questionnaire due to the great potential for receiving a large amount of data in a highly economical way, due to its characteristics of being self-administrated and Internet mediated. Furthermore, since the questionnaire was of a standardized character and employed structured questions, it allowed for easy comparisons to perform statistics (descriptive, frequencies etc.), as supported by Saunders et al (2007) and to make a comparative analysis between the American and Swedish consumers. Because of these reasons, it was a beneficial strategy to adopt for my questionnaire. Moreover, it was advantageous to use a questionnaire due to the possibility to infer what consumers think, do and act in the field of my study. In essence, this strategy created the rationale of using a questionnaire via an online tool.

The flaws of using an Internet mediated questionnaire will later be addressed in the third paragraph of 4.2.2 Primary research.
4.1.4 Time horizon
Due to the limited time for this research paper, a longitudinal study has not been chosen, but rather a cross-sectional study in order to get a snapshot of the current situation concerning the constructed research question, which is aligned with the employed research philosophy. The primary research was sent out at one occasion, on the 24th of August 2011 and collected continuously until the 10th of October 2011.

4.2 Sampling method
The following subchapters will concentrate on the various methods employed to conduct both the secondary and primary research, thus with a focus on the latter.

4.2.1 Secondary research
The method that I used when researching the literature to examine the currently found theories and techniques of green marketing and country of origin effects was through an extensive secondary research, involving journals, academic literature and current newspapers that concentrate on these areas. When researching the current literature I have, to the greatest extent, used Dublin Business School’s EBSCOhost database, Business Source Complete and used various keywords in order to find literature in different media that address the chosen topic. Green, marketing, environmental, strategies, concepts, country, origin, effects, importance, product, ecological, greener, enviropreneurial, eco-labeling, sustainable, corporate, social, responsibility and many more keywords were used to find literature that addressed my chosen topic. The same method as described above for green marketing and country of origin effects, was applied to find theories and concepts concerning research methodology in order to understand the key aspects of the involved areas that were needed to increase the understanding of processes, methods used, and to illustrate my thought process when conducting this research paper. Moreover, it further enhances the reliability of my research, through exposing the professionalism behind the various approaches used.

4.2.2 Primary research
The questionnaire was administrated and collected via a web link through the online networks on LinkedIn at the Swedish American Chambers of Commerce (SACC) and IHM Business School Alumni, where consumers voluntarily could participate in my research of an offline audience even though conducted online. In addition, I also used the social networking media tool Facebook to target my own personal network consisting of friends and previous colleagues. Therefore, the Internet has merely been used as a tool to conduct the research,
without taking the online consumer into consideration since I believe it is more suitable to conduct an online study separately. The questionnaire targeted consumers who make the actual payment of the purchase, and therefore the participant might not be the actual user, which is reflected in the structure of the questionnaire (see Appendix 2 – Questionnaire form). The intended sample size to be collected was 50 completed questionnaires from both the U.S. and the Swedish consumers, giving a total of 100 questionnaires, but the real completion rate was 62 completed questionnaires from the U.S. market, 56 from the Swedish market and two from other markets. That leaves the completion rate for the intended data at 124% for the American market and 112% for the Swedish market, which can be considered high. The main reason for the questionnaire’s success was that I used online social networks that created a snowball effect as I was the top influencer during certain weeks within these networks discussion boards, which kept my post as the most popular and therefore the top listed one (see Appendix 3 – Participants testimonials). Additionally, by using social networks as tool for data gathering it has saved resources in the form of time and cost through enabling easy an access to the diverse segments that social networks can provide. Due to the aim of my primary research (to conduct a comparative analysis), social networks facilitate an easier reach for both markets because of its global reach. Additionally, it opens up the communication channel for potential feedback or questions respondents may have as well as starting up interesting conversations concerning the topic that could be beneficial.

The adverse side of using social networks could be that it’s seen as an impersonal approach, and becomes treaded as spam, which may affect the size of the sample collected. To minimize this effect I have given a brief description of the aims of my research and expressed my gratitude for their participation. As the social networking media becomes a more common tool for collection of surveys, questionnaires etc. it demands you to be innovative and exciting to appeal participants. If not, your attempt to reach your audience could fail due to it being treated as less relevant, where they do not want to waste their time. To increase the interest of my intended audience I started a discussion thread, prior to that the questionnaire was sent out, through presenting my research and my intention. It created a snowball effect, which led to a high amount of collected questionnaires during the first days of being open to access.

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4 The term market in this context of the U.S. and Sweden means participants who are currently living in either country.
4.2.3 Sampling method

I chose to employ a non-probability sampling method because I was not able to select the kind of probability samples used in a large-scale social study. Moreover, as a student I neither have the resources nor a complete list of everyone in the population that would suit my chosen research area. Therefore all members that would be representable for my study did not have the same chance of being selected. As an additional sampling method that coheres to non-probability sample, I used convenience sampling, which according to Simon (2002) means that the researcher makes a limited or no attempt to modify the sample to represent a larger group, in this case consumers, that could represent a population. Moreover, the samples – the participants – are selected partly or wholly at the convenience of the researcher. In my case my research relied on a limited attempt to reach U.S. and Swedish consumers through using my access to the online networks of the SACC, IHM Business School Alumni as well as my own network via Facebook. Consequently, it allowed me an easier access to potential participants while using a low cost method. Convenience samples can often generate interesting and useful information. However, it’s important to reflect on how it differs from an ideal sample, generalization must be done with caution (Ibid).

The ideal sample would show a balance of the different demographic groups represented in terms of gender, age, income, occupation, origin of nationality and current country of residency in order to reduce the margin of error. In other words, obtain an even spread over the various demographic groups represented. The result of the obtained sample will be presented in Chapter 5 – Findings.

Furthermore, as discussed above, I also used and relied on a snowball effect when collecting my samples, which is another non-probability sampling method known as snowball sampling, where one or more representable subjects are approached by the researcher who later locates or asks others in the subjected segment to participate until sufficient samples are collected (Castillo, 2009). The members of the social networks that I used to collect my samples through also indirectly approached other members of the social network groups by commenting on my posts with information regarding their heritage, current occupation and/or that they have found my research to be interesting, see Appendix 3 – Participants testimonials for example.

The disadvantage with using snowball sampling is that the researcher has little or no control over the method, e.g. that the ideal sample would not be met (Castillo, 2009). But the advantage is the cost effectiveness such as that the researcher can reach segments that are
hard to gain access to through other methods like systematic sampling involving selecting specific representables, less planning and actual work, but most of all – it’s a simple method to use (Ibid).

4.2.4 Questionnaire and research design

The questionnaire was developed via SurveyMonkey’s website in an electronic format with a content that consisted of three areas: (1) Default section (2) Triggering factors and (3) Intent to purchase (see Table 1 below). The default section had six questions including sub-questions, which enabled me to evaluate the demographic spread (if it’s an ideal sample). The second section consisted of eleven statements divided under four headings. The third and last section consisted of three statements under one heading. In total it took an average time of four minutes to complete the questionnaire. The questionnaire was constructed in the format of a likert scale, which was developed in 1932 by Rensis Likert, and is today one of the most widely used questionnaire formats when assessing opinions (Page-Bucci, 2003).

<table>
<thead>
<tr>
<th>Theoretical dimension</th>
<th>Description</th>
<th>Operationalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default</td>
<td>Questions designed to give brief insights into the participants demographics</td>
<td>Intervals and category</td>
</tr>
<tr>
<td>Triggering factors</td>
<td>Examine if there are any specific factors that triggers consumers to have a &quot;greener&quot; consumption and if they are affected by the origin of a product</td>
<td>Likert scale: 1 = Strongly agree, 2 = Agree, 3 = Neither, 4 = Disagree and 5 = Strongly disagree</td>
</tr>
<tr>
<td>Intent to purchase</td>
<td>Examine if green marketing can lead to competitive advantage and how country of origin effects contribute to this phenomenon</td>
<td>Likert scale: 1 = Most likely, 2 = Likely, 3 = Don’t know, 4 = Less likely and 5 = Not likely</td>
</tr>
</tbody>
</table>

Table 1 Questionnaire content

Note: Adapted from Greg Bohlen et al. 1993

The questionnaire was created in English based upon the origin of the study and was not translated into Swedish for the Swedish participants. It could be argued that the questionnaire should have been translated to avoid language-based bias (Meng et al., 2007), however, since I have used the network of the SACC and IHM Business School Alumni the questionnaire...
has been distributed to network of members that daily use the English language in both personal and work related contexts. This limits the potential for language barriers and yet upholds, to my judgment, an increased understanding of the questions and obtains a deeper insight into the area of study from both the American and Swedish participants.

In regards to participants who have taken part of the questionnaire via Facebook, I would argue that the English level of those participants are more than sufficient due to the wide spread of the English language in the western part of the world, where the knowledge of the language is often seen as fluent, as supported by Meng et al. (2007).

4.2.5 Reliability and Validity of using the Likert scale

The term reliability refers to the consistency and reproducibility of one’s research, where the term validity refers to whether the research actually measures the intended measures (Professional Testing Inc., 2006). The theory behind determining the reliability and validity of one’s research is to test the true fullness and the thoroughness of either the quality or qualitative paradigm (Golafshani, 2003). Moreover, it’s an approach to eliminate personal bias and a way of establishing honesty behind one’s research (Ibid).


“attitude scales do not need to be factually accurate - they simply need to reflect one possible perception of the truth. ……[respondents] will not be assessing the factual accuracy of each item, but will be responding to the feelings which the statement triggers in them”

The advantage of using the likert scale is seen through its simple construct, which makes it easy to read and complete. This makes this questionnaire likely to generate a “highly reliable scale” (Ibid, p.6). Though, the disadvantages are the lack of reproducibility, absence of homogeneity and that validity may be difficult to demonstrate (Ibid). The reliability is said to be a constraint due to the few attributes to choose from, and by increasing the attributes the reliability increases, because if only “disagree” or “agree” would be used as options, it may create biases.

The validity was tested through a pilot study of the questionnaire to further enhance the accuracy of the questions, i.e. content, construct, criterion and visual appearance, which is aligned with Radhakrishna’s (2007) research. I ran a pilot study with a sample size of ten colleagues and friends to detect flaws in the structure and questioning (these questionnaires
have been excluded from the actual questionnaire results). The sample size was determined through discussions and advice from my supervisor Dr. Chantal Ladias, which is arguably valid due to her knowledge and experience as being a Senior Marketing lecturer at Dublin Business School, and therefore is in position to give expert advice, which is supported by Radhakrishna (2007) who argues that by having expert opinions on your questionnaire, their experience and knowledge is an important part in increasing the validity of a questionnaire. The pilot study was in a hardcopy format and was conducted starting the 13th of July 2011 and was completed the 27th of July 2011 and took the participants ca. five minutes to complete. Furthermore, by addressing the following questions, the validity further increases:

1) Does the questionnaire measure what it’s intended to measure?
2) Is the sample size appropriate as compared to the size of the population?
3) Is the questionnaire’s content comprehensive enough to collect all information needed to answer the research question and objectives of the study?
4) Does the visual appearance of the mediated tool look like a questionnaire?

Note: Adapted from Radhakrishna, 2007

As noted previously, my supervisor Dr. Chantal Ladias has been involved in increasing the validity of my questionnaire through our scheduled meetings, where we have discussed my research, and systematically addressed these questions (1,3 and 4) indirectly through talking about the aim of the research, evaluating the questionnaire in structure, language etc. and the needed themes of the statements used. Moreover, these questions were also examined during the pilot study where several of the factors were taken into consideration, which helped me to ensure that the right questions were asked and truly contributed to my research. Furthermore, the made amendments helped me to maximize the response rate and minimize errors in answers, which will in turn increase the validity of the answers, as supported by Radhakrishna (2007). Question number 3 was determined in conjunction with previously answered questions, where a sample size of 50 samples from each market would be sufficient for my research. However, it’s important to acknowledge the confidence level and confidence interval. A confidence level is the percentage level of the population that would choose the same answer within the specific confidence interval, i.e. the margin of error (Creative Research Systems, 2010). In order to calculate the confidence interval, the following factors need to be considered: a sample consisting of 50 questionnaires on a estimated population of 360 million U.S. consumers vs. ca. 9 million Swedish, an accuracy percentage level of 20 due
to the majority of the statements used were in a likert scale format, and consisted of five alternatives and a confidence level of 95% is frequently used by researchers, which means that you can be 95% certain that the result is accurate (Creative Research Systems, 2010). By calculating these numbers (the confidence level of 95%, sample size of 50) respective markets populations and accuracy percentage of 20 through Creative Research Systems calculator, the confidence interval equals 11.09, which means that between 8.81 – 31.09% of the population would give the same answer to one of my statements. However, since my collected sample was 62 completed questionnaires from the U.S. market and 56 from the Swedish market the confidence interval equals 9.96 and 10.48, respectively. This means that between 10.04 – 29.96% of the U.S. population and 9.52 – 30.48% of the Swedish population respectively would give the same answer to the questionnaires statements. The first attempt to construct reliability for a questionnaire involves running a pilot test, where results will not be used in the actual results, and shall be done prior to the actual conducted research (Radhakrishna, 2007). The reliability is tested through its coefficient range that stretched from 0 – 1.0, where 0 would be no reliability and 1.0 means the highest reliability, but no assessment test will reach the reliable value of 1.0 due to margin of error (Pinellas School District and the Florida Center for Instructional Technology at USF, N/A). A value above 0.80 indicates a very reliable test and a value below 0.50 indicates that the reliability could be questioned (Ibid) and (Radhakrishna, 2007). My pilot test showed a standardized Cronbach’s coefficient Alpha of 0.576, which means that the reliability is considered acceptable. Due to the result of the reliability score, no questions needed to be changed.

**4.2.6 Method for analysis of primary research**

For the questionnaire I have used a quantitative method in the analysis of my primary research, where I have used the SPSS software v.17 to obtain statistics for factors that are categorical (nominal and ordinal) and quantifiable (intervals and ratios). By using this type of process, it has enabled me to find correlations in differences and similarities in the understanding of consumers’ perception of green marketing and country of origin effects. This enabled me to identify triggering factors for green consumption, understand if green marketing can create a competitive advantage and, lastly, the potential to create a new framework and business model for green marketing that companies can adopt while taking country of origin effects into consideration.

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5 The number is calculated from subtracting and adding the confidence level of 11.09% of accuracy percentage of 20.
4.3 Limitations and issues of the primary research

When it comes to the quantitative analysis I do not believe that any personal biases, my own identity, understanding, beliefs, knowledge and experience have interfered since the questions have been formed in such a way that they cannot be misunderstood from either party – i.e. hard data. However, in the sense of misinterpreting the fallout, results could have been overlooked in the eagerness of reaching my anticipated results. But by acknowledging this, I believe that it has been minimized in the greatest possible extent.

After further review of the questionnaire design, after all samples had been collected, I questioned the choice made of the intervals in question number 9, (see Image 1 below). I didn’t design this question with the alternative of choosing 0% – that the consumer wouldn’t be willing to pay an increase price. Consequently, the validity of this question decreases. However, I chose to keep the question in my analysis since it can give some indication of the willingness of the consumer to pay increased prices for environmentally friendly products when choosing 8-15% and above. Therefore, the result that solitary will be misleading is the result of the participants that have chosen the option of 0-7%.

<table>
<thead>
<tr>
<th>*9. I would be willing to pay the following increased price for a product that contributes positively to my society:</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 7 %</td>
</tr>
<tr>
<td>8 – 15 %</td>
</tr>
<tr>
<td>16 – 23 %</td>
</tr>
<tr>
<td>24 – 31 %</td>
</tr>
<tr>
<td>32 – 39 %</td>
</tr>
<tr>
<td>40 – 47 %</td>
</tr>
<tr>
<td>48 – 55 %</td>
</tr>
<tr>
<td>56 – %</td>
</tr>
</tbody>
</table>

Image 1 Question 9 - increased price
Chapter 5 – Findings

The following chapter will present the findings made in the primary research, and these findings will be the foundation for the upcoming chapters in this research paper. Consequently, no in-depth discussions or conclusions will be made here; instead it will merely consist of observations from the findings. Some questions are correlated and these will be observed continuously through the chapter. Moreover, the legitimacy of the findings will be addressed through taking the demographic spread of the participants into consideration.
5.1 Default Section 1: Demographics

As a first step in analyzing my primary research, the following section will start off by exploring the demographics of the participants. The questionnaire used to obtain the samples needed for this analysis can be found in Appendix 2 – Questionnaire form. All results will be illustrated through tables and additional charts to make it more visual. This section will not explore whether the samples collected are ideal or not, instead it will only serve as a default section where the general overview of the samples collected will be displayed. On an additional note, the results displayed in percentages do not always equal an even 100% due to the round-up margin of error.

5.1.1 Question 1 – Gender

The results revealed that the gender of the participants was unevenly divided between males and females. 82 males and 38 females participated in the survey, which means that the participant rate among males was more than twice the females; see Table 2 and Chart 1.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>82</td>
<td>68.3</td>
</tr>
<tr>
<td>Female</td>
<td>38</td>
<td>31.7</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 2 Gender of Participants

![Chart 1 Gender of Participants](image)
5.1.2 Question 2 – Age

After analyzing the frequency rate of the age among the participants, the result revealed a fairly even spread over the three upper age groups, ranging from 25 and up. The only less represented age group was the age group 18-24 consisting of roughly one fourth of the amount of respondents as compared to the other age groups; see Table 3 and Chart 2 below).

<table>
<thead>
<tr>
<th>Age range</th>
<th>Number of respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>9</td>
<td>7.5</td>
</tr>
<tr>
<td>25-34</td>
<td>41</td>
<td>34.2</td>
</tr>
<tr>
<td>35-50</td>
<td>34</td>
<td>28.3</td>
</tr>
<tr>
<td>Over 50</td>
<td>36</td>
<td>30.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 3 Age of Participants

Chart 2 Age of Participants
5.1.3 Question 3 – My gross income per year

The consistency of participants belonging to the first four income groups (under $18,000 to $42,000-$54,000) had a fairly even spread in the range regarding gross income per year. However, the results revealed a great irregularity where more than half of the total 120 participants had a gross income of $54,000 and over per year, see Table 4 and Chart 3 below.

<table>
<thead>
<tr>
<th>Income range</th>
<th>Number of respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $18,000</td>
<td>15</td>
<td>12.5</td>
</tr>
<tr>
<td>$18,000-$30,000</td>
<td>10</td>
<td>8.3</td>
</tr>
<tr>
<td>$30,000-$42,000</td>
<td>14</td>
<td>11.7</td>
</tr>
<tr>
<td>$42,000-$54,000</td>
<td>19</td>
<td>15.8</td>
</tr>
<tr>
<td>$54,000 and over</td>
<td>62</td>
<td>51.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 4 Income of Participants

![Chart 3 Income of Participants](chart3.png)
5.1.4 Question 4 – My occupation

With regards to the participants’ occupation, this was one of the demographic factors that had the most inconsistent spread. Unemployed, Retired and Other were under-represented. Students and Self-employed accounted for about 37%, 13% and 23 % respectively. 66 of the total 120 participants (55%) represented the group Employee; see Table 5 and Chart 4.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>16</td>
<td>13.3</td>
</tr>
<tr>
<td>Employee</td>
<td>66</td>
<td>55.0</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4</td>
<td>3.3</td>
</tr>
<tr>
<td>Retired</td>
<td>3</td>
<td>2.5</td>
</tr>
<tr>
<td>Self-employed</td>
<td>28</td>
<td>23.3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>2.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 5 Occupation of Participants

Chart 4 Occupation of Participants
5.1.5 Question 5 – Country of birth and residency
The results revealed that the Country of Birth of the participants was unevenly divided between the two researched markets. 22.5% of the participants were born in the U.S. and 72.5% in Sweden. This equals three Swedish born participants for every U.S. born participant, see Table 6 and Chart 5. Furthermore, 5% of the participants were neither born in the U.S. nor Sweden.

<table>
<thead>
<tr>
<th>Country of birth</th>
<th>Number of respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>27</td>
<td>22.5</td>
</tr>
<tr>
<td>Sweden</td>
<td>87</td>
<td>72.5</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>5.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 6 Country of Birth of Participants

![Chart 5 Country of Birth of Participants](chart.png)
With regards to the Country of Residency of the participants, the results revealed a more even spread over the researched markets. 52% of the respondents had their residency in the U.S. and 47% had their residency in Sweden during the time the questionnaire was answered, see Table 7 and Chart 6 below. Only two participants are not residents of either the U.S. or Sweden.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Number of respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>62</td>
<td>51.7</td>
</tr>
<tr>
<td>Sweden</td>
<td>56</td>
<td>46.7</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 7 Country of Residency of Participants
5.2 Default Section 2: Demographics

In order to assess the demographics of each market’s participants, I have used country of residency as being equal to which market each participant belongs to. All results will be illustrated through tables and additional charts to make it further visual.

The results that are revealed in this section will serve as a foundation for to understanding the demographic difference between the U.S. and the Swedish market when conducting the comparative analysis between them. Hence, it will illustrate if the samples are ideal or not, that is whether the results reveal a balance in the different demographic groups represented in regards to gender, age, income, occupation, origin of nationality and current country of residency in order to reduce the margin of error. Consequently, it will present the legitimacy of the research in each market.

Moreover, participants that belong to the market categorized as Other will be displayed as well. However, no further reflection will be made as it will go outside the purpose of this primary research, to make a comparative analysis between the U.S. and the Swedish market. On an additional note, the results displayed in percentages do not always equal an even 100% due to the round-up margin of error.

5.2.1 Question 1 – Gender

The results revealed that the gender of the participants was fairly evenly divided between the U.S. market and the Swedish. The results showed a difference of ten percentage units among the men only, as well as for females, see Table 8 and Chart 7. However, since the males are overrepresented in both markets as compared to females, this needs to be taken into consideration when analyzing the results. Consequently, the legitimacy of the results could be questioned since they might reflect male attitudes more than female.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Gender</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
</tr>
<tr>
<td>U.S.</td>
<td>45</td>
<td>17</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>35</td>
<td>21</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>82</td>
<td>38</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 8 Gender of Participants in each market
5.2.2 Question 2 – Age

After having analyzed the frequency rate of the age among the participants, the results revealed an even spread in three out of the four age groups between the two markets. The age group that had a greater difference was the Over 50 group, 37% represented the U.S. market vs. 23% the Swedish market; see Table 9 and Chart 8 below.

Even though the age group Over 50 was not as evenly spread between the two markets I still consider the result representable for the forthcoming comparative analysis since this age group contains less than a third of the total participants as a whole. Additionally, some might argue that the age groups of 25-34 and 35-50 are overrepresented. However looking at the population pyramids for both markets (see Appendix 4 – Population pyramid) the results of my questionnaire show a similar pattern. Subsequently it could be considered as a representable result.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>18-24</th>
<th>25-34</th>
<th>35-50</th>
<th>Over 50</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>4</td>
<td>20</td>
<td>15</td>
<td>23</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>4</td>
<td>21</td>
<td>18</td>
<td>13</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>41</td>
<td>34</td>
<td>36</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 9 Age of Participants in each market
5.2.3 Question 3 – My gross income per year

The consistency of participants belonging to the different income groups in Table 10 and Chart 9 show that the only income group that has a similar result for both markets is the group $30,000-$42,000.

The general results are revealing that the Swedish participants vs. the U.S. in total are overrepresented in the first four income groups, from the first group (under $18,000) to the fourth group ($42,000-$54,000) 62% vs. 37%. The U.S. participants are over represented in the income group $54,000 and over, 63% vs. 39%. These results need to be taken into consideration for the forthcoming comparative analysis. Consequently, the legitimacy of the results for the U.S. market could be questioned since they might only reflect the attitude of the highest income group. However, these results might reflect the reality of the difference among income classes between these two markets where Sweden is often recognized being a socialistic country with very low poverty and few, if any, income classes, where the U.S. is often seen as a pure market economy with widespread income differences driving the society into various income classes. Otherwise, the spread of the different income groups in the individual market follows the same pattern as the difference between the two markets, i.e. that the income group $54,000 and over are overrepresented and has a more divided result among the four lower income groups.
5.2.4 Question 4 – My occupation

With regards to the participants’ occupation the two most inconsistent results were the amount of participants who belong to the groups Student and Self-employed, see Table 11 and Chart 10 below. More than twice as many students represent Sweden than in the U.S. and the U.S. is represented by three times as many self-employed. Consequently, the legitimacy of the result could be questioned. However, the four other occupations have an even spread; in total 50% in the U.S. and 59% in Sweden states “Employee” as their occupation, which I believe is representable since most individuals in general belong to this group. Hence, the representability can be considered sustained.
<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Student</th>
<th>Employee</th>
<th>Unemployed</th>
<th>Retired</th>
<th>Self-employed</th>
<th>Other</th>
<th>Tot.</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>5</td>
<td>31</td>
<td>2</td>
<td>1</td>
<td>21</td>
<td>2</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>11</td>
<td>33</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
<td>66</td>
<td>4</td>
<td>3</td>
<td>28</td>
<td>3</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 11 Occupation of Participants in each market

![Chart 10 Occupation of Participants in each market](chart)

5.2.5 Question 5 – Country of birth

The results of the questionnaire showed an even spread of the U.S. and Swedish market; 52% of the participants living in America vs. 47% living in Sweden. 89% of the Swedish residencies originated from Sweden. However, the result has revealed that a limited amount of the participants from the U.S. derived their heritage from the U.S., where instead the majority had been born in Sweden (56%). The result revealed that only 39% of the residencies originated from the U.S., see Table 12 and Chart 11 below. Consequently, the legitimacy of the result could be questioned since it might reflect more of a Swedish attitude in the U.S. market, resulting into measures of Swedish attitudes in both of the researched markets. However, looking at the testimonials from the American residencies (see Appendix 3 – Participants testimonials) some of them have resided in the U.S. since as early as 1965,
which is why I would postulate that a majority of these Swedish migrants have converted to American values and attitudes. It’s not easy to find any literature which supports this argument, but the common aspect in International Human Resource Management literature clearly points out that expat managers have difficulties to adjust to the home culture when repatriating due to the already made adjustments to the host country (e.g. Forster (2000) Black & Gregersen (1992) Johnston (1991) and Howard (1974)). Subsequently, the revealed result could be considered representable.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>U.S.</th>
<th>Sweden</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>24</td>
<td>35</td>
<td>3</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>3</td>
<td>50</td>
<td>3</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>27</td>
<td>87</td>
<td>6</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 12 Country of birth of Participants in each market

![Chart 11 Country of birth of Participants in each market](image-url)
5.3 Comparative analysis

After the previously made demographic analysis, some differences have been revealed between the two markets. Based on the understanding of these demographic factors, this section will generate a comparative analysis in regards to environmental and country of origin values and beliefs between the U.S. and the Swedish markets. All results will be illustrated through tables and additional charts to make it more visual. As an additional note, one must acknowledge that six more participants are represented in the U.S. market, which means that small differences in the revealed results can be based on the difference in the amount of participants. Moreover, participants that belong to the market categorized as Other will be displayed in the tables as well, but not in the charts. No further reflection will be made since it will go outside the purpose of this primary research, to make comparative analysis between the U.S. and Swedish markets. Furthermore, the results displayed in percentages do not always equal an even 100% due to the round-up margin of error.

5.3.1. Question 6 – Principles that guide the way I live my life and do my shopping

These three parts of Questions 6 aim to compare the participants’ values and beliefs prior to purchase, but also to discover their general view regarding principles and environmental concerns. The results revealed that 91 out of the 118 participants demonstrated a concern for the environment, where they would change their shopping behavior to some measure in order to protect the nature, see Table 13 and Chart 12 below. The results further revealed that U.S. consumers hold a stronger position towards protecting the nature; 27% of the U.S. participants strongly agree, and 56% agree that they attempt to protect the nature when choosing among different products (vs. 16% and 52%, respectively for the Swedish consumers). In the categories of Neither or Disagree (having less concern for protecting the nature) the Swedish consumers are represented by twice the number as compared to the U.S. consumers in these two categories.
With regards to keeping a beautiful world, 77 out of the 118 participants demonstrated a concern for the environment, where they would change their shopping behavior to some measure in order to keep the world clean from various kinds of waste, see Table 14 and Chart 13 below. This would arguably mean a tendency towards less product waste from their purchased product, or that recycling occurs. The results further revealed that the U.S. consumers hold a stronger position towards keeping a beautiful world; 23% of the U.S. participants strongly agree and 55% agree that they attempt to protect the nature when choosing among different products (vs. 9% and 43% of the Swedish consumers, respectively). In the category of Neither (having less concern over product waste) the Swedish consumers are represented by almost twice the number as compared to the U.S. consumers, and five times the number in the category of Disagree. 2% of the U.S. consumers strongly disagreed with this statement and none from Sweden.
With respect to living in harmony with the nature, 77 out of the 118 participants demonstrate a willingness to live in harmony with the nature, where they would change their shopping behavior to some measure in order to give something back to the nature. This could either be recycling or by trying to have a positive carbon dioxide impact, see Table 14 and Chart 13 below.

In the last statement of Question 6, the U.S. consumers show a greater concern and pro-environmental actions, which is aligned with the previous results concerning the participants’ values and beliefs prior to purchase, and their general view on principles and environmental concerns. 18% of the U.S. participants strongly agree and 56% agree with that they attempt to live in harmony with the nature and that they make an effort to pursue it when choosing among different products (vs. only 7% and 48% of the Swedish participants, respectively).
In the category of Neither, the results were more consistent between the markets than in previous statements; the results revealed that 34% of the Swedish and 21% of the U.S. participants have less concerns of being in harmony with the nature. However, three times as many consumers from Sweden vs. the U.S. disagreed with this statement. 2% of the U.S. consumers strongly disagreed with this statement and none from Sweden.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>11</td>
<td>35</td>
<td>13</td>
<td>2</td>
<td>1</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>4</td>
<td>27</td>
<td>19</td>
<td>6</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>64</td>
<td>32</td>
<td>8</td>
<td>1</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 15 Living in harmony with the nature
5.3.2 Question 7 – How I value my choice of products

The four following parts of Question 7 aim to compare the participants’ values and beliefs that come into effect when they assess various factors while purchasing a product. With regards to product quality, the results revealed that no participant from either market disagreed or strongly disagreed with that the quality of the product is one of the most important factors to consider while purchasing a product. Overall it can be said that the answers were fairly unanimous between the two markets, see Table 16 and Chart 15 below. Furthermore, the results revealed that 53% of the U.S. consumers strongly agree with this statement vs. 43% of the Swedish. The categories of Agree and Neither were somewhat more unanimous; of the U.S. consumers, 40% agreed and 6% didn’t have any preference regarding this statement whereas 46% of the Swedish Agreed and 11% had no preference point, respectively.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>33</td>
<td>25</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>24</td>
<td>26</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>52</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 16 The quality of the product is most important

Chart 15 The quality of the product is most important
When reviewing the results of how important the environmental impact of the product is to each market, there are some differences in how the results are divided between the categories and each respective market, see Table 17 and Chart 16 below. In the category Strongly Agree, both markets are unanimous. However, the U.S. market is more represented in the categories Agree (48% vs. 34%) and Strongly Disagree (5% vs. 0%) where Sweden is more represented in the categories of Neither (36% vs. 26%) and Disagree (20% vs. 10%).

Only about half the participants from each market had some concern for the environmental impact when they choose a product – which means that these results are below the levels in comparison to Question 6 - The following principles guide the way I live my life and therefore my shopping.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>7</td>
<td>30</td>
<td>16</td>
<td>6</td>
<td>3</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>6</td>
<td>19</td>
<td>20</td>
<td>11</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>13</td>
<td>50</td>
<td>37</td>
<td>17</td>
<td>3</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 17 The environmental impact of a product is the most important

Chart 16 The environmental impact of a product is the most important
The majority of the participants in both markets considered the price as the most determining factor when they value their choice of product through either strongly agreeing, or agreeing with the statement, see Table 18 and Chart 17 below. Thus this particular factor was more important to the Swedish participant than to the U.S., in particular in the category Agree (52% vs. 40%). However, 34% of the participants from the U.S. market and 21% from the Swedish market didn’t have any preference in this matter. This was also the category that had the most prevalent deviation where 21 U.S. vs. twelve Swedish participants didn’t relate to the price as a deciding factor. Circa 13% of the participants from both markets disagreed with this statement and 2% from the Swedish market strongly disagreed, where no one from the U.S. choose this category.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>8</td>
<td>25</td>
<td>21</td>
<td>8</td>
<td>0</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>6</td>
<td>29</td>
<td>12</td>
<td>8</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>55</td>
<td>34</td>
<td>16</td>
<td>1</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 18 The price of the product is the most important

Chart 17 The price of the product is the most important
With regards to how the personal values of the participant infer with how they value the choice of a product, almost two thirds of the participants from both markets considered their own values as the most influential factor through either strongly agreeing, or agreeing with the statement, see Table 19 and Chart 18 below. The results revealed that the view of this element is somewhat unanimous between the markets, while there is only a slightly difference among the categories Agree and Neither, where the latter has the most deviation. The differences are that 50% of the Swedish vs. 40% of the U.S. participants agreed, and that 29% of the U.S. and 23% of the Swedish participants had no preference in this matter. None of the participants strongly disagreed in this matter.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>15</td>
<td>25</td>
<td>18</td>
<td>4</td>
<td>0</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>13</td>
<td>28</td>
<td>13</td>
<td>2</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>53</strong></td>
<td><strong>32</strong></td>
<td><strong>6</strong></td>
<td><strong>0</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

Table 19 My personal values are the most important when I choose a product

Chart 18 My personal values are the most important when I choose a product
5.3.3 Question 8 – The connection between the environment and country of origin
The four following parts of Question 8 aim to compare the participants’ trust in labels on the products and the importance of having a personal connection to the product’s origin. Moreover, it will examine how important it is to purchase products that are sustainable for the future.

With regards to the view that consumers have on eco-labels, or how well the participants trust labels that inform them about the product’s environmental quality, in the form of pollution waste such as distribution, toxic materials or ingredients. The results reveal that only 6% of the U.S. vs. 9% Swedish participants that strongly agree with that they trust eco-labels regardless of if they don’t know what they mean or stand for, see Table 20 and Chart 19 below. 24% of the U.S. and 34% of the Swedish participants would agree with this statement. This accounts to that 43% of the Swedish and 30% of the U.S. participants of some extent trust eco-labels even though the actual product might not be environmentally friendly.

The results for the two categories Disagree and Strongly Disagree are fairly unanimous between the two markets. The results of the category Neither is more divided, where 29% of the U.S. vs. 18% of the Swedish participants belong to this category, which could indicate that they neither believe in nor trust eco-labels meaning that eco-labels reflect and contribute to less validity to the product carrying such a label.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>4</td>
<td>15</td>
<td>18</td>
<td>20</td>
<td>5</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>5</td>
<td>19</td>
<td>10</td>
<td>18</td>
<td>4</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9</strong></td>
<td><strong>35</strong></td>
<td><strong>28</strong></td>
<td><strong>39</strong></td>
<td><strong>9</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

Table 20 I trust eco-labels even if I don't know what they mean or stand for
Concerning whether the participants would rather buy a product that is environmentally sustainable and would benefit the next generation, both markets had fairly unanimous results that only differed by a few percentage units, see Table 21 and Chart 20 below. Hence, as stated previously, these small differences between the markets might just be a result of the difference in the amount of participants between the markets.

For both markets, 55% would agree and roughly 25% would strongly agree that a product that would contribute to both the environment and the next generation would be more attractive to purchase. The only category that showed a divided result was Strongly Disagree, where 3% of the U.S. vs. 0% of the Swedish participants belonged to this category.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>16</td>
<td>34</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>14</td>
<td>31</td>
<td>8</td>
<td>3</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>31</td>
<td>66</td>
<td>16</td>
<td>5</td>
<td>2</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 21 I would rather buy products that are beneficial for the environment and benefit the next generation
I would rather buy products that are beneficial for the environment and benefit next the generation

When reviewing the results on the markets’ view of quality and how it’s subjected to the country of origin, the results reveal a deviation between the two markets; see Table 22 and Chart 21 below. The categories Strongly Agree and Disagree had somewhat unanimous results, where both categories only differed with two percentage units. The majority of the U.S. participants have taken a stronger standpoint regarding this matter; consequently they are more represented in the categories Agree 32% vs. 27% and Strongly Disagree 8% vs. 0%. Furthermore, 40% of the American participants either agree or strongly agree that quality is related to a product’s country of origin and 43% of the Swedish participants conclude to the same standpoint. Thus, 36% of the Swedish participants neither relates nor identifies certain countries with higher quality vs. 23% of the American participants.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>11</td>
<td>20</td>
<td>14</td>
<td>12</td>
<td>5</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>9</td>
<td>15</td>
<td>20</td>
<td>12</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>36</td>
<td>35</td>
<td>24</td>
<td>5</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 22 The quality of the product depends on which country it comes from
With regards to whether products are being manufactured in their own home country as in the market each participant resides in – would translate to higher quality than if manufactured in any other country, the results are deviated, see Table 23 and Chart 22 below. 11% of the U.S. participants strongly agree that the quality will be higher if the product is manufactured in the U.S. vs. 7% of the Swedish participants. However, 34% of the Swedes would conclude to agree with this statement vs. 11% of the U.S. participants.

The results revealed that the U.S. participants in general hold a more neutral view than the Swedish participants (48% vs. 36%) in the matter of product quality related to the product’s country of origin. Of the U.S. consumers, 21% would disagree and 8% would strongly disagree vs. 20% and only 4% of the Swedish consumers.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Products from my own country have better quality than other countries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>U.S.</td>
<td>7</td>
</tr>
<tr>
<td>Sweden</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
</tr>
</tbody>
</table>

Table 23 Products from my own country have better quality than other countries
5.3.4 Question 9 – The willingness to pay higher prices for eco products

Question 9 aims to compare the willingness and motivation from each market’s participants to pay increased prices for products that are societally sustainable and therefore are less environmentally harmful in their manufacturing process and excess waste.

The results revealed that the majority of the participants from each market (44% of the U.S. and 43% of the Swedish) would consider paying an increased price of 8-15% in order to contribute positively to their society. By reviewing the results, Swedish consumers tend to be slightly more willing to pay higher prices for environmentally friendly products as compared to U.S. consumers, see Table 24 and Chart 23 below.

20% of the Swedish participants would be willing to pay 16-23% increased price vs. 15% of the U.S. participants. For the price increase of 24-31% the results showed that only 5% of the U.S. vs. 7% of the Swedish participants would consider this. The U.S. participants were represented in all categories where no Swedish participant would consider paying 32-39% and 48-55% increased prices for environmentally friendly products. However, in general very few of the participants would consider paying a higher price that stretches above the third category (16-23%). 31% of the U.S. participants belonged to the category of 0-7% vs. 27% of the Swedish.

It can further be acknowledged that about two thirds from each market would be willing to pay increased price for more sustainable products with regards to the environment, but to
various degrees. Consequently, this result is aligned with the previous questions concerning the participants’ concern, attitudes and values towards the environment, where in general one third would either strongly agree or agree with the made statements, regarding questions ranging from the underlying principle that guides them when choosing products, to how important it is to protect the environment for future generations.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>0 - 7%</th>
<th>8 - 15%</th>
<th>16 - 23%</th>
<th>24 - 31%</th>
<th>32 - 39%</th>
<th>40 - 47%</th>
<th>48 - 55%</th>
<th>56 - %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>19</td>
<td>27</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>15</td>
<td>24</td>
<td>11</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>52</td>
<td>20</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 24: Increased price range in percentage

Chart 23: Increased price range in percentage
5.3.5 Question 10 – My purchase intention
The first part of Question 10 is an extension of Question 9 (the motivation to pay increased prices in for products that are societally sustainable), to examine if there is a connection between the willingness to pay higher prices with if they knew that a large amount of that money went to preserve and protect the environment.

The second part of Question 10 examines if there is a correlation between the motivation to buy environmentally friendly products and what the current assortment offers. The third part is intended to measure if there is a true drive from each market to purchase environmentally sustainable products such as potentially paying a higher price for a product made with reusable material for its packaging, even though it would not translate to a product of better quality.

The results of the first part revealed a high inequality; 80% (23% would most likely and 57% would likely) of the Swedish participants would to some degree prefer to buy a product if they knew that a large amount of the money was allocated to protect the environment. The majority of the U.S. participants would conclude to the same, however to a slightly lesser extent, see Table 25 and Chart 24 below. Furthermore, 29% of the U.S. participants would most likely take this approach, which is more than the Swedish participants, and 37% would only likely do so vs. 57% of the Swedish consumers. The results for the category of less likely were relatively similar for both markets; it only differed with one percentage unit. For the categories Don’t Know and Not Likely the results were again deviating, where 19% of the U.S. participants didn’t know and 8% of them would not likely purchase a product even if they knew that a large amount of the money was allocated to preserve the environment. None of the Swedish participants belonged to the category of Not Likely, and 14% of them belonged to the category Don’t Know.

In comparison to the previous question – the willingness to pay an increased price for environmentally friendly products – these results are not completely aligned. In the previous question the results were fairly unanimous between the two markets, but in this question Swedish consumers would be more willing to buy a product if they knew that a large amount of their spent money would be allocated to protect the environment, than the U.S. consumers.
Would you preferentially buy a product if you knew that a large amount of the money went to preserve and protect the environment?

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Most Likely</th>
<th>More Likely</th>
<th>Don’t Know</th>
<th>Less Likely</th>
<th>Not Likely</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>18</td>
<td>23</td>
<td>12</td>
<td>4</td>
<td>5</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>13</td>
<td>32</td>
<td>8</td>
<td>3</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>55</td>
<td>20</td>
<td>7</td>
<td>5</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 25 My purchase intention – preserve the environment

The second part of this question revealed that 84% of the U.S. and 93% of the Swedish participants would probably purchase more environmentally friendly products if there were a larger assortment of these; see Table 26 and Chart 25 below. Of the U.S. participants, 23% would most likely and 61% would more likely buy products identified as environmentally friendly if the assortment was larger. The result for the Swedish market was somewhat similar, in both categories they were slightly more represented showing that 29% would most likely and 64% would more likely purchase these types of products if stores would offer a bigger selection.
Only 4% of the Swedish participants didn’t know if the assortment would infer with their selection of products, where as 10% of the U.S. participants had the same perspective. None of the U.S. participants fell into the category Less Likely. However, 6% would not likely be affected by the assortment that retailers would offer. 4% of the Swedish participants would less likely be affected by the assortment, where no one from the Swedish market fell into the category Not Likely.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Most Likely</th>
<th>More Likely</th>
<th>Don’t know</th>
<th>Less Likely</th>
<th>Not Likely</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>14</td>
<td>38</td>
<td>6</td>
<td>0</td>
<td>4</td>
<td>62</td>
</tr>
<tr>
<td>Sweden</td>
<td>16</td>
<td>36</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>31</td>
<td>75</td>
<td>8</td>
<td>2</td>
<td>4</td>
<td>120</td>
</tr>
</tbody>
</table>

Table 26 My purchase intention – larger assortment

Chart 25 My purchase intention – larger assortment
When reviewing the results of the markets’ view on whether they would be willing to pay an increased price for a product with reused material for its packaging, even though it wouldn’t affect the quality to a better state, the result revealed a somewhat unanimous result. In the categories Don’t Know, Less Likely and Not Likely the results only differed by 1-2 percentage units between the markets, see Table 27 and Chart 26 below.

The main deviating categories are Most Likely and More Likely, where 21% of the U.S. participants vs. 13% of the Swedish would most likely buy products with reused material for its packaging, even though it would mean a higher price and wouldn’t affect the product quality. Almost half the Swedish participants (48%) would more likely be willing to pay higher prices for products with packaging made with reusable material vs. 37% of the U.S. participants.

Concerning these results, it can be said that a vast majority in each market, 58% of the U.S. market and 61% of the Swedish, would be willing – to some extent – to purchase environmentally sustainable products, such as potentially paying higher price for a product with reusable material. Consequently, each market demonstrates a drive to protect the environment through the acknowledgement of waste (e.g. packaging) regardless of any increases in the product quality. Comparing these results to Question 7 regarding the environmental impact as the most important attribute of a product and as a whole, 59% of the U.S. participants and 45% of the Swedish regard the environmental impact as the most important feature. The results from the U.S. market are comparable, but for the Swedish market the concern for the product’s environmental impact are remarkably lower.

<table>
<thead>
<tr>
<th>Country of Residency</th>
<th>Would you buy a product with reused material for its packaging if it means having a higher price and doesn’t affect the quality of the product?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Most Likely</td>
<td>More Likely</td>
</tr>
<tr>
<td>U.S.</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>Sweden</td>
<td>7</td>
<td>27</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>51</td>
</tr>
</tbody>
</table>

Table 27 My purchase intention – reused material and higher price
Chart 26 My purchase intention – reused material and higher price

- U.S.
  - Most Likely: 37%
  - More Likely: 21%
  - Don't Know: 10%
  - Less Likely: 3%
  - Not Likely: 2%

- Sweden
  - Most Likely: 48%
  - More Likely: 27%
  - Don't Know: 13%
  - Less Likely: 11%
  - Not Likely: 2%
Chapter 6 – Discussion

The following chapter will present a brief discussion over the findings from the previous analysis that Chapter 5 – Findings has formed, and outline my interpretation of them. Therefore it will be relatively critical and analytical in order to integrate theories and concepts with previously presented findings.
6.1 Findings

Based on the primary research, several interesting findings were made, both some expected and unexpected ones. The findings in general didn’t reveal as much variation between the markets, and their view on the environmental impact associated to a product, as one might have expected. Thus, the findings presented some tendencies towards different directions of the two markets.

6.1.1 Green Marketing

The Swedish participants show a somewhat greater concern for the environment when the stated question was associated with a product such as Question 7 – How I value my choice of product, which aimed to compare the values and beliefs that come into effect when assessing various factors while purchasing products, where questions such as personal values and price seemed to be the most important factors. Thus, the importance of price does not necessarily reflect that the Swedish consumers want to pay lower prices for their products; it might refer to the benefit received if they would choose to pay higher prices – hence their greater willingness to pay higher prices for environmentally friendly products (Question 9), especially if a larger amount of the money paid went to preserve the environment (Question 10 part 1).

The U.S. participants have illustrated a tendency to have a greater general concern for the environment related to the moral and ethical principals that they employ in their life in order to limit the impact on the environment as compared to Swedish consumers. An example is Question 6 – Principles that guide the way I live my life and my shopping, which aimed to compare the participants’ values and beliefs prior to purchase, but also to discover their general view on principles and environmental concerns. However, the importance regarding quality of a product is slightly more important in the U.S. market, which is aligned with Question 10 part 3, which reveals that fewer U.S. consumers than Swedish would be willing to pay higher prices for products using recycled material for its packaging that would not lead to any quality advantages of the product. It appears that the U.S. consumers compared to the Swedish have a stronger ethical and moral concern for their actions that would affect the environment. But when looking at the results the Swedish consumers are more willing to make an effort to actually protect the environment through various actions such as paying a higher price for reusable material, spending money to preserve the environment, and more frequently purchasing products if the assortment was larger.
6.1.2 Country of Origin Effects

With regards to the origin of the product in relation to quality, the U.S. market showed a higher tendency to hold the belief that the quality of the product depends on where it originated – which was expected due to the difference of patriotism between the countries, where in the U.S. it’s common if not very common vs. less common if at all found in Sweden. However, the subsequent question asking the participants if the quality of the product would be higher if the product originated from their own home country, presented an unexpected result: the patriotism regarding this question was now much different, revealing that the Swedish consumers (and not the U.S., to the same extent), hold the view that products originating from their own home country are superior in quality as compared to those originating from other countries. Swedish consumers trust eco-labels to a greater extent than the U.S. consumers do, eco-labels which not only refer to a friendlier impact that products have on the environment as compared to conventional products, but also in some respects being a product of quality. The correlation could possibly be that the product quality with origins in Sweden is higher, hence why Swedish consumers trust eco-labels to a greater extent. In the matter of quality, Swedish (or Scandinavian brands for that matter) are often associated with great quality, Hästens, Bang & Olufsen, Absolut etc. among the examples, which could also be a reason behind this result.

6.2 The findings’ correlation with theories and concepts

The following subchapter will put forth a discussion concerning theories and concepts that are correlated and would support the previous presented findings or argue against them. Thus, no new secondary research will be presented; it will be addressed through the theories and concepts that were presented in the literature review in chapters 2 and 3.

6.2.1 Green marketing

Since the literature review addressed the green marketing topic through a general perspective, and thus with western influences, it makes it problematic to conduct a discussion with a continued comparable perspective. However, as noted by Montague & Mukherjee (2010), 82% of the U.S. consumers would be prepared to pay a premium price for environmentally friendly products if they bring higher quality, are healthier and reach the claims that are communicated. Furthermore, their research indicated that 4 out of 5 consumers that bought environmentally friendly products prior to the recession of 2008, would keep buying green products during the recession regardless of if the price would increase, also determined by Chen (2010).
My research is somewhat aligned with these scholars, since my research revealed that post-recession consumers from the U.S. and Sweden would be willing to pay an increased price of 8% or more for environmentally friendly products. More precisely, my results revealed that 69% of the U.S. consumers and 73% of the Swedish would to some extent not view this price as disconcerting. My research finds further support from Mostafa (2007) whose research reveals that today’s consumers are more willing to pay increased prices for environmentally friendly products. However, these scholars and my research results go against the conducted research from Havas Media (2008) as their research would argue that western countries are significantly lesser motivated to pay premium prices for environmentally friendly products.

Concerning U.S. consumers who have the set of beliefs and attitudes towards environmental concerns should, according to Weigel (1983) cited in Mainieri et al., (1997), translate into green consumption, i.e. transform into cognitive dissonance (Beretti et al., 2009). But compared to the Swedish consumers, the U.S. consumers are more reluctant to make an actual effort to protect the environment through various actions. This finding in my research is aligned with the research from Mainieri et al., (1997) and Mostafa (2007) who argue that attitudes and behavior are not always linked, a “green conscience” does not necessarily translate into green consumption. One of the reasons for this result could derive from less or no pressure from social networks that posses green consumption, or from one’s social peers, as supported by Meyer (2001) and Kaman (2008). In Sweden, being a collectivistic country, the societal norm is to act for the good of the society vs. the individualistic approach found in the U.S., which finds support in the research of Havas Media (2008). Moreover, Meyer’s (2001) research points out that only 20% of the consumers have a genuine interest for the environmental impact of their purchases, which my research would argue against; 59% of the U.S. consumers and 45% of the Swedish would either strongly agree or agree that the environmental impact is the most important feature when they evaluate a product.

The concept from Meyer (2001) regarding the two-step strategy is still valid when looking at the results from my research; 84% of the American and 93% of the Swedish consumers would either most likely or likely purchase more environmentally friendly products if there was a larger assortment available. Moreover, the concept of cause related marketing

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6 Havas Media conducted the world’s largest questionnaire on green marketing in 2008 in the U.S., UK, Germany, France, Spain, Mexico, Brazil, India and China, using over 11,000 online interviews and 18 focus groups.
presented by Casadesus-Masanell et al. (2009) is also found in my research, where 80% of the Swedish consumers and 66% of the U.S. consumers would either most likely or likely buy a product if they knew that a large amount of the money would be allocated to protecting the environment.

### 6.2.2 Country of Origin Effects

Both markets indicated (noted earlier as patriotism) some acknowledgement towards considering products manufactured in their respective home country as being of equal or superior quality, which can be referred to as country bias, or ethnocentrism, which has been found to be common in developed countries, by Rosenbloom & Haefner (2009). According to the literature (e.g. Lee & Lee (2009) and Rosenbloom & Haefner (2009)) this is based upon stereotypes and generalization of the consumers’ attitudes that come into effect when information is scarce, hence authenticity becomes more important. As such, the relation to eco-labels and the concepts of Bloemer et al. (2009) and Bänsch (1993) & Belz (1999) cited in Meyer (2001, p. 319) that point out cognition processes such as information processing, prior knowledge, self-esteem etc. as factors that come into play when consumers are evaluating a potential purchase.

As presented previously regarding the ethnocentrism in both countries, there was a difference in the results between the two markets where the Swedish consumers were showing a stronger ethnocentrism in this matter. The reason might be that Sweden in particular is strongly associated with a strong political status and economic liberalization, which according to Lee & Ganesh (1998) cited in Felzensztein & Dinnie (2005) are factors affecting a consumer’s perception of country of origin vs. quality.

On a further note, brand ethnocentrism regarding the origin of a product might be one of the behavioral factors that could create a competitive advantage for a brand – in particular when information is scarce as postulated by Lee & Lee (2009). In the future this will become even more evident since apparel brands such as Versace is lobbying for that product that only contain a small percentage of Italian fabric and has little of its manufacturing in Italy, still should be allowed to wear the “made in Italy” label (Kresge, 2010). If this would become legislated, the importance of eco-labels would increase due to their function of communicating the origin of a product, in particular for green apparel products.
Chapter 7 – Conclusion

The following chapter will present my conclusion in relation to my research objectives, present the answer to these based on the findings from my primary research, and further determine how it relates to today’s business environment.
7.1 Concluding remarks – Green Marketing

As mentioned in the concluding part of Chapter 2 – Literature review: Green marketing, my research question, “How can green marketing be used to increase the purchase of environmentally friendly apparel products among consumers?” which was set using the deductive approach, was to a great extent answered through the literature review. Due to the complexity of the consumers’ behavior in regards to decision making, it is utterly important for organization that have green products to use green marketing to educate their consumers to reach the root of their decisions, i.e. their social interaction. The current literature and more specifically the case study of Patagonia Company, has given the answer to the research question. Furthermore, in order for organizations to increase sales of environmentally friendly products they need to break the conventional rule; not only through incorporating environmentalism into their business philosophy, but they also need to break the general belief that green products and marketing should be aimed at consumer segments with a certain degree of environmental awareness. In addition, to put consumers into various segments, organizations need to push the emotional button of the consumers through illustrations of the beautiful raw nature vs. areas that consumers hold an emotional attachment too, that has been affected by deforestation, sweatshops and such created by consumers’ materialism. This is also the relation to the cost-benefit balance where green products mostly outweigh the benefits of similar conventional products – benefits while using the product, but also regarding the emotional level. However, even though the literature review gave many answers to my research question as presented previously, in addition to the strategies presented by Meyer (2001), Orsato (2006) and Unruh & Ettenson (2010), there was still room for continuing the research of my underlying research objectives, which in a sense more closely examines what specific factors infer with consumers and their decisions regarding the choice of products and sustainability in the view of the competitive advantage that green marketing really provides. Thus has a relation to country of origin effects, which broadened my scoop and made it further possible to continue my research.

The upcoming subchapters will address each research objective separately in the order they were set, meaning that green marketing will be addressed first and country of origin effects secondly. However, the research objective regarding a potential framework that organizations could employ will be presented last since it will combine both green marketing and country of origin effects.
7.1.1 Triggering factors

The first research objective was:

*Are there specific factors in green products and green marketing that trigger customers to choose a green product over a conventional product?*

Through the conducted research some prominent factors that are considered as being triggering have been revealed for both the U.S. and the Swedish market. These triggering factors can be explained through the perspective of the cost-benefit relation, where the benefits are determined on a personal level by the consumer. Similar to conventional products, the research has shown that a green product’s benefit is often equal to the product’s quality, often in the terms of usage. However, the majority of the consumers from both markets would determine the main benefit whether they can contribute positively to the nature, as in help protecting it through purchasing products with less negative environmental impact. This purchase behavior becomes more evident if their contribution would create a sustainable environment for the future and for coming generations. Thus, this behavior, i.e. that their action will help preserve and protect the environment, will only occur if it’s communicated to the consumer – hence the importance of trustworthy eco-labels, which today is an issue due to current green washing. Another factor that further adds on to the previous mentioned, and that directly relates to them, are the messages that are communicated regarding the allocation of funds to preserve the environment from the amount that consumers spend on products. Moreover, another factor that further triggers green purchase behavior is the assortment offered by retailers. The research revealed that the assortment offered is related to the willingness to purchase environmentally friendly products by the vast majority of consumers from both the U.S. and Swedish market.

It’s evident that many of the triggering factors that will cause the consumer to choose environmentally friendly products over conventional, have a social perspective. Thus, it’s also dependent on the ability of brands and retailers to communicate messages, and their efforts to carry larger assortments of environmentally friendly products.
7.1.2 Competitive advantage
The second research objective was:

*Are green marketing activities enough to create a competitive advantage and increase sales?*

According to the secondary research it’s evident that green marketing activities can lead to a competitive advantage and increase sales. A great example of a company that has become successful in this area is Patagonia. Furthermore, the conducted primary research reveals that there is yet room in both the U.S. and the Swedish market to disrupt the market forces and achieve a competitive advantage. The findings that support this statement are the amount of consumers, who; still find the assortment of environmentally friendly products as limited; have a purchase behavior that entails social responsibility; and maybe most importantly, the willingness to pay a premium price of 8% or more for environmentally friendly products. Subsequently, one might ask: “for how long will green marketing be competitive sustainable?” The research does not answer this question. However, due to the origin of this area (the late 1960’s) and the current state of green marketing (market leaders, progress and commonness), it can be concluded that it’s not a fad and that it still can be considered a valid long-term strategy for organizations to adopt to reach a competitive advantage.

7.2 Concluding remarks – Country of Origin Effects
As noted earlier, country of origin effects have a relation to green marketing, and therefore the research also made an attempt to examine consumers’ perception of this field. The third research objective was:

*Why is authenticity important?*

The research showed that about half of the consumers from both markets to some extent viewed quality in relation to the origin of a product as directly related to the products origin. However, the results regarding whether quality is considered being as if the product originated from their own home country, was less convincing concerning this question, and there was a difference in the results between the countries in this matter. One of the reasons is that Swedish consumers trust eco-labels to a greater extent than U.S. consumers. Hence, the relationship between the country of origin and eco-labels, were that eco-labels become an information source that consumers reflect upon and that ultimately triggers a pro behavior concerning this question.
The research does not conclude that the importance of country of origin become more evident when information is scarce as the literature conveys, neither does it argues against it. Consequently, the research does not truly conclude why authenticity (country of origin) is important and what other factors that triggers consumers that make them prefer products from certain countries other than the knowledge of knowing its origin, which creates a psychological security. Nonetheless, based upon what has been discovered, regarding country of origin effects it cannot be neglected.

The fourth research objective was:

*Can authenticity create or improve a competitive advantage?*

As noted earlier, both markets in various degrees do acknowledge authenticity of products and their origin as being equal to an assured quality standard. Consequently, it creates a beneficial feature for the product that can be referred to as a competitive advantage as it is a triggering factor that infers with consumers’ purchase decision. The research revealed that green marketing activities can lead to competitive advantages alone, and with addition of the ability of organizations to offer a product with a certain origin; it results in a supporting feature that increases the state of competiveness.

### 7.3 The Eight Truths framework

The research objective that would tie together the entire research was:

*Would it be possible to form a framework for green marketing by understanding consumers’ knowledge about and how they perceive green products?*

I would postulate that my conducted research made it possible to form a new framework that will make a theoretical, as well as a managerial, contribution to the field of green marketing with contributions from the field of country of origin effects, see Figure 8 and explanation below.
Figure 8 The Eight Truths of Successful Green Marketing

In order for organizations to become successful in green marketing activities concerning increasing sales of environmentally friendly products, managers need to be aware of four driving factors that are directly related to the triggers that affect consumers’ purchase behavior; Authenticity, Eco-label, Assortment offered and Social behavior. These four factors are directly related to four underpinning triggers; Quality, Educate consumers, Societal contribution and Price. Each factor is a result of the conducted primary research, which has proven to have a direct implication on consumers’ consumption behavior. The outer arrows signify that each triggering factor are in a state of flux, which will change over time due to both macro and micro forces that affect consumers and consequently the economy. Moreover, it also allows the framework to be generic, and therefore applicable to different markets where some factors are more important than other. Thus, none of the factors can be neglected due to the relation between each and one of them, i.e. they are cross-functional, which the core-arrow demonstrates.

The importance of Authenticity of a product was shown through the research to be associated with Quality, consequently the importance of a product’s origin increases, in particular regarding environmentally friendly products due to the importance of the ability to illustrate its environmental impact regarding child labor, animal testing, inequalities in Third World countries, environmental pollution, deforestation and land fillings etc. Hence the connection
to Eco-labels, which shall inform and help organizations to Educate consumers regarding the Quality standards of the product, in terms of the benefits of its performance and its environmental impact that needs to be greater than conventional products. Coherent with educating consumers, organizations also need to increase their Assortment offered due to the fact that it has a direct result on the amount of sold environmentally friendly products. By offering a greater assortment, organizations will also explicitly show consumers that they participate in the war against environmental destruction, but most importantly they also enable the consumer to take an active role and therefore subsidize to a positive Societal contribution. These subsidizes will not only make a short-term capital contribution, it adequately stimulates a long-term sustainable development of their purchase behavior that will affect their Social behavior, and subsequently affect their social peers. That will create a snowball effect within their social group and result into repercussions outside its origin and make it socially acceptable. Regarding Price, the research revealed that most consumers would be willing to pay a premium price of 8% or more for environmental friendly products. However, Price becomes a less deciding factor if organizations are able to communicate the amount of the consumers’ money that would be assigned to environmental preservation and protection, which will enable organizations to increase their revenues through increased prices as well as the amount of sold products; hence the cross-functional relation to all other factors of this framework which act as triggers in the consumers’ decision mechanism.
Chapter 8 – Recommendations

The following chapter will present recommendations for further research, where my current research has fallen short and where future research can add on to my work.
8.1 Further research

The conducted research has recognized that in both the U.S. and Swedish markets green marketing and products with a certain country of origin can make a real difference for organizations through creating a competitive advantage, which are areas that are certainly appealing and valuable for organizations to adopt or improve. However, as noted in the conclusion concerning green marketing, it can be deduced that it’s not a fad, which is coherent with it being a research area of interest for several decades. In addition, it can still be considered as a less adopted marketing strategy in the majority of industries including the apparel industry. It’s becoming more recognized and more important for organizations to adapt, which poses the need of further research of the future sustainability of green marketing and country of origin effects as mean for competitive advantage, as in: “what happens if these strategies become business mainstream?”

Since the aim of my primary research was to conduct a comparative analysis between the U.S. and the Swedish markets, the various demographic groups were only analyzed with the purpose to reveal (1) the total collected demographic span and (2) the demographic differences between the two markets’ participants. Consequently, further research could involve a comparative analysis between the two markets that will specifically analyze the view on green marketing and country of origin effects within various demographic groups of the both markets, which could further determine what specific factors organizations need to acknowledge in order to attract certain consumer segments.

In terms of the developed framework The Eight Truths of Successful Green Marketing, which is yet only a conceptual framework that suggest a preferred approach, further research is suggested to practically test its managerial applicability and also determine the various factors’ exact degree of importance in the U.S. and Swedish market. This would create a framework that is specifically designed for the individual market. Moreover, further research concerning country of origin effects should also be considered in order to find additional factors that affect the area, in an attempt to understand from where the psychological security of knowing a product’s origin derives from. This information could add valuable insights and further improve the framework’s validity.
As conveyed in subchapter 4.3 Limitations and issues of the primary research, the questionnaire design concerning question nine, didn’t acknowledge consumers who didn’t have any interest of paying increased prices for environmentally friendly products. Therefore, further research with an improved scale regarding this question could add essential information to my currently conducted research.
References
Works Cited


Appendices


Appendix 1 – Choosing organic

Twenty years ago, I changed my eating habits after I read how much harm cattle grazing inflicts on the earth. That was an easy choice for me—especially when I realized I did not need a steady diet of red meat to sustain my health.

As a company, we face a similar choice. In the course of our ongoing environmental assessment, we discovered that the most damaging fiber used to make our clothing may actually be conventionally grown, 100% “pure” cotton. That’s because the process of growing conventional cotton involves the heavy use of chemicals that toxify the soil, air and ground water. And because many of these chemicals were originally formulated as nerve gases for warfare, it is no surprise that where spraying occurs, health problems follow, including higher rates of cancer and birth defects in humans and wildlife. These are outrageous costs to pay for the battle against bugs. And it’s a battle we’ll never win: while the bugs adapt to the chemicals, the rest of us sustain the long-term damage.

Meanwhile, in our own backyard, a handful of farmers have been growing cotton without chemicals for years. Their yields are just as high, or nearly as high, as those of their “conventional” counterparts and the quality of their fibers is equal or sometimes better. The environmental difference? Of all the potential fibers for clothing, organically grown cotton may be the least damaging and the most sustainable.

Knowing how destructive conventionally grown cotton is, and that there’s a viable alternative, Patagonia has to choose organic. Now that we know, it would be unconscionable for us to do anything less. That is why, as of this spring, we no longer use conventional cotton in any part of the line.

To change to organic cotton has its price. Organic farming is labor-intensive, and so it is more costly. And after the cotton leaves the field, nearly every step in production—ginning, spinning, and knitting or weaving—incurrs added costs for our relatively small runs.

These higher costs also create new risks for our business. We’ve had to drop some products that no longer make economic sense to produce. And we have to be prepared for a loss in revenue should higher prices translate to fewer sales. We undertake another risk too: we can’t go back. To do so would violate our basic principles: to make a quality product and to reduce our environmental harms. Making clothes out of conventional cotton is something our company can no longer afford to do.
Cotton sportswear makes up a small part of our product line. As we look ahead, we see immense challenges in making our products in ways less harmful to the landscape. Those challenges prove that our organic cotton project is a single step in a very long process—but an important step nonetheless.

We are betting that we have enough loyal customers who will make the same choice we have made here at Patagonia: to pay more now for organics rather than the hidden environmental costs later. It’s a simple, personal choice, of course, to act on what we learn. We’ve all made such choices: to give up or cut down on read meat, to pay more for an energy-efficient appliance, or forego a purchase entirely because it’s not needed.

If these choices are simple and individual, their ripple effects are profound. The market is laser like in its response to changes in what people want. Together we can create a significant business base for the organic cotton movement. We should. Organic farmers are returning to the only model we have for sustainable commerce, one that gives back to the planet as much as it takes out. Their success will be a quiet revolution in modern life. Let’s follow their lead.

Yvon Chouinard

Cited in Casadesus-Masanell et al. (2009)
Appendix 2 – Questionnaire Form
<table>
<thead>
<tr>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

7. How I value my choice of products:
   - How important are the following factors when choosing a product:
     - The price of the product is the most important
     - The environmental impact of a product is the most important
     - The quality of a product is the most important
   - Strongly Agree | Agree | Disagree | Strongly Disagree
   - How important are the following factors when choosing a product:
     - Price
     - Environmental impact
     - Quality
   - Strongly Agree | Agree | Disagree | Strongly Disagree

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#### Question 9

I would be willing to pay the following increased price for a product that contributes positively to my society:

- 0%
- 5% - 10%
- 11% - 15%
- 16% - 20%
- 21% - 25%
- 26% - 30%
- 31% - 35%
- 36% - 40%
- 41% - 45%
- 46% - 50%

---

#### Question 10

My view on how the product is connected to the environment and the country where it is from:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

---

#### Question 11

The quality of the product depends on which country it comes from:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

---

#### Question 12

I would rather buy products that are produced for the environment and benefit next generation:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

---

#### Question 13

Products from my own country have better quality than other countries:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

---
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Appendix 3 – Participants’ testimonials

The following images demonstrate the popularity of my topic that resulted into a snowball effect, which led to me being the "top influencer" of certain weeks within the online social networks used for my primary research; which consequently led to my post being one of the top listed ones. The image on the left is from the social network of IHM Business School and the image right from the Swedish American Chamber of Commerce. The former was sourced from IHM Business School Alumni (2011) and the latter Swedish American Chambers of Commerce (SACC-USA) (2011).

The following screen shoots are only a small selection of the participant’s testimonials of more than 40 that were posted; all pictures are sourced from Swedish American Chambers of Commerce (SACC-USA) (2011).
Leif Pihl • My father was a “Green-Card” permanent resident of the US, native of Skane region of Sweden. My brother got his dual citizenship under the old laws, and lives there now, permanently (Mw2K).

Once the citizenship laws did change, I gained my dual citizenship, have the (soon to be expired) passport, and I’ve filed the paperwork so that both of my kids now have the dual-citizenship. All three of us have Person ID numbers of course, but only myself and my oldest child actually have the passports. My logic was, get them an easy-in to the EU in the event they ever want to go there and/or work; this way they don’t need a Visa.

(Thanks to new security procedures and equipment after 9/11, the cost of a Swedish passport acquired in the US, outside of NY, has gone way up, and hassle involved regarding the method to get the official picture have also increased... So the youngest will have to wait to get his passport.)

5 days ago • Like

Elisabeth Kihlberg • I was born in Sweden and am still a Swedish citizen, and a permanent resident of the US, since 1982. My Swedish husband and I lived 22 year in California, five years in New York/ New Jersey, and since 2004 we live in Texas.

10 days ago • Like

Jan Fagerberg • In 1973 I left Sweden and moved to USA. Got my American citizenship in 1981. I am now a dual citizen. USA is a fantastic country for opportunities for any one. I still feel very Swedish and maybe one day I will move back to Sweden.

11 days ago • Like

Eric Berg • I came to USA in 1965 to go to college, then grad school. I married a US citizen and became a US citizen then got my Swedish passport back when allowed. My grandfather became a US citizen in 1892 but returned. My father got a green card in 1933 and worked for chrysler, but also returned to the family business in 1936. I am staying in the USA.

12 days ago • Like

Matias Bonnier • Hi, I’m an American who grew up in Sweden with Swedish parents and then returned to the US. Among the many things I am doing today is working with the Ohio Chapter of the Swedish American Chamber of Commerce as well as chairing a foundation in Stockholm.

1 month ago • Like

Ken Johnson • Christoffer,

I am an American, of 75% Swedish decent. I, too, am looking at dissertation research in the very near future. I will have interest in how you find using this forum for a questionnaire.

1 month ago • Like • Reply privately • Flag as inappropriate
**Appendix 4 – Population pyramid**

![Population Pyramid Image](image)

**United States - 2011**

Source: U.S. Census Bureau (2011).

**Sweden - 2011**

Source: U.S. Census Bureau (2011).
Appendix 5 – Suitability of the Researcher

CURRICULUM VITAE

Christoffer Asmundsson
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RESUME
I will formally graduate from the University of Wales in November 2012, with a Master in International Business, where I have specialized in Strategic Management. My education has developed and enhanced my business competency, so I am in the position to meet the challenges that confront organizations participating in an increasingly competitive international marketplace. My work experience to date includes a few different industries, e.g. the med-tech, apparel and construction, mainly in the context of consulting assignment.

SPECIALITES
Strategic analysis and planning, market research, leadership, problem solving, time management and coordination of activities.

WORK EXPERIENCE
2011/06 – Present Uggiebo Clogs LLC – Supply Chain Manger, MN, USA
• Implement project management tools to improve communication and control of long-term and short-term projects
• Decrease domestic logistic costs with 10% and provided customers with better, faster and cheaper delivery options.
• Improvement of operational and manufacturing efficiency through developing and implementing manufacturing guidelines
• Implemented a Corporate Social Responsibility program and established a collaboration with the non-profit organization Pink Ribbon Riders

2008/02 – 2011/05 Nationellbyggen i Skåne AB – Part-time Internal Consultant, Sweden
• Counseling and advisor in strategy, marketing and a potential merger & acquisition

2010/01 – 2010/06 Letcat – External Consultant Intern, Sweden
• Project leader for a team of five external consultant interns
• Marketing strategy and planning for the launch of the injector Rogue (now Letject®)
• Market analysis and research of potential target groups and therapy areas

2009/02 – 2009/04
• Researched the perception of the Abacus brand and the possibilities of market penetration through concept stores
• Strategy and analyses through conducted supporting surveys
• Support of in-house activities
EDUCATION

2010/09 – 2012/01 University of Wales, Dublin, Ireland
• MSc in International Business. Examples of coursework included: Strategic Management, Marketing Strategy and Analysis, Consultancy, Human Resource Management, Project Management, Financial Management, Asia Regional Analysis
• Dissertation – Green Marketing and Country of Origin Effects

2008/08 – 2010/06 IHM Business School, Malmö, Sweden
• Company Sales Representative with concentration marketing. Examples of coursework included: Strategic and tactical marketing, Strategic and tactical key account relations, Marketing and business communication, One-on-one sales, Business Economics, Corporate sales planning, More effective communication, Business Law
• Graduation project – Beslutsunderlag – Ett bidrag till produktanseringen av injektorn Rogue

2008/01 – 2008/06 Santa Barbara City College, CA, USA
• 5 US credits Intermediate Algebra, concentration Business and Science
• 4 US credits Introduction to Philosophy

2006/01 – 2006/10 Lund University, Lund, Sweden
• 15 SWE credits Leadership, communication and organization development
• 30 SWE credits to Pedagogic

2002/09 – 2005/06 Åhus Golfgymnasium, Kristianstad, Sweden
• Concentration economics and athletics
• Upper high school for elite golfers

SKILLS AND ACHIEVEMENTS

Awards
• Elected class representative for my class at University of Wales, 2010 - 2011
• Highest overall academic result at IHM Business School, 2010
• Highest academic result on our Graduation Project from IHM Business School, 2010
• Elected class representative for my class at IHM Business School, 2009-2010

Linguistic skills
• Swedish – mother tongue
• English – fluent writing, speech and reading comprehension

Technical skills
• Mac OS X operating systems
• Windows operating systems
• Microsoft Office

IBM’s SPSS predictive analytics software

ADDITIONAL INFORMATION
• Volunteer experience, working for the foundation Pink Ribbon Riders to help raise founds for men and women diagnosed with breast cancer at the Minnesota Snow Run.
REFERENCES

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To Whom It May Concern:

This letter is my personal recommendation for Christoffer Asmundsson. Until just recently, I have been Christoffer’s immediate supervisor for several months. I found Christoffer to be consistently pleasant, tackling all assignments with dedication and a smile.

Besides being a joy to work with, Christoffer is a take-charge person who is able to present creative ideas and communicate the benefits. He has successfully developed several logistic plans for our company that have resulted in increased revenue and decreased costs. During his tenure, we saw an increase in profits that exceeded the daily costs of running a small business. The new revenue was a direct result of the extensive research and plans implemented by Christoffer.

Though he was an asset to our logistic efforts, Christoffer was also extraordinarily helpful in other areas of the company. In addition to writing effective training modules for factory laborers, Christoffer assumed a leadership role in team meetings, inspiring and motivating other employees.

I highly recommend Christoffer for employment. He is a team player and would make a great asset to any organization.

Sincerely,

Kylie R. Dufresne
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www.UggleboClogs.com
Letcat is a leading developer of intelligent medical devices, providing several major medtech and pharmaceutical companies with solutions and services.

We help these customers to stay in the front edge of development by creating genuine innovative and unique applications that is working in a simple and intuitive way.

Christoffer Asmundsson (861126-4154) has, as a part of his education at IHM Business School, done his examination project at Letcat between January and June 2010.

The target for this project was to provide Letcat with an extensive overview of the market for drug delivery devices and to establish in what particular applications the auto-injector Letject is most suited and finally to point out which customers the company should approach.

The project has been carried out in a very logical and systematic way, based in academic theory and very well applied in the real situation. All conclusions are making perfect sense and the recommendations for Letcat will be followed almost completely.

Christoffer has during this project lead a team of four other students from his class and he has not only been extremely ambitious in his own work, but he has also shown strong leadership and encouraged and inspired his team to extraordinary efforts. The whole work is characterised by a high degree of professionalism where Christoffer’s analytical skills and correct priorities has been decisive for the high quality of work delivered.

I would strongly recommend Christoffer for similar type of work

Lund 2010-08-16

[Signature]

Ulf Estberg,
Managing Director
+46 70 305 44 15
Green Marketing and Country of Origin Effects

Statement for Christoffer Asmundsson

Christoffer Asmundsson, B61126-4154, has during his education at IHM Institutet för Högre Marknadsföring, been doing his Practice two times at Abacus. First practice for 9 weeks were from February – April 2009 and second practice for 9 weeks was from October – December 2009.

First practice was to do an analyze of the consumer demand for Abacus products and a survey in the shops selling Abacus products through a Mystery Shopping.

The second practice was to investigate the Concept Store business in general and how that would fit in for Abacus.

At both practice Christoffer has done a professional job with a detailed preview, collecting relevant information, good preparation and has been extremely ambitious and has a strong interest in this type of matters. He has also been focused on actual questions asked and has come to good conclusions.

With the minimum of experience in this type of surveys, Christoffer has shown an impressive capability. I have no doubt that Christoffer will be a strong partner in this type of job in future.

Dally 22 April 2010

Sven-Olof Karlsson
Managing Director
Abacus AB

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