

An Exploration of How Ethics and Sustainability Influence the  
Purchase Decision of Millennials in the Coffee Industry in  
Ireland

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## Declaration

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

Signed: Nayara Lira Barbosa

Date: 26/12/2018

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## Abstract

Consumer behaviour is a popular topic among authors in the marketing field. It may be due to difficulties in understanding and predicting what will affect consumers when purchasing a product or service. The ethical and green consumer is considered to be a special kind of consumer that is less impulsive in their shopping decisions. They tend to worry about what is involved in the production and trade of the product. They also care about social causes and environmental issues relating to companies.

The coffee industry suffers from some serious issues in underdeveloped countries, such as poverty, fair wages to growers and child labour. This study researched if consumer in Ireland are influenced by ethical and sustainable standards when buying coffee. This study aimed to research the coffee industry, because it has seen a phenomenal rise in the last ten years in Ireland, turning the traditionally tea drinking country into a big coffee consumer with the opening of coffee shops and big coffee chains around Ireland.

According to the literature review, millennials are considered the consumers who most care about the ethics and sustainability of companies in their production. Therefore, this dissertation gave special attention to understanding millennials' consumer behaviour towards the coffee industry, focusing on their opinions, thoughts and knowledge about the ethics and sustainability of the industry.

In order to gather enough information to come up with findings, this study carried out a survey with millennials in Dublin and interviews with managers of coffee shops. The findings were very helpful in order to draw up consumer behaviour patterns and come up with conclusions that aim to help future researches and business growth.

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# 1. Introduction

## 1.1 Research Context

Consumer behaviour towards brands and products has changed due to consumers showing a bigger interest in issues such as healthier eating habits, organic farming, animal wellbeing, ethical trade, gluten free and company social responsibility (Young and McCoy, 2016). The number of green or environmentally friendly products in the market has risen steadily since the last quarter of the 20<sup>th</sup> century (Newholm T. et al., 2007).

Consumers have changed the way they behave with regard to consumption and the industry. In order to meet consumers' needs, they have introduced and elaborated their ethical range of products. Through the use of technology, companies are investing in environmentally friendly products and in studies that have been trying to understand and analyse this change in behaviour. (Shaw D. et al., 2000)

The way that companies communicate with consumers has transformed, especially in industries that are linked to ethical and sustainability issues, for instance the coffee industry. Companies are advertising their corporate social responsibility, how they treat their employees and the community projects that they are involved in, instead of the actual product (Debra Schug, 2017). It is a marketing strategy to lead consumers to trust their brand and acquire their loyalty. These companies are

usually in industries that have had previous issues relating to poor ethical standards and/or disregard for the environment (Samper L. and Quiñones-Ruiz, 2017)

This paper considers ethical and environmentally friendly products to be the ones that cause less harm to society and to the environment (Hosseinpour M. et. al., 2016). In addition, the use of certifications is mentioned in order to classify the products. For instance, this study mentions the terms: green products, organic products, fair trade certifications among other certifications present in the coffee industry which will be further explained. All these terms are linked to a unique aim, to reduce the human impact on nature and benefit underprivileged societies.

## 1.2 Aims for the Proposed Research

The aim of this dissertation is to understand millennials' consumer behaviour in relation to ethics and sustainability. The research will focus on the coffee industry in the Irish market, which has grown exponentially in the last years. The research proposes to ascertain how this behaviour affects the market and which factors influence consumers to opt for green and fair-trade products in Ireland. This research will answer the following research question:

- Do millennials in Ireland consider ethical issues, such as sustainability and fair trade origin, when purchasing coffee products?

By answering the research question, this dissertation aims to help Irish

companies and organizations to focus their resources more effectively on individuals whom intend to purchase ethical and sustainable products, assuming that customers may serve as mouthpieces for wider dissemination of information supporting ethical and sustainable products in the Irish market.

### 1.3 Research Objectives

The research will go through theoretical material and literature reviews in order to meet the secondary research objectives:

- Define the ethical consumer according to academics in the field
- Analyse the coffee industry and its specifications
- Understand the behaviour of millennials toward consumption
- Find reasons why certain generations behave more ethically than others

Then the research will use a research design to gather and analyse data in order to meet the following specific objectives:

- To examine the connection between millennials in Ireland and their ethical behaviour towards coffee consumption
- To analyse what are the factors that influence and motivate millennial consumers in Ireland to purchase ethical products in the coffee industry.
- To identify whether millennial consumers in Ireland consider environmental issues, such as recycling and fair trade in the coffee industry, when purchasing coffee.

- To identify types of ethical consumption among consumers

#### 1.4 Rationale for the Proposed Research

The Euromonitor International Market report affirms that the coffee industry in Ireland had a marked growth of 12% in 2014. Fresh ground coffee pods saw the largest rise, with sales increasing by 79%. Nestle Ireland is the market leader in the coffee industry in Ireland. They account for 37% of the market share and are aware of the opportunity for further growth with their Nespresso pod products (Euromonitor International, 2017).

The coffee market in Ireland has seen a change in consumer behaviour with regard to coffee consumption. Consumers shifted from instant coffee towards premium options. (Euromonitor, 2015). According to Bord Bia, three quarters of Irish consumers state that they drink coffee, and seven in ten are drinking more than one cup a day, however these consumers are looking for premium options instead of just instant coffee (Bord Bia, 2016). The consumption increases are due to a heightened awareness of alcohol intake among younger consumers, regarding coffee as a healthier way to socialise with friends and family (Ian Kennedy, 2016). There is a need to thoroughly investigate this expanding industry and how consumers are adapting to all the changes.

On the other hand, the coffee industry has some issues relating to the sustainability and origin of their products. Coffee is synonymous with child labour and employees suffering due to poor working condition. Companies such as

Nespresso have been using advertising on television to show the origin of their coffee, as well as images that portray farmers happily working with their product, in an ethical and social environment. Most of the coffee packaging in the grocery shops contains labels such as organic and fair trade. This is a consequence of the changing behaviour among consumers, growing more concerned with ethical issues.

According to Bateman and Phippen (2016) the world is going through an ethical era, which leads some researchers to believe that some generations act more ethically than others in their purchasing behaviour. This has been labelled as “generational behavior.” Appropriately, this research will focus on a specific generation, called “millennials or generation Y”, which consists of people born between 1980 and 2000 (Bucic et al., 2012) (Bucatã A., 2015) (Bateman and Phippen, 2016). The millennial generation are considered to have social, cultural and environmental consciousness (Sheahan 2005, cited in Bucic et. al. 2012, p. 114). They are also “...the most consumption oriented of all generations” (Sullivan and Heitmeyer 2008, cited in (Bucic et al., 2012).

If more people are saying that they drink coffee every day we need to have a look at Bodur et al. (2014)’s argument that consumers are more worried about ethical issues if they have more contact with the product offered or are daily users. This hypothesis explains why consumers are more worried about ethical issues for certain products and not for others.

The rise of the coffee industry in Ireland started in the nineties and then ascended in line with new products and ways of drinking coffee being brought to the market over the past twenty years. In addition, the characteristics of millennials and their

behaviour explain why this industry and research population were chosen as the main topic of this study.

### 1.5 Chapters Overview

This study has six chapters: The introductory chapter aims to make the reader understand the research problem, giving a background to the research and setting the objectives of the study. The introduction also justifies the research and identifies the benefits of the study to the market. The second chapter, literature review is composed by themes and theories from reputable researches in the given fields, a secondary research. The literature review has mixed themes that starts with the ethical consumer, going through to Corporate Social Responsibility (CSR), a popular theme among businesses, and finishes with an overview of the coffee industry and characteristics of millennials.

The third chapter encompasses methodology and research design, aiming to explain in detail why the methodology and design in question were chosen for the study. Chapter four illustrates the findings of the primary research which are linked with the objectives of the study. The fifth chapter is a discussion of the study, showing results and answering the research question. Finally, the conclusion is a reflective chapter and summarises the findings and gives future recommendations.

### 1.6 Limitations of the Research

Every research has its limitations. The period available to conclude the study impacts upon the primary data collection, resulting in just a small piece of the population being sampled. Only millennials in Dublin were considered for this study, but a bigger population could have been sampled, giving the industry a better understanding of consumer behaviour.

Considering that students need to research with limited resources (Bryman, 2012), this study has the minimum sample size expected. However, every action was taken to maximise the number of respondents to the questionnaire in order to make this sample representative. The response rate and range of people included in the sample were considered satisfactory.

### 1.7 Contributions of the Study

There is not a single research in Ireland about millennials' behaviour towards the consumption of coffee. When analysing what scholars have been researching in other countries in relation to the topic and comparing it to the material available in Ireland, we can see that there is a gap to be filled. There is the necessity to focus on environmentally friendly products, as there is a noticeable growth of the economy in this area.

This study will be useful for companies in the coffee industry who are introducing social responsibility as a communication tool and targeting millennials. Some of the aspects present in this study may influence the consumer when purchasing coffee. Nonetheless, we must consider that not only ethics and sustainability affect

millennials when purchasing coffee. The objective of this study is to analyse what influences consumers and leads them to certain behaviours. This is valuable information for different sectors and markets, allowing them to create knowledge about what consumers know and expect from a specific industry and is important in order to establish brand value, credibility and loyalty. Therefore, when we better understand millennial consumers in Ireland, opportunities for businesses in the industry will arise.

### 1.8 Time, Cost and Project Management

- This study was accomplished during a twelve-week period, from October 2018 to January 2019.
- A Gantt Chart was used as a tool for time management and achievement of deadlines. See appendix 1 for Gantt Chart.
- Meetings with the tutor of the project took place at Dublin Business School and there was some correspondence through email. In addition, important information relating to the progress of this project, such as meetings with tutor and feedback, was kept in a research logbook.
- A reflective diary was completed every week with information about the research, plans, thoughts and learning outcomes.
- Some costs were taken into consideration to conduct this study. See Appendix 2 for Costs Sheet.

## 2. Literature Review

### 2.1 Literature Introduction

Consumer behaviour is the study of peoples' purchasing decisions and is one of the most researched topics in marketing (Paço et al., 2013), thoroughly studied by academics such as Philip Kotler and Robert Beno Cialdini. As a consequence of many studies, science can explain what happens in the consumers' minds when deciding to buy a product. Those studies make it possible to identify aspects of consumer behaviour through time and help companies to grow their businesses through understanding certain characteristics of consumers' behaviour. Furthermore, the model "Black Box", created by Kotler explains that consumers are influenced by culture, social, personal and psychological characteristics, and marketers are not able to change or control these factors. (Kotler and Armstrong, 2010, p. 162)

Cultural	Social	Personal	Psychological
<ul style="list-style-type: none"><li>• Culture</li><li>• Subculture</li><li>• Social class</li></ul>	<ul style="list-style-type: none"><li>• Reference groups</li><li>• Family</li><li>• Roles and Status</li></ul>	<ul style="list-style-type: none"><li>• Age and Lifecycle stage</li><li>• Occupation</li><li>• Economic situation</li><li>• Lifestyle</li><li>• Personality</li></ul>	<ul style="list-style-type: none"><li>• Motivation</li><li>• Perception</li><li>• Learning</li><li>• Beliefs and Attitudes</li></ul>

Figure 1 Model adapted from Kotler and Armstrong, 2010, p. 164

In order to keep business growing and help products successfully launch, marketers are often analysing what influences consumers to purchase a product (Wymer, 2011). Kotler and Armstrong recommend that marketers should be aware of the factors mentioned in the Black Box Model and try to influence consumers with neuromarketing to motivate them to buy (Kotler and Armstrong, 2010, p. 142).

Nevertheless, some consumers are aware of their purchasing and want to contribute to a more ethical and sustainable society. Every day more people engage in sustainable lifestyles (Young et al., 2009) It has become a necessity to study this complex influence in consumer behaviour. Contemporaneous consumers are more aware of their choices due to an abundance of information provided on the internet, social media and the mass media.

Furthermore, in this chapter we are defining, according to main academics in the field, the ethical consumer, what motivates their consumption choices and explaining the gap between intentional behaviour and actual buying behaviour. Other important topics to highlight in the literature review are “Corporate Social Responsibility”, which aims to explain the practise and how it works as a marketing strategy to attract consumers. Delving into the definition and applicability of ethical

and green products, this study encounters consumers' exigency to know more about companies and business transparency. As a result, companies are making efforts to create a positive image, through being part of a sustainable movement, in order to keep their businesses growing.

This literature will show how the coffee industry has changed in the last ten years and why there was a need to introduce certifications such as fair trade. Adding to that, this literature uses past studies to analyse consumers' behaviour in this industry, specifically the generation millennials whom, according to academics, are more aware of ethical and sustainable issues. After all, we are defining millennials as a generation and compiling different authors' points of view regarding millennials' demographics.

## 2.2 The Ethical Consumer

The rise of ethical consumption started in the last quarter of the 20<sup>th</sup> century. According to Newholm and Shaw (2007), this kind of consumption begun due to an increase in media coverage, the availability of information and a variety of alternative products on the market. In addition to this, other authors argue that the book "Silent Spring", written by Rachel Carson in 1962, marked the beginning of a movement in

ethical consumption. The book introduced to society the harm that pesticides cause to the environment and sold over two million copies. The book perpetuated the idea that “if humankind poisoned nature, nature would in turn poison humankind”. The book marked the beginning of the environmental movement. (Commiskey and Murphy, 2004)

Commiskey and Murphy postulate that after the book’s popularity grew, governments started to create regulations to force industries to reduce their environmental impact and from then on, there was a noticeable shift in consumer behaviour. Another important turning point for society was the event Earth Summit, in Rio de Janeiro in 1992 (Commiskey J., Murphy P., 2004). The event proposed that companies and governments should search for alternative sources of energy, reduce vehicle emissions and water waste across the globe in order to benefit the environment. (United Nations, 1997)

Since then, consumers are looking for environmentally friendly options, focusing on products that are not linked to ethical and environmental issues. These facts marked the beginning of ethical consumption, which in turn created the ethical consumers we have nowadays. These people do not buy products from a brand that has a bad reputation in relation to work conditions, child labour or are involved in

issues that affect the environment negatively. (Newholm T., Harrison R., Shaw D., 2007)

The ethical consumer tends to worry about environmental issues relating to brands and products that they purchase. They search for information about the product and brand before reaching a decision. They are well-informed and want to guarantee ethical claims that companies make about their products. (Newholm and Shaw, 2007) Recent marketing research shows that consumers are increasing their interest in companies that provide products relating to social values and that they are more aware of their consumption choices. (Newholm T., Harrison R., Shaw D., 2007)

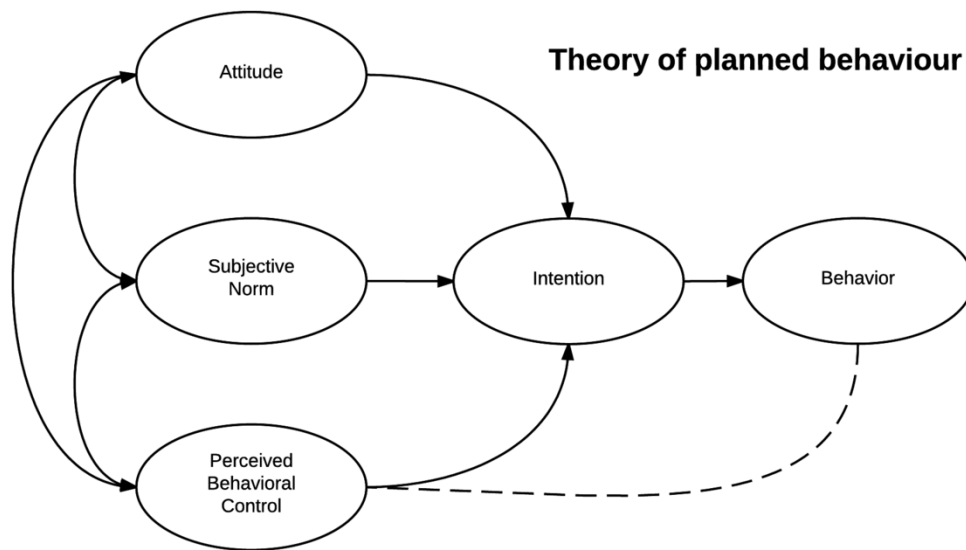
However, there is a difference between ethical consumers and green consumers according to authors in the field. For example, Freestone and MacGoldrick (2008) describes how ethical consumerism is a broader term and includes more concerns about products and companies than green consumerism. Adding to that, Shaw and Shiu (2002) note that ethical consumption encompasses major concerns about people and society, as an element of consumerism. For instance, the ethical consumer has a more complex decision-making process than the so-called green consumers.

Innumerable researches in the field have been based on the Theory of Planned Behaviour to analyse the ethical consumers' decision-making (Carrington et al., 2010). Icek Ajzen created the Theory in 1980 to explain the link between intention and behaviour. The theory was later used to explain the purchasing intentions of ethical consumers which are driven by personal values, moral norms, internal ethics and other similar factors. (Shaw D., Shiu E. and Clark I., 2000) Below the TPB framework is better explained.

Behavioural beliefs (Attitude): Is what leads the behaviour to the outcome that the behaviour is expected to have. The individual will focus if the behaviour is favourable or unfavourable to himself.

Normative beliefs (Subjective norm): The key people around the individual and their behaviour expectation will shape the person's behaviour. For example, family, peers and work colleagues will influence the individual decisions on whether to behave in a certain way or not.

Control beliefs (Perceived behavioural control): A person is likely to behave in a certain way when a powerful control factor is present. For example, when there is a company policy relating to the work place, law or legislation the individual is unlikely to break the rules.



*Figure 2 Icek Ajzen's Theory of Planned Behaviour created in 1980*

Many factors can influence a person to act ethically when purchasing products or choosing a brand. The theory argues that the factors can be internal, external or a mixture of both. However, scholars argue that the theory can only predict the intention of a person while others authors says that intention is indeed an effective predictor of behaviour. Shaw et. al. (2000), Carrington et. al. (2010) and White et. al. (2012) agree that ethical concerns of consumers have made the consumer making decision more complex and that is a challenge for marketers and companies to fulfil consumers' needs. The authors in the field also endorse the importance of using

these theories, combined with up to date research to gain a better understanding of the ethical consumer.

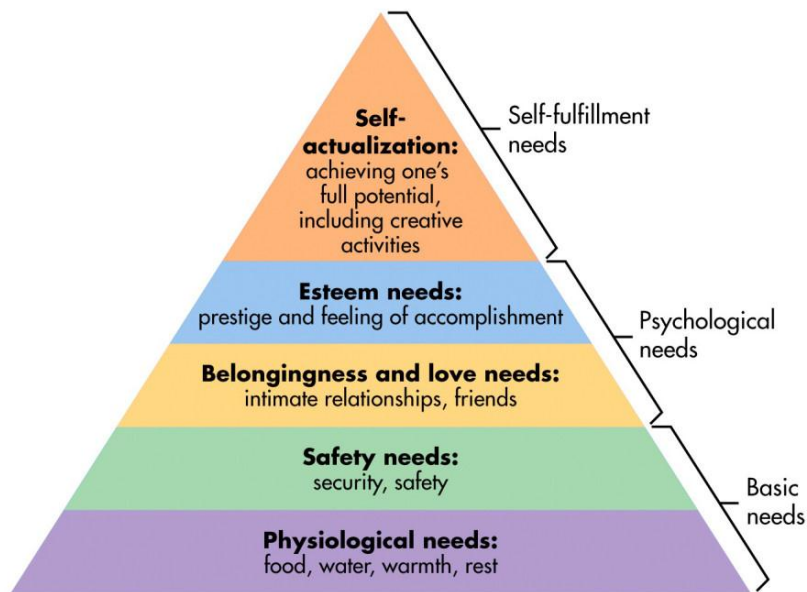
### *2.2.1 Motivations of an Ethical Consumption*

The Theory of Planned Behaviour gave origin to other researches in the field, such as the “Just-World” theory. “Just-World” stands for the act of seeking justice for others by supporting a brand, community or cause (Shaw D., Shiu E. and Clark I., 2000). Relating the theory to ethical consumerism, it also can work in another way by making consumers boycott a brand due to consumers’ pursuing justice for others.

Motivations are “the processes that cause people to behave as they do [and] occur when a need is aroused that the consumer wishes to satisfy” and is linked to the person values “concepts or beliefs about desirable end states or behaviours, that transcend specific situations, guide selection or evaluation of behaviour or events, and are ordered by relative importance”. These definitions are frequently used in the literature to justify that personal values are a precedent of behaviour (Freestone and McGoldrick, 2008, p. 447).

For some authors an ethical behaviour is motivated by self-accountability, which influences consumers to opt for ethical products. Self-accountability in psychology

is defined as “...what we do when no one is watching, our ethical attitudes, our honesty and the ability to consider further consequences of our acts” (Peloza et al., 2013). In addition, other scholars (Newholm and Shaw, 2007, p. 254; Freestone and McGoldrick, 2008, p. 446) also combine self-accountability with the motivation of an ethical consumption through self-actualization. As stated in Maslow’s hierarchy of needs, “self-actualization” is pursuing personal growth and self-fulfilment.



*Figure 3 Maslow's hierarchy of needs created in 1943.*

Freestone and McGoldrick (2008, p. 447) postulate that consumers' values have changed from a materialistic approach to a more socially and environmentally friendly mind-set. In other words, people have changed the way that they consume,

because they now worry about the well-being of those who are involved in the production process, as well as the impact that these industries may have on the environment. However, Peloza et. al. (2013, p. 104) and Bodur et. al. (2014, p. 168) disagree with the ethical consumer philosophy, saying that consumers' motivations are driven by our fear of how others perceive us.

In a study Shaw et. al. (2000, pp. 880-894) reveal that some consumers may act in a rational self-motivated manner by selecting a product which displays compassion for ethical issues, worrying about the person behind that product and the production process. While others may choose a product considering just price, quality and convenience, avoiding any concerns relating to ethical consumption.

Overall, numerous factors can influence a person to act ethically when purchasing a product and this behaviour has grown and become popular, especially in Europe and the U.S. (Carrington et al., 2010, p. 140). The challenge for companies is to discern what motivates this behaviour and how to insert themselves into this growing ethical culture.

### *2.2.2 Buying Behaviour or Self-prophecy Effect / Actual Buying Behaviour*

Although, there is a non-comprehensible gap between what consumers say they would do when asked in a research and what they actually do when buying products, (Newholm and Shaw, 2007, p. 260), Carrington et al. (2010, p. 141) argues that we intend to act more ethically in our purchasing behaviour than we actually do for many reasons. One of the motives that the author highlights is that we simply forget. A more complex argument made by Araque-Padilha et. al. (2015, p. 218) suggests that perceived quality and high price are the main reasons for low product purchase in this scenario. Authors in the social psychology and ethical consumerism field called this behaviour the attitude-behaviour or word-deep gap.

Despite these facts, researches have shown that when people form an “intent behaviour”, they increase the probability that they will translate their intentions into an actual purchasing behaviour. De Pelsmacker and Janssens (2007, p. 221) give the following example “When I need more coffee beans and I am at the supermarket, then I will seek out the Fair Trade coffee products and buy the Fair Trade coffee that looks most appealing”.

The consumer mentioned above will consider all the information about a certain product, such as price, quality, trustworthiness and ethical claims of the brand. The study also shows that consumers who created the habit of buying

products with an ethical claim will always search for these characteristics, leading them to an automatic behaviour towards ethical consumption. Shaw et. al (2007, p. 32) states that “The more control over avoiding purchasing sweatshop apparel the consumer perceives, the stronger the intention to avoid purchasing sweatshop apparel”.

Most of the authors in the ethical consumerism field agree that the intention behaviour is likely to result in the consumer’s actual behaviour, where ethical issues are concerned. Furthermore, this type of behaviour is a personal habit that people, circumstances and environments around us may influence. Authors attest that products with ethical and environmental attributes have just started to mark an increase and it is predictable that consumers will be more exigent in the following years. Companies are aware of these factors. They are providing more information to their consumers and promoting a large number of green products in shops, grocery stores and advertizing displayed online and on television.

### 2.3 Corporate Social Responsibility

Corporate Social Responsibility or CSR is attributed to companies that take social and environmental responsibility for their impact on society. There is no actual

legislation regarding the use of CSR in Europe. However, companies should integrate these concerns into the organization in a voluntary manner, aiming to live in harmony with society. Furthermore, government plays an important role by incentivising good business practices and complementing this by implementing regulations that help companies using CSR (CSR Hub Ireland, 2017).

The CSR practices are divided into four pillars to help companies to influence consumers and give themselves a slight advantage over their competitors (Liu X. et al. 2017). The workplace should provide for a manageable work life balance, equality and diversity, fair conditions of employment, consultation and communication and health and wellbeing for its employees. The Community pillar can be reached by sponsorship, social enterprise, creating employment and volunteering employees during working hours. With regard to the Environment, companies can help by avoiding pollution of the atmosphere, reducing gas emissions, using recyclable materials and reducing waste and energy. The fourth and final pillar of CSR in the Marketplace is how companies manage their relationships with partners, customers and suppliers. To achieve a successful CSR practice, corporations must act in an ethical manner from top to bottom. (Rao and Tilt, 2015)

According to Bert Van de Ven (2008), CSR started to be used in order to increase brand value. The first instances took place in America, not just to impress stakeholders, but also for branding and as a marketing strategy to attract employees. However, the market in Europe delayed the use of CSR because of a lack of trust in it as a potential marketing strategy. (Bert Van de Ven, 2008) The same author explains that the use of CSR to solely increase profits can generate a negative impact on the consumers' perspective of the company. The author recommends that companies should not communicate their CSR practices and that it should be done naturally, in other words "do good and let others talk about it". When communicating CSR activities, the company may be entering dangerous territory in so far as stakeholders could potentially see the corporate social responsibility activity as farcical.

Although, other studies demonstrate the positive influence that CSR campaigns can have on the purchasing decisions of consumers. Promoting the company's positive impact in society is a common practice that can be perceived as a marketing strategy (Parra et al., 2017) (Deng X. and Xu Y., 2017). Liu X. et. al. (2018) agrees and adds that consumers interpret all of the information and then consciously make their purchase decision. This strategy, if well-constructed, may lead to purchase intentions, recommendations to others and brand loyalty.

Some companies engage in CSR by taking part in programmes created by the government or non-profit organizations that helps producers, causes or suppliers. In Ireland, the Food Board (Bord Bia) created a non-profit organization which brought together companies as part of a food and drink sustainability programme called “Origin Green Ireland”. The programme aims to help the country to reach its measurable sustainability targets with the support of the industry. Food and drinks companies are involved and they use this information to associate themselves with positive values by promoting their certificates on their websites and communication channels with consumers. For instance, in the coffee industry Bewleys and Java are members of the programme “Origin Green Ireland”. (Origin Green Ireland, 2017)

It can lead us back to the argument of Van de Ven (2008), that these companies are using other ways to communicate their CSR practices to consumers by adding a label or certificate to their products or taking part in an event organized by non-profit organizations. Rather than have their own initiative, they use existing ones to engage with consumers and to let them know that the company is ethical, sustainable and responsible when it comes to social causes.

Another non-profit organization that has been set up to support companies in CSR best practice is “Business in the Community Ireland”. The group advises businesses, ranging from family enterprises to multinationals, about how to monitor their positive impact on the stakeholders and society. The charity, endorsed by the Irish government, can help companies to set up sustainable responsibilities in society by advising which project to engage in, how to reduce its waste and carbon emissions, whilst engaging with the community and employees. They offer specific certifications to its members and help companies to achieve international certifications in the area (Business in the Community Ireland, 2017).

Given these points, there are different strategy approaches that have been used in CSR as a marketing strategy. What cannot be misinterpreted are the main reasons for these practices being utilized. They should aim to support the community, society and impact less on the environment. Consumers are aware of the best practices and are punishing companies that are spreading unreliable information relating to corporate social responsibility.

#### 2.4 Sustainable and Ethical Products

Sustainable products are the ones that have less impact on our environment and use less natural resources than other alternatives. We do not have the technology to produce products that do not use any type of source. As a result, to define a sustainable product is extremely difficult because of its use, location and category. Also, not all products in the market that claim to be sustainable can be defined as green. As an example, a company could state that their product is biodegradable, but it may never decompose in a landfill with no exposure to sunlight. (Commiskey J., Murphy P., 2004)

Other authors note that the concept of a sustainable product should meet the consumers' demands without affecting future generations. In order for a product to be considered green or environmentally friendly, it should contain three main elements, environmental, economic and social, known as Triple Bottom Line (TBL) (Hosseinpour M. et. al., 2016). Bartels and Onwezen (2013) endorse the points above explaining that "the prevention of CO2 emissions", "natural conservation" and "the prevention of climate change" must be incorporated if a product is to be considered green or environmentally friendly.

Bartel's and Onwezen's study focuses on the organic food industry and clearly outline the differences between sustainable products and ethical products.

The study considers an ethical product as one that incentivizes “fair distribution of wealth, education and fair wages for farmers, producers and employees in developing countries” (Bartels J., Onwezen M., 2013). Among those studies, there is an agreement in relation to the differences between an ethical and a sustainable product. Whereas, Pelsmacker and Janssens (2007) challenge that viewpoint and mention that a sustainable product is only a dimension of an ethical product:

Some forms of ethical consumption benefit the natural environment (e.g., environmentally friendly products, legally logged wood, animal well-being), while others benefit people (e.g., products which do not avail of child labor, fair-trade products).

Indeed, these views complement each other and consumers expect that all elements could be covered when choosing an ethical or sustainable product. Nowadays consumers expect companies to provide ethical and sustainable products together with a strong corporate social responsibility. Ethical products are enhanced by sustainable elements. For a product to be considered ethical, the company needs to provide fair trade certification, sweatshop-free, child labour-free, organic certification or the use local products (incentivizing local business) (Bodur et al., 2013).

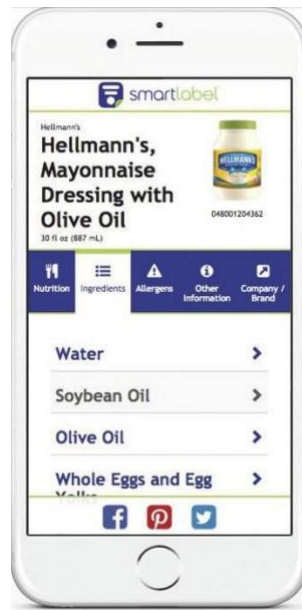
## 2.5 The Transparency Shift

Consumers are eager to know the details of the products they have purchased, ingredients, origin, processing and how it arrived on the shop shelf. With the help of modern technology such as the internet, social media and smartphones, consumers have access to information and reviews about specific products in an instant. Companies are aware of this and are willing to be more transparent with their consumers, providing a range of information relating to their products. As a result, consumers are responding better to companies that present more information (Luchs M. and Kumar M., 2014).

This may be an issue for some companies, due to a lack of information about their suppliers and origins of the raw products. The Age of Transparency Report states that most companies do not have a precise list of their suppliers and food origin because companies usually buy through intermediaries (Debra Schug, 2017). Consumer distrust in companies can be a result of this lack of transparency.

In order to cater for those consumers who are looking for ethical products and are concerned about the origin of the product, companies such as Mondelez International, Unilever and another 450 brands have introduced a piece of technology called Smart Label app. The system allows consumers to track all the

information that they want about a product: growers, ingredients, suppliers, processing and logistics. It can be done by scanning a code provided on the packaging, visiting the company website or calling the consumer service centre.



*Figure 4 Example of the Smart Label app being used to give information of a product.*

This kind of technology helps companies to build consumer trust. The report, “The Age of Transparency”, surveyed two thousand consumers in 2017 and claims that companies who provide traceability and supply chain transparency are more likely to achieve brand loyalty from their consumers (2017). They affirm that legislation and rules are more prevalent in certain countries and being in conformity

with these is the best policy in order to achieve ethical standards and loyalty from consumers.

#### *2.5.1 Companies Leading the Market of Sustainable and Ethical Products*

Those companies who provide better traceability and are more transparent with their consumers have been benefiting from positive results through the years. Although, authors advocate that it is difficult for the business to achieve this transformation. However, Grubor and Milovanov (2017) predict that businesses that persevere to stay on the sustainable track will be the only ones to succeed in the future. We can notice the effort that companies are making to keep up with legislations and to meet stakeholders' expectations relating to ethics and sustainability. The internationally famous and conceptualized magazine, Corporate Knights, releases every year since 2005, contains a list of the most sustainable companies of the year (Corporate Knights, 2018). For the last two years, the top five companies on the list have been located in Europe and before that; very few companies on the entire list were not from Europe. It may clarify why other authors have mentioned about consumers in Europe being more aware and demanding (such as Commiskey J. and Murphy P., 2004; Kumar R. and Kushwaha R., 2017; and Golodner L., 2016).

## 2018 Global 100 results

POSTED JANUARY 22, 2018  
WINTER 2018 ISSUE

The results for the 2018 Global 100 Most Sustainable Corporations in the World index



### 2018 Global 100 results

Show 25 entries

Search:

Rank ^	Company ^	Country ^	GICS Industry ^	Overall Score ^
1	Dassault Systemes	France	Software	86.10%
2	Neste	Finland	Oil, Gas & Consumable Fuels	85.20%
3	Valeo	France	Auto Components	83.60%
4	Ucb	Belgium	Pharmaceuticals	79.50%
5	Outotec	Finland	Construction & Engineering	78.30%

Figure 5 Top five most sustainable companies of 2018 (Corporate Knights, 2018)

Kumar R. and Kushwaha R. (2017) say that developing countries have started to follow European strategies in order to achieve better results in protecting the environment. Golodner L. (2016) adds that usually European Commissions are conducted more strictly to accomplish legislation and agreements, in order to protect the environment and meet ethical standards. These points synthesize why most of the top ranked companies are European. Following on from that, if we analyze the list in the last three years it is possible to see that some nations such as South Korea,

Brazil and Japan appear in the top twenty (Corporate Knights, 2018). Before 2016, the top twenty companies were located only in Europe and North America countries. It shows us a revolution in term of companies' strategies and conscious.

## 2.6 Coffee Scene

According to the European Coffee Federation (2017), Brazil is the largest coffee producer in the world, followed by Vietnam, Colombia, Indonesia and Ethiopia. The industry employs millions of families. In rural areas of these countries, small farmers main rely on coffee production to survive.



*Figure 6 Exporting coffee countries (ICO, 2016)*

Coffee was discovered thousands of years ago in an area of Ethiopia. Since the first cargo was sent to Europe in 1615, it has become very popular and as we can see nowadays, coffee is part of peoples' everyday lives and the most popular drink in the world (European Coffee Federation, 2017). According to the International Coffee Organization, Europe alone consumes 725,000,000 cups a day, recording the highest consumption per capita and is the biggest importer of coffee, when compared with other continents ("International Coffee Organization - Market Report" 2016).

In Ireland, the product emerged in the 17<sup>th</sup> century with the opening of coffee houses. The coffee scene in Ireland started with popular companies, Bewleys and Robert Roberts, in the 20<sup>th</sup> century. Influenced by Parisian cafés, Bewleys opened their Oriental Café on Grafton Street in 1927. The popularity of coffee increased after that with the availability of the drink in restaurants, coffee shops, hotels and clubs. (Mac Con Iomaire M., 2012)

Despite Ireland being a tea drinking country, the coffee culture is growing exponentially with the opening of different coffee shops chains such as Starbucks and Costa Café. Some authors credit the sitcom "Friends" and the number of apartments that were built in Dublin in the nineties with the surge in popularity of

coffee shops and the increase in coffee consumption in Ireland. (Mac Con Iomaire M., 2012)

Bord Bia (2016), states that coffee has become more popular in Ireland due to a decline in alcohol intake. This is a result of consumers' awareness surrounding the health benefits of avoiding alcohol. Correspondingly, people instead of having a pint are opting to have a coffee with friends to socialize. Consumers in Ireland have acquired more knowledge about coffee and they are now able to recognize their preferred qualities and particular specifications. (Bord Bia - Irish Food Board, 2016)

#### *2.6.1 Fair Trade and Certifications*

Issues have arisen for the coffee industry through the years and consumers have become increasingly concerned in relation to the supply chains. For instance, De Pelsmacker et al. (2005) build an argument in their study that consumers are willing to pay more for products with Fair Trade certifications.

Fair trade is a social movement that aims to provide fair prices to farmers and their producers in order to reduce exploitation, child labour, sweatshops and poverty. (White et al., 2012) It also helps maintain strict environmental standards in order to encourage growers to protect their ecosystem. The most common products available

with the fair trade label in the market nowadays are chocolate, coffee, clothing, seafood, spices, fruits and honey. (Dragusanu et al., 2014)

In fact, the movement took shape in Netherland in 1988, when a non-governmental organization began to make sure that farmers in developing countries were earning fair wages in exchange for their products. At this time, the label was “sufficient wages... It was called Max Havelaar, after a fictional Dutch character who opposed the exploitation of coffee pickers in Dutch colonies”. (Dragusanu et al., 2014). Then in 1997, all the organizations concerned were put together to form the Fairtrade International Association and the labelling operating that we recognise in many countries today, was launched in 2002.

**Number of Fairtrade Producers and Workers by Product**

<i>Product</i>	<i>Number of producers and workers</i>
Coffee	580,200
Tea	258,100
Cocoa	141,800
Seed cotton	66,500
Flowers and plants	37,500
Cane sugar	37,200
Bananas	20,300
Fresh fruit	18,700
Nuts	14,300

*Note: Data are from Monitoring the Scope and Benefits of Fairtrade (2012), fourth edition, Fairtrade International.*

*Figure 7 Number of Fairtrade Producers and Workers by Product*

There are two main Fair Trade Associations today, Transfair USA, which in 2002 turned into Fair Trade USA. They believe that the fair trade certifications should not be restricted solely to small farmers, whereas the opposite is true for Fairtrade International, whom just give certifications to small producers. Moreover, authors such as Gallenti et al. (2016) discuss that the most negatively impacted or weakest line in the coffee chain are the small farmers. They suffer with price sensitivity and are vulnerable to any crisis in the industry. The author adds that:

...the coffee supply chain is very complex and involves many actors; by some reports, a coffee bean could change hands as many as 150 times along the commodity chain between the producer and the consumer. Almost 70% of the coffee produced worldwide is sold by thousands of very small farms (with less than five hectares) to a few international traders and coffee roasters.

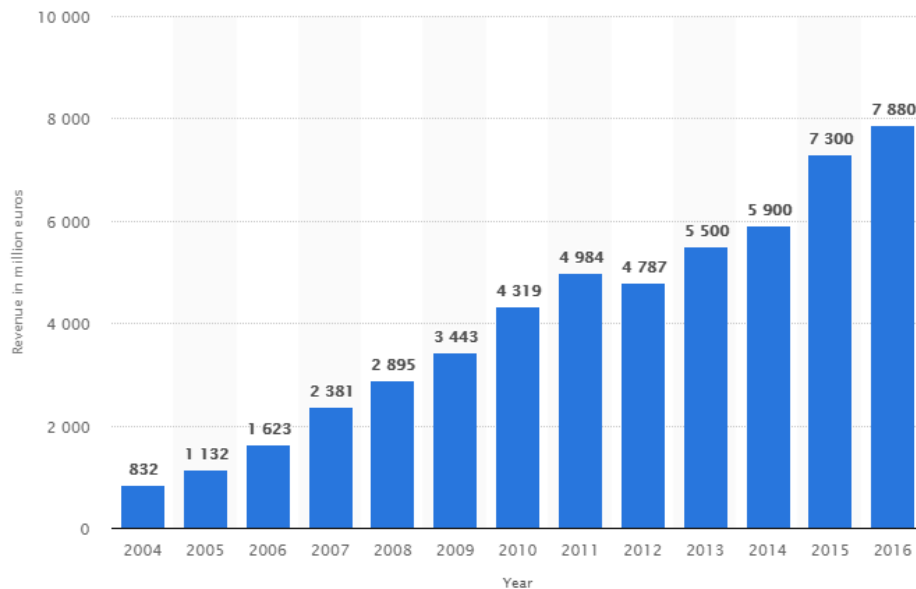
Consequently, traders and roaster have the power to increase their profits as a result of the weak influence farmers have on the industry, resulting in growers earning a disproportional amount of money. Dragusanu et al. agrees with Gallenti et al. concludes that Fair trade certifications alone are not enough to fix the coffee chain and that more transparency in the industry is needed.

Nevertheless, there are others certifications to help producers and inform consumers such as Organic, led by the International Federation of Organic Agricultural Movements that aim to achieve sustainability in agriculture ("IFOAM", 2017). Rainforest Alliance focuses on bringing forests, growers, communities and governments together to conserve biodiversity and make sure that humans and nature live in harmony ("Rainforest Alliance," 2018). UTZ Certification emerged in conjunction with Rainforest Alliance in 2018, but will work separately until 2019. The UTZ certificate strictly focuses on the traceability of the products that consumers are acquiring, from growers to the supermarket shelf ("UTZ Certified," 2018).

We can find different product options with skeptical ethical attributes in the market, such as clothing, jewelry, food and drink. These products are often related to ethical issues in developing countries, using child labour and paying inadequate wages to growers. In order to stop this, the global movement Fair Trade emerged to help farmers and their families.

Although, Dragusanu et al. (2014) says that "Fair Trade certified products still comprise a small share of the market—for example, Fair Trade–certified coffee exports were 1.8 percent of global coffee exports in 2009—growth has been very rapid over the past decade".

Connolly and Shaw (2006) adds that the sales of these products doubled in Europe in 2003 and it is expected to increase in the following years according to research. The company that consolidate statistical data “Statista” has released a new report consolidating the growth in sales of fair trade products since 2004 in concordance with the authors’ prediction.



*Figure 8 Revenue of Fairtrade International products worldwide from 2004 to 2016 in million euros*

Raynolds (2002) suggests that the purchase of fair trade labels affirms consumers’ self-identity and demonstrates how important it is for them to promote

ethical and sustainable standards. It is noticeable, that these consumers see themselves involved in social and environmental issues and they are highly conscious about their choices in industries that involve fair trade and other certifications.

Not only has there been a notable increase in the number of ethical and sustainable products offered on the market, but also companies have noticed the change in consumer behaviour with time (S&D Coffee & Tea, Inc., 2016). Due to technological advances and a better understanding of the advantages of ethical and sustainable products, the industry is able to provide a wider range of products for their consumers with more transparency.

Therefore, with plenty of information, labels and certifications consumers can now compare the attributes of the products and purchase in a more conscious manner. These kinds of more profound purchases better match the actual consumers' needs and their perspective of a satisfactory product, where not just the product quality is important but the whole supply chain involved, from the grower to the supermarket shelf.

The coffee industry has seen other changes, such as an increase in consumers searching for premium and fair-trade options. A study about millennials'

choices in the coffee industry conducted by S&D Coffee and Tea Inc. (2016) shows that sustainable sources and fair trade options affect their choices. The study also affirms that millennials are willing to pay more for coffee that is sustainable and sourced from a fair trade farmer. The same study conducted a survey in the U.S.A. showing that 75 per cent of millennial consumers of coffee are aware of certifications, such as fair trade and organic in the coffee industry. (S&D Coffee and Tea Inc. 2016)

## 2.7 Millennials

The sociologist Karl Mannheim firstly introduced generation's theory in 1923 (Pilcher J., 1994). His theory divides the generation into groups according to their wishes, experiences, expectancies, values, lifestyles and demographic characteristics, which influence their lives and the way that they consume and behave. (Martin and Prince 2009, cited in Bucată A., 2015).

The generation in question here are millennials. Bucată (2015) hypothesizes that they are people born between 1981 and 1996, however other authors such as Bucic et al. (2012) states that millennials were born between 1985 and 1999. Bateman and Phippen (2016) suggests that millennials were born between 1980 and 2000. Even

though, authors speculate different dates, they all agree that millennials were born between the beginning of the 80's and the late 90's, and this study is considering millennials to be people who were born from the beginning of 1980 until the year 2000. One of the characteristics of this generation is that they have grown up with technology. They respond to it quickly and in a positive manner, different from the previous generations. Because of this, millennials expect fast answers for everything and technology is as important to them as food and clothing. (Bucatã A., 2015)

Millennials are described as “individualistic, well-educated, technologically savvy, sophisticated, mature and structured” (Valentine and Powers, 2013). Bucatã A. (2015) suggests that they have travelled more and they are more socially engaged than previous generations. They are renowned for supporting social causes and engaging with companies that show respect to the environment and social responsibility. Young and McCoy (2016) adds:

Millennials are considered more tech savvy than others, more concerned about the environment, more global in their thinking, more community oriented, less brand-loyal, and with greater expectations of immediate product delivery.

While many authors do not mention the gender difference behaviour between

millennials, (Debra Schug, 2017) suggests that millennial women are more aware of issues and are more likely to search for information in online channels before purchasing a product. The same report says that these women pay more for products that come from companies with transparency policies. An interesting fact is mentioned by Bundechanan and Fongsuwan (2017). Women, among millennials in many countries, have a higher level of education, leading them to worry more about ethical, social and environmental issues. It may explain why Debra Schug (2017), found that millennial women are more concerned when purchasing. Another relevant fact is that in Ireland, the Central Statistical Office reports that, third level education between 20 and 34 years old has a higher representation of women than men. ("Adult Education Survey - CSO - Central Statistics Office," 2018)

On the other hand, the Nielsen Global Corporate Sustainability Report (2015), does not classify the behaviour according to gender and states that millennials are willing to pay more for sustainable products. The report says that millennials consider these elements as purchase drivers, such as a company being environmentally friendly, a company recognizing its commitment to social values and the product packaging being environmentally friendly.

In reality, purchasing drivers may differ depending on the consumers' culture. It is

impossible to categorise a group of people who were educated differently. Scholars explain that culture also affects the behaviour of a generation. However, globalisation has helped to develop a more consistent culture across the globe. Nonetheless, cultural differences can influence, positively or negatively, an ethical decision-making process (Bateman and Phippen, 2016). Therefore, this creates the need to further research millennials in the Irish context.

## 2.8 Literature Conclusion

Within the literature review, we discover that ethical consumption is not a recent behaviour. Academics agree that ethical consumption is a movement that started in the U.S.A. and later arrived in Europe through a sequence of events. The articles about the green consumer, ethical consumer and ethical behaviour are usually based on the Theory of Planned Behaviour. This is believed to make the academics' analyses accurate. Still, the TPB gave rise to others theories that complement the TPB and help us to understand consumer behaviour in diverse environments.

Nevertheless, we could find that there are divergences among academics surrounding the topic of "intent behaviour". They state that when consumers say they are ethical it is not fully true, but authors believe that an intent behaviour is a

prediction of a behavior, making those consumers an ethical consumer. The articles used in the literature review were based upon the intention behaviour of consumers, in other words what consumers say that they would do. The authors admit that it is difficult to study the actual behaviour of consumers. It would take time and deep individual analyses of the same group of consumers. Therefore, we can find a gap in the research. We notice that most of these studies are based only on intention behaviour.

The ethical consumer is a topic that has been discussed by many scholars and the coffee industry is a new topic that started to emerge after the creation of fair-trade certification. Recent articles examine consumers' behaviour towards the consumption of fair trade products. Most of these articles study the coffee industry because of its popularity. However, it was difficult to find articles about the coffee industry, its history and changes over the years. Most journals and publications focus on consumers' attitudes and purchasing of fair-trade products. In addition, there is no in depth study about the industry in Ireland. For this reason, in order to give an overview of the theme "Coffee Scene", this literature review obtained sources from websites and other non-academic publications.

The use of reports about ethical consumers and then about the coffee industry was pertinent and made this research find a target population. Those reports state

that millennials are more aware of environmental issues and they consider ethical aspects before purchasing products. In the literature, there was no divergence in reports and academic articles about millennials. There is a general consensus about the characteristics and behaviors of this generation. This is considered important in order to merge the primary data in this study and to achieve the objectives of the study.

## 3. Methodology

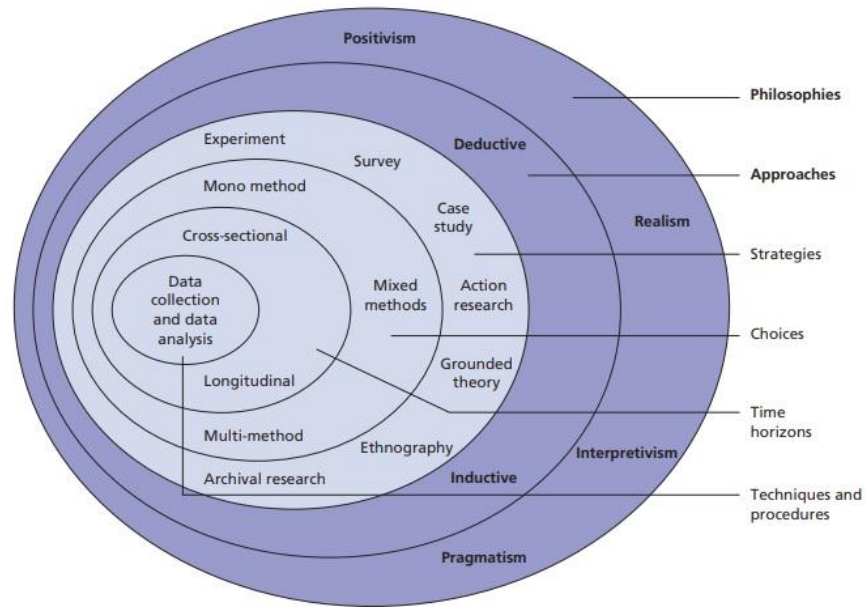
### 3.1 Introduction

There is a difference between the terms methodology and method, which authors use as research technique for academics and students. Saunders et al. (2009) explain that methods are the techniques and procedures used to obtain and analyse findings. Method encompasses forms with questions, observations and interviews. They can be used as both quantitative and qualitative depending on the technique used to analyse the data. On other hand, Saunders states that methodology is the theory of how the research should be carried out in order to solve a problem. The methodology helps us to understand the process and not only the research. (Saunders et al., 2009, p. 138)

Research design is a framework that helps researchers to answers the research questions of a study. The research design reflects the decisions involved in the study and how the data is collected and analysed in order to come up with non-biased answers.

The purpose of this chapter is to explain why such methodology and design were choose to carry out this research and how they helped to answer the research question of this paper aligned with the research objectives.

The methods described by Saunders et al. in the “Research Onion” were the frameworks utilized in this research in order to incorporate the best methodological practice for business research strategy.



**Figure 4.1**  
The research 'onion'  
Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2008

*Figure 9 Research Onion by Saunders et. al., 2009, p. 138*

### 3.1.1 Research philosophy - Positivism

Researches philosophies are highly important to answer dissertation questions and they are classified as the first layer of Saunder's Research Onion. The aim of this paper is to develop knowledge of the consumer behaviour field. In order to develop this knowledge, we need to be aware of the philosophical commitments and link it to the research strategy of this paper. In this paper, the research questions and objectives will develop knowledge during the process of research.

Researches can adopt four types of philosophy: Positivism, Interpretivism, Pragmatism and Realism. (Bryman A., 2012).

The positivism approach says that reality does not change and can be observed (Saunders M. et al., 2009, p. 108). As a result, observations from the study can be transformed into data and knowledge. However, this research philosophy garners some debate about its uses, some authors saying that this approach can be superficial. (Walliman, 2011, p. 21)

Interpretivism goes towards the human behaviour and social science. According to (Bryman A., 2012, p. 18) those studies include views of writers in the field and is more concerned with understanding human behaviour than what leads to the action.

Pragmatism is the view that a researcher should not choose a position. Instead, the research question and problem should be the priority and lead the research philosophy. (Saunders M. et al., 2009, p. 109)

Realism as a philosophical approach is more scientific, not only considering what the human mind interprets, but for instance that objects exist separate from the human mind. As well as that, what this sense shows us is that it can be gathered as the truth. In contrast, idealism would be the opposite of realism in its essence, where just the mind and its context exist. (Saunders M. et al., 2009, p. 114)

For this study, the research philosophy approach chosen was realism. According to Saunders M. et al. (2009, p. 114) realism is part of epistemology and very similar to positivism. In detail, epistemology studies knowledge and its relation to similar notions, for example truth, belief and justification. It produces knowledge and also doubt about other known claims. The epistemology study is made by

collecting data, then understanding what you have gathered. (Saunders, Lewis and Thornhill, 2009, p. 138)

This paper focuses on critical realism and agrees with Bhaskar, 1989, cited in Saunders, Lewis and Thornhill (2009, p. 138), that researchers will better understand what is happening in the world if they understand the social structures that have given rise to the phenomena that they are trying to comprehend. Therefore, the critical realist format was chosen because the way that people behave is changing as fast as the world is evolving. This paradigm is more in line with business research and aims to understand the reasons for greater change in the social world.

### 3.2 Research approach - Deductive

Researches can take two different approaches to confirm hypotheses or previous information from different studies conducted: “deduction or induction”. Deductive theory allows researchers to show the essence of the relationship between theory and research, coming from a general theory and narrowing down to confirm the theory. Inductive theory is more exploratory and works in the opposite way to deductive. It firstly observes, and then suggests implications to come up with hypothesis. (Bryman A. and Bell E., 2015, p.12) Deductive research must follow a framework which includes the following steps: Theory, Hypothesis, Data Collection, Findings, Hypothesis confirmed or rejected and finally revision of theory. See appendix 3 for details of the framework.

The research approach utilized in this dissertation is deductive because this approach allows us to prove what previous researchers have said about the generation millennials and their ethical behaviour in relation to consumption. In this case, what is already known about this particular topic can be confirmed in this research by doing a more focused examination for a specific industry (Coffee) and geographical location (Dublin, Ireland).

### 3.3 Research strategy - Survey

The research strategy for this paper is guided by the questions and aims of the research, as well as literature found, time and resources available to complete the project. When a researcher's approach of a study is deductive, it is likely that the research will use surveys to gather their findings. For this paper, we are using surveys and interviews to gather secondary data.

Surveys are the collection of data from a sample population by using a questionnaire that summarizes the analysis of the findings. According to Floyd J. (2013, p. 08) "Surveys are designed to produce statistics about a target population. The process by which this is done rests on inferring the characteristics of the target population from the answers provided by a sample of correspondents".

In this case, the use of surveys will indicate if the population of this research, the generation millennials, behave in a particular way. (Saunders et al. 2009, p. 152) This paper hopes that the surveys will prove that millennials in Ireland act in line with an expected ethical behaviour towards the coffee industry.

The surveys will only be conducted through the use of structured interview. The aim of this style is to ensure that every interviewee answers the same questions presented in the same format so that there is consistency. According to Bryman (2012, p. 210) this style can ensure that interviewees' replies can be combined into a collection for further analysis.

However, there are many types of survey available. This study will use a survey that has the following characteristics as described by Floyd J. (2013, p. 01)

- A survey that produces statistics that are quantitative in relation to the researched population of the study.
- The main way of collecting data is asking people questions.
- This survey will gather information from a fraction of the population and it will be considered the sample population for the purpose of this research.

This paper will also apply some semi-structured interviews, which is when the questions are interview questionnaires, but the sequence of the questions asked can differ. Also, other topics and questions can be brought to the interview in a more general manner. (Bryman 2012, p. 212) This format will be used to get more information and data from managers with experience in the coffee industry. In addition, it will allow the research to better understand consumers' behaviour or even find out more information that was not identified in the literature or previous methods used in this research.

Floyd J. (2013, p. 71) postulate that one of the advantages of interviewing is that it can include multi-method data collection, for instance observation, visual clues and self-administration that may be adapted by the interviewee. On the other hand, the disadvantage of this method is the high cost and difficulties in accessing the sample. Therefore, this study is using Survey and Interview as a research strategy to gather high quality data. It will result in a development of knowledge for the field of consumer behaviour and prospective researches.

### 3.4 Research choices

The research choices for a dissertation can be mono method or multi method. Mono method, according to Saunders, is a technique that uses single data collection. The data can be qualitative or quantitative. The multiple method is when the research uses more than one data collection and technique to analyse the results and then answers the research question. Saunders also explains the difference between the use of multiple methods and mixed methods. He describes the approach as availing of quantitative and qualitative data collection and analysis procedures in the research design. *For research choice framework see appendix 4* (Saunders M. et al., 2009, p. 152)

The primary research for this paper will use mixed methods, as it was found to be the most suitable option for the aims of this research. The mixed method will be achieved by collecting, analysing and integrating quantitative data, for example the process of using a survey. Qualitative data for this research will be gathered in the form of interviews.

The primary research, mixed methods, encompasses qualitative and quantitative material that provides opportunities for this research to answer the research question and better gauge its findings. In this study, mixed methods will be used in different stages of the research. Interviews with managers of two different coffee shops will allow us to have an expert view of the subject matter. This will allow for the design of a better questionnaire and survey further in the research process. Tashakkori and Teddlie, 2003, cited in Saunders et. al. (2009, p. 153) agree that this process can lead to research confidence and in future questionnaires, the researcher will be addressing the most important issues.

### 3.5 Time Horizon – Cross-sectional

When conducting a research there are two types of research time that can be applied and it will depend upon the research question, not on the research strategy. The first method is longitudinal study. This form collects various data about the same subject in different periods. The second one is a cross-sectional study which gathers data, usually more than once, but just over single period. (Bryman Alan, 2012, p. 58)

This study was done over a period of twelve weeks. Due to time limitations, this research employed a cross-sectional design, using surveys and adding qualitative methods to gather more data as suggested by Saunders et. al. (2009, p. 155). The interviews ran over the course of two weeks and the survey during a four-week period, in order to achieve the numbers needed for a genuine sample. The use of cross-sectional design for this specific study does not contradict a good research project as stated by Bryman (2012, p. 58).

### 3.6 Population and Sampling – Non-probability

Saunders et. al. (2009, p. 210) theorize that sampling a parcel of people can represent a population in a research. In this study, it is not possible to research and question an entire population at once. As a result, sampling techniques are applied to find answers to questions in society and better understand them. Sampling techniques are divided in two, probability and non-probability. See Appendix 5 for probability and non-probability framework.

**Probability:** the population of the sample get an equal opportunity to be selected to represent the sample.

**Non-probability:** the population does not have an equal chance of being selected to represent the sample.

Considering these definitions, this study applied non-probability and followed the steps to apply this technique, which is select a group of respondents from a larger population. Acknowledging that, some members of the population chosen have no chances to participate in the survey. Guest et al. (2006) postulate that it is not simple to decide how many interviews are enough for a non-probability research technique. However, authors have reviewed the question and still have not come to an agreement on “how many interviews are enough?”

Guest et al. (2006) recommends that for a heterogeneous population a sample of twelve would be sufficient when running in depth-interviews. Although, this study

aims to understand a behaviour among a heterogeneous group, this study is following Guest et. al. suggestion, to gather a larger sample. Graves (p. 169, 2004) recommends that when using variables in a study ,such as age group, a sample of between 60 and 120 for analysis would suffice in order to amass reliable results. His study adds that every person selected to answer the survey will be a spokesperson for the ones who were not selected but share the same beliefs and behaviour.

### *3.6.1 Convenience sampling*

Convenience sampling is the most common of all research techniques and it is more accessible to researchers (Graves, 2004, p. 168). In this case it was needed due to a lack of resources available to students and the time period allowed to conclude the research. The technique is more cost efficient and enables the researcher to randomly interview the sample. This sample process ends when the research has reached the outlined sample size (Saunders M. et al., 2009, p. 241). The negative aspect of this sample technique is it may be biased. However, the population for this sample are homogeneous and were selected according to their willingness to participate. According to Etikan (2016), in a convenience sample the information would not differ from other sample techniques. This may be useful for some researches as “there would be no difference in the research results obtained from a random sample, a nearby sample, a co-operative sample, or a sample gathered in some inaccessible part of the population”.

The sampling frame has to be connected with the research topic, questions and objectives. (Saunders et al. 2009, p. 214). As a result, this paper's sampling frame is defined as the millennial generation or generation Y (between 18 and 34 years old), based in Dublin city and suburbs, Ireland in 2018. The sample includes both male and female participants who consume and purchase coffee. The population of this sampling were found on social networks, social media platforms, online communities, shops, universities and groups online/offline.

The data collected to identify the sample size comes from The Central Statics Office, in the Census realized in Ireland in 2016. This document suggests that the population for this age group of Dublin city and suburbs at this time was 301.607 (from 19 to 34 years old). *See appendix 7 for Census 2016.*

The calculation of the sample size followed Guest et al. (2006) and Graves (2004) suggestion. In this case we are aiming to survey a minimum of one hundred millennials in Dublin. Considering and analysing the framework and explanation of impacts of choices on sampling techniques, this study chose the most appropriate sampling technique based upon the time and resources available: non-probability sampling followed by convenience sampling.

### 3.7 Data Collection and Data Analysis

Data collection while running a study can be complex. It is recommended that while collecting the information, taking notes or recording can be extremely

beneficial. It is crucial to analyse the data received. In addition, it is important to note that the most important point of data collection is to generate a theory that helps to reach the research objectives.

### *3.7.1 Primary qualitative data collection, editing, coding and analysis*

The data collection choice for the semi-structure interviews is recording, because this type of collection allows the research to gather all the details from an interview. Unfortunately, it may make the interviewee uncomfortable. An explanation of how the material will be used and a consensus form was given to participants, in order to ease their concerns. The interview had notes along the process to highlight important information in case the audio-record did not function properly. Because these notes can sometimes be mixed up with other interviewee information, compiling this information in an organized file after the interview was necessary.

The contextual data of the interview was also noted as important information, such as the location of the interview, date, time and impression. To transcribe the audio, the software “Hyper Transcribe” was employed. This research considered the confidentiality and preserved participants’ personal information (Saunders et al. 2009, p. 335). To better prepare for the interview, the five Ps mantra was taken into consideration (prior planning prevents poor performance) and a checklist was followed to provide the best interview for all. *See appendix 6 for interview checklist.*

The first step of qualitative data analysis will be to identify raw data and then link this data to the research question of this study (“Why is this information

relevant?"). After that, the data will be separated into indexing themes. Codes will be attached to the data in order to inform what the data is about (indexed text). For the analysis, a Computer Assisted Qualitative Data Analysis Software (CAQDAS) will be used to organize the information collected. (Gläser and Laudel, 2013)

### 3.7.2 Primary quantitative data collection, editing, coding and analysis

The survey in this study is a structured interview (survey), as explained in the section 3.3 *Research strategy*, given that the data will be collected in the form of the website Google Forms. The form was created after the questionnaire design, edited on the Google Forms website and then sent (link) to respondents by email, link in online communities, social media platforms, newsletters and chats groups. Because this is a self-completion questionnaire (survey), it had clear instructions regarding how to respond to the questionnaire. This should lead to a better response rate and it also contains a consent form at the beginning. *For complete questionnaire, see appendix 8.*

The data collected was turned into graphs, charts and statistics in order to examine the trends in the topic, then the data was transferred into a Microsoft Excel document. Then the software SPSS was used to code the data, analyse and combine them.

### 3.8 Questionnaire design

The questionnaires used in this study were designed based upon the literature review, as well as ideas discussed with colleagues, lecturers and the supervisor of the research. This research is using questionnaires that are administrated by the respondents through the internet, internet-mediated questionnaires. In addition, when conducting interviews, the questionnaire is interviewer-administered, structured interview. The questionnaire was designed considering the following aspects mentioned by Saunders M. et al. (2009, p. 363/365), along with time allowed and resources available.

- Characteristics of the respondents from whom you wish to collect data.
- Importance of reaching a particular person as a respondent.
- Importance of respondents' answers not being contaminated or distorted.
- Size of sample you require for your analysis, taking into account the likely response rate.
- Types of question you need to ask to collect your data.
- Number of questions you need to ask to collect your data.

(Saunders M. et al., 2009, p. 363)

Furthermore, the questionnaires were analysed to be in accordance with the steps described by Lietz (2008):

- Question length: keep questions or statements short.

- Grammar: use an active rather than passive voice and do not use grammar complexities.
- Specificity and simplicity: make general questions direct and as simple as possible to elevate the response rate.
- Social desirability: avoid the use of difficult vocabulary and instructions, in order to gather effective answers instead of “I don’t know”.
- Double-barrelled questions: avoid the use of two verbs or two different concepts in the same question.
- Negatively worded questions: forces respondents to make mistakes while answering the questionnaire.
- Adverbs of frequency: have different meanings to different people so by avoiding them, it will make the results less biased.
- Question order: demographic questions should go at the end of the questionnaire. Giving their personal information at the start, could impact on their answering behaviour.

Considering that longer questionnaires are better in an interview format, the internet-based survey has ten questions and four back stage questions, such as age, gender, location. They aim to decipher whether the respondents fit into the sample population. The survey did not ask the respondents’ names to discourage them from

using misleading information. The survey used the format of closed questions, which provides the respondents with a set of given answers. For instance, question number 5 is a “list question” where the respondent can choose from a list of answers and more than one if they wish. Question number 7 is a “ranking question”, where the respondents were asked to rank which issues most worries them.

Q5. Are you familiar with any of the certificates below? \*

- Fair Trade certification
- Organic certification
- Rainforest Alliance certification
- UTZ certification
- No, I'm not familiar with any of them

Q7. Which issues related to coffee ethics and sustainability most worry you when purchasing coffee (please order 1 to 5: 1= most; 5= least)? \*

	1	2	3	4	5
Fair wages for far...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child labour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poverty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental pr...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biodiversity prote...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In contrast, the interviews used open questions, where the respondents could answer in their own style and express themselves freely. Walliman (2011, p. 98)

explain that this format may reduce the bias of the research, however the answers are open to the interpretation of the researcher. For example, questions 4 and 7 in the interview open format aims to find out if consumers relate coffee with ethical and sustainable issues. It also wants to know if they are aware of regulations in the industry. The questions below gives the opportunity to collect more data:

4. Do your customers care about the coffee origin or ethics behind the product?
7. Which questions do your customers ask in relation to coffee ethics or sustainability?

### 3.8.1 Pilot study

Walliman (2011, p. 98) endorses that questionnaires need to be pre-tested in a small group of people before applying them to a larger group. The survey was pre-tested in a group of three people, which directed the questionnaire towards a second draft. Next, five people tested the second draft of the survey. Then, more corrections were made, such as grammar, question order and word order. Some questions and long answer options were omitted and further options were added to other questions. At the end of three weeks, the third and final draft was ready to run as the survey for this study. The open interview questionnaire was also tested with one respondent, in order to improve the flow of the final interview and gather more insights from respondents. *For complete questionnaire, see appendix 8 and 9.*

### 3.8.2 Reliability and Validity

In order to reduce the probability of getting wrong answers, this study paid close attention to the details on the research design. We found it important to highlight the reliability and validity of this study through data collection, data analyses and the reliability of information collected. This study made sure that every person who responded to the survey was an actual consumer of coffee and was in the age range specified (millennials, between 18 and 38 years old). While running the interviews, the participants were made to feel as comfortable as possible. Every step was taken to ensure that they fully understood the questions to avoid interpretation errors and bias. The study ascertains that all participants were answering the questions genuinely prior to developing conclusions.

### 3.9 Ethical Issues

According to Saunders, ethical issues may happen during the course of a dissertation, but they should be anticipated. This study expects to come across some common ethical issues in the methodology design phase, data collection, data processing, storage of data and analysis, but they will be treated seriously and solved ethically.

- Some issues may occur during interviews and when collecting data from the participants. A list of possible issues will be drawn before conducting any interview or survey.
- This study will regularly inform the participants that they have the right to privacy and their details will be kept confidentially. For example, call the participants by number or code instead of names when applying interviews. This will avoid confidentiality issues.
- When applying the survey an ethical and consent form was linked to the survey's first page, so participants could read and agree with the terms before taking part in the research.
- This research will follow the Irish law of data protection, act 1988 and 2003.

### 3.10 Limitations to the Research

Every research has certain limitations. Bryman (2012, p. 316) affirms that researchers need to be careful what secondary data is employed because of its quality. For this reason, this study is working solely with high quality journals, reports and books to ensure a quality research.

An important limitation present in the primary research phase and important to highlight here was the number of respondents to a survey. It can be difficult to achieve the adequate number of respondents required for a quality qualitative method and it

is not possible to assure that the respondents are being authentic when answering the questionnaire.

The limitations of a survey also apply to an interview. Additionally, people who agree to participate in the interviews, may not appear for many circumstances. It can lead to time being squandered and repetition of the process during the study to gather more participants. Due to the specific nature of interviewees' profiles required for the interviews, the search for these profiles can be time consuming. This task is stated in the Gantt chart and was completed on time due to the time and process management of the research. *See Appendix 1 Gantt Chart utilized to manage all the research*

## 4. Data Analysis and Findings

### 4.1 Introduction

This chapter presents the findings collected in the primary research. The two methods used were surveys on Google forms platform with two hundred respondents and interviews with two managers of coffee shops in Dublin (one interview was recorded and transcribed and the second interview, due to technical problems, used notes taken by the researcher during the interview). The quantitative survey aimed to gather consumers' information, thoughts, knowledge and opinions about coffee and certifications in the industry. Having the data, this study could come up with findings about millennials' behaviour in Dublin. In addition, the findings show us what influences them to purchase ethical products and if they do consider ethical and sustainable issues in the industry, while purchasing coffee. With the help of the system SPSS (IBM), this study could delve deeper into the analyze of data by crossing the questions used in the survey questionnaire.

The qualitative interview with the managers aimed to wrap up the findings gathered in the survey, focusing on the managers' points of view regarding their consumers' behaviour. Both cafés have similar consumer characteristics, students and professionals, mainly millennials, who live in Dublin. The managers of Accent Café and Love is Art Café have given this study an insight into the trends in the industry and how coffee has become popular in Dublin, especially amongst millennials. Coffee consumption has grown exponentially in recent years and it is

important to highlight and comprehend this new consumer behaviour and its influences.

This chapter focuses on connecting what was found in the literature review and primary research findings. The data analysis aims to show if there are demographic differences with regard to millennials' behaviour in Dublin. For instance, whether consumers' purchasing habits with regard to ethics correlate with consumers' age and gender.

## 4.2 Quantitative findings

### 4.2.1 Respondents demographics and characteristics

This study aimed to research millennials who drink and/or buy coffee in Dublin. Some people who were not in these categories also answered the survey. In order to focus on the appropriate research population, this study is excluding seventy participants (64 who are over 38 years old and another 6 who stated that they do not drink or buy coffee). As a result, we are analyzing the findings of the top one hundred and thirty respondents of the survey. They are the one hundred percent population of this study. The 130 respondents live in Dublin and they are in the following age range.

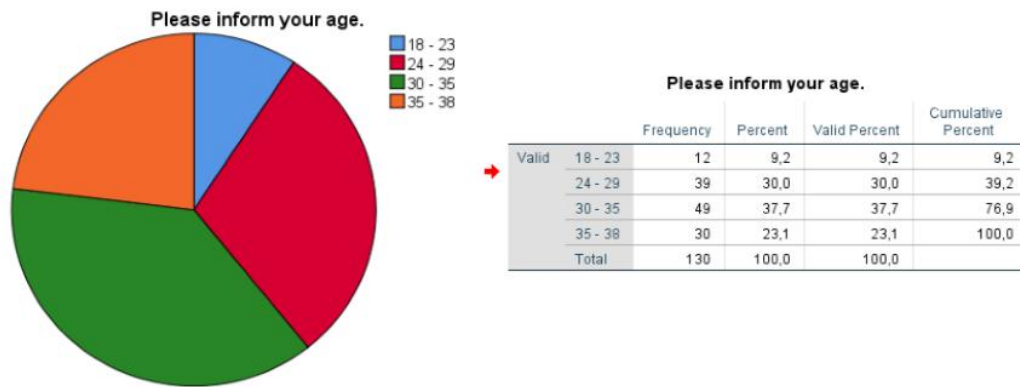


Table and Charts 1 Demographics Age

This study gathered data from 90 females and 40 males. However, this number does not fully represent the population sample, which can be seen as a limitation. The last Census (Central Statistics Office, 2016) stated that the population of adults between 18 and 38 years old in Dublin was almost the same with regard to gender, 51% female and 49% male. See Appendix 7 Census from 2016 in Ireland

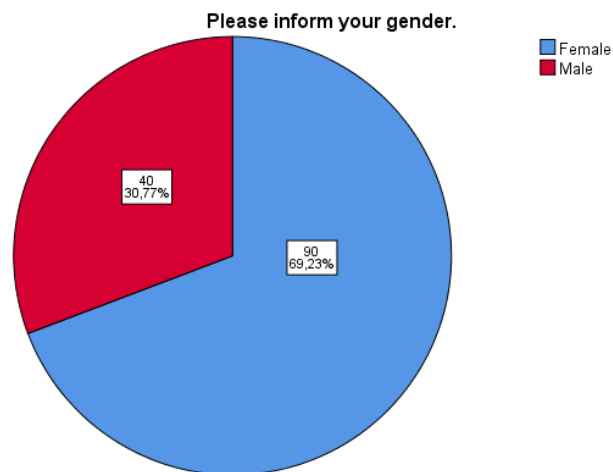


Table and Charts 2 Demographics Gender

The educational level was also considered in the survey and most of participants hold a third level degree 93,8%, with second level education coming in at 5,4% and primary education 0,8%.

#### 4.2.2 Coffee Consumption and purchasing

The survey shows that people who drink coffee twice a day, represents 28,46% of the respondents, followed by once a day at 24,62%. The chart below also shows that people between 30 – 35 years old usually drink coffee once a day and what we can see in this charter is that as people are growing older, their coffee intake increases.

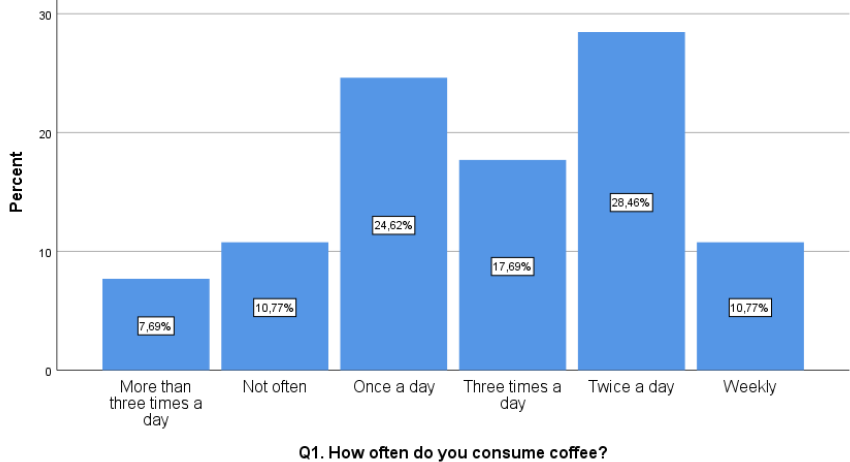


Table and Charts 3 Questionnaire Q1

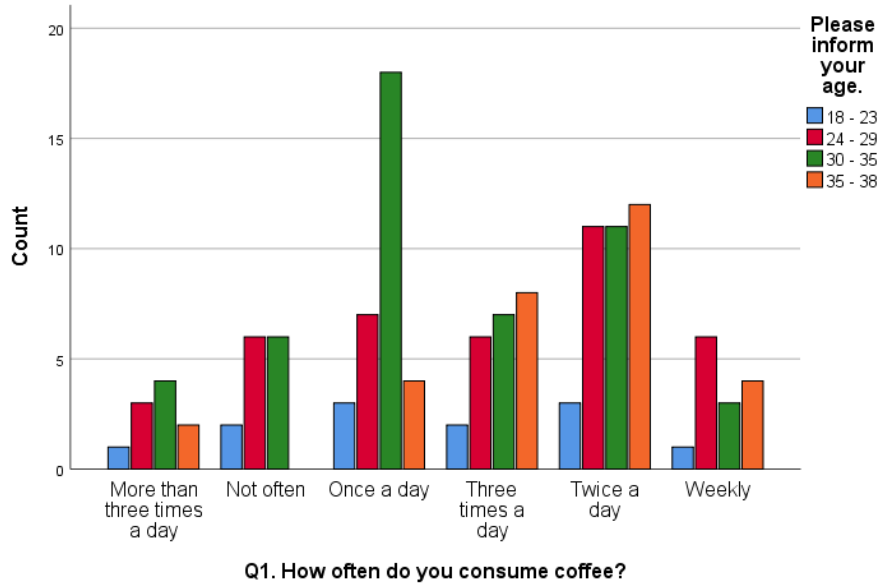


Table and Charts 4 Questionnaire Q1 X Gender

When asked how often they buy coffee, a large number of respondents stated that they buy coffee weekly but a higher number also buy coffee every day. It demonstrates that the product is part of their everyday life consumption, or at least that they add this product every week to their shopping list.

**Q2. How often do you buy coffee (any type of coffee)?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	40	30,8	30,8
	Monthly	19	14,6	45,4
	Rarely	17	13,1	58,5
	Weekly	54	41,5	100,0
	Total	130	100,0	

Table and Charts 5 Questionnaire Q2

### 4.2.3 Product Information

Question three demonstrates that 55,38% of respondents do not pay attention to the information provided by companies or owners of coffee shops when buying coffee. Women have a higher response rate, stating that they do pay attention to the information provided. However, if they do pay attention consumers tend to look for “Coffee Origin” 35,8%, “Product information” 27,6% and then “Certifications” 17,2%.

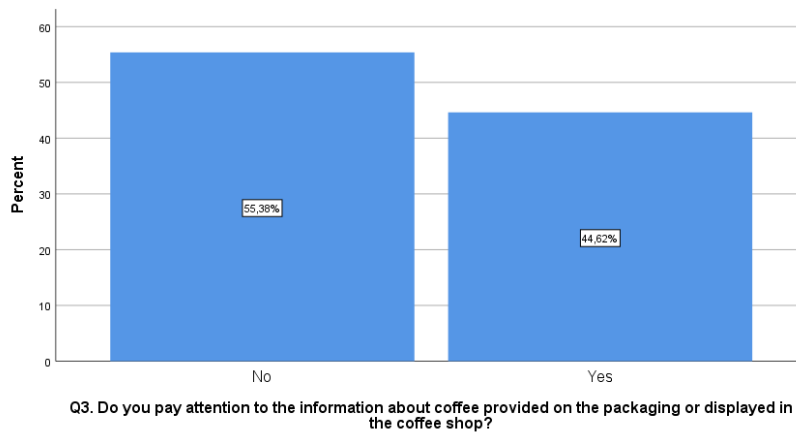


Table and Charts 6 Questionnaire Q3

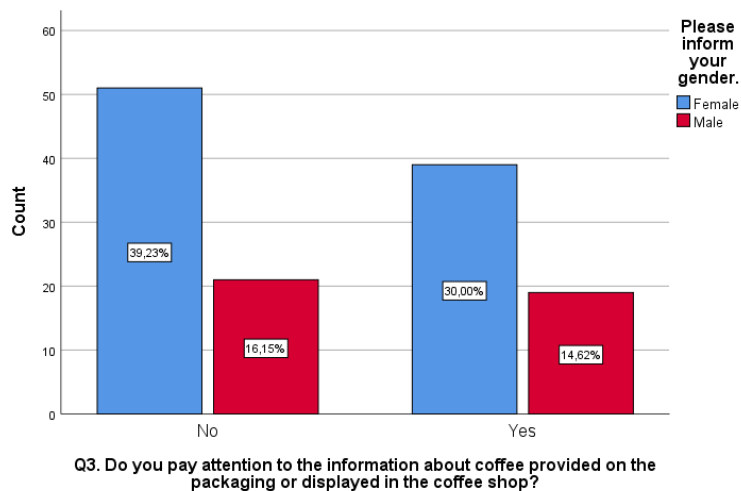


Table and Charts 7 Questionnaire Q3 X Gender

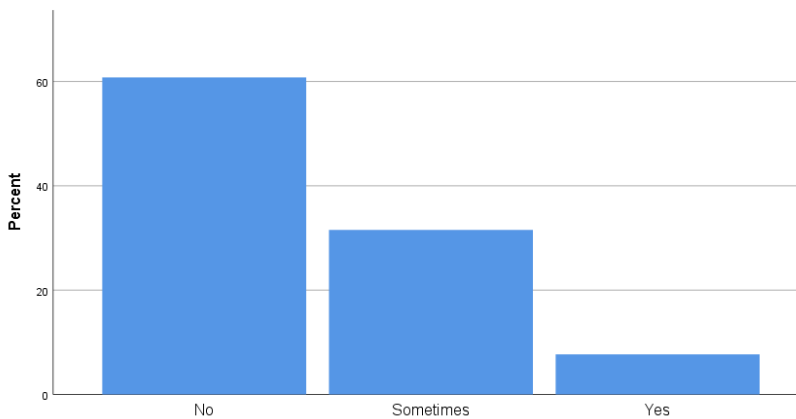
**If the answer was “Yes” what information do you look for?**

what coffee infor <sup>a</sup>		Responses		Percent of Cases
		N	Percent	
a. Group	Certifications	23	17,2%	37,1%
	Nutritional Value	5	3,7%	8,1%
	Coffee Origin	48	35,8%	77,4%
	Company information	21	15,7%	33,9%
	Product information	37	27,6%	59,7%
Total		134	100,0%	216,1%

a. Group

*Table and Charts 8 Questionnaire Q4*

A surprising fact in this survey is the following finding. Literature, previously reviewed in this study, has shown us that the millennials research brands before purchasing products and they do care about environmental issues, especially if the product is an everyday consumption product. Question number five found, contrary to the literature reviewed, that consumers do not research the product (coffee) before purchasing it.



Q5. Do you research the product and/or brand before purchasing the coffee?

*Table and Charts 9 Questionnaire Q5*

#### 4.2.4 Certifications

##### Q6. Are you familiar with any of the certificates below?

certifications3 <sup>a</sup>		Responses		Percent of Cases
		N	Percent	
certifications3 <sup>a</sup>	Fair Trade certification	112	41,9%	86,2%
	Organic certification	65	24,3%	50,0%
	Rainforest Alliance certification	57	21,3%	43,8%
	UTZ certification	19	7,1%	14,6%
	No, I'm not familiar with any of them	14	5,2%	10,8%
Total		267	100,0%	205,4%

a. Group

Table and Charts 10 Questionnaire Q6

Even though most of the consumers stated that they do not pay attention to certifications when buying coffee as seen in [question number four](#), in another question (number six), most of the consumer said that they had prior knowledge of certifications such as Fair Trade 41,9%, Organic certification 24,3% and Rainforest Alliance certification 21,3%.

#### 4.2.5 Purchasing influences or characteristics

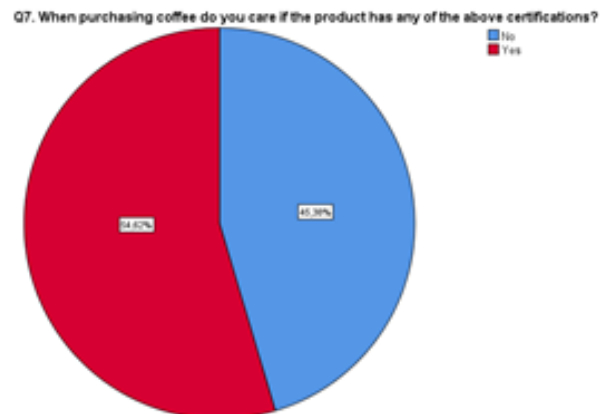


Table and Charts 11 Questionnaire Q7

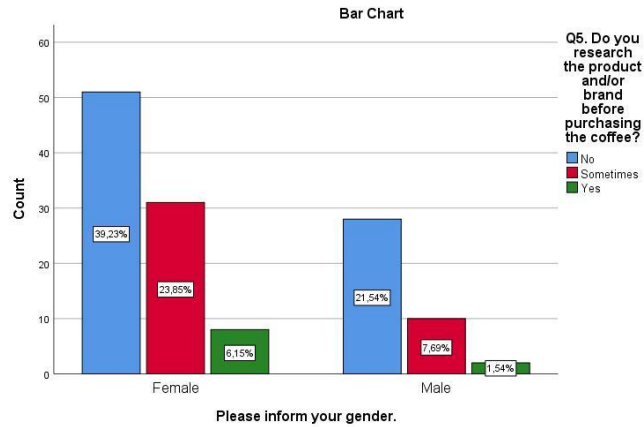
When asked if they care whether the product has any of the certifications utilized in the coffee industry presently, only a slight majority of them answer positively, 54,62% against 45,38% who do not care if the coffee has any certifications. When we cross this data with their age and gender, the results are as follows:

- Women and Men seems to be equally concerned about coffee certifications. This finding contradicts what was found in our literature review, where (Debra Schug, 2017) suggests that millennial women care more about certain issues and are more likely to search for information in online channels before purchasing a product. What we found when crossing data “Do you research the product (coffee) before purchasing x gender” is that 6,15% of women do a research against only 1,4% of men, which confirms what Debra Schug (2017) stated in her findings.
- Millennials between 30 and 35 years old tend to worry more about certifications.

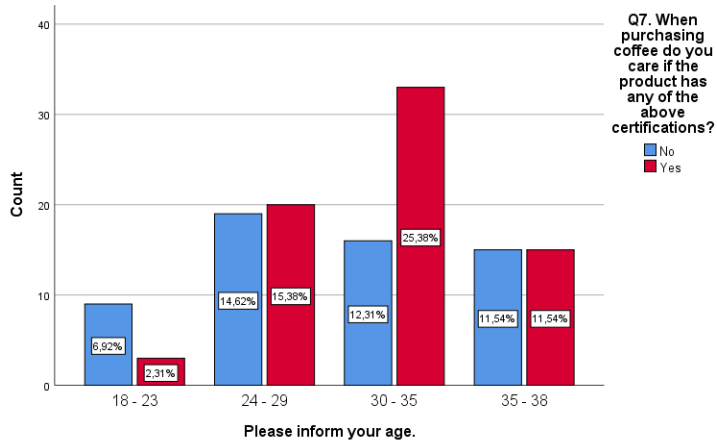
**Please inform your gender. \* Q7. When purchasing coffee do you care if the product has any of the above certifications? Crosstabulation**

			Q7. When purchasing coffee do you care if the product has any of the above certifications?		Total
			No	Yes	
Please inform your gender.	Female	Count	41	49	90
		% within Please inform your gender.	45,6%	54,4%	100,0%
	Male	Count	18	22	40
		% within Please inform your gender.	45,0%	55,0%	100,0%
Total		Count	59	71	130
		% within Please inform your gender.	45,4%	54,6%	100,0%

*Table and Charts 12 Questionnaire Q7 X Gender*



*Table and Charts 13 Questionnaire Q5 X Gender*



*Table and Charts 14 Questionnaire Q7 X Age*

Other important findings to highlight are that people who consume more coffee also tend to worry more about certifications, as showed in the table below. This fact was emphasized in the literature review using Araque-Padilha et. al. (2015)'s study.

**Q1. How often do you consume coffee? \* Q7. When purchasing coffee do you care if the product has any of the above certifications? Crosstabulation**

			Q7. When purchasing coffee do you care if the product has any of the above certifications?		Total
			No	Yes	
Q1. How often do you consume coffee?	More than three times a day	Count	4	6	10
		% within Q1. How often do you consume coffee?	40,0%	60,0%	100,0%
	Not often	Count	9	5	14
		% within Q1. How often do you consume coffee?	64,3%	35,7%	100,0%
	Once a day	Count	13	19	32
		% within Q1. How often do you consume coffee?	40,6%	59,4%	100,0%
	Three times a day	Count	8	15	23
		% within Q1. How often do you consume coffee?	34,8%	65,2%	100,0%
	Twice a day	Count	17	20	37
		% within Q1. How often do you consume coffee?	45,9%	54,1%	100,0%
	Weekly	Count	8	6	14
		% within Q1. How often do you consume coffee?	57,1%	42,9%	100,0%
	Total	Count	59	71	130
		% within Q1. How often do you consume coffee?	45,4%	54,6%	100,0%

*Table and Charts 15 Questionnaire Q1 X Q7*

#### 4.2.6 Ethical and Sustainable issues

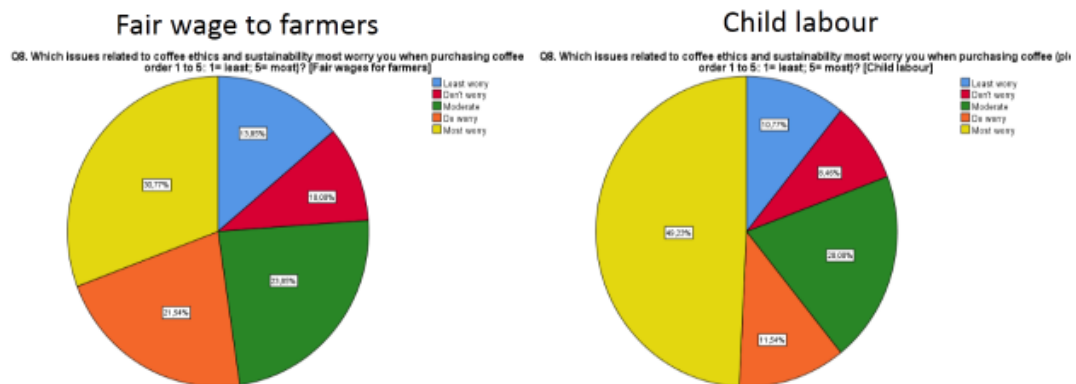
According to the literature, consumers, especially millennials, tend to care for others when purchasing a product or service. Some products and services evoke some ethical and sustainable concerns in developing countries. Literature of the topic has demonstrated that the most common issues in the coffee industry are fair wages to farmers, child labour and poverty (Jos Bartels, Marleen C. Onwezen, 2013). These problems created the need for certifications, such as fair trade, to help countries make the coffee trade a fair business for all. Other problems stated in the literature review were environmental protection and biodiversity protection, which is taken care of by certificates such as Rainforest and UTZ certification.

When asking millennials in Dublin if they care about the issues mentioned above in the coffee industry, we found that “child labour” and “fair wages to farmers” were causing the most concern. On the other hand, consumers stated that they are least worried about “biodiversity protection” during coffee production. Consumers expressed a moderate concern about “poverty”. The table and charts below detail the percentage of consumers who worry about certain aspects of production in the coffee industry.

**Q8. Which issues related to coffee ethics and sustainability most worry you when purchasing coffee?**

	SCALE	ISSUE
Valid	Least worry	Biodiversity Protection
	Don't worry	Environmental Protection
	Moderate	Poverty
	Do worry	Fair wage to farmers
	Most worry	Child Labour

*Table and Charts 16 Questionnaire Q8*



*Table and Charts 17 Questionnaire Q8 Fair wage and Child labour*

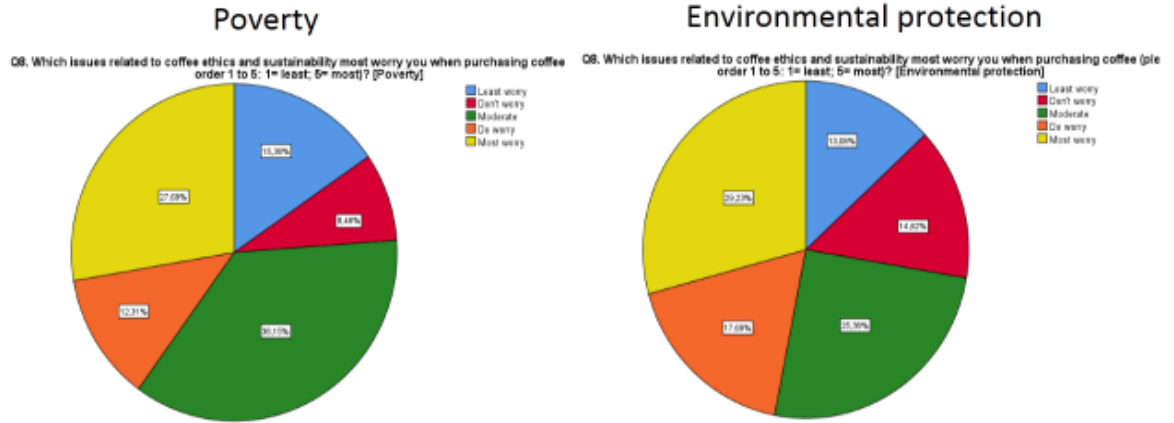


Table and Charts 18 Questionnaire Q8 Poverty and Environmental protection

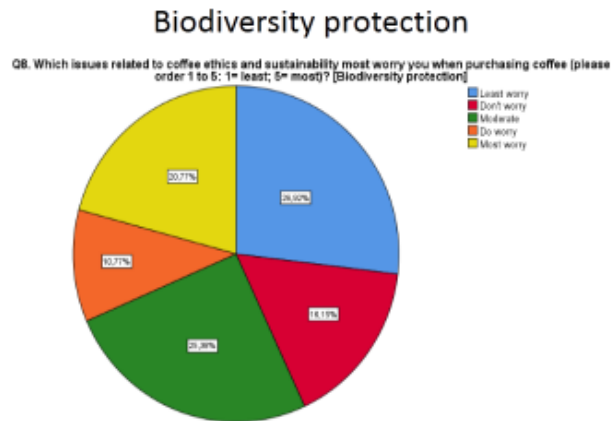


Table and Charts 19 Questionnaire Q8 Biodiversity protection

With the possibility of crossing the data gathered, this study found that women are more likely to worry about “child labour” than men, as seen in the table below. In addition, millennials with second level education tend to have a higher sensitivity towards poverty in the coffee industry than respondents with third level degrees.

Please inform your gender. \* Q8. Which issues related to coffee ethics and sustainability most worry you when purchasing coffee (please order 1 to 5: 1= least; 5= most)? [Child labour] Crosstabulation

			Least worry	Don't worry	Moderate	Do worry	Most worry	Total
Please inform your gender.	Female	Count	10	7	17	9	47	90
		% within Please inform your gender.	11,1%	7,8%	18,9%	10,0%	52,2%	100,0%
	Male	Count	4	4	9	6	17	40
		% within Please inform your gender.	10,0%	10,0%	22,5%	15,0%	42,5%	100,0%
Total		Count	14	11	26	15	64	130
		% within Please inform your gender.	10,8%	8,5%	20,0%	11,5%	49,2%	100,0%

Table and Charts 20 Questionnaire Q8 X Gender

Please inform your level of education. \* Q8. Which issues related to coffee ethics and sustainability most worry you when purchasing coffee (please order 1 to 5: 1= least; 5= most)? [Poverty] Crosstabulation

			Least worry	Don't worry	Moderate	Do worry	Most worry	Total
Please inform your level of education.	Primary education	Count	0	0	0	1	0	1
		% within Please inform your level of education.	0,0%	0,0%	0,0%	100,0%	0,0%	100,0%
	Secondary education	Count	2	0	1	1	3	7
		% within Please inform your level of education.	28,6%	0,0%	14,3%	14,3%	42,9%	100,0%
	Third level education	Count	18	11	46	14	33	122
		% within Please inform your level of education.	14,8%	9,0%	37,7%	11,5%	27,0%	100,0%
Total		Count	20	11	47	16	36	130
		% within Please inform your level of education.	15,4%	8,5%	36,2%	12,3%	27,7%	100,0%

Table and Charts 21 Questionnaire Q8 X Education

#### 4.2.7 Consumer Motivations

**Q9. Which factor may influence you to switch your coffee brand?**

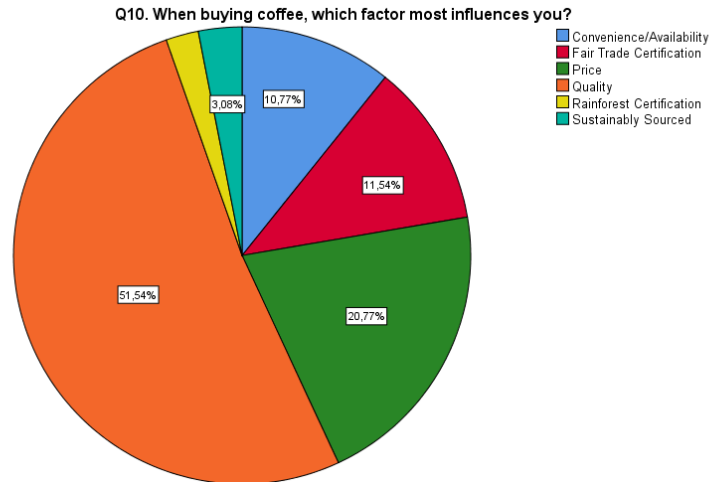
Factorsswitch <sup>a</sup>	Responses		Percent of Cases
	N	Percent	
Quality	94	25,8%	72,3%
Price	76	20,9%	58,5%
Convenience/Availability	52	14,3%	40,0%
Sustainably Sourced	36	9,9%	27,7%
Fair Trade certification	54	14,8%	41,5%
Organic certification	19	5,2%	14,6%
Rainforest Certification	26	7,1%	20,0%
UTZ certification	7	1,9%	5,4%
<b>Total</b>	<b>364</b>	<b>100,0%</b>	<b>280,0%</b>

a. Group

*Table and Charts 22 Questionnaire Q9*

It is not a novel idea for marketers that consumers care about the quality and price of products. These facts may make them to choose one brand over another, especially when ethics and sustainability are an issue. The survey confirms that 72,3% of Irish millennials would switch brand due to the quality of the product, followed by price 58,5% and Fair Trade certification 41,5%, confirming Araque-Padilha et. al. ideas in his 2015 study. As we found in [question number 6](#), consumers do not have sufficient knowledge about the UTZ certification that used in the coffee industry, so it may explain the low influence that this certification has with regard to consumers changing their coffee brand (1,9%).

The factor that most influences millennials when purchasing coffee is quality. Millennials tend to look for premium options in the market but they also care about the product price and if it has the fair-trade certification as the chart below displays.

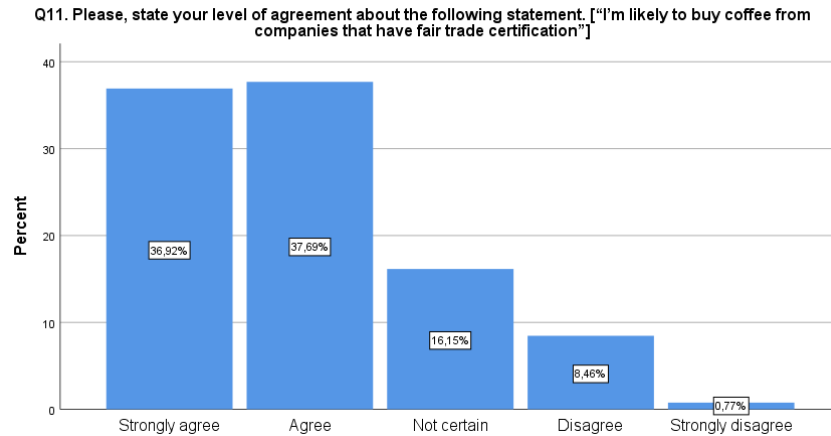


#### 4.2.8 Consumers self-analysis

In the quantitative data analysis, the population of this study was asked to state their level of agreement with four statements. These statements aimed to wrap up the findings of the previous questions and make consumers perform a self-analysis of their ethical behaviour.

##### 1 - “I’m likely to buy coffee from companies that have fair trade certification”

We found that a high number of millennials in this study strongly agree (36,9%) or agree (37,7%) with this statement. This matches with our previous findings in this survey, that millennials are aware of Fair Trade certifications and that it may influence them to choose one brand over another when choosing an ethical and sustainable coffee brand.

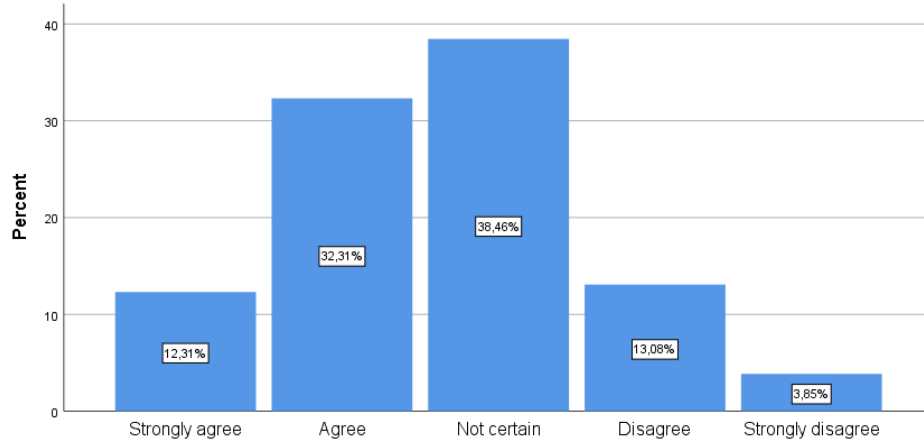


*Table and Charts 23 Questionnaire Q11 Statement 1*

## **2 - “I always buy from companies that have respect for the environment and high ethical standards”**

However, these consumers in Dublin are not certain about their purchasing behavior. 55,39% of millennials (not certain, disagree and strongly disagree) leads us to believe that they do not always buy from companies who have ethical standards and follow environment protection legislation. If we take a look at the 32,31% of consumers who stated that they agree with the statement and 12,31% who strongly agree, we may conclude that more than one third of the population researched are considered “ethical consumers” or they are at least consumers who intend to act ethically.

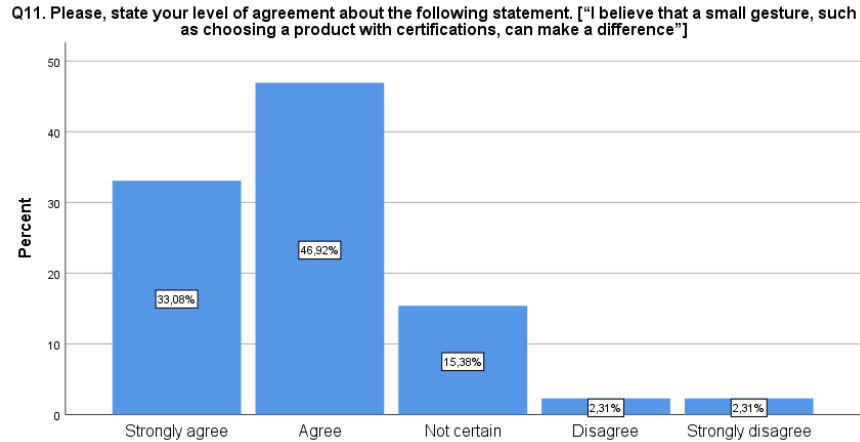
Q11. Please, state your level of agreement about the following statement. ["I always buy from companies that have respect for the environment and high ethical standards"]



*Table and Charts 24 Questionnaire Q11 Statement 2*

### **3 - “I believe that a small gesture, such as choosing a product with certifications, can make a difference”**

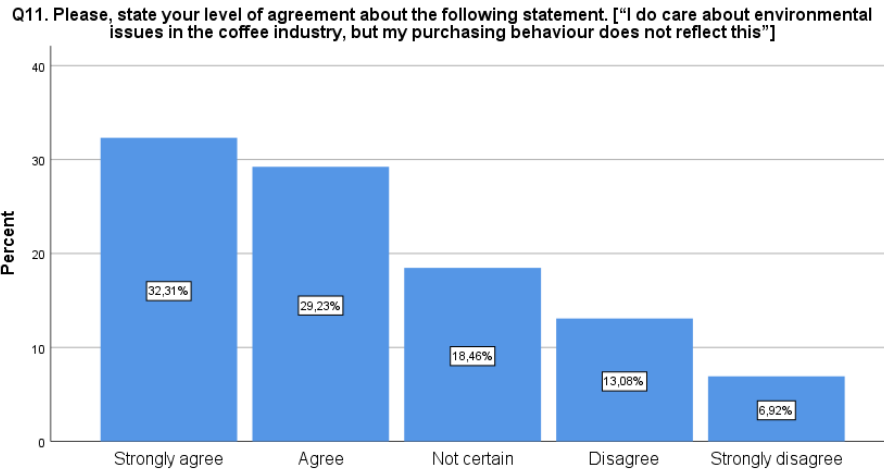
A larger number of respondents “strongly agree” or “agree” with the statement above, which confirms that the generation millennials are aware of issues in the coffee industry and know the importance of such certifications to help farmers and families in developing countries, where the industry does not recognize the contribution of the labourers. When consumers choose a product with a certificate, it is not just a random label, they are helping someone to have a better standard of living.



*Table and Charts 25 Questionnaire Q11 Statement 3*

#### **4 - “I do care about environmental issues in the coffee industry, but my purchasing behaviour does not reflect this”**

The number of respondents that “strongly agree” with this statement confirm what was found in the references used in the literature review about the gap behaviour. Consumers tend to act ethically but many factors, for instance price and perceived quality, may interfere in their ethical behaviour. Other reasons might be that consumer just forget to look at details when purchasing day by day products, as mentioned in Carrington et al. (2010)’s study. Past studies have found it difficult to analyze if consumers act ethically or if they just state that they buy ethical products. With the findings, we can see that people care about ethical and environmental issues but they fail to translate these concerns into a purchase or a constant behaviour.



*Table and Charts 26 Questionnaire Q11 Statement 4*

### 4.3 Qualitative findings

#### 4.3.1 Individual deep interviews

In order to gather more data and reaffirm aspects found in the survey, this study carried out two deep-interviews with managers of coffee shops in Dublin. The coffee shops chosen were Accent Café on the south side of the city centre and Love is Art Café, which is located on the North side of the city.

**Interviewee 1** has been working for three years in the coffee industry as a manager of coffee shops around Dublin. He has been the manager of Accent Café since 2015. The coffee shop has been in the same location since opening in 2011.

**Interviewee 2** has been working in the coffee industry for three years between Dublin and Bratislava, where he is originally from. He has been the manager of Love is Art Café since 2015, together with its owner.

#### 4.3.2 Consumer characteristics

The two cafes are distinct from one another, but have similar characteristics regarding their consumers' profile. During the interview, both managers explained that their clients are usually young adults, students or young professionals in the area. Both cafes offer a wide range of coffees, teas, cakes and desserts. They have an intimate atmosphere, where consumers can relax, read, study, work on their laptops, but also can meet friends or order a coffee to go.

**Accent consumers**, according to the manager, are young adults between 18 and 23 years old, mostly students from colleges around the Dublin 2 area. They have customers from across the globe, but mostly Americans, Irish and Middle Eastern students.

**Love is Art consumers** are young adults that work or study in the area, ranging from 25 to 35 years old. They are also from a number of diverse nationalities, but they receive many Irish and Asian students in the coffee shop.

The word map below was created according to the consumers profile provided by the managers during the interview. It makes it obvious who these coffee shops consumers are, matching their characteristics with this study population.



### 4.3.3 Certifications

Accent café offers fair trade and organic certifications, their coffee comes from a unique source. The manager, *Interviewee 1*, stated that they are conscious to check coffee certifications prior to purchasing, to make sure it is fair trade. He also makes sure that staff are trained to give consumers this sort of information if the consumer asks.

*Interviewee 2*, from Love is Art café, also mentioned that his staff are trained to give consumers all sorts of information about the coffee, but the coffee that it provides only has fair trade certification. The coffee served in Love is Art comes mainly from Jamaica, but they also use blends from other countries also.

The managers were asked if “consumers care about coffee origin and ethics behind the product”. *Interviewee 1* said that he was never asked about coffee certification before. Nevertheless, *Interviewee 2* added that some clients have asked him about the coffee origin and that some people have a curiosity to know which country the coffee comes from. It connects this data to the findings in the Survey

**4.2.3 Product Information**, where consumers stated that when they buy coffee, they look for information about the coffee origin more than other information.

#### 4.3.4 Consumers Influences

Regarding the generational influences, this study asked both managers if they think that some generations worry more about ethical issues than others do. *Interviewee 1* said that older people tend to worry more in his opinion and from his experience in the industry. In agreement with Accent Café's manager, our survey findings show us that, "Millennials between 30 and 35 years old tend to worry more about certifications". See **4.2.5 Purchasing influences or characteristics**

However, *Interviewee 2* mentioned that everyone cares about these issues but they simply forget when purchasing day-by-day products. His opinion is in line with the literature review which states that people just forget about these issues. Survey results in Q11 also confirm this viewpoint, where the majority of respondents strongly agree or agree with the statement, "I do care about environmental issues in the coffee industry, but my purchasing behaviour does not reflect this". See **4.2.8 Consumers self-analysis**

*Interviewee 1* from Accent Café states that consumers do not have sufficient knowledge about these issues surrounding the coffee industry, so that is why consumers never ask in his coffee shop about coffee origin, certifications or product information. On the other hand, *Interviewee 2* from Love is Art thinks that people have a certain knowledge but do not notice or link them with issues such as fair

wages to farmers, child labour, poverty and environmental protection when buying coffee or even other products. This study found, with the data gathered in the survey, that consumers have knowledge about certifications, just 5,2% of the population sampled did not know about them. **See 4.2.4 Certifications**

#### 4.3.5 Industry Trends

To finalize the interviews with the managers, this study wanted to understand if there is any trend in the coffee industry regarding consumer behaviour. In both cafés, the biggest trend is switching from dairy products to almond, oat, soya or non-dairy products. Love is Art Café has seen a rise in caffeine free products, such as herbal teas. According to the manager of Love is Art Café, “millennials started the coffee trend in Ireland, which is a tea drinking country, but they are also killing it”.

Both managers agree that millennials have health worries about caffeine and are trying to alleviate these concerns by moving towards herbal teas, asking for caffeine free coffees or reducing their dairy intake. Love is Art Café’s manager has noticed one trend towards sustainability. Consumers often come to the shop with their own plastic cups and some other clients have asked him if the cup that Love is Art provides can be recycled. He says that non-recycled cups are an issue that the industry, together with coffee shops, have to work on to reduce the amount of waste.

This study aimed, through the means of interviews, to understand if ethical and environmental issues influence consumers in their purchasing behaviour and if it matches with what was found in the previous survey.

## 5. Discussion

The findings in chapter four have helped this study to answer the following research question which was the aim of this research, “Do millennials in Ireland consider ethical issues, such as sustainability and fair-trade origin, when purchasing coffee products?” The questionnaire used to carry out the interviews and surveys has focused on answering the research question in different ways. This approach facilitated the gathering of more information and data to process and aimed to avoid misinterpretation.

Firstly, the research found that most Dublin millennials who consume and/or buy coffee are aware of coffee certifications, especially the fair trade and organic certification. However, consumers do not treat these certifications as an impediment to them purchasing the product. From this point, this study starts to answer the research question.

Authors in the literature review, such as Young and McCoy (2016), state that millennials look for product information before purchasing and that they are more worried about environmental issues in diverse industries, compared to other generations. In contrast to the above authors’ beliefs, this primary research found that these consumers do not look for much information when purchasing coffee. With the help of managers from two different coffee shops, we could confirm that consumers do not seek information regarding product ethics or sustainability before purchasing. The survey supports this data, showing that more than half of consumers do not look at the packaging or information provided by coffee shops in Dublin.

In the literature review, we could see that the authors' claimed that a gender difference existed regarding ethical and sustainable behavior, with females showing more concern. What we found in the primary research does not concur with this, as the number of respondents who care about these issues were almost equal between male and female participants. When looking at the literature review, we can see that the ethical consumer has huge reservations about social issues and that the environment is just one aspect of these. (Shaw D., Shiu E. and Clark I., 2000). The findings of the survey demonstrate that people are more concerned about societal issues rather than environmental issues surrounding the coffee industry. Millennials in Dublin tend to worry more about child labour, fair wages to farmers and poverty than environmental care and biodiversity protection. These findings are consistent with the literature review and are similar to scholars' points of view, such as Freestone and McGoldrick (2008) and Shaw D., Shiu E. and Clark I. (2000).

At first glance, the population of this study may not be seen as ethical consumers, because they care more about the quality and price of the coffee instead of its background, production and trade. However, when taking these findings and crossing them with the literature review, it is possible to notice a pattern. In the literature review, some authors explain that consumers would not buy an ethical product just because of its ethical attributes. It is important to realize that the product has to be a certain quality and a fair price, in order for consumers to consider them an item to be worth purchasing. (Araque-Padilla et al., 2015)

Therefore, as stated in the literature review and confirmed by the research with millennials in Dublin, the generation is aware of the ethical and environmental

issues surrounding the coffee industry, but in general, they are not buying from companies that have high ethical standards or who care about the environment or society. It does not mean that they do not consider some of these facts when purchasing coffee. Under these circumstances, this study can answer the research question. Millennial consumers in Dublin do consider some ethical and sustainable issues when purchasing coffee, namely issues relating to society such as child labour, fair wages to farmers and poverty.

## 5.1 Limitations

Limitations are a common issue with researches and much care has to be taken in every step of the study to avoid bias and flawed results. One of the limitations of this study was the difficulty in setting an age range for the population. This study used different sources to write the literature review, with many authors describing the age of millennials differently. Therefore, the researcher had to set the largest age range in order to gather the most respondents.

Another limitation, in this kind of study, is what was described in the literature review as the behaviour gap, where consumers state that they would act ethically when asked in a survey or interview but their actions would be completely different in real life. In order to avoid this bias, the researcher created a self-analysis section in the survey, where consumers could take a minute to think about their own behaviour. There, they could state their level of agreement with phrases that might reflect their ethical and environmental behaviour.

The managers interviewed in the qualitative data section, did not feel comfortable when discussing the ethics of coffee. Before the interview, a brief consent form was sent to the managers, to try alleviate this feeling. However, the researcher noticed a certain discomfort when querying whether the coffee sold in the coffee shop held specific certifications. This discomfort resulted in the interviews being superficial and short answers were given to questions.

The analysis of data collected in the interviews would have been more advantageous if this study had questioned the managers about the industry in the past and how it has changed up to the present day. Also, whether they had noticed any change in consumer behaviour in their respective cafés. Unfortunately, these questions were missing from the interviews, but the data collected in the interviews has proved to be helpful in drawing up and confirming findings.

## 5.2 Conclusion

The consumption of coffee in Ireland has been steadily rising and with this research we can see that a considerable number of millennials, over seventy per cent, stated that they drink coffee every day, twice or even three time a day. This data is important for businesses to keep track of the coffee industry, which is showing signs of exponential growth in the coming years.

The findings allowed this study to reach its objectives and draw conclusions about the profile of consumers' behaviour in the coffee industry. This research

examined the connection between millennials in Dublin and their ethical behaviour pattern. The study found that these consumers are aware of the certifications utilized in the coffee industry (just ten percent did not have any knowledge about any of the certifications mentioned in the research). In addition, most consumers care about the coffee origin and product information when purchasing coffee. However, coffee origin and product information are not related to the ethics behind the product. It only shows that consumers have preferences about the country of production rather than other concerns.

When identifying the factors that influence and motivate millennials to purchase ethical coffee, this study found that price and quality still are the most important factors. Nevertheless, certification is a factor that they consider relevant when buying the product. Specifically, the fair-trade certification is known by more than four fifths (86,2%) of the population sampled and half of the respondents surveyed (50%) knew about organic certification. It is understandable that consumers have this knowledge and companies know that consumers are aware of these facts. Many corporations are using certifications to promote their products in ads. Considering this point, this study formulates the next question, are millennials actually aware of what is involved coffee production? To answer this question, this study made a few more points in this chapter.

Millennials are not considered to be loyal customers, which makes it difficult for brands to communicate with consumers. As has been noted in the findings, coffee industry certifications would be one of the factors that may influence consumers to switch brands, besides the two most important facts, which are quality and price. As

well as that, consumers tend to have a higher level of consciousness about products that they consume more often (De Pelsmacker and Janssens, 2007). This study reflects that consumers who drink coffee more often tend to be more aware of the certifications and they find certifications a purchasing driver. It highlights that brands should be aware of this behaviour among these consumers, because their beliefs demonstrate that they care about the environment and the people behind the product that they buy.

Further analysis of the issues that consumers consider before purchasing coffee, led this study to conclude that the social concerns, from the consumers point of view, are the most worrying aspect for millennials in Dublin. We can see a sensitivity in the female population towards issues such as child labour and in the male population, a more acute sensitivity towards the work force (fair wages to farmers). Consumers with a lower educational level were found to be more sensitive towards poverty in the coffee industry. These discoveries have shown that people with different characteristics (cultural background, nationality, educational level and age) are influenced in different ways to purchase a product. It confirms the assumptions made in the literature review, where scholars agree that it is possible to see completely different purchasing behaviour in the same culture and nationality, as well as the argument that it is likely that people from the same group would show similar behavior to one another.

Ethical and sustainable consumption is a complex theme (Shaw D., Shiu E. and Clark I., 2000) and it is difficult to state which consumer is ethical or not according to authors in the field. Consumers have divergent behaviour, it varies in

many ways and it is difficult to predict. However, when they have sufficient understanding of an issue in an industry and it is related to a social pattern, these consumers are more likely to think through before purchasing the product. Accordingly, the research shows that consumers are more likely to buy from companies that have a fair trade certification. Moreover, they believe that small gestures such as choosing a coffee with a certification, can make a positive difference in society.

On the other hand, the study discovered that consumers do not always buy from companies that have ethical and environmental claims, but they aim to do so, especially in cases where social issues are involved. Furthermore, most consumers researched in this study state that they care about the environment but unfortunately, their purchasing behaviour does not correspond to their intended behavior. These findings just confirmed what was previously stated by Carrington et al. (2010)'s study. In this study, the behaviour gap issue in the industry is realized. Studies have tried to understand why people state that they would buy an ethical/sustainable product and when the actual purchasing is taking place, they choose another product. It may be due to different factors, as discovered in the findings, such as price, quality, convenience and availability.

Ultimately, the research was refined to grasp sincere points of view and information from consumers and found that the majority of coffee consumer between 18 and 38 years old in Dublin are influenced by the ethical and sustainable patterns of the industry. In addition, some consumers are more sensitive than others, according to specific and personal characteristics. Overall, consumers do not have

a unique type of consumption, but this study discovered that most of the consumers in Dublin intend to purchase using their ethical conscious, even though their behavior does not always translate into their positive intention.

## 5.3 Recommendations

### 5.3.1 Introduction

This chapter aims to guide future studies and give some advises to businesses in the coffee industry. This section is using the experience and knowledge gained after gathering all sorts of information, through primary and secondary research. Once this study was complete, some points were considered important to highlight.

### 5.3.2 Business recommendations

Companies should be responsible for their production and be able to track their product background, trade and origin. We are living in an era of transparency where consumers want to know everything about the product and what is involved in its production. Technology has helped companies to offer more information to its stakeholders, but this is not enough. Companies should also be more reactive when issues arise in the industry. As seen in this study, the coffee industry is connected with regrettable issues such as child labour, poverty, unfair wages and sweatshops. Nevertheless, many consumers may not associate these issues to this industry

because the media coverage focuses on the fashion industry, which possesses the same trade problems.

Ethical, sustainable and green products are in some ways different categories of products. However, ethical issues are directly linked to social problems in the coffee industry. As we found in this study, social problems attract more attention from consumers. For this reason, when applying a business strategy in this industry, more focus should be placed on positively advertising the ethical side, without forgetting to contribute to the sustainable part of it. Companies should not just advertise their ethical behavior, but also launch campaigns that have real commitments to society and the stakeholders involved. Campaigns with flawed information and a strategy without a strong CSR program will lead businesses to fail, as consumers have been shown to be aware of the problems surrounding the coffee industry.

Companies should use the information found in this study and build their business on the principles of sustainable development. Looking at the data gathered in this study, we can see that there is a huge capacity for brands to grow if they build their product according to ethical and sustainable standards. The best way to be a popular brand among consumers is to produce a product of high quality, with a fair price and to be honest about its certifications.

At the end of this study, we understand that consumers are aware of the certifications and they have the appreciation to understand the importance of it for the industry. What we have not discovered yet is whether consumers know that some companies are using certifications to merely advertise their product, aiming to

increase sales. It is not acceptable in an industry that mistreats its producers and damages the environment. As the literature review argues, this kind of action can lead consumers to boycott brands and their products. If these actions from consumers or associations happen, the business can go through a difficult period and may lead to bankruptcy.

### 5.3.3 Future research recommendation

Future research should try to understand the impact that advertising has on consumers when companies in the coffee industry use a social or ethical pattern to advertise their products. These studies could try to discover if it affects consumers' behaviour and whether consumers would seek to acquire more knowledge after watching the ad. Would it encourage them to investigate the facts and as a result, purchase from this company/brand. There is also the need to research a larger population and separate them into cultural background and demographics, aiming to better understand consumer behavior with regard to different characteristics. Yet to research a larger population and separate them into different groups, more time and resources are needed. This study used gender, age and educational level as different characteristics, but nationality, occupation, income, marital status and others could be used in future research to gather more data and cross information.

Along with the research, many reports were found about the coffee industry and its consumers' behaviour in countries such as Italy, Brazil and the U.S.A. However, we could not find any report about the industry regarding consumer

behaviour in Ireland. The only material found was available in snapshots from the Irish Food Board, which just contains key information, but no in-depth view or history of the industry. With the rise of the industry in Ireland and the UK, this study advises the design of a deep study containing history, perspectives, consumer behaviour, trends and companies that are active in the industry. This kind of report attracts more business because companies would trust the information and invest in the industry. From a business perspective, it is always effective to research consumers' behaviour and trends.

#### 5.3.4 Government recommendations

Sustainable development is an issue in many countries, especially in Ireland, which is behind its emissions target and it is unlikely that Ireland will reach its sustainable commitment for 2020 ("Irish National Development Plan 2018-2027," 2018). For this reason, this study believes that Ireland should be stricter with companies that are doing business in the country about their ethical behaviour and sustainability. We know that ethics and sustainability are two separate issues, but the government and citizens can come together to sort out issues and improve the coffee industry.

Ireland should be aiming to reach its targets and be committed in line with their citizens' expectations in relation to a cleaner, greener economy. The government, together with N.G.O.'s, should strictly inspect business activities to help the country to reach its sustainable targets. Governments are responsible for

growing a sustainable economy in their country, as well as encouraging companies to do so within the rules by implementing tax rewards for business that take care of the environment and society.

In conclusion, this study recommends a programme that could educate people who work in the food industry, catering, coffee shops and barista schools about their importance to the market. By opting for products with fair trade, organic, UTZ or Rain Forest certifications, they could make a huge difference to social and environmental issues in developing countries. This study believes that by educating them, the industry would be fairer and more people would be informed about the negative impacts the industry can have on society and how our consumption of ethical and sustainable products can make a difference.

## 6. Reflective Learning

### 6.1 Introduction

This chapter is going to describe the learning process of the researcher and the outcomes at the end of this study. This section aims to show that mistakes have occurred during this study. However, the researcher gained valuable experience and the ability to improve the process, upon reflecting on these mistakes. Adding to that skills such as planning, time management, analysing and critical thinking were essential in order to develop this study and achieve the results in the time required. The researcher has gained skills, as well as personal and professional knowledge that will be used in the researcher's personal life and future career.

#### 6.1.2 Learning Styles

I always knew my own learning style, I am a visual person. I like to draw things, to make it clear not just for me, but also to others. By analyzing my own learning style and matching it with details found in the book "Learning Styles" by (LeFever, 2011) it is easier to understand why I have used many pictures, charts and theories to explain my points during the course of this dissertation. I think that when we acknowledge our learning style everything else becomes easier. The most recent learning style test that I took gave me the following results.

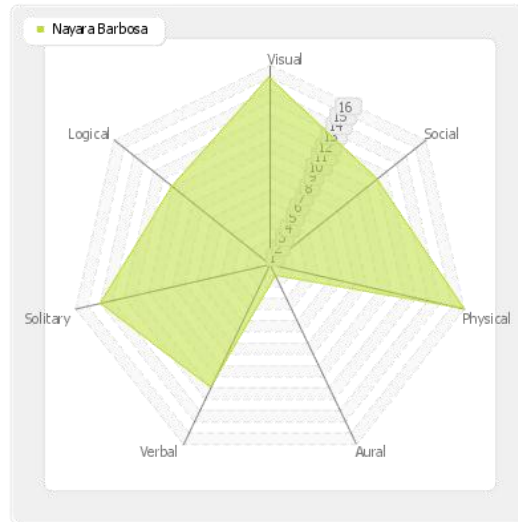


Figure 10 Learning Style test made on Learningstyle.com

Through the course of my master degree, I have been trying to be more critical, analyzing my own thoughts and discoveries in a more profound manner. I think that when we see things from a more critical point of view, we can see the positive and negative side of everything. At the beginning of the course, I came across Stella Cottrell's book (Critical Thinking skills), which has helped me to evaluate my critical thinking and practice some new skills that I have learned. I am still practicing these techniques as I sometimes find it difficult to be critical without being negative.

### 6.1.3 Reflection on the Dissertation Process

I started to think about my dissertation topic during week three of the course. Therefore, I decided to use a mind map to write down topic ideas of subjects that I

am attracted towards. A mind map is a diagram created by Tony Buzan (Crowe and Sheppard, 2012) and it has helped me with previous assignments through my academic life. The first mind map created was the following and it has helped me to gather information and focus on my research topic.

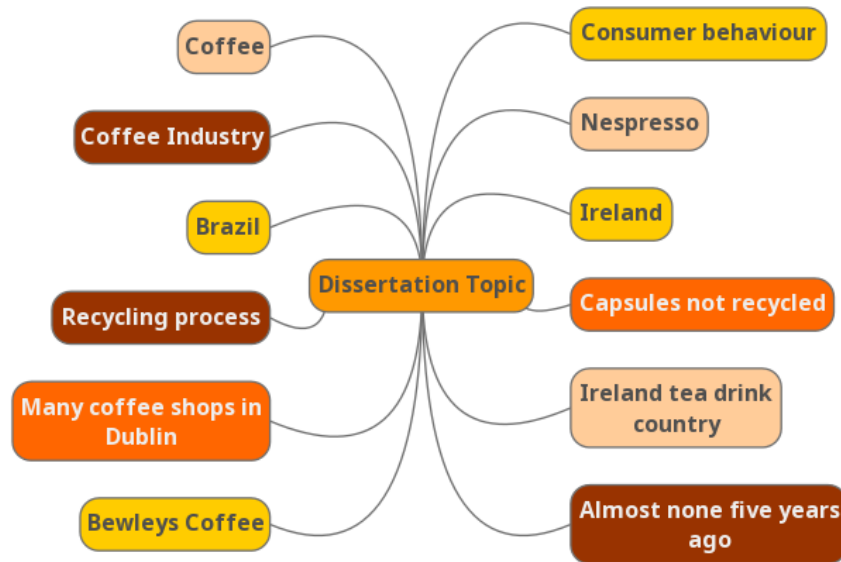


Figure 11 Mind map, source personal notes

Because of my experience in the coffee industry in Brazil, I decided to research the area in Ireland and from then on, my topic started to have a format. I was researching about the coffee industry on the internet and an article from BBC News highlighted environmental issues in the industry, regarding the use of one pod capsule to make a single cup of coffee. From this point, I directed my research towards ethics and sustainability in the industry. After a while, I became passionate about my topic and felt it was an important concern for the industry, nevertheless

when receiving the first feedback from the research methods lecturer, some changes to my research method and sources had to be made.

During this period, I did not know how to use the library properly, so I just used Google sources and I could find lots of material for a basic proposal. At the time, these sources were not adequate so I had to look for help, reaching out to the librarians. Within a section of the library, I gathered some peer reviewed journals about my topic “consumer behaviour”, “millennials” and a few journals about “coffee”. The next step was to look for material that could be used in the literature review about coffee, until then just reports were found. However, the reports did prove themselves to be extremely useful for this research, with good insights, not just in the coffee industry, but also about millennials’ behaviour in the industry. I particularly like the way that the information is displayed in the reports, the style they use makes their objectives and findings obvious to the reader.

At the beginning, I found it difficult to read the academic material about consumers’ behaviour, especially the ones that approach the subject from a psychology side. These journals use refined language that can be complicated for non-English speakers. I stepped aside from these difficulties by reading more, looking at the articles references and reading the references to fully understand the topic. It was necessary to keep a record of the articles that I read and my thoughts about them, in order to be organized. The number of articles, reports, books and websites that I read was so big that some pieces could have been forgotten without the use of a diary.

When we are researching about a certain topic, we see the same authors in different papers repeatedly. I believe that after a while we have a better understanding of whether a paper is a good source and is valuable for our research. Then we start to look where the papers were published, which can also make a difference when choosing one journal over another. There are many papers written about consumer behaviour, ethical consumers and green consumers, so after months gathering material, I had to filter papers, considering the following steps which would give me the best material for my literature review. During these steps I tried to be as critical as possible with the help of the book, “Critical Thinking Skills” by Stella Cottrell, 2017.

- Separate Journals and Reports that I considered to be bad/medium quality.
- Separate Journals and Reports published before 2010.
- Search for the quality of papers and in which journal it was published.
- Exclude irrelevant papers to my newly refined research.
- Evaluate and then exclude the papers and reports separated in the above steps.

#### 6.1.4 Dissertation Formulation

When running the primary research for my dissertation I was insecure about the questionnaire and if I was actually asking the right questions. In order to avoid this insecurity, I ran a pilot questionnaire with a few friends to get some insight and gather their opinions about the questions. With the results of the pilot questionnaire,

I started to be more confident about it and applied the questionnaire that had a positive response rate.

While doing the survey I found that some people were embarrassed about not knowing that certain certifications existed, which I had mentioned in my questions or for not paying attention to product labels when buying coffee. I think that some issues I mentioned in the survey made people change their behavior when buying coffee after the survey. I have received some messages from people who responded to my survey, saying that now they have started to look more thoroughly for certifications and product information when buying coffee. I see that as a positive attitude from those consumers and I like to see that people are developing an awareness of unfair industries.

#### 6.1.5 Personal Progress

One of the challenges I had while writing this dissertation was related to my time management. I was hired by a marketing agency in Dublin as an intern while doing the thesis. I also have a part time job in a Brazilian shop during the weekends, so to manage all these commitments was the biggest challenge for me during these twelve weeks. I believe my time management skills progressed a lot over the twelve weeks. I found it to be the biggest challenge of this period and I have taken it on board as a skill gained. As an overall result of this study, I have improved my writing skills, as I was reading and writing in English, searching for words and meaning every day.

Overall, I gained many new skills during this Masters' experience. To achieve a Masters' degree is not just about a certificate, but also about the experience gained, time management, meeting people, listen to their points of view, developing your critical thinking and to understand that the challenges in life are bigger than an academic year. I will summarize my learning experience with a phrase from a great Brazilian writer "I like what challenges me. What is easy never interested me. The obviously impossible have always attracted me - a lot" Translated from Portuguese, Clarisse Lispector.

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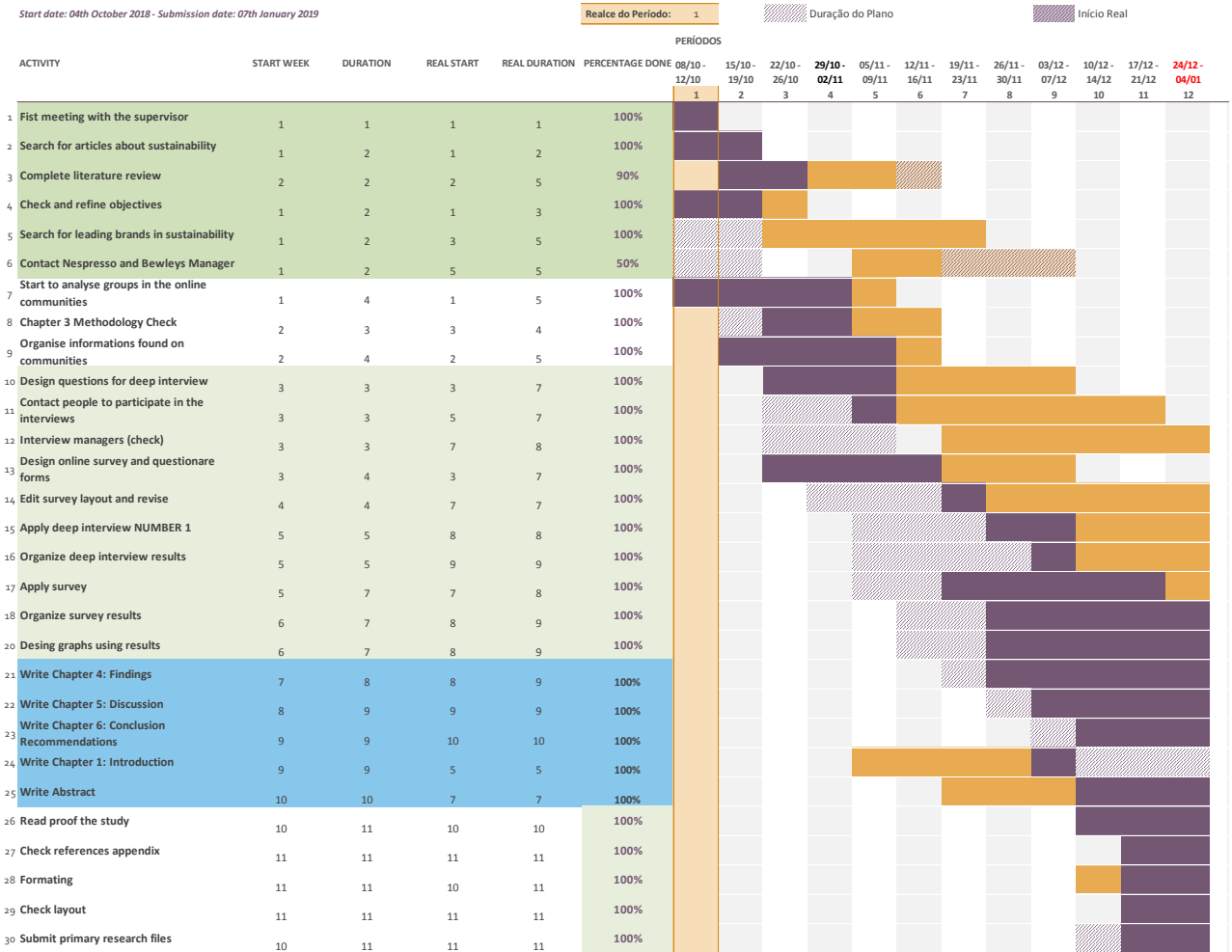
# Appendix

## 1. Gantt Chart

Appendix 1 Gantt Chart utilized to manage all the research

### DISSERTATION PLAN

Start date: 04th October 2018 - Submission date: 07th January 2019



## 2. Costs

Appendix 2 Sheet that displays all the costs of the study

**NAYARA BARBOSA**  
**MSC IN MARKETING - DISSERTATION COSTS**

Cost number	Cost Description	Additional information	Cost in Euro
1	Equipment and room space	Free, use DBS spaces for interview	€ -
2	Questionnaire printing	Printing forms for participants to sign in deep interview	€ 8,00
3	Google Forms	Used for online survey. Google forms are free	€ -
4	Transport to apply interviews	Bus	€ 20,00
5	Library research cost of transport	Bus	€ 43,00

**TOTAL € 71,00**

### 3. Deductive Framework

Appendix 3 Deductive framework that can be found at Bryman 2012 4<sup>th</sup> edition book

## Deductive and inductive theory



Fig. 2.1  
page 24

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Bryman: *Social Research Methods*, 4<sup>th</sup> edition

### 4. Research Choice Framework

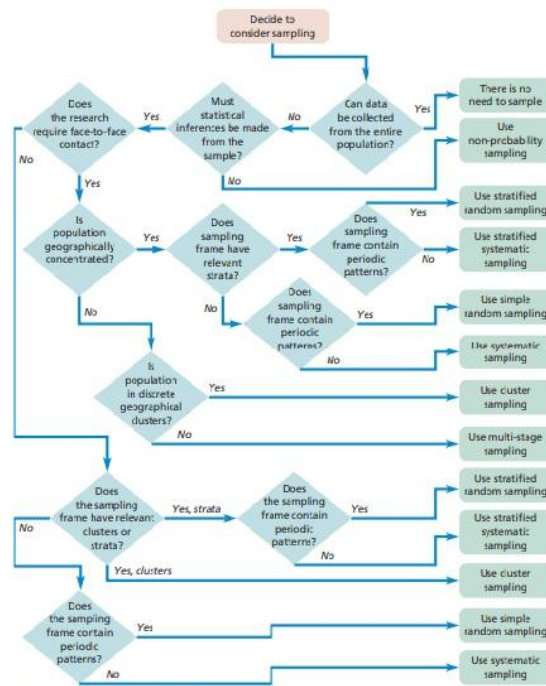
Appendix 4 Framework from the book Saunders et al 2009 5th edition

Sample technique	Sampling frame required	Size of sample needed	Geographical area to which suited	Relative cost	Easy to explain to support workers?	Advantages compared with simple random
<b>Simple random</b>	Accurate and easily accessible	Better with over a few hundred	Concentrated if face-to-face contact required, otherwise does not matter	High if large sample size or sampling frame not computerised	Relatively difficult to explain	–
<b>Systematic</b>	Accurate, easily accessible and not containing periodic patterns. Actual list not always needed	Suitable for all sizes	Concentrated if face-to-face contact required, otherwise does not matter	Low	Relatively easy to explain	Normally no difference
<b>Stratified random</b>	Accurate, easily accessible, divisible into relevant strata (see comments for simple random and systematic as appropriate)	See comments for simple random and systematic as appropriate	Concentrated if face-to-face contact required, otherwise does not matter	Low, provided that lists of relevant strata available	Relatively difficult to explain (once strata decided, see comments for simple random and systematic as appropriate)	Better comparison and hence representation across strata. Differential response rates may necessitate re-weighting
<b>Cluster</b>	Accurate, easily accessible, relates to relevant clusters, not individual population members	As large as practicable	Dispersed if face-to-face contact required and geographically based clusters used	Low, provided that lists of relevant clusters available	Relatively difficult to explain until clusters selected	Quick but reduced precision
<b>Multi-stage</b>	Initial stages: geographical. Final stage: needed only for geographical areas selected, see comments for simple random and systematic as appropriate	Initial stages: as large as practicable. Final stage: see comments for simple random and systematic as appropriate	Dispersed if face-to-face contact required, otherwise no need to use this technique!	Low, as sampling frame for actual survey population required only for final stage	Initial stages: relatively difficult to explain. Final stage: see comments for simple random and systematic as appropriate	Difficult to adjust for differential response rates. Substantial errors possible! However, often only practical approach when sampling a large complicated population

Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2008.


## 5. Probability and non-probability Framework

Appendix 5 Framework from the book Saunders et al 2009 5th edition



## 6. Check list for interview

Appendix 6 Framework from the book Sauders et al 2009 5th edition



### Box 10.12 Checklist


**To help you prepare for your semi-structured or in-depth interview**

- ✓ How might your level of preparation and knowledge (in relation to the research context and your research question) affect the willingness of the interviewee to share data?
- ✓ What will be the broad focus of your in-depth interview, or what are the themes that you wish to explore or seek explanations for during a semi-structured interview?
- ✓ What type of information, if any, will it be useful to send to your interviewee prior to the interview?
- ✓ What did you agree to supply to your interviewee when you arranged the interview? Has this been supplied?
- ✓ How will your appearance during the interview affect the willingness of the interviewee to share data?
- ✓ Have you considered the impact that your interview location may have on participants' responses and on your own personal safety?

- ✓ How will you prepare yourself to be able to commence the interview with confidence and purpose?
- ✓ What will you tell your interviewee about yourself, the purpose of your research, its funding and your progress?
- ✓ What concerns, or need for clarification, may your interviewee have?
- ✓ How will you seek to overcome these concerns or provide this clarification?
- ✓ In particular, how do you intend to use the data to which you are given access, ensuring, where appropriate, its confidentiality and your interviewee's anonymity?
- ✓ What will you tell your interviewee about their right not to answer particular questions and to end the interview should they wish?
- ✓ How would you like to record the data that are revealed to you during the interview? Where this involves using an audio recorder, have you raised this as a request and provided a reason why it would help you to use this technique?
- ✓ How will you seek to overcome potential issues related to the reliability of the data you collect, including forms of interviewer bias (related to your role and conduct), interviewee bias (the level of access that you gain to the data of those whom you interview) and sampling bias?

## 7. Census data – For calculation of population sampling

Appendix 7 Census from 2016 in Ireland



**An Phríomh-Oifig Staidrimh** Central Statistics Office

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Home Statistics **Databases** Methods About Us

You are here > Home / StatBank / Profile 3 - An Age Profile of Ireland / E3014 / Select from table E3014

**E3014: Age Group of Persons in Private Households 2011 to 2016 by Sex, Aggregate Town Size, CensusYear and Statistic**

Unit : Number

Download file as... Edit table Graphics

Comma Separated (\*.csv) Pivot Line Chart Sort table Print

Codes in separate columns

Incl. Footnotes

**Age Group of Persons in Private Households 2011 to 2016 by Aggregate town Size, Sex, Statistical Indicator and Census Year**

	2016
<b>Jublin City and suburbs</b>	
Both sexes	
Young adults (19-24 years) (Number)	93,467
Persons aged 25-34 years (Number)	208,140

Contact : Census Enquiries [census@cs.o.ie](mailto:census@cs.o.ie) 01 8951460

## 8. Questionnaire Design – Google form Survey

Appendix 8 Final Questionnaire draft used in the Survey

# Questionnaire 1

This is a semi-structured questionnaire used for Online Survey.

[https://docs.google.com/forms/d/e/1FAIpQLSeQmIGDVALXiRDhM\\_HCS1WLUeXiJhFxlMtUrOIRulrh5oQnQg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeQmIGDVALXiRDhM_HCS1WLUeXiJhFxlMtUrOIRulrh5oQnQg/viewform)

Please inform your age:

18 – 23 (1)

24 – 29 (2)

30 – 35 (3)

36 – 38 (4)

38+ (submit the form, not a millennial)

1. How often do you consume coffee?

Once a day (1)

Twice a day (2)

Three times a day (3)

More than three times a day (4)

Weekly (5)

Not often (6)

Never (if the answer is never, the form is submitted) (7)

2. How often do you buy coffee (any type of coffee)?

Daily (1)

Weekly (2)

Monthly (3)

Rarely (4)

Never (5)

3. Do you pay attention to the information about coffee provided on the packaging or displayed in the coffee shop?

Yes (1) No (2)

4. If the answer was “Yes” what information do you look for (you can choose more than one)?

A – Certifications (1)

B – Nutritional value (2)

C – Coffee Origin (3)

D – Company information (4)

E – Product information (5)

5. Do you research the product and/or brand before purchasing the coffee?

Yes (1) No (2)

6. Are you familiar with any of the certificates below?

Fair trade certification (1)

Organic certification (2)

Rainforest Alliance certification (3)

UTZ certification (4)

No, I'm not familiar with any of them (5)

7. When purchasing coffee do you care if the product has any of the above certifications? Yes (1) No (2)

8. Which issues related to coffee ethics and sustainability most worry you when purchasing coffee (please order 1 to 5: 1= least; 5= most)?

Fair wages for farmers (1)

Child labour (2)

Poverty (3)

Environmental protection (4)

Biodiversity protection (5)

9. Which factor may influence you switch your coffee brand?

Quality (1)

Price (2)

Convenience/Availability (3)

Sustainably Sourced (4)

Fair Trade Certification (5)

Organic Certification (6)

Rainforest Certification (7)

UTZ Certification (8)

10. When buying coffee, which factor most influences you (Please CHOOSE ONLY 1)?

Quality (1)

Price (2)

Convenience/Availability (3)

Sustainably Sourced (4)

Fair Trade Certification (5)

Organic Certification (6)

Rainforest Certification (7)

UTZ Certification (8)

11. Please, state your level of agreement about the following statement (1 Strongly agree, 2 Agree, 3 Not certain, 4 Disagree, 5 Strongly disagree)

“I’m likely to buy coffee from companies that have fair trade certification”

“I always buy from companies that have respect for the environment and high ethical standards”

“I believe that a small gesture, such as choosing a product with certifications, can make a difference”

“I do care about environmental issues in the coffee industry, but my purchasing behaviour does not reflect this”

**Please inform:**

- Gender Male (1) Female (2)
- Level of Education First level (1) Second level (2) Third level (3)
- Where you live Dublin (1) Others (2)

9. Questionnaire Design – Interview with managers

*Appendix 9 Final Questionnaire draft used in the Interview*

## Questionnaire 2

This is a semi-structured questionnaire for an interview with a manager working in the Coffee industry in Ireland.

### Profile closed information

- Name
- Role in the company
- Company
- Location (Dublin only)
- Business description

1. How long have been working in the coffee industry?
2. Which type of coffee do you offer (beans, grounded, instant, capsules, pods, espresso)? Is the coffee that you provide fair trade, or does it have any other certifications?
3. What are their main characteristics of your clients? Do you know their age, level of education, employed or students?
4. Do your customers care about the coffee origin or ethics behind the product?
5. Do you think that some generations are more worried about ethical issues surrounding coffee or is it a general concern?
6. Do you provide any information about coffee certifications or origin?
  - 6.1 Do consumers have any interest in the information that you provide in the coffee shop about coffee origin or certifications?

7. Which questions do your customers ask relating to the ethics or sustainability of your coffee products?
  
8. From your experience and expertise, **do you think that consumers in Dublin are aware of ethical and sustainable issues in the coffee industry**, such as fair wages to farmers, child labour, poverty and environment protection?
  
9. Are there any trends that you have noticed in the coffee industry relating to ethical standards and sustainably sourced coffee recently?