“This research analyses if it is possible to determine the level of perceived sustainability and green characteristics required in a brand to trigger consumer purchasing behaviour”

MBus Thesis:
Green Purchasing Behaviour

“To determine the strength of sustainability and green elements within consumers’ brand experience required to trigger purchase motivations.”

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DECLARATION

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This Thesis is submitted in partial fulfilment for the requirements for the Unitec degree of Master of Business.

This thesis entitled: Green Purchasing Behaviour

Researcher’s declaration:
I confirm that:

• This thesis project represents my own work.
• The contribution of supervisors and others to this work was consistent with the Unitec regulations and policies.
• Research for this work has been conducted in accordance with the Unitec Research Ethics Committee Policy and Procedures, and has fulfilled all requirements set for this project by Unitec Research Ethics Committee.

Research Ethics Committee Approval Number: 2015-1082

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ABSTRACT

As Grubow (2007) states “sustainability by definition is the concept of meeting the needs of the present without compromising the ability of future generations to meet their own needs” (p.41). Throughout this research the researcher will be referring to the “green consumer” as someone who is aware of products being produced and marketed as “caring for the environment and explore green consumer’s perceptions and green purchasing intent.

Although there appears to have become more concern around that of the environment, the purchasing of green products does not necessarily reflect this concern (Johnstone & Tan, 2015). The apparent disconnect between sustainable offerings and performance to that of “consumer green brand recognition” (Cordeiro & Joon Yong, 2014) exists between consumer perceptions of what “sustainability and green actually means and consumers’ green intent” influencing their purchasing behaviours (Moraes, Carrigan, & Szmigin, 2012). This disconnect means that businesses’ wanting to leverage “green” intent, will need to become aware of how to take full advantage of consumers’ green intent, in order to effectively communicate sustainability and leverage consumers’ “green” purchasing behaviour.

Due to this suggested dis-connect within leveraging sustainability/green and the apparent consumer “attitude-behaviour gap” (Moraes, et al., 2012), it becomes apparent that more knowledge needs to be collected and identified around both what consumer’s perceptions towards green/sustainability offerings really mean. By understanding these consumer attributes more clearly, organisations will become more able to align their marketing strategy to engage and leverage consumers’ “green” and “sustainability” inclined attitudes, influencing consumer purchasing behaviour.

This lead the researcher in believing that by becoming equipped with the knowledge to be able to both identify and understand more succinctly how organisations can gain insights into what green consumers’ perceptions “really” are, the researcher aims to investigate consumer “green” purchasing moral traits and values via structured questionnaires and interviews in order to collect, what is crucial unbiased data (Easterby-Smith, 2012) from a section of the general population, giving the researcher
a clearer understanding on being able to identify consumer “green/sustainability” purchasing motivations with the researcher gaining insights via identifying common barriers that may go onto equipping businesses with both key insights and a deeper understanding of what green/sustainability really means to the end consumer at point of purchase.

Being more able to identify and leverage brand “green” key insights within organisations communicative offerings and engage consumers’ deeper emotional connection more astutely, will also enable organisations to try and overcome some of the current perceived insincere marketing around “green” campaigns that have created consumer lack of environmental engagement (Rettie, Burchell, & Riley, 2012) and perceived “green wash”, is more likely to result in positive engagement and purchasing behaviour.

By organisations being enabled to positively engage consumer “green” purchasing behaviour, and become more successful at being able to leverage “their brands’ sustainability” by marketing the “brand experience” effectively, organisations potentially can go onto charging premium for their products as a consequence.

**Keywords:** Green marketing, Green brand awareness, Green purchasing behaviour, Sustainability, Green communication, Green motivations and Greenwashing.
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CHAPTER 1 Introduction and Outline of the project:

1.1 Definition

Grubow (2007) highlights what it actually means for organisations leveraging sustainability within business, is that of being able to “maximizes the use of renewable and recyclable materials, encourages waste reduction and resource conservation, reduces dependence on non-renewable resources and recovers materials biologically” (pg.41).

Ward (2017) highlights’ “green” products as products or packaging that incorporates or is produced with environmental benefits (Ward, 2017), like that of packaging being recyclable or products not containing toxic materials.

1.2 Background

With more propaganda disclosing the cause and effect of global warming, sustainable practices and “green” consumption becomes both more recognised and widely understood (Sharma & Gadenne, 2014). As a result, more attention is being drawn to the cumulative environmental impact in which mass production is now seen to be having upon our earths’ depleting natural resources. This mass production is seen too often result in irreversible negative environmental impact (Theron, Du Plessis, Chen, 2016), which is driving the researcher to identify and understand ways in which organisations can come to understand more about what is driving and how to positively influence consumer’s adopting “green” consumption behaviours (Wells, Ponting, & Peattie, 2011) and enabling more organisations being more driven to place sustainability as part of their organisational core long term values.

Reflecting on social demands placed upon organisations, a recent shift is being seen within organisational strategies reflecting a turnabout, whereby they are beginning to incorporate supporting sustainability ethos within their vision and being an integral component within their business model (De Matos & Clegg, 2013) and product design. However organisations need to take care around how they promote “green benefits”.

Research indicates that it is not sufficient within “green” advertising for an organisation to leverage “their care for the environment” (green benefit), as much as leveraging product benefits that are perceived unintended product side effect, which appear to
have a far wider positive influence up “green” consumers’ perceptions (Newman, Gorlin, & Dhar, 2014).

Green growth within business has seen a recent drive within organisations to incorporate a continual drive for efficient technological change via innovation being essential to create dependencies (Padoan, 2012). Innovation is now more than ever embedded within business’s core strategies centred on “mutually reinforcing aspects of economic and environmental policy” (Padoan, 2012, p.12), resulting in a support within intangible assets like that of reducing the impact of mass production upon the natural environment, consequently reducing the impact upon the depleting resources from which organisations operate. This has been seen to also result in organisations becoming more ethical and being seen outward in, as often doing the right thing (Close, 2012). Central to these claims is the apparent issue remaining, in that of being able to communicate “green” campaigns effectively and becoming more likely to result in positively influencing consumer green consumption behaviour (Johnstone & Tan, 2015). Particularly apparent within green marketing, is the core issues of being able to overcome some of the perceived existing negative attitudes around green marketing campaigns, often attributed to being often perceived as “vague and misleading”.

Consumers’ are said to be showing a lot more interest in products that appear to cause less environmental harm and products produced with less environmental impact upon the environment (Gershoff & Frels, 2015), reflecting an apparent shift within consumer moral focus. Although within this shift in moral focus, there also appears to be an apparent “green gap” (Johnstone & Tan, 2015) whereby consumers’ apparent concern for the environment does not always result in being aligned with their purchasing behaviour, reflected within their lack of purchasing of “green” brands’ and /or products (Johnstone & Tan, 2015). This apparent green gap has often been attributed to misconceived historic marketing campaigns and practices that have been received by consumers’ with cynicism (Rettie, et al., 2012), along with confusion and complexity around what it means to become a “green” consumer (Fuentes, 2014). Another analogy for the “green gap” research suggests is that although consumers’ do look at green attributes when purchasing, they are more likely to purchase green products if the price is low (Schuitema & Groot, 2015) and in some cases it is stated that the real deterrent for consumers’ to become green is due to the perceived high cost of being
green – although there does appear to be some confusion around if this is actual or perceived cost (Close, 2012).

Therefore to effectively leverage marketing and promote “green” brands’ within the marketplace, it appears to be paramount to not only understand how these organisations wanting to effectively leverage their “green” branding can successfully implement and market “green and/or sustainability” within their brand experience, but to also gain more of an understanding on who the actual green consumer is?

Although thorough research has tried to measure “who” the actual green consumer is, there does appear to be “little consensus about the issue of environmental or climate-change responsibility and its effect on behaviour or behavioural intention” (Wells, et al., 2011). Some researchers have suggested that there is “no green consumer” (Rettie, et al., 2012), due to consumers’ perception differentiation on what is “green” consumption actually is, which becomes particularly apparent when consumers’ seen to be caring about the environment not always having their attitudes aligned or reflecting that of “dealing with climate change” being a shared responsibility (Wells, et al., 2011). Therefore by looking at ways to define and then motivate these “green” consumers’ to become more sustainable within their consumption behaviour and attitudes becomes environmentally imperative, so that organisations continue their drive for more green efficiencies within mass production.

Although consumers’ are seen to be collectively dealing with climate change and being more prepared to take a shared environmental responsibility approach (Wells, et al., 2011), whereby becoming more engaged in products that are seen to be incorporating “green” production and/or less harm to the environment, resulting in organisations producing more “green” products (Gershoff & Frels, 2015) to fulfil this apparent demand.

However with more green products becoming available, research acknowledges an apparent “green gap” exists between consumers’ green purchasing intent and there, not always reflecting their actual purchasing (Close, 2012) of green products. This appears to present an apparent conflict of emotions being present within green conscious consumers’ purchasing behaviour, around how to make the right
purchasing decision and choice with what perceived environmental benefits of one green product presents over another (Fuentes, 2014).

Research indicates’ that organisations need to leverage the actual practical benefits of products throughout their marketing efforts, in order for consumers’ to understand the actual value proposition within the product (Hur, Kim, & Park, 2013).

It has also been argued within research, that organisations now need to be able to review their “green” marketing strategy/campaigns in order to gain a deeper understanding on how to connect to these perceived green consumers’ on a deeper “value” based level, by adopting a more holistic, customer centric approach (Rettie, et al., 2012). Suggested ways of doing this within marketing, are leveraging value added attributes and functional benefits that can give consumers’ personal value (Chen & Wei, 2012), along with being able to leverage their brand promise within marketing and communication, as to build strong brand values around their products point of difference whereby determining the organisations brand promise (Akhtar, 2015).

Organisations being able to both identify and positively influence “green” consumers’ purchasing behaviour, are more able to equip themselves to market their “green” products effectively and can stand to gain what is said to be around 30% of the market share of total consumers’ who have stated that they are concerned about the environment (Young, Hwang, McDonald, & Oates, 2010).

1.3 Aim Research Project

As sustainability is something that is close to the heart of the researcher, the researcher is positive that knowledge gained from this research will assist organisations in adopting measures and be more able to implement sustainability within their long term sustainable goals, be more able to emotionally engage with green consumers’ and agrees with Padoan (2012) in that sustainability is becoming a growth sector (Padoan, 2012) for organisations to embrace.

Given that consumers’ are said to encounter some apparent confusion within the marketplace around what components within a marketed “green” product are actually green (Gershoff & Frels, 2015), the researcher aims to determine what emotional
triggers (Theron, 2015) could possibly influence consumers’ “green” purchasing behaviour and provide some practical knowledge that organisations can leverage within “green” communication that can be incorporated within their marketing campaigns and communication strategies.

1.4 Research Aim:

Due to the apparent disconnect between sustainability offerings and consumers’ perception and understanding of “green” offerings the researcher aims to attempt to provide some knowledge and key insights that have a practical worth, for organisations that wish to influence consumers’ in becoming more likely to purchase “green” products through demonstration of green/sustainability characteristics. The researcher believes that by looking at ways in which organisations can effectively leverage and “measure consumers’ green brand experience, based on sustainability as a core long term organisational goal “within their brands’ sustainability will assist with closing the gap between perceived “green wash” versus actual sustainability (Cordeiro & Joon Yong, 2014) going on to become an essential component for organisations to both identify and leverage.

The researcher’s main aim of this research is to gain insights from survey and interview result’s, that enable a greater understanding of “green” conscious consumers’ purchasing behaviour.

1.5 Research Objectives:

As a result of this research, the researcher became equipped to identify consumer emotional triggers within “green” purchasing behaviour and respondent’s affinity to green offerings when looking at green/sustainable products within the marketplace. Furthermore research states that by becoming more able to connect consumers’ to the “actual” sustainability within a brand by looking at both “functional and emotional aspects” (Palma & Visser, 2012), becomes more likely to result in consumers’ becoming more likely to purchase sustainable products, along with having loyalty to the brand (Du Plessis, 2012).

The researcher attempts to determine the strength of sustainability and green elements required within a brand, that are deemed to be required to influence “green” consumers’ purchasing behaviour by achieving the following objectives:
a) Identifying key “green” triggers that influence consumer purchasing behaviour when looking at green/sustainable product offerings
b) Evaluating at what point consumers’, who value sustainability, become more likely to purchase sustainable made products.
c) Identifying why consumers’ who care about the environment, might not purchase sustainably produced products.
d) Effective development of “green” communication based on consumer survey results that could potentially enable organisations to develop effective communication strategies?
e) Gain some understanding from survey respondents on their affinity to sustainable brands’.
f) Evaluate emotional triggers necessary within a “green” brand that influence purchasing behaviour.

Becoming more able to identify these mentioned objectives, the researcher aimed to gain more of an understanding of the “green” consumer via demonstration of green/sustainability characteristics required within a brand to positively influence “green” consumers’ purchasing decisions and behaviour, enabling organisations to develop effective communication strategies within their “green” marketing campaigns and long term strategy.

1.6 Research Question

By understanding more about the “green” conscious consumer within this research, the researcher aims to develop effective communication, to aide green/sustainable organisations positively leveraging their green products at point of purchase by answering the following main research question:-

“What is the perceived level of sustainability and green characteristics required in a brand to trigger purchasing behaviour?”
1.7 Sub Research Questions

What is the perceived green conscious consumers’ key drivers within their green/sustainable purchasing behaviour?
What makes green conscious consumers’, more likely to purchase sustainable made products?
Why do consumers’ who care about the environment, don’t always purchase available sustainably produced products?
What effective “green” communication strategies can be developed from green conscious consumers’ purchasing intent?
What is green conscious consumers’ affinity to sustainable brands’?
What perceived emotional queues, trigger green conscious consumers’ green purchasing behaviour?

1.8 Hypotheses

**H1**: Purchasing of green products is dependent on looking for environmental friendly icons on products prior to purchasing.

**H0**: Purchasing of green products is independent on looking for environmental friendly icons on products prior to purchasing.

**H2**: There is a significant positive relationship between consumers’ valuing sustainability and being more likely to purchase sustainable made products.

**H0**: There is no relationship between consumers’ valuing sustainability, and being more likely to purchase sustainable made products.

**H3**: There is a significant relationship between consumers’ recognising sustainable brands’, and going onto purchase products.

**H0**: There is no relationship between consumers’ recognising sustainable brands’, and going onto purchase products.
1.9 Thesis Structure

1.9.1 Chapter 1 – Introduction

Chapter one introduces this research’s subject matter, along with the research core aims & objectives for the body of research. Chapter one introduces the researcher and why this chosen topic resonates with them and what they hope to gain from carrying out this research project.

1.9.2 Chapter 2 - Literature Review

Throughout chapter two the researcher investigated existing and relevant published literature, going on to collate data aimed around this particular research topic, in order to determine what knowledge currently exists on the strength of sustainability and green elements necessary at point of sale, in order for consumers' brand experience triggering positive purchasing behaviour and motivations.

The researcher tries to ascertain current literature gaps within “green and sustainable” existing literature, as a way of developing and leveraging further within this body of research.

1.9.3 Chapter 3. - Methodology approach

Chapter three clarifies and explains both this research’s rationale around what methodology this research leveraged, along with explaining which data collection software process was utilised when sampling data collection and testing hypothesis within this research. Furthermore chapter three explains which research methodology approach was adopted within this research project and the researchers rational on methods they adopted.

1.9.4 Chapter 4 - Key Findings

Chapter four presents the data collection analysis and key findings and outcomes, along with highlighting a broad range of analysis and data highlights. Chapter four outlines research key findings, detailed explanations of any emerging patterns that appeared within the analysis that influenced the formation of this research overall outcomes and key findings.
1.9.5. Chapter 5 - Discussion of Findings

Chapter five explains how this research elicits the relationship between findings of this research in relation to research questions and existing literature, furthermore, chapter five leverages discussion reflecting existing research theories that support and contribute to this project’s key findings and discuss limitations that may influence outcome variables within this research.

1.9.6 Chapter 6 - Conclusions and Recommendations

Chapter six finally presents a formal conclusion in which frames up the initial questions around this research and highlights key findings, which provides this research with measurable managerial recommendations for organisations wanting to effectively leverage “green and/or sustainable” brand offerings within their organisational campaign communication and marketing strategy. Furthermore, chapter six highlights what research limitations exist and the implications of any that exist.

1.10 Summary

Due to the apparent disconnect mentioned within this chapter between consumer perceptions of what “sustainability and green” actually means and consumers’ green “intent” not always influencing their purchasing behaviours (Moraes, et al., 2012), the researcher has identified the need to enable organisations to become geared to leverage “sustainability and/or green” within their brand experience, by constructing astute communication and key marketing initiatives within their long term organisation strategy that will positively influence consumer purchasing behaviour.

The researcher’s main aim is to determine the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour, so that organisations will be more able to clearly identify key “green” consumer emotive purchasing behaviour key drivers, which can become implemented within their organisation’s overarching marketing and communication strategy.

By equipping organisations with the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour, the researcher positions organisations in a more likely place to emotionally being able to engage and
influence green consumers’ by connecting them more directly with their organisation’s green/sustainable values. Therefore consumers’ become more positively influenced by their brand promise, as a result becoming more likely to purchase their products, along with being able to drive consumer connectivity and loyalty to their “green/sustainable” brands’ long term.

Chapter two examines and review existing published research and literature, focused on leveraging “sustainability/green components” within a brand, with the key focus being around presenting what is known within research around consumers’ green purchasing attitudes, behaviours and perceptions.

1.11 Conclusion

Globally sustainability within business is putting fewer demands upon earth’s depleting natural resources. The researcher believes it is imperative to identify and clarify what triggers green conscious consumers’ purchasing behaviour, when it comes to purchasing one sustainable brand over another.

Therefore this research project looks at identifying what the “green” consumer looks like based on “their” due care for the environment in which they interact and aiming to ascertain “green” consumers’ “key perceptions and purchasing icons” that influence them becoming more likely to purchase green products.

By ascertaining green consumers’ affinity to sustainable brands’ and identifying their emotional triggers linked to their sustainable purchasing behaviour, enables the researcher to share key insights and findings with organisations trying to effectively leverage green consumers’. Organisations becoming equipped to develop effective “green” brand communication and strategy implementation that can effectively become incorporated within both their organisation communication strategy and “green” marketing campaigns are more likely to position themselves within the marketplace to gain green consumer brand loyalty.
CHAPTER 2: Literature Review

2.1 Introduction

In Chapter One an overview and introduction presented this research chapter layout and overview. Within Chapter Two the researcher concludes what marketing attributes can become leveraged within organisational marketing strategic planning, effectively leveraging “sustainability and/or green” attributes within brands’ core messaging that could potentially enable organisations to gain “green” consumers’ trust and brand loyalty.

Chapter Two provides knowledge and insights, along with enabling the researcher to derive these research hypotheses. Insights within this chapter demonstrate green/sustainable characteristics required within consumers’ purchasing experience in which the brand becomes critical for developing marketing strategies for goods and services (Brakus, Schmitt, & Zarantonello, 2009).

For the purpose of this research, the researcher refers to “green” products as products or packaging that incorporates or is produced with environmental benefits (Ward, 2017), like that of packaging being recyclable or products not containing toxic materials. A green product is that which reduces the footprint it leaves upon the natural environment (Martty, 2015).

Sustainable products, refers to products that are produced with minimal environmental impact, like that of using water efficiently (Martty, 2015) and results in not having a harmful impact upon the environment (Ward, 2017).

**Keywords:** Green marketing, Green brand awareness, purchasing behaviour, Sustainability, Green communication, Green motivation and Greenwashing.

2.2 Do consumers’ who care about the environment, always purchase green/sustainable?

Globally as the world becomes more populated and global trade barriers continue to become broken down, businesses globally are forging ahead with establishing more free trade agreements, which is seen to be resulting in significant shifts of wealth
distribution having a significant impact within, mostly that of emerging countries (Toh, Chen, Du Plessis, 2013). This is seen to be having a result upon putting more pressure and demands on both earths’ depleting natural resources and the environment within which we interact (Ambec, 2008).

Increased manufacturing is having a major impact upon survival of natural habitats, such as having access to clean water and air, therefore sustainability practices such as that of renewable and recyclable materials is driving organisations to market their brands’ “point of difference”, along with the 21st century seeing more apparent pressure being placed on businesses to incorporate environmental strategies within their strategies (Johnstone & Tan, 2015). Brody (2007) highlights that organisations that are able to actively integrate sustainable practices within their business model by encouraging “waste reduction and resource conservation” (Brody, 2007) now more than ever need to become more understood.

Throughout the past few decades in particular, more consumers’ are becoming conscious of and have a raised sense of due care for the environmental harm in which mass production is having upon depleting natural resources. Their response is a shift within their moral focus towards more green/sustainably produced being products, resulting in a reflection of more organisations now, than ever developing more products that claim to reduce the impact upon the environment (Delmas & Burbano, 2011). Therefore consumers’ now have more in-store choices of perceived quality preferences (Theron, 2015) on offer that are not only driven by price, but incorporate their “social and moral values” also (Singh & Singh, 2013).

Although green consumption is said to be driven by consumers’ perceiving that they are helping the environment, scientists say that the apparent disconnect between green consumers’ caring for the environment and “actually” purchasing green produced products remains apparent (Davari & Strutton, 2014). Some of this apparent disconnect can be attributed to the perception of misleading “green” claims made by organisations, in which consumers’ often perceive as exaggerated environmental claims, leading to consumers’ to become less likely to trust brands’ “green” claims (Nagar, 2013). Furthermore research indicates that when consumers’ do purchase green produced products, their behaviour can vary each time in terms of knowledge
that consumers’ gain from each green purchase that they make, which is said to influence their next purchase (Zubair Tariq, 2014).

Issues raised above, pose questions for the researcher around both the strength of sustainability required within a brand to go onto influence consumers’ purchasing decisions, along with reviewing the necessity for organisations to strategically leverage effective marketing of their green product’s point of differentiation (Davari & Strutton, 2014).

Research indicates that emotionally consumers’ purchasing intent towards green products increases as a result of having a higher emotional investment towards environmental issues (Junaedi, 2007), along with situational factors at point of sale tending to dominate influencing consumers’ green purchasing behaviour. Reflecting these statements is that of research suggesting organisations leverage environmental claims either upon the product label and/or using perceived sustainable language that lead consumers’ to believe that the products are either “environmentally” friendly and/or natural based (Nagar, 2013).

Also indicated within research is that along with the fact that green consumers’ purchasing behaviour has been proven to vary from one shopping experience to another, often attributed to factors such as depending on what elements within the purchasing behaviour is green, the knowledge consumers’ have gained from each green purchasing decision (Zubair Tariq, 2014), along with prior knowledge gained from organisation’s marketing initiatives around positive product environmental impacts (Testa, Iraldo, Vaccari, & Ferrari, 2015). Therefore, to support consumers’ making informed decisions at point of sale around their “green” purchasing behaviour, it appears that organisations could become more effective within their marketing communication strategy by highlighting their green initiatives via mass media with the objective of increasing awareness around their “actual” environmental image (Nagar, 2013). To support consumers’ making a purchasing decision based on their perception of their green based values (Zubair Tariq, 2014), concise marketing campaigns would support consumers’ having more green knowledge provided prior to point of sale decision making.
Therefore, when summarising this chapter, it appears that to determine the strength of sustainability and green elements within consumers’ brand experience, does not appear to be clearly defined when it comes to influencing consumers’ “green” purchasing intent, due to various factored implications which include that of confusion around what actual component within a product leveraging green is actually green (Gershoff & Frels, 2015), along with a suggested gap between product knowledge gained by direct “green” marketing campaigns and brand awareness at point of sale (Zubair Tariq, 2014).

2.3 Designing communication to leverage purchasing behaviour

With more perceived green offerings and consumers’ moral focus shifting, it appears their concern/favourability when it comes to purchasing perceived green products (Johnstone & Tan, 2015) does not always, as mentioned earlier translate at point of sale into purchasing behaviour. This apparent disconnect between being value based and purchasing behaviour appears to be partly due to consumers’ perceptions of a firms’ greenness via the firm making environmental claims which result in influencing a company’s “green” image and that of motivating consumers’ to purchase products - based on being ethical (“green”), as opposed to price driven becoming problematic within the marketing (Peloza, White, & Jingzhi, 2013) of such products.

Also becoming apparent within the emergence of more green products entering the marketplace, is that of consumers’ becoming confused and often unable to make informed decisions, resulting in becoming discouraged to purchase green products due to lack of information on what green attributes give each product its point of difference, along with believability of some organisations green claims (Nagar, 2013). Information upon the labels is often referred to as confusing and/or unreliable, therefore it has been suggested that eco-labelling, used correctly could be more important in attracting target consumers’ (Testa, et al., 2015), which would assist within offsetting the apparent disconnect that consumers’ are said to often feel when it comes to green branding, due to the increased consumer awareness of apparent greenwashing within the marketplace, which has been said to be driving green consumers’ too often gain a lack of trust with some organisations claims around being
green, which runs the risk of genuine green organisations losing competitive advantage (Soongil & Yoon, 2015).

This section of the literature relates to the hypotheses below:

\[ H^1: \text{Purchasing of green products is dependent on looking for environmental friendly icons on products prior to purchasing.} \]

\[ H^0: \text{Purchasing of green products is independent on looking for environmental friendly icons on products prior to purchasing.} \]

The fact that although consumers' tend to support buying green produced products, it appears that when it comes to their value base, they tend to leave behind products leveraging green production propositions in place of more “self-servicing product characteristics” (Zaharia & Zaharia, 2015). Becoming apparent is existing green consumer confusion when it comes to leveraging green products as highlighted above. Therefore research indicates that for the broader consumer benefits, like that of health and/or financial benefits, can become more effective than just leveraging the products green claims upon labelling (Cho, 2015).

Therefore these attributes highlighted above, establish how important it is for marketers to become mindful of consumers’ purchasing behaviours when developing effective communication strategies, particularly when trying to leverage consumers’ core values. Furthermore marketers need to become effective in trying to close the gap between this apparent perceived value dis-connect, between consumers’ saying they are green & actually going onto purchase green products, along with minimising the risk of being perceived as another company leveraging green wash dialogue.

Davari & Strutton (2014) imply that to become effective at marketing and communication when trying to gain green consumer actual purchasing to implement the following within their strategy. Products need to have fulfilled both good design and development, along with effectively leveraging the the products point of difference within both the advertising strategy and packaging and being aware of point of sale effective “price, promotion” and product placement (Davari & Strutton, 2014).
Davari and Sutton (2014) go onto indicate that a successful marketing strategy should incorporate components from the following 6 managerial implication components.

1) Retail channels & suppliers (3rd parties) selling green products should also be perceived to be aligned with green values.
2) Green products need to be marketed with a genuine green brand promise.
3) Due to the disconnect between caring for the environment and then going onto purchase green products, its suggested to either market green values that justify the perceived higher price or reduce the price differentiation between that of green and non-green products.
4) Green products need to be seen to deliver on their brand/value marketing strategy (*do what they say they are going to do).
5) Plan their green marketing to talk directly to those consumers’ who already care about the environment as opposed to trying to convert the un-converted. (Davari & Strutton, 2014).

For green organisations being aware of the above research findings and being more mindful of not overstating their environmental claims, research indicates that they are much more likely to become positioned within the marketplace to gain green consumers’ trust and elicit positive attitudes towards their products from consumers’ (Nagar, 2013).

Hence the researcher aims to gain more knowledge, understanding & consumer insights around how organisations who want to actively promote their green products can effectively leverage consumer green purchasing behaviour and a deeper understanding around “why do consumers’ who profess to be concerned about the environment choose not to buy greener products regularly or at all?” (Johnstone & Tan, 2015).
2.4 Encouraging consumers’ social environment awareness

Gaining key insights around how organisations can effectively leverage a deeper connection to these green consumers’ on a more moralistic and intimate level, consequently increasing demand on production of the sustainably produced brand and be able to support survival of natural eco-systems as a consequence, the researcher aims to enable organisations leveraging sustainability to potentially become more valuable by gaining insights into effective communication strategies to incorporate within their overarching organisation marketing campaigns.

Sustainability has now become a growing business opportunity whereby being both offering consumers’ “positive and meaningful social identity” (Choi & Ng, 2011), along with gaining global traction within organisations (Lampikoski, Westerlund, Rajala, & Möller, 2014). Being sustainable in business takes “commitment to reform the way that a company thinks, breathes and ultimately operates” (James, 2011). It has been proven that organisations that make a connection between sustainability and its core business model, supports “Lampikoski’s view that, sustainability needs to be wedded to business” (Lampikoski, et al., 2014). Being sustainable in business does not just drive business to have less impact upon the environment in which they operate, but also it becomes imperative to continue to drive for economic viability, along with being socially responsible (Chun-Juei, Chong-Wen, & Conley, 2015), which reflects that by integrating sustainability within the core of the business model, it has now become more than just looking at the environmental impact limitations, now organisation’s need to also be seen to be having socially responsible initiatives in place (Gobble, 2012).

These facts lead the researcher to try and gain some clear knowledge and understanding within business around the perceived “gap between perceived and actual sustainability” (Cordeiro & Joon Yong, 2014) required within a brand, to trigger purchasing behaviour particularly around authentically connecting the brand experience to “green” (Cordeiro & Joon Yong, 2014).
Green marketing strategies that want to add value to green consumers’, have been suggested to segment their target audience to that of “consumers’ who are environmentally concerned” and “consumers’ who are not environmentally concerned” due to green driven consumers’ moral compass seeking out ways to support environmental care by purchasing green produced products irrespective of price via environmentally concerned distribution channels (Davari & Strutton, 2014).

From an organisation’s perspective “being sustainable /green” the researcher believes needs to become central to business practice and not just become a marketing spin. Sustainability is increasingly driving business for efficiency and innovation, whilst at the same time supporting the environment within which business operates, along with what James (2011) states “driving product innovation, building stronger connections with customers and creating long-term brand value.” (pg.70).

Embracing sustainability within organisations communication strategy, by looking at encompassing attributes such as humanity, social responsibility as well as resource conservation to reflect in product attributes (Chun-Juei, et al., 2015), consequently driving business for stronger consumer connections. Connecting with consumers’ with eco-friendly offerings still appears to be a challenge that appears to be an apparent dis-connects between that of consumer’s values in regards to sustainability/ green perception and that of their purchasing behaviour.

Trending within recent years organisations leveraging sustainability throughout all layers of their business strategy and model, are the way of the future for successful global brands’ to succeed, whereby driving for and creating consumer brand value (Palma & Visser, 2012), reducing dependence on non-renewable resources, along with lessening the impact of business upon natural habitats.

More executives now, than ever before are looking at different ways to do business that “conform to increased environmental concerns” (Lampikoski, et al., 2014). Delivering sustainability to consumers’ enables organisations tracking both economic targets and integrating socially responsible commitments, which are said to be “ the gateway to creating sustainability-led offerings ” (Chun-Juei, et al., 2015, pg.48), along
with being able to assist in gaining competitive advantage and perceived as having a good reputation (Yoon-Na, 2011).

Consumers’ being more aware of the social environment, influences sustainability identification on consumers’ behaviour in purchasing green/ sustainable products (Bartels & Hoogendam, 2011). Organisations leveraging green within their brand now more than ever need to engage within “green advertising” high trust model to engage consumers’ and establish “being green” within structurally sound advertising campaigns. By integrating structurally sound advertising, organisations become more equipped to gain consumer trust (Zubair Tariq, 2014). Furthermore research indicates that by also planning promotional activities that are aligned to the right media and sponsorship channels, in a way that conveys both their organisation green brand point of difference and brand promise, can be delivered in a way that will influence gaining consumer trust. Particularly apparent within research, is that of emphasising organisational green environmental responsibilities (Davari & Strutton, 2014) and production processes that incorporates the brands’ overall green benefits and services (Nagar, 2013).

Furthermore, it has been suggested that marketers need to become more proactive with self-publicising their green brands’ achievements, establishing their environmental kudos within their target green consumers’ market (Nagar, 2013), which are suggested ways to gain consumers’ trust and “green” brand loyalty (Du Plessis, 2012), along with advocating that for an organisation to gain more competitive advantage, they need to gain green brand equity within organisations branding strategies, to include “green brand image, green brand trust and green satisfaction” (Zubair Tariq, 2014).

2.5 Aligning consumers’ values to purchasing behaviour

Although consumers’ may value sustainability, and it is known that brand experience reflects in the behavioural impact upon consumer loyalty directly and indirectly via brand personality (Aaker, 1997), it has become apparent that consumers’ do not always act on their values when it comes to sustainability. “In other words, values shared by consumers’ do not necessarily drive behaviour” (Sirieix, Delanchy, Remaud,
Zepeda, & Gurviez, 2013). To combat this, it has been suggested that companies offering sustainable products need to offer more “sustainability-focused services to extend the scope and variety of their offerings” (Chun-Juei, et al., 2015, pg.48), along with It being suggested that if organisations provided green consumers’ within their marketing strategy some effective psychological values, like that of doing the right thing could positively give green consumers’ a sense that they would experience greater short-term and long-term benefits when they elect to go green, that perhaps consumer green loyalty within their products could potentially improve (Davari & Strutton, 2014).

Research indicates that to gain trust from “green” conscious consumers’, organisations need to engage within “green” marketing initiatives and media advertising around the “green” components within their “products and services”, which has been said to gain more consumer trust (Nagar, 2013). Organisations leveraging effective advertising campaigns that leverage brand equity and trust, are more likely to engage environmentally conscious consumers’, due to gaining their trust and buy in as a result of becoming satisfied with their green purchasing decision after viewing effective marketing campaigns (Zubair Tariq, 2014).

The following hypotheses relate to the above literature:

\[ H^2: \] There is a significant positive relationship between consumers’ valuing sustainability and being more likely to purchase sustainable made products.

\[ H^0: \] There is no significant relationship between consumers’ valuing sustainability, and being more likely to purchase sustainable made products.

By gaining understanding on how differing consumer perceptions are when leveraging sustainability and green have now become open to different perceptions and interpretations (Palma & Visser, 2012). Different cultural ideals, along with consumer sustainable values not always being aligned with purchasing behaviour often due to constraints such ideals suggested by Sirieix et al. (2013).
2.6 Managing consumers’ green brand experience

Constraints influencing purchasing behaviour can be among being priced out of consumers’ comfort zone, consumers’ lacking the available time to research the benefits, along with a confusion around the different perceived green brandings within the marketplace, are some of the suggested difficulties that impede consumers’ green purchasing behaviours (Sirieix, et al., 2013). This section of the literature relates to the hypotheses below:

\[ H^3: \text{There is a significant relationship between consumers’ recognising sustainable brands’, and going onto purchase products.} \]

\[ H^0: \text{There is no relationship between consumers’ recognising sustainable brands’, and going onto purchase products.} \]

Therefore understanding how to manage consumers’ experience of their brands’ sustainability by leveraging the brand personality and brand experience within sustainability and being able to measure consumer responses that will improve the brand experience whilst trying to successfully leverage “sustainability”, appears to have become paramount when trying to gain consumer “behavioural impact”, resulting in the brand personality gaining consumer brand satisfaction and loyalty (Brakus, Schmitt, & Zarantonello, 2009).

This leads this research to identify that it is imperative to leverage sustainability and green by both identifying and be able to measure both consumer’s responses and their core perceptions of what “sustainability and green” really mean. By gaining an understanding around these core drivers, the researcher aimed to enable organisations to become more proficient at understanding how sustainability can be effectively leveraged with their brands’, resulting in influencing positive consumer brand experiences, along with influencing consumer purchasing behaviour & brand loyalty.
Barwise & Meehan (2010) go on to support this objective by explaining that by organisations being able to respond to consumer demands more powerfully, they need to have access to “explore consumers’ lives and opinions” (Barwise & Meehan, 2010). By enabling organisations to both gain customer insights and be able to support the brand communication channels, via targeting more specific communication at their targeted “green” consumers’.

2.7 Identifying Emotional Key Purchasing Queues

Emotions are stated as influencing consumers’ consumption experience and playing a major role in marketing delivery effectiveness (Lee & Ching Lim, 2010), therefore for organisations being able to identify what triggers conscious consumers’ purchasing behaviour and integrating within their marketing strategy in a way that consumers’ recognise as attractive (Aroean & Michaelidou, 2014) should be at the forefront of organisations marketing strategy, to both understand and leverage effectively.

Green consumers’ emotionally are influenced by their “due care” for the environment, essentially meaning that the more that they understand about environmental issues that dominate the globe, the more likely they are to become sensitive to the environmental impact that their actions have on their environment (Junaedi, 2007)—therefore it is suggested that emotionally organisations need to recognise how to reduce some of the barriers that “green” conscious consumers’ identify with, for example the confusion around “green” product identification, which has been suggested by Nager (2013) that it becomes imperative for organisations within their communication strategy to incorporate value based dialogue like its environmental friendliness, particularly due to green consumers’ claimed to being “receptive to green” advertising claims – whereby influencing “green” conscious consumers’ to think that they can make a difference when purchasing “green” products (Zubair Tariq, 2014). Therefore organisations showcasing their green brands’ point of difference, becomes more likely to result in imposing green consumers’ trust within their brand (Nagar, 2013).
As suggested earlier within this research, although consumers’ care about the environment – they don’t always make purchasing decisions based on this due care. Some proven contributing factors are said to be due to the lack of uniformity within green marketing strategies, which leads to confusion and in some cases lack of trust/brand loyalty, along with green product price points perceived to be higher than non-green products (Davari & Strutton, 2014), which influences consumers’ questioning the actual quality of green products over those that are not (Iyer, Davari, & Paswan, 2016) and analyse benefits of green component within a product are not always easy to understand (Iyer, et al., 2016).

Previous research mentions that “green” conscious consumers’ values are strongly guided by altruistic benefits, whereby the inter-relationship between “personal values” versus “economic driven motives” when it comes to “green” purchasing decisions, therefore organisations placing more emphasis on “added current utility of green products” (Iyer, et al., 2016) and establishing relationship marketing campaigns in which bridge customer satisfaction via leveraging “green” brand equity to enhance “green” customer trust and “green” satisfaction (Kang & Hur, 2012) could potentially become far more likely to attract “green” consumer brand loyalty, giving the organisation a better brand positioning, along with more market share.

2.8 Aligning Environmental Care with Purchasing Intent.

In recent time “green” washing has been said to have damaged the allure of consumers’ “buy in” to green purchasing (Iyer, et al., 2016), therefore trying to understand key purchasing decisions by those consumers’ who care about the environment, but don’t always go onto purchase “green” products becomes imperative. As indicated by research that there appears to be a positive relationship between green advertising that leverages variables like credibility, positive brand image and green education (Utkal Khandelwal, 2011), that go onto influence consumers’ green purchasing intent.

Research further indicates that consumers’ who care about the environment are more favourable to being aware of “green” products via marketing campaigns that integrate “emotional appeal” (Grimmer & Woolley, 2014), furthermore research indicates that
consumers’ “green” purchasing needs to be linked to altruistic benefits and values (Iyer, et al., 2016). These factors reflect some of the complexity around trying to identify and leverage the green consumer’s purchasing decisions.

The apparent “value gap” between caring for the environment and going onto purchase “green” products research indicates is attributed to “higher prices, lower quality, and/or reduced performance” (Olson, 2013), with price sensitivity appearing to be the most frequent constraint mentioned (Bray, Johns, & Kilburn, 2011) within research inhibiting “green” purchasing. With the pricing structure of “green” products dominating research outcomes, research indicates that often this is attributed to consumers’ not being able to identify additional product benefits to justify the extra spend (Iyer, et al., 2016). Other factors said to influence “green” consumers’ purchasing disconnect is that of, unless the “green” product is perceived to be locally sourced, consumers’ struggle to justify the extra cost, mostly due to scepticism around claims of products being ethical, which appears to be another factor dominating “green” consumers’ psyche (Bray, et al., 2011).

Furthermore, research indicates that the “green” consumer with a stronger preference for products produced sustainably are more likely to be interdependent which could possibly reflect their desire of living up to “social norms” (Bodur, Duval, & Grohmann, 2015). Suggested ways of addressing these areas of disconnect, would be to introduce at point of sale - merchandise that integrates tangible “green” benefits and value consumers’ will gain for the extra spend (Olson, 2013) which could aide in trying to alleviate some of these “green” consumers’ misunderstandings via their ingrained perceptions.(Bray, et al., 2011).
2.9 Summary

As stated throughout Chapter 2, with consumers’ becoming more concerned about a healthier environment, sustainability is becoming a growing segment (Choi & Ng, 2011), therefore organisations wanting to gain key insights around how they can effectively leverage a deeper connection to green consumers’ via their marketing strategies by ways of perceiving to add value to “green” conscious consumers’ (Davari & Strutton, 2014) via understanding their attitudes and beliefs towards “environmentally related products” (Zabkar & Hosta, 2013) becomes imperative to identify and leverage.

Historically green marketing campaigns have been proven to not always motivate consumers’ to either trust campaigns or perceive “green products” as premium quality” (Davari & Strutton, 2014), along with Information upon the labels often referred to as confusing and/or unreliable (Testa, et al., 2015) and apparent confusion from consumers’ around the different perceived green brandings within the marketplace (Sirieix, et al., 2013), are some of the attributes said to impede consumers’ ‘green’ purchasing behaviours.

Therefore, for organisations to overcome some of these existing negative perceptions and confusion – it has suggested that by embracing sustainability within organisations communication strategy that include attributes such as humanity, social responsibility as well as resource conservation (Chun-Juei, et al., 2015) are said to be more likely to reflect in positively influencing purchasing behaviour, furthermore by aligning the business “green values” in line with existing green consumers’ who share their core values will be more cost effective than investing in trying to change consumers’ minds (Davari & Strutton, 2014).

With a perception that “green” products are priced at a premium, research indicates that strategically if organisations marketing campaigns connect prosocial behaviour linked to status-based personality traits such as kindness and intelligence, may become more likely to be successful (Zabkar & Hosta, 2013). In the next chapter, Chapter 3, the methodology used in the research is discussed with the reasons why the specific method was used.
2.10 Conclusion

This chapter concludes that by being able to measure the consumer's experience of a brand’s sustainability, organisations will be more readily able to try and align the current “apparent gap between consumer green brand recognition and the firms’ actual environmental performance” (Cordeiro & Joon Yong, 2014). Research supports the fact that organisations wanting to effectively leverage “green” consumers’, need to implement effective marketing strategies implementing their “green brand equity” that promote “green attitudes, green trust and green loyalty” (Nager, 2013) via promoting within their marketing campaigns what part of their product is produced and/or incorporates green initiatives.

Furthermore by being able to “examine how the relationship between brand and human personality” (Aaker, 1997) may assist in driving consumer preference and if sustainability has a “behavioural impact on consumer loyalty directly & indirectly via brand personality” (Brakus, et al., 2009).
CHAPTER 3 Research Methodology

3.1 Introduction

In Chapter 2 the literature review among others, revealed consumers’ becoming more concerned about a healthier environment and sustainability is becoming a growing segment. Chapter Three’s objective is to explain this research’s methodology approach, along with a summary overview highlighting this research projects strength, limitations and an overview of data collection methodology.

3.2 Research Method

This research’s aim was to explore the hypotheses’ relationships as stipulated within this research below via an interpretive mixed methodology approach (Cameron, 2011) that encompasses both quantitative research replicated questionnaires and qualitative surveys, aiming to demonstrate consumer green/sustainability purchasing behaviour characteristics and perceptions.

The main research objective of this research is to determine the strength of sustainability and green elements required within a brand experience to trigger consumers’ purchasing motivations. The researcher aims to gain deeper and more practical consumer green purchasing insights and consumer green/sustainable perceptions in order to gain the overarching research objective of being able to suggest brand added value for organisations to leverage when trying to effectively market their green/sustainable marketing campaigns.

By gaining green/sustainable consumer insights within this research, the researcher aims to develop key findings and marketing insights within this research via leveraging a mixed methodology approach. The researcher collected both a collection of random survey results, along with conducting semi structured interviews, in order to insights on consumer green purchasing behaviour and perceptions. Insights and perceptions gained from conducting these research present apparent research themes, which potentially organisations can leverage when marketing green/sustainable brands’.
The following hypotheses were developed:

- **H₁**: Purchasing of green products is dependent on looking for environmental friendly icons on products prior to purchasing.
- **H₀**: Purchasing of green products is independent on looking for environmental friendly icons on products prior to purchasing.

- **H₂**: There is a significant positive relationship between consumers’ valuing sustainability and being more likely to purchase sustainably made products.
- **H₀**: There is no significant relationship between consumers’ valuing sustainability, and being more likely to purchase sustainably made products.

- **H₃**: There is a significant relationship between consumers’ recognising sustainable brands’, and going onto purchase products.
- **H₀**: There is no relationship between consumers’ recognising sustainable brands’, and going onto purchase products.

### 3.3 Methodology Approach

Within this research, the researcher aimed to collect and analyse an interpretive mixed method research approach, often referred to as “methods of inquiry” (Cameron, 2011) in order to both gain a wide range of both quantitative and qualitative data to test hypotheses more accurately.

The methodology within this research refers to “overall approach to the research process, from the theoretical underpinning to the collection and analysis of the data” (Roger & Collis, 2009).

Therefore within this research the researcher aimed to seek social behaviour beliefs and consumer phenomena outcomes via *phenomenological paradigm* stance (in the hope of gaining causal relationship insights via measuring data variables within green/sustainable brand perceptions from a small group of randomly selected respondents via semi structured interviews.)
Furthermore this research also continues to explore positivistic findings via a larger group of randomly selected respondents leveraging “quantifiable observations, leading to statistical analysis” (Roger & Collis, 2009) based on carefully constructed questionnaires, which enabled the researcher to gather a larger data on consumer green/sustainable purchasing behaviour traits. These behaviours can then be tested via the initial hypothesis to find statistical key finding outcomes leveraging comprehensive statistical analysis testing.

Respondents for both the survey questionnaire and the interviews were randomly selected within the West Auckland region via the researcher actively approaching the random population at some of the main Auckland transport hubs within peak traffic times. The researcher remained mindful throughout the recruiting process of both potential respondents and their own personal safety, via the researcher being mindful of not approaching people that appeared either agitated, in a hurry or of nervous disposition. Each respondent approached had equal opportunity to participate within this body of research. However of those being approached the researcher initially ascertained if each respondent had both a good understanding of the written and oral English language, along with currently living within the Auckland region.

Upon each respondent confirming that they were keen to take part within this research, each respondent needed to quantify via their green/sustainable knowledge (as per question 14), prior to being given both a brief overview explaining this research objectives, along with a disclaimer that they wanted to partake in this research process, explaining both the nature of the research, along with highlighting that by taking part in the survey their confidentiality will be respected, also supported with a physical consent form containing a research brief highlighting the researchers intent, along with an overview of respondents participation expectations, their rights whilst partaking within this research and what the researcher would like from them in terms of time, participation and confidentiality.

All respondents that showed interest in participating within this research were given the opportunity to engage in questions about the research prior to taking part within this research and were provided with the opportunity of choosing to participate within
this research. All responses were collated via the Gmail account that the researcher has set up purposely for this research: sustainabilitybrand@gmail.com

Finally all potential respondents were provided with the opportunity to email the researcher if they choose to take more time answering the survey, from which the researcher initially stipulated the deadline for completing their survey, along with being provided with opportunity to withdraw from this research at any time after initial questionnaire taking place.

In regards to interviews, each respondent was given up to two weeks after the initial completed interviews taking place to withdraw from taking part in this research entirely. However if any respondents felt uncomfortable in hindsight, with continuing to take part in this research at any stage of the programme, could do so willingly – with absolutely no negative consequence from either the researcher or implications of this research continuing.

3.4 Qualitative Research

Phenomenological paradigm leveraged within this research refers to the qualitative research component (Roger & Collis, 2009), often described as an inquiry project (Lincoln, 2011) stemming from psychology, whereby being able to research consumers’ views, brand awareness and perspectives on this research’s topic (Barnham, 2015), going on to provide more subjective results within this research by nature, due to focusing this research on consumers’ perceptions (Collis, 2003), which will enable this research to discover greater insights, particularly around consumers’ attitudes and behaviours (Gunaratne, 2014) with a focus on the target “green” population, which this research aims to gain more in depth research findings.

Key benefits derived from qualitative research enable this research’s data to reflect a greater understanding of the given research topic. As the researcher is able to conduct interviews in a probing nature, by asking a set of broad ranging questions, visual aids and/or oral stories, questions can be more directly aimed at this research’s objectives. Outcomes from qualitative research will present themes, which will enable this research to become guided with more understanding about “how” the consumers’ interviewed think in terms of their green purchasing behaviour.
Overall the aim of the qualitative research is to enable the researcher to “establish a stronger theoretical link between qualitative methodology and qualitative analysis.” (Barnham, 2015).

Qualitatively this research sets out to engage 8 semi-structured thematic interviews, conducted within the West Auckland region, as highlighted earlier - in which every respondent approached was given equal opportunity to participate within this research.

Semi-structured interviews method will enable information to flow more readily, whereby encouraging respondents to identify and express their knowledge and demonstrate their understanding of green/sustainability characteristics more openly.

Semi-structured interviews will assist this research’s direction, due to the researcher gaining an understanding of emerging thematic patterns, determining a more thorough understanding on what respondents brand perceptions around sustainability and/or green actually means. “Measuring the consumers’ brand experience”, will go onto being able to guide organisations in a practical way, with knowledge and insights that influence consumers’ purchasing decisions.

Topics covered within the 8 semi-structured interviews include:-

- Participants extent of knowledge around “green” branding icons
- Ascertain if participants are more likely to purchase perceived green/sustainable brand over that of non-green products and why?
- Participant’s perceptions on their personal brand key drivers, when looking at green /sustainable product offerings.
- Feedback on how likely participants are to purchase recognisable sustainable brands’, over unknown similar unknown brands’ and why?
- What inhibits participants green/sustainable purchasing behaviour
- Participants favoured and non-favoured green purchasing behaviour
- Establish participants perception on green branding
Engage and identify what participants think green/sustainable organisations should do (‘that they are not already) towards marketing their green/sustainable brands’.

Results from the above mentioned interviews can be thematically analysed and guides this research, with results from common themes relating to consumers’ green/sustainability purchasing behaviour. Furthermore this research aims to replicate existing methodology to ascertain that results are reliable, along with being able to explore hypothesised relationships (Davis, Lang, & Gautam, 2013).

Prior to this research interviews taking place, the researcher explained both the interview process clearly to each participant, along with the participant being provided with a physical consent form to sign prior to taking part within this research highlighting that all information the respondent provided will later be transcribed and that their identities will remain confidential throughout this research. Interviews were designed to take between 10-15 minutes each, identifying that it is absolutely crucial to be mindful of when conducting this type of research, to not lead or influence the interviewed respondents’ perceptions on the topic at hand. As suggested by Davis, Lang and Gautam (2013) this is to avoid any manipulation or run the risk of not getting true perceptions, respondents have no prior knowledge of questions that the research aims to ask. Interviews will be both recorded and transcribed verbatim.

This research aims to include interviewee’s transcripts as part of the initial data analysis, transcripts being crucial to the end result require the researcher to remain objective, sensitive and effective moderators enabling interpretation remain impartial and not influenced by the researcher’s perception. The researcher aims to get each respondent to sense check transcripts whereby against initial recordings for accuracy (Wahyuni, 2012).

3.5 Interviews Process:

For the 8 interviewed participants, the researcher approached the random population on the street within the West Auckland region, throughout a two week period in May 2016. The researcher remained mindful of their personal safety (Hussey, 2003) when approaching the random population, whereby the researcher initially ascertained if the
respondents currently live within the Auckland region and have a good understanding of the written and oral English language.

If the approached population qualify within both of above criteria, the researcher then continued to verbally explain the research topic, aims, objectives and time allocation being within one week of having been explained the project and willing to take part within this research project. Upon agreeing to take part within this research the participants were provided with both a participation consent form and confidentiality disclaimer to sign prior to participation of this research.

Within the consent process, the researcher gave all participants not only the consent forms mentioned above, but briefed participants in on the overall purpose of the research along with any potential risks (if any) and the benefits for participating; along with highlighting that all information collated will be kept confidential, participation is entirely voluntary, no harm will be caused to any culture or ethnic group by participating in this research and receiving feedback upon completion of results is available to them.

The researcher then aimed to book a 20 minute appointment schedule that suited the participating respondents schedule and booked a suitable space to conduct interviews that mutually suited both the respondents and researcher.

Every respondent approached from the random West Auckland population was given an equal opportunity to participate within this research, the initial objective to complete 8 semi-structured thematic face to face interviews were conducted within the West Auckland region, throughout a two week period at a mutually agreeable quiet location – whereby interviewees talked within a quiet, confidential space, with no risk to participants safety and providing them a safe space in which answers would be truthful.

Below is a list of where interviews took place:-

1) Respondents 1 was interviewed via Skype with recorded interview device
2) Respondents 2-7 were interviewed at Waitakere Unitec Campus, West Auckland
3) Respondent 8 was interviewed at a café West Auckland
Table 3.1 reflects the demographics and age of interviewed respondents

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Gender</th>
<th>Age</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Female</td>
<td>21-30</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>21-30</td>
</tr>
<tr>
<td>3</td>
<td>Male</td>
<td>21-30</td>
</tr>
<tr>
<td>4</td>
<td>Female</td>
<td>31-40</td>
</tr>
<tr>
<td>5</td>
<td>Female</td>
<td>41-50</td>
</tr>
<tr>
<td>6</td>
<td>Male</td>
<td>41-50</td>
</tr>
<tr>
<td>7</td>
<td>Male</td>
<td>31-40</td>
</tr>
<tr>
<td>8</td>
<td>Female</td>
<td>41-50</td>
</tr>
</tbody>
</table>

3.6 Quantitative Research

Within this research the researcher aims to collect consumer perceptions and facts via positivistic research, which refers to what consumers’ think and the interpretation of their behaviour via data collection (Barnham, 2015) within the quantitative research component, thus highlighting within this research the core focus of being able to measure phenomena (Collis, 2003) of collected data and testing of hypotheses, to enable the researcher to be able to measure both brand awareness and product preferences (Barnham, 2015) with the aim of being able to measure the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour " via pre organised questionnaires. The researcher initially leveraged some questions that Nea (2010) designed which the researcher has linked to this research (Lindqvist, 2010).

Due to the nature of positivistic paradigm requiring specific and precise data (Roger & Collis, 2009), the researcher’s initial aim constructed to collect between 120-150 completed surveys from the random population within Auckland. Data collection was composed by the researcher as set out earlier within the methodology approach section of this research overview.
To recap 126 completed surveys by the approached West Auckland random population were collated for the purpose of this research via the purposely set up Gmail account. The researcher aimed that by selecting participants randomly, everybody approached at the time of this survey being initially set up, had an equal opportunity to participate within this research.

Data collection for the questionnaires was random selection via random population survey. Everyone within the West Auckland vicinity initially approached to participate in this research, had equal opportunity to participate and chose to participate by free will.

The collated and tested survey questionnaire outcomes initial aim by the researcher was to test consumer decisions and responses via numerical data and generalising it across the responsive population (Gunaratne, 2014). This objective was to enable the researcher to test consumers’ loyalty, green recognition, respondents affinity to brands’ and sustainability and values proposition around sustainability, whereby giving the researcher valuable insights into navigating the opportunities and pitfalls that brands’ face in defining their own brand positioning.

3.7 Data Collection

By leveraging a mix of both quantitative and qualitative research methods (Cameron, 2011), the researcher aimed to improve evaluation of data outcomes by having a balance of complex research questions being explored more thoroughly, along with gaining a deeper understanding of the research question gauged from survey responses.

All respondents were given the opportunity to engage in questions about the research if need be in this research and participation in both the survey and interviews was voluntary with participants receiving full disclosure through an information and then consent form.

The researcher provided them with a purposely set up Gmail account to send their completed surveys too: - sustainabilitybrand@gmail.com
The mix of this research approach enabled the researcher to attempt to find patterns among themes developed by clustering or categorising response, potentially guiding the research to gain deeper insights and knowledge; whilst identifying common themes perceived by respondents in regards to sustainability and green characteristics required in a brand to trigger purchasing behaviour.

3.8 Data Analysis

Interviews and structured questionnaires as explained earlier, are being used within this research to collect both quantitative and qualitative data from the random west Auckland population, in order to replicate how to explore and measure the interaction between the sustainable brand and consumer “green” buy in by replicating components of an existing research’s methodology to ascertain that results are reliable, along with being able to explore hypothesised relationships (Davis, Lang, & Gautam, 2013).

Preferred demographics for this survey ideally need to have some understanding and engagement around sustainability/green brand offerings prior to taking part within this research topic.

This research’s mixed methodology approach both leverages quantitative and qualitative research, in order for the researcher to define and understand consumer green purchasing behaviours more effectively. Data from both quantitative and qualitative research findings will be processed and findings presented within chapter four within two separate parts.

The first part of chapter four will reflect quantitative results being derived from leveraging the analytical statistical programme SPSS, in which consumer purchasing behaviour themes can be ascertained.

By leveraging SPSS, assigned numbers in an ordered and meaningful way will measure the most common frequencies, display cross-tabulation correlations (or none) between two or more categorical (nominal or ordinal) variables, therefore creating and editing an array of tables and graphs that reflect outcomes (Blunch, 2008).
Results from leveraging SPSS will enable this research’s intent to be used by organisations to generalise concepts more widely, predict future results and/or investigate causal relationships between brands’ leveraging sustainability and the likelihood of consumers’ purchasing these brands’ due to being sustainable.

This research aims to gain deeper insights into the relationship between the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour. The research will test hypothesised relationships to implement generic tools.

The second part of chapter four will reflect how qualitative results were derived from leveraging 8 semi-structured interviews, whereby the researcher thematically analysed results from common themes relating to candidates green/sustainability purchasing behaviour.

**3.9 Ethical Considerations**

Throughout this data collection process, the researcher was mindful of ethical considerations being an important component of this research data collection process.

The most important ethical components that the researcher set up, was that of protecting the interests of the research participants (Easterby-Smith, 2012) by way of confidentiality consent forms being signed prior to participation within this research, then to try and gain deeper consumer insights the researcher informed participants of the purpose of this research prior to getting their written consent to participate (Hussey, 2003), as well as ensuring confidentiality to protect their privacy (Easterby-Smith, 2012).

Other key ethical considerations were that of ensuring no harm would come to any participants, respecting the dignity of all those the researcher came in to contact with for the purpose of this research, ensuring that no deception was apparent within detailing this research aimed at respondents by way of communicating the research in an honest and transparent approach (Easterby-Smith, 2012).
3.10 Summary

This research explains in Chapter Three about how leveraging a mixed methodology approach aims to seek consumer phenomena outcomes, by setting research methodology up in a way that hypotheses relationships can become accurately tested via a mixed methodology approach (Cameron, 2011).

Chapter Three confirmed the rational within this research encompassing both qualitative research methods, which is more inquiry based in nature. Conducting semi-structured interviews within qualitative research enables a more positivistic research approach, to develop more of an understanding and assist with gathering data in a more meaningful way.

Chapter Three discussed the rational in leveraging a mixed methodology approach within this research. Data outcomes are likely to be specific and precise in establishing what consumers’ actually think about green/sustainable brands’ at point of sale, when provided with a broad range of questions on this research’s specific topic.

Chapter Three also explained how collated data samples become processed and tested within this research via SPSS (statistical analysis program) by assigning ordered numbers to data. With assigned numbers, common frequencies can be measured with ease, assisting the researcher to pull out common themes when testing hypothesised relationships. With disseminated themes, the researcher is more able to suggest marketing strategies for organisations wanting to effectively leverage consumers’ buy in with sustainable brands’ at point of sale.

Chapter 4, the next chapter discusses in detail, the data collection analysis, key research findings and outcomes, along with highlighting a broad range of analysis and data highlights, whereby giving detailed explanations of any emerging patterns that influence the formation of this research overall outcomes.
3.11 Conclusion

Chapter Three concludes that by this research recognising that by testing hypotheses results from both mixed methodological approaches by analysing carefully collated surveys and a mix of interviews, this research aims to gain deeper insights into the relationship between the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour by testing hypothesised relationships via implementing generic tools.
CHAPTER 4 Data Analysis and Findings

4.1 Introduction

Within the previous chapter, Chapter 3 the research methodology and research approach adopted was discussed. Throughout this chapter, the researcher provides research findings and key data summaries, supported with descriptive and inferential data analysis.

The analysis of the key findings and outcomes within this chapter’s mixed methodology approach, integrates both quantitative and qualitative research. The quantitative component captured data using a questionnaire and the qualitative component captured data by interviewing 8 random participants.

The aim of this chapter is to provide research results visually and with insights, which aims to determine the level of perceived sustainability and green characteristics required in a brand to trigger consumer purchasing behaviour?

The researcher identifies any emerging consumer purchasing behaviour patterns that appear throughout the data analysis. These findings influence the formation of this research’s overall outcomes and impact on the discussion of findings presented in Chapter Five.

The analyses of results are presented in two parts within this chapter as per the following: -

a) The first part of this chapter consists of the findings from quantitative data.

b) The second part of this chapter consists of the findings from qualitative data.

4.2 Part 1: Descriptive Analysis (Quantitative Data)

The researcher from the outset provides some background into respondents’ demographics, perceptions and green purchasing behaviour by analysing data, forming a concise summary using both descriptive and inferential statistics.
4.3 Respondents Demographics

The researcher initially sent out a total of 150 surveys to a random sample, in which 126 were completed, giving a response rate of 96%. Within the respondents surveyed, they consisted of 72% (91) female and 28% (35) males.

**Error! Reference source not found.** below represents the annual income for respondents, which shows almost half of the total respondents earning $60k+ per annum (46%).

![Respondents Annual Income](image)

Figure 4.1: Respondents Income

Figure 4.2 below represents the respondent's age distribution, with almost half the total respondents being between 41-50 years old.

![Respondents Age](image)

Figure 4.2: Respondents Age
4.2.2 Recycling and “green” purchasing behaviour

Figure 4.3 below depicts that a combined 91% of respondents recycle products either ‘most to all of the time’ or ‘always’, which indicates that they are mindful of the environmental impact products going to landfill if not recycled.

**Figure 4.3: If respondents recycle when they can**

Figure 4.4 below depicts almost half the respondents purchase green products either ‘always’ or ‘most of the time’ and a further 47% ‘some of the time’.

**Figure 4.4: Purchase green products when they can**
Figure 4.5 below depicts that when it comes to protecting the environment, one in five respondents does not have an opinion on their green purchasing behaviour. However, almost all respondents (97%) agree that the responsibility of protecting the environment starts primarily with us. Furthermore, two thirds of respondents agree that both the government and companies also need to be held responsible for taking care of the environment.

All respondents are agreeable on the fact that they think that they are helping the environment by the purchasing of green products and most agree (90%) that the quality of green products is good.

Attributes affecting respondents green purchasing behaviour, is that of green products being too expensive (56%) and more than two thirds of respondents perceive green products as often being too difficult to identify point of purchase (32%), literature alludes to the fact that if green visuals are used upon the product, consumers’ are more likely to perceive the product as environmentally friendly (Xue & Muralidharan, 2015), therefore more likely to purchase.

Figure 4.5: what respondents relate to when attempting to purchase green products.
Figure 4.6 below clearly shows that most of the surveyed respondents (69%) believe that environmentally friendly products’ advertising is perceived as trustworthy. Which states contrary to a lot of existing literature, not supporting this point of view, often stating that consumers’ find green advertising often deceptive (Davari & Iyer, 2015), other literature supports that there is in fact strong positive relationship’s formed “between green advertisement and green brand awareness.” (Zubair Tariq, 2014).
Error! Reference source not found. below reflects an almost an even split on respondents look for environmentally friendly icons, on products prior to purchase.

Figure 4.7: Do green conscious consumers look for environmentally friendly icons on products prior to purchasing
Figure 4.8 below rates attributes, which appear to go onto influencing respondents green purchasing behaviour.

Combined attributes that are mostly to very important, when it comes to influencing respondents green purchasing behaviour, are that of preserving the environment (86%), the product being energy efficient (83%), decreasing the greenhouse effect (78%) and pollution (85%), along with the perceived quality of the product (82%) being important, which is consistent with existing literature (Theron, 2015).

Other important attributes for almost two thirds of respondents, are that of the product being easy to recycle (71%), “the brand” (71%), friend’s recommendation (75%), along with the product having a long life span (62%), the product being environmentally friendly (61%) and again the price (62%).

Attributes that are not at all important for just over half the respondents are that of economic development (40%), the product being fashionable (53%) and friends having the product (55%).

Figure 4.8: Green attributes respondent’s rate in importance of value.
Key:

a. How important is the price of a product when making purchasing decisions?
b. How important is the product brand when making purchasing decisions?
c. How important is the quality of the product when making a purchasing decision?
d. How important is the product being fashionable when making purchasing decisions?
e. How important are my friends having the product when making a purchasing decision?
f. How important is the product being easy to recycle when making a purchasing decision?
g. How important is the product being energy saving when making a purchasing decision?
h. How important is the long life span of a product when making a purchasing decision?
i. How important is the product being recommended by a friend when making a purchasing decision?
j. How important is the product being environmentally friendly when making a purchasing decision?
k. How important is economic development when making a purchasing decision?
l. How important is preserving the environment when making a purchasing decision?
m. How important is decreasing the greenhouse effect when making a purchasing decision?
n. How important is decreasing pollution when making a purchasing decision?

As shown below in Figure 4.9 the two most influential attributes for respondents when choosing one green product over another, is that of the price point (69%) and respondents preferring locally sourced (73%) products.

The least influential factors when choosing one green product over another is that of the packaging being attractive (11%) and recognizing what the green symbol reflects (27%).

Figure 4.9: If several products proclaim to be green – what factors most influence respondents purchasing behaviour
### Influencial Attributes When Several Products Proclaim To Be Green.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green brands’ packaging description influences my green purchasing decision.</td>
<td></td>
<td>Yes</td>
<td>61%</td>
</tr>
<tr>
<td>Brands I have heard about from friends’ recommendations influences my green purchasing decision.</td>
<td></td>
<td>Yes</td>
<td>56%</td>
</tr>
<tr>
<td>The price being more reasonable influences my green purchasing decision.</td>
<td>No</td>
<td>Yes</td>
<td>31%</td>
</tr>
<tr>
<td>Brands proclaiming to be locally sourced influences my green purchasing decision.</td>
<td>No</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Packaging being attractive influences my green purchasing decision.</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognising the Green Symbol influences my green purchasing decision.</td>
<td>Yes</td>
<td>No</td>
<td>73%</td>
</tr>
</tbody>
</table>

### Key:
- a. Recognising the Green Symbol influences my green purchasing decision.
- b. Packaging being attractive influences my green purchasing decision.
- c. Brands’ proclaiming to be locally sourced influence my green purchasing decision.
- d. The price being more reasonable influences my green purchasing decision.
- e. Brands’ I have heard about from friends’ recommendations influences my green purchasing decision.
- f. Green brands’ packaging description influences my green purchasing decision.

Although respondents proclaim to care about the environment, factors that can inhibit respondents green purchasing behaviour are show in Error! Reference source not found. below.

Almost all respondents (94%) agree that due to confusion on not knowing what the green symbol means and just over half of the respondent finding green products to be expensive are the two main factors inhibiting their purchasing of green products.

**Figure 4.10: Respondents who proclaim to care about the environment don’t always purchase green products because of the following factors:**
**Key:**

1. Although I care about the environment, I don’t always purchase green products due to being too expensive.
2. Although I care about the environment, I don’t always purchase green products due to being in a rush and grabbed a product quickly.
3. Although I care about the environment, I don’t always purchase green products due to being confused on how the product is green.
4. Although I care about the environment, I don’t always purchase green products due to there being too many green brands’ to choose from.
5. Although I care about the environment, I don’t always purchase green products due not knowing the point of difference between green brand claims.
6. Although I care about the environment, I don’t always purchase green products due to not knowing what the green symbol means.
7. Although I care about the environment, I don’t always purchase green products due to difficulty choosing a green brand so took a household brand.

Figure 4.11 below depicts what type of products respondents compromise on (if any) when it comes to their green purchasing behaviour.
Results reflect that almost half of the respondents do not compromise on purchasing green cleaning products (43%). The core factor inhibiting just over half of the respondents green purchasing behaviour is that of being restrained by budget (56%).

**Figure 4.11 : What green products (if any) that respondents are more likely to purchase**

<table>
<thead>
<tr>
<th>Percent</th>
<th>Statement (refer below chart)</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>a. I only make green purchasing decisions when it comes to what I eat.</td>
</tr>
<tr>
<td>43%</td>
<td>b. I only make green purchasing decisions when it comes to cleaning products.</td>
</tr>
<tr>
<td>22%</td>
<td>c. I only make green purchasing decisions when it comes to products that affect my children</td>
</tr>
<tr>
<td>30%</td>
<td>d. I only make green purchasing decisions if I have time to make informed decisions.</td>
</tr>
<tr>
<td>56%</td>
<td>e. I only make green purchasing decisions when not restrained by budget.</td>
</tr>
<tr>
<td>18%</td>
<td>f. I only make informed green purchasing decisions on what green brand I buy over another green brand.</td>
</tr>
</tbody>
</table>

Figure 4.12 below depicts almost two thirds of respondents are influenced by three main factors when choosing one green brand over another, which are quality (72%), price (71%) & brand trust (72%).

The least influential factors respondents perceive when choosing one green brand over another are being either emotionally connected or loyalty towards a particular
brand, which has been shown to be supported within Literature outcomes as well (Du Plessis, 2012).

Figure 4.12: Reflects what influences respondents green purchasing behaviour.

![Figure 4.12 Chart](image)

**Key:**

a. Familiarity of a brand influences why I purchase one green brand over another.

b. Perceived quality influences why I purchase one green brand over another.

c. Loyalty of a brand influences why I purchase one green brand over another.

d. Availability of a brand influences why I purchase one green brand over another.

e. Pricing of a brand influences why I purchase one green brand over another.

f. Brand trust influences why I purchase one green brand over another.

g. Being connected emotionally to a brand influences why I purchase one green brand over another.

Figure 4.13 below shows depicts the most important attributes that appeals to the surveyed respondent’s emotional senses, upon the purchasing green products. Important attributes are the testing against animals and purity, feeling like respondents are making a difference and feeling happy as a result of purchasing green products.
Figure 4.13: Respondents emotional buy in (*if any) when purchasing green products.

**Key:**

a. Feeling like I belong to a likeminded community, appeals to my senses when I purchase sustainable products.

b. Purchasing sustainable products appeals to different senses.

c. Thinking of testing against animals and purity appeals to my senses when purchasing sustainable products.

d. Feeling like I am making a difference appeals to my senses when purchasing sustainable products.

e. Feeling happy appeals to my senses when purchasing sustainable products.

f. Feeling educated appeals to my senses when purchasing sustainable products.

4.3 In-Depth Data Analysis (Quantitative data)
All the data captured for this research was categorical. The researcher has used the cross tabulations method to generate Pearson’s Chi-Square value on two variables at a time, exploring the independence, association or homogeneity between the two variables. The choice of the exploration is based on the scenario of the variables.

Given below is a generic step by step approach used by the researcher to test the hypotheses.

1. Stating the null (H₀) and alternative hypotheses (H₁). For example, the questions are: ‘Do you purchase green products when you can?’ Versus ‘do you look for environmental friendly icons on your products before buying?’

The null and the alternative hypotheses for this situation were listed as follows:

\[ H^3: \text{Purchasing of green products is dependent on looking for environmental friendly icons on products prior to purchasing.} \]
\[ H^0: \text{Purchasing of green products is independent on looking for environmental friendly icons on products prior to purchasing.} \]

2. Stating the level of significance. For this research, all the hypotheses were tested at \( \alpha = 0.05 \), which is recommended minimal accepted level (J Hair, 1998). This is the probability of rejecting the null hypothesis given that it is true (a type 1 error).

3. Computing and obtaining the Pearson Chi-Square and its associated degrees of freedom using SPSS software.

4. Stating the conclusion by looking at the p-value. If the p-value is less than 0.05, the null hypothesis is rejected and concludes that the results are statistically significant. Alternatively, the null hypothesis is accepted and concludes that the results are not statistically significant.
In context to the hypotheses listed above, with the help of SPSS software the following table was generated:

**Table 4.1: Cross tabulation output summary for ‘Do you purchase green products when you can?’ versus ‘Do you look for environmental friendly icons on your products before buying?’**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>27.981</td>
<td>6</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>32.390</td>
<td>6</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>16.041</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>126</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .28.

By considering the p-value (column labelled Asymptotic Significance (2-sided)) from the table above the results are statistically significant (p-value =0.000). We can thus conclude that purchasing of green products is dependent on looking for environmental friendly icons on products prior to purchasing.

The researcher uses the above approach and produces the Chi-Square tests for all the possible pairs of variables presented within this research.

The below table presents all the significant Chi-Square values, for all possible pairs of the survey questions/statements. This is discussed further and linked to the actual research questions and aims in the following chapter.

**Table 4.2 Chi-Square Results.**
Q1_Do you recycle items when you possibly can? 18.311 3 0 Significant
Q1 & Q3e Q3e_I don’t think that green products are more environmentally friendly than other products.
Q1_Do you recycle items when you possibly can? 35.697 12 0 Significant
Q1 & Q6f Q6f_How important is the product being easy to recycle when making a purchasing decision?
Q1_Do you recycle items when you possibly can? 26.228 15 0.036 Significant
Q1 & Q6i Q6i_How important is the product being recommended by a friend when making a purchasing decision?
Q1_Do you recycle items when you possibly can? 36.469 12 0 Significant
Q1 & Q6j Q6j_How important is the product being environmentally friendly when making a purchasing decision?
Q1_Do you recycle items when you possibly can? 32.701 12 0.001 Significant
Q1 & Q6l Q6l_How important is preserving the environment when making a purchasing decision?
Q1_Do you recycle items when you possibly can? 22.526 12 0.032 Significant
Q1 & Q6n Q6n_How important is decreasing pollution when making a purchasing decision?
Q1 &Q3e Q1_Do you recycle items when you possibly can? 18.311 3 0 Significant
Q3e_I don’t think that green products are more environmentally friendly than other products.
Q1_Do you recycle items when you possibly can? 35.697 12 0 Significant
Q1&Q6f Q6f_How important is the product being easy to recycle when making a purchasing decision?
Q1_Do you recycle items when you possibly can? 8.827 3 0.032 Significant
Q1&Q9b Q1_Do you recycle items when you possibly can? Q9b_I only make green purchasing decisions when it comes to cleaning products.
Q2_Do you purchase green products when you can? 28.06 12 0.005 Significant
Q2 & Q11a Q11a_Feeling like I belong to a likeminded community, appeals to my senses when I purchase sustainable products.

Q2 & Q11c Q11c_Thinking of testing against animals and purity appeals to my senses when purchasing sustainable products.

Q2 & Q11d Q11d_Feeling like I am making a difference appeals to my senses when purchasing sustainable products.

Q2 & Q11e Q11e_Feeling happy appeals to my senses when purchasing sustainable products.

Q2 & Q11f Q11f_Feeling educated appeals to my senses when purchasing sustainable products.

Q2 & Q5 Q5_Do you look for environmental friendly icons on your products prior to purchasing?

Q2 & Q6f Q6f_How important is the product being easy to recycle when making a purchasing decision?

Q2 & Q6g Q2_Do you purchase green products when you can?
Q6g_How important is the product being energy saving when making a purchasing decision?

Q2_Do you purchase green products when you can?  
39.019  12  0  Significant

Q2 & Q6j

Q6j_How important is the product being environmentally friendly when making a purchasing decision?

Q2_Do you purchase green products when you can?  
48.723  12  0  Significant

Q2 & Q6l

Q6l_How important is preserving the environment when making a purchasing decision?

Q2_Do you purchase green products when you can?  
35.509  12  0  Significant

Q2 & Q6m

Q6m_How important is decreasing the greenhouse effect when making a purchasing decision?

Q2_Do you purchase green products when you can?  
13.229  3  0.004  Significant

Q2 & Q8g

Q8g_Although I care about the environment, I don’t always purchase green products due to difficulty choosing a green brand so took a household brand.

Q2 & Q9f

Q2_Do you purchase green products when you can?  
14.038  3  0.003  Significant

Q9f_I only make informed green purchasing decisions on what green brand I buy over another green brand.

Q4_Do you think environmental friendly products, advertising is trustworthy?  
29.474  16  0.021  Significant

Q4 & Q10a

Q10a_Familiarity of a brand influences why I purchase one green brand over another.

Q4_Do you think environmental friendly products, advertising is trustworthy?  
26.987  16  0.042  Significant
Q4 & Q11a Q11a_Feeling like I belong to a likeminded community, appeals to my senses when I purchase sustainable products.
Q4_Do you think environmental friendly products, advertising is trustworthy? 36.295 20 0.014 Significant

Q4 & Q6i Q6i_How important is the product being recommended by a friend when making a purchasing decision?
Q4_Do you think environmental friendly products, advertising is trustworthy? 36.295 20 0.014 Significant

Q4 & Q7a Q7a_Recognising the Green Symbol influences my green purchasing decision.
Q4_Do you think environmental friendly products, advertising is trustworthy? 13.843 4 0.008 Significant

Q4 & Q8c Q8c_Although I care about the environment, I don’t always purchase green products due to being confused on how the product is green.
Q4_Do you think environmental friendly products, advertising is trustworthy? 9.524 4 0.049 Significant

Q4 & Q9d Q9d_I only make green purchasing decisions if I have time to make informed decisions.
Q5_Do you look for environmental friendly icons on your products prior to purchasing? 8.153 3 0.043 Significant

Q5 & Q3j Q3j_I think that the quality of green products is poor.

Q5 & Q9a Q5_Do you look for environmental friendly icons on your products prior to purchasing? 13.229 3 0.004 Significant
Q9a_I only make green purchasing decisions when it comes to what I eat.

Q5 & Q9g Q5_Do you look for environmental friendly icons on your products prior to purchasing?
14.038 3 0.003 Significant
Q9g I make purchasing decisions that enable me to spend extra on green products that I think really matter.

*NB One of the variables had only one categorical response and hence the Chi-Square value could not be computed.

4.4 Part 1 Quantitative Conclusion

Chapter four part one explained this research’s quantitative analysis process, along with presenting all significant possible pairs of variables produced by Chi-Square tests and continued to analyse the results from data processed via SPSS software, whereby this research reflects an astonishingly 0 insignificant findings.

Chapter four parts one, clearly identifies respondent’s perceptions and common purchasing behaviour traits, when it comes to their green/sustainable purchasing behaviour. Insights and themes have become apparent regarding respondents green purchasing behaviour that will go onto form chapter five’s discussion.

4.5 Part 2: Interview Responses (Qualitative Data)

The criteria for selecting participants have been discussed within the previous chapter. Therefore, within this chapter the researcher explores consumer’s green/sustainable purchasing behaviour, by analysing results from the collated interviews regarding questions posed with respondents. The researcher will collate any emerging themes raised from participants’ responses.

4.5.1 Interview Question One

In order for the researcher to get an understanding of the respondents perception of what their understanding of green/and sustainability actually means, the first question was simply based on the respondents telling the researcher their understanding on what they understood about green/sustainably produced products.
All respondents appeared to have very similar views on what green versus sustainability produced products mean, with one respondent going onto outline the general feel of what all respondents were indicating.

“Green/sustainable are not the same thing. To me Green has minimal effect upon the environment or produced in a manner that is disposable, where sustainably produced products means does not deplete supply - does not take more than needed. Green to me is easier to identify as it states up front e.g.: eco store as opposed to packaged food like cereals where it is not clear if it is green or sustainably produced.”

Furthermore, 63% of interviewed respondents came to similar perceptions to what is highlighted below, when communicating their perception of green versus sustainable products. In their research Theron, Du Plessis, and Chen, (2016) found that people’s perceptions have limited influence over their choice of being green or sustainable because their background or origin.

“Green products are made in a way that is helpful to the environment - limited use of toxins within product e.g. organics with no pesticides, whereby sustainable produced products use natural resources like water efficiently.”

4.5.2 Interview Question Two

When the researcher asked respondents if they regularly purchase products that appear to be green and/or sustainably produced products?

63% of interviewed respondents indicated that yes they do sometimes buy green, however out of the 63% who do proclaim to regularly purchase green/sustainable products – 60% of the 63% indicated that it was mostly environmentally friendly cleaning products that they purchased when it came to their perception of green products.

“Yes. Not everything but definitely cleaning products and food packaging that is more sustainable”

“If and when I do - it would be cleaning and body products. Mostly household products made in NZ.”

“Always liked the theory of being sustainable, but not necessarily walked the talk, now more inclined due to having a family.”
Of the 37% respondents that do not regularly purchase green/sustainable products – 67% respondents did express that they perceive green product costs as quite high and not sure they trust green claims.

“No due to higher cost and not knowing what to look for”

“No really - don’t go out of my way, weary of products that claim to be green”

The findings indicated that 75% of interviewed respondents did express that although they don’t “always” purchase what they perceive as green/sustainable products, they do like to purchase locally sourced products when they can – particularly pertaining to fresh food.

“Prefer to buy NZ produced products - as like to know where products come from particularly from roadside shops.”

“Yes - particularly from local suppliers and local supply’s e.g. fruit and vegetables, meat from butcher, fish from local supplier etc.”

“Now want to make a change for her family.”

“I am aware and more mindful of power and water usage with production and at home, therefore, I prefer local food sourcing.”

However, 33% of the respondents did proclaim that due to some apparent confusion around what products are green/sustainable at point of sale, that they found it difficult to make informed purchasing decisions, going onto recommend a standard clear label process at point of sale.

“The bodies that standardise green products need to be more prominent so that I can to try to support companies like Harvest2home that walk to talk.”

4.5.3 Interview Question Three

Regarding what respondents look for within their shopping process when they are purchasing green and/or sustainable products?
As raised earlier in this research regarding an apparent confusion within the marketplace around what components within a marketed “green” product are actually green (Gershoff & Frels, 2015), three of the respondents did in fact express some confusion on what green icons on packaging to look for – as they felt similar in terms of some icons at first appear to be perceived as green, but upon looking closer are not always green at all.

Furthermore, they felt a bit vague on if green icons were in fact standardised or not?

“Packaging is clear when the company is doing what they say they are doing – however some companies have green cues on their packaging but are not green.”

“I do look on labels for standard certification, although feel like I still need to learn -as sometimes it appears to be green when in reality it isn’t always as recyclable as it first appeared.”

Similar to question two, cleaning products appeared to be the dominant product that respondents looked for in terms of their perception of green products and food when it came to sustainable products.

“I look for minimum chemicals within cleaning products and body product and minimum preservatives within food.”

“Food that I think cleanses your body e.g. vegan, kosha, ethically produced and grown - more conscious.”

Themes from this question reflect existing research indicated earlier in this research, that there does exist some apparent confusion from consumers’ around the different perceived green brandings within the marketplace (Sirieix, et al., 2013).

4.5.4 Interview Question Four

The researcher posed to respondents, when they are shopping, what products (*if any) would they purchase green/sustainable products over non sustainable /green produced products?
Of the five 63% respondents that do purchase green/sustainable products regularly, it is mostly around products that clean either your house or your body, along with perceived preservative free food sources.

A total of 37% of respondents who do not regularly purchase green/sustainable products – two of them do in fact purchase perceived green “eco” house cleaning and body products.

“Definitely cleaning products, as if the products are clean and sustainable, it has a bigger impact on health and wellbeing. I am moving more towards food products and body cleaning products for children.”

“Only body cleaning products due to the perceived higher price for sustainable and/or green products”

“For my body I use natural products that are not redeemed as tested on animals.”

4.5.5 Interview Question Five

Further to the question four, respondents were asked why they purchased (if any) the products mentioned above over non-green/sustainable products?

The two main themes that the researcher heard from respondents was one: having a family brought about a sense of awareness as to what chemicals you are exposing your children too – particularly relevant to that of their body and being exposed too cleaning products. Du Plessis, Chen and Toh, (2012) found in their study that people do want to use products that are family, environment and green friendly.

The other common context that 60% of the respondents alluded to, were that of being exposed to too many chemicals via traditional cleaning products and wanting to take more control of what your body is exposed to and can absorb.

“I see that green body products as better for me due to having less chemicals going into my body/bloodstream, along with household cleaning products for the same reason. I don’t believe in traditional doctors, take a more holistic well-being approach and want to be exposed to fewer chemicals.”
“I don’t want chemicals breaking down in my body, superbug awareness. Chemicals result in causing body harm, even drinking water - the food chain affects.”

4.5.6 Interview Question Six

Respondents were asked if they try to purchase sustainably produced products over those that are not, when they can.

As per question two and due to the nature of the questions being similar, again 63% respondents indicated that yes they do sometimes buy sustainably produced products.

Similar conclusions to what has been discussed in question two evolved, whereby the price of sustainably produced products being perceived as high as the main barrier in respondents purchasing decision making process in regards to perceived sustainably produced products.

Based on the eight respondent’s responses, it appears that they make most of their sustainable purchasing decisions based on buying locally produced and sourced products over those that are not, along with products that have more direct impact on their wellbeing and health, like body and cleaning products.

“Due to the perceived higher price for sustainable products, I only purchase sustainable body cleaning products.”

“Always buy New Zealand made or produced where I can, as I am both aware and mindful of both the power and water usage with production of many products and at home. Therefore, I prefer local food sourcing, for example I tend to guy from bulk bins to reduce packaging and production. For my body I use natural products that are not redeemed as tested on animals.”

“If the products are clean and sustainable, it has a bigger impact on health and wellbeing.”
“I try to buy locally produced products when I can e.g. shampoo/cleaning products 70% of time and minimise plastics - try not to get extra packaging.”

4.5.7 Interview Question Seven

Further to question 6, respondents were asked to describe why they do choose certain sustainably made products over others?

Given that respondents perceive sustainable products as those that are produced using less harm upon the environment or the packaging can be recycled, influences 80% of the interviewed respondents – their sustainable purchasing decisions appear to be mostly to do with the direct cause and effect upon both their well-being and physical impact that products have on their body. This outcome is also consistent with published literature (Du Plessis, Toh & Chen, 2014).

All respondents appear to be mindful in some way of either the impact of packaging has in terms of landfill or the chemical residue from cleaning products and/or body products upon the earth in terms of pollution of the local waterways and ocean.

"My wellbeing and the impact of mass production on the environment globally are my main concern, along with also becoming more aware of how much landfill results from packaging. Being able to compost packaging is awesome. Would be good to know when you buy recycled packaging."

“I don’t like chemicals going into the ocean and harming the environment that we rely on for resources.”

“Mortality and wanting a better world long term - stewardship.”

“I would like to purchase products that have less impact on the environment long term.”
4.6 Part 2 Qualitative Conclusion

Part Two of chapter four revealed both respondents thoughts around green versus sustainable product differentiation, along with leveraging their product purchasing behaviour around either of these two categories.

The general consensus revealed that respondents see the point of difference between the two types of categories as per the following; -

“Green having minimal effect upon the environment or produced in a manner that is disposable” and “sustainably produced means does not deplete supply - does not take more than needed”.

Defining respondents green/sustainable purchasing behaviour, respondents go onto imply that the main barrier within their green purchasing behaviour, is that of the perceived cost being higher than non-green/sustainable products.

“I do not purchase green products due to higher cost and not knowing what to look for”.

A majority (60%) of respondents also revealed that they have a very strong positive bias towards purchasing products from either of these two categories that affect their overall well-being in a positive way, along with reduce the amount of chemical residue going back into the environment, e.g. household cleaning products, body washing products and purchasing fresh locally sourced produce where they can.

Overall over half of the respondents did talk at some stage around the confusion at point of purchase on what are green and/or sustainable options – due to packaging not always being clear.

“Some brands’ are more dominant at the shop due to their marketing e.g. eco brand and being aligned to their marketing and more awareness.”
The researcher will go onto discuss these findings and implications within the following two chapters, supported by recent literature.

4.7 Summary

This chapter segmented into two distinct sub-sections, combined and presented all data collected from both this research’s 126 survey respondents, along with the 8 interviews.

Part one reflected respondent’s demographic representation, along with their thought process on their green purchasing behaviour, which has been represented visually with graphs, tables and statistics. This chapter identified all the data captured for this research as being categorical, whereby the researcher used a cross tabulations method to generate Pearson’s Chi-Square value on two variables at a time. This process further explored the independence, association or homogeneity between each of the two variables, going onto further test hypothesis $\alpha = 0.05$.

Part two of this chapter, supported chapter one in presenting common perceptions and themes around respondents green purchasing behaviour amongst the 8 interviewed respondents.

Outcomes and key findings from combining the two components within chapter four, answers this research’s initial research questions, along with determining the level of perceived sustainability green characteristics required in a brand to trigger purchasing behaviour within the following chapter.

The next chapter, Chapter 5 discusses the main relationships between research findings and initial research questions posed within chapter one, whereby leveraging existing research theories that support and contribute to this research key findings and outcomes.

4.8 Conclusion
Chapter Four explained this research’s quantitative and qualitative analysis process and outcomes, along with identifying respondent’s green vs sustainable category differentiation.

Chapter 4 reported on respondent’s green and/or sustainable purchasing behaviour, perceptions and traits, supported by data.

Becoming apparent within this research, is that of consumer green purchasing behaviour themes, often reflecting what is being discussed within recent literature. Respondents predominantly perceive green products as more expensive (Olson, 2013) and have commented on often finding green products being difficult to recognise at point of sale (Cordeiro & Joon Yong, 2014).

The researcher will discuss these key findings and trends in more detail within the following chapter (Chapter 5), along with any resulting implications /if any, supported by recent literature.

**CHAPTER 5 Discussion**

5.1 Introduction
The previous chapter presented this research collated findings, deduced from both the completed research surveys and semi-structured interview results. Now this chapter’s aims are to present and reveal the main findings in response to this research’s initial research questions, as presented within chapter one of this research.

Reflecting back on the initial research questions as introduced within chapter one, chapter five’s main aim is to leverage results from surveys’ and interviews. Results intend to gain some “green” consumer insights and understanding around consumers’ affinity to sustainable brands’. By leveraging these key findings, the core research intent is to be able to share with organisations a communication strategy that potentially can positively influence “green” consumers’ purchasing intent.

The researcher attempted to determine the strength of sustainability and green elements required within a brand, which influence “green” consumers’ purchasing behaviour and evaluate if collated survey and interview data can “determine the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour?”

In order to determine the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour, first the researcher ascertains if responses from this research can respond to this research’s’ initial sub research questions, as introduced within chapter one and highlighted below:

a. What is the perceived green conscious consumers’ key drivers within their green/sustainable purchasing behaviour?

b. What makes green conscious consumers’, more likely to purchase sustainable made products?

c. Why do consumers’ who care about the environment, don’t always purchase available sustainably produced products?

d. What effective “green” communication strategies can be developed from green conscious consumers’ purchasing intent?

e. What is green conscious consumers’ affinity to sustainable brands’?
f. What perceived emotional queues, trigger green conscious consumers’ green purchasing behaviour?

Key findings deduced within this chapter, will become supported with recent and relevant literature, enabling the researcher to construct apparent consumer green purchasing behaviour themes and/or trends that support these sub research questions, then to determine any managerial implications/if any, within the following chapter (Chapter 6).

5.2 Becoming more likely to purchase sustainable made products

In response to one of the initial sub research question “can it be evaluated to the point at which consumers’, who value sustainability, become more likely to purchase sustainable made products?”

Within this research a majority (91%) of respondents claim that although they recycle products most, to all of the time, less than half of those same respondents (45.9%) claim to actually purchase green products “some” of the time, with a small minority (5.6%) of respondents claiming they purchase green products “all” of the time.

Therefore, the researcher accepts the initial hypothesis as presented in chapter 1.8 of this research:

$$H_0: \text{There is no significant relationship between consumers’ valuing sustainability, and being more likely to purchase sustainable made products.}$$

Although almost all respondents (75.7%) being agreeable that they perceive the quality of green products as good, this research establishes, why then do less than half of these surveyed respondents (45.9%), who claim they care about the environment, only then purchase green products some of the time? In response to the initial sub research question posed in Chapter 1, the researcher “evaluates at what point consumers’ who value sustainability, become more likely to purchase sustainable made products”.
Based on this research data outcomes, as presented within Chapter 4, Figure 5.1 below reflects respondents key green purchasing attribute preferences, that they perceive to influence their sustainable purchasing intent.

Respondents perceive attributes of almost equal importance, that they believe to influence their green purchasing intent, is that of the **pricing** (71%), **brand trust** (72%) and **perceived quality** (75.7%), followed closely with two thirds of respondent’s also rating **familiarity of the brand** (64%) as important attributes.

**Figure 5.1: Respondents Sustainable Purchasing Intent Behaviours.**

![Figure 5.1: Respondents Sustainable Purchasing Intent Behaviours.](image)

Presented above in Figure 5.1, the results support literature in finding that altruistic (or green) and egoistic attributes appear to influence consumer green purchasing intent,
whereby respondents can clearly be seen to be trading off on what attributes fulfil their self-interest, when making green purchasing decisions, at point of purchase (Schuitema & Groot, 2015).

A majority of respondents (71%) within this research have indicated that they perceive sustainable and green products as at a higher price, than non-counterparts, whereby resulting in influencing their purchasing intent by making informed decisions around what green products they will buy over others, if any due to respondent’s budget restraints.

Further research results have indicated that budget restraints, appear to be respondent’s number one core priority (56%), when making green purchasing decisions, as reflected within Du Plessis, Chen and Toh, (2012) support this key finding, by stating that product pricing, appears to be a particularly “robust” attribute relating to green products (Schuitema & Groot, 2015), particularly with the incline of product pricing, resulting in loyalty and trust associated to the brand being more likely to decline as a result (Davari & Strutton, 2014).

Further to pricing, is brand trust, with 71% of respondents rating this as an important attribute they consider prior to purchasing, research indicates that purchasing intent can be positively leveraged via advertising variables such as that of brand image, higher levels of leveraging effective organisational environmental behaviour and green education (Utkal Khandelwal, 2011) can be said to influence shifting consumer’s level of trust within a brand.

As already stated, all respondents who took part within this research had to have some understanding of what green products actually are. Therefore, results indicate that of Nagar (2013) saying “consumers’ who exhibit a positive attitude toward green advertisements also impose trust in the firm’s products”, which is reflected within this research with almost two thirds of respondents saying that they trust green advertising (87%).

Literature is clear that if trust is established within a brand, then consumers’ are more likely to go onto purchase the product (Zubair Tariq, 2014). When it comes to brand trust, research further indicates that credible communication motivates consumers’ to
become more likely to trust a brand (Nagar, 2013). As green product offerings are on the incline, justifying to consumers’ in a convincing, concise manner as to why they are being asked to pay more for green products (Iyer, Davari, & Paswan, 2016), becomes an important attribute to consider, within green marketing campaigns.

With consumers’ known to purchase products that improve their lives with either a beneficial function or emotional connect (Akhtar, 2015), and as more products compete for consumer’s attention, these components within marketing campaigns become not just important to leverage, but imperative to get right.

One respondent reflects this sentiment, by indicating that “some brands’ are more dominant for me, due to their marketing campaigns, particularly the eco brand-which I see as being aligned to their marketing and creating more awareness for me”. Research indicates that green firms leveraging their environmental responsibilities within their marketing campaigns, become more likely to go on and gain consumer trust (Davari & Strutton, 2014).

Literature indicates that by leveraging the “brand image, green brand trust and green satisfaction” (Zubair Tariq, 2014), along with not overstating the products’ environmental claims, by means of leveraging simple concise communication (Nagar, 2013), organisations can become more likely to become equipped to illicit brand equity and gain consumer trust within the brand.

Perceived quality, another egoistic attribute that is closely tied into product price, literature indicates, that with a higher product price point – consumers’ are more likely to perceive that they are purchasing a higher quality product (Schuitema & Groot, 2015). This becomes apparent, when reviewing some of the candidate’s responses, particularly regarding the purchasing of locally sourced products, along with respondents proclaiming to make green purchasing decisions around either household or body cleaning products, as reflected below:

“If and when I do buy green products, it would be cleaning and body products and mostly household products made in NZ, as I perceive that they are better for me due to having less chemicals going into my body/bloodstream.”

Furthermore, with a perceived higher price being established as the core barrier for respondents (56% of surveyed respondents and 90% of interviewed respondents), it
is said that consumers’ can be convinced to pay the extra for green products if they know what the compensatory qualities are (Olson, 2013). If marketing of the product justifies the extra cost effectively, consumers’ can be convinced to purchase at the higher price (Iyer, et al., 2016), which again is reflected within the respondent’s statement below:

"I don’t mind paying more for healthier products. Some green products appear to be more expensive, but if they are recyclable I can be persuaded".

As discussed, after pricing, brand trust and brand quality, almost two thirds of respondents (64%) proclaim to be influenced by familiarity of a brand, which therefore also becomes an important attribute for marketers to consider when effectively leveraging green purchasing behaviour within their campaigns. Furthermore research indicates that when buying a familiar or well-known brand, consumers’ are said to expect to be better off personally (Zubair Tariq, 2014).

5.2.2 The Emotional Connect to Purchasing Intent

The point in which consumers’ who value sustainability, become more likely to purchase sustainable made products as posed within this chapter, established core fundamental attributes that respondents consider important prior to their green purchasing behaviour, are that of pricing of the product, trust within the brand, perceived product quality and familiarity of the brand. Therefore, the researcher evaluates from this chapter, that if respondents who value sustainability, becoming more likely to purchase sustainably made products if they link to their altruistic (or green) and egoistic attributes (Schuitema & Groot, 2015) to the product.

The researcher identifies that consumers’ who value sustainability, are more likely to purchase sustainably made products that they perceive to improve their lives with either a function and/or emotional connect (Akhtar, 2015), therefore by marketing campaigns leveraging credible concise communication leveraging advertising variables such as that of brand image, are said to become more likely to leverage trust within the brand.

Research suggests that by promoting the actual organisational environmental behaviour and or an egoistic attribute, linking to compensatory qualities (Olson, 2013)
like that of being tied closely to price, are said to become more likely attributes to positively influence sustainable conscious consumer purchasing intent.

5.3 Are Green Conscious Consumers’ Value Conscious?

Although consumers’ do say they care about the environment, research indicates that this often does not translate into the purchasing of green products. The pricing of a product, brand trust and the product perceived quality appear to have become the most important factors that respondents considered a priority, prior to the purchase of green products. Therefore, the researcher addresses sub research question 1.7.2, as posed at the beginning of this research” identifying why consumers’ who care about the environment, might not purchase sustainably produced products”.

With less than half (48.5%) of the respondents within this research who proclaim to care about the environment, but not always purchasing sustainable/green products supports what is said within literature that consumers’ don’t always purchase green and sustainable products (Davari & Strutton, 2014).

It appears there is no apparent direct association between “value conscious” consumers’ and their purchasing behaviour intent according to Iyer, et al., (2016), which could be attributed to attributes as shown below in Figure 5.2, which reflect core attributes respondents perceive to impede their green purchasing behaviour.

The most significant emerging attributes that appears to impact on impeding respondents green purchasing intent within this research, is that of the majority of candidate’s (94%) proclaiming to become confused at point of sale, as to what green symbols represents and actually means (Nagar, 2013).

Again, pricing appears to be a reoccurring attribute that impedes respondents green purchasing behaviour (Davari & Iyer, 2015), with over half of the respondents (54%) perceiving green products as to be too expensive. Other impeding attributes, are that one third (30%) of respondents proclaiming that they often do not know what the products green claims represent, as depicted below in Error! Reference source not found., also supported with respondents claims below.
“I don’t know what to look for when purchasing green and sustainable products, which is why I only really identify with the red healthy tick (which represents wellbeing) and kiwi grown and/or produced.”

“I do look on labels for standard certification, although feel like I still need to learn-as sometimes it appears to be green when in reality it isn’t always as recyclable as it first appeared.”

Given this stated knowledge, as highlighted above the researcher accepts this hypothesis.

H³: Purchasing of green products is dependent on, looking for environmental friendly icons on products prior to purchasing.

Figure 5.2: Why respondents, who claim to care about the environment not always going onto purchase green products.

Due to most of the respondents stating confusion at point of sale as to what the green symbol represents (94%), as shown above. Solutions to rectify this apparent confusion, have been indicated within research, that organisations need to be more effective at providing easy-to-understand information of their products environmental
claims and/or performance (Testa, Iraldo, Vaccari, & Ferrari, 2015) upon packaging, in order to successfully combat point of sale confusion.

Furthermore, by having standardised eco-labelling, research indicates that it will enable consumers’ to become more aligned to products point of difference and features, along with resulting in the product becoming more credible (Ambec, 2008).

Within this research, respondents indicated that they think there is a need within the marketplace for standardised eco-labelling schemes, literature supports this by saying that to overcome this confusion, effective communication strategies need to become developed, whereby becoming more inclined to enable consumers’ to gain not only a greater awareness of green products environmental claims, but becoming more likely to result in consumers’ purchasing the product (Testa, et al., 2015).

Testa (2015) further states that well designed standard green certification, supports consumers’ in clearly understanding what the product actually represents, along with standardised eco-labelling being more likely to influence consumers’ in adopting positive green purchasing behaviour (Testa, et al., 2015). In order to combat this apparent point of purchase confusion, due to limited understanding and confusion on what the various green symbols upon packaging represent, research suggests that not only the products’ environmental impact needs to become leveraged upon the label, but also consumers’ being informed on their own environmental impacts, as a result of purchasing the product (Cho, 2015).

As marketing campaigns, are often attributed to be the only way of messaging brand claims (Testa, et al., 2015). Becoming apparent within this research is that of brands’ needing to not only builds a positive brand relationship between green awareness within their product, but also the need to leverage the true product environmental claims.

This research indicates that by successfully leveraging green advertising campaigns, which leverage the products true value proposition to consumers’ effectively, are more likely to illicit gaining positive trust towards not only their brands’ green advertising claims, but also trust within their marketing campaigns (Nagar, 2013) and the brand itself.
Literature supports marketing these key initiatives within green brands’, in order to potentially become more able to persuade green conscious consumers’ to purchase their products (Zubair Tariq, 2014).

5.4 Summary of Caring versus Purchasing

In summary to the research question posed at the beginning of this chapter “can we identify why consumers’ who care about the environment, might not purchase available sustainably produced products?”

As mentioned earlier, the price point being perceived by just over half of respondents (54%) as too expensive, along with 30% of respondents being unsure of green brand claims becomes somewhat of significant barriers impeding green purchasing intent. More concerning within this research, is that of green conscious consumers’ who proclaim to care about the environment, not always purchasing sustainably produced products due to almost all of the respondents (94%) within this research, proclaiming to be confused at point of purchase as to what the green symbol on the packaging represents. Therefore, this becomes a crucial barrier impeding their green purchasing intent and becomes of grave concern for organisations wanting to leverage green sustainably produced products to acknowledge.

To overcome this green symbol confusion at point of sale, the researcher suggests that organisations push for standardised eco labelling, along with leveraging concise organisation communication leveraging organisation sustainable schemes, so that consumers’ become more aware of the organisation claims, along understanding the direct environmental impact that consumers’ purchasing behaviour have, which becomes more likely to result in leveraging green conscious consumers’ purchasing intent.

Research indicates that by organisations effectively implementing the appropriate dialogue, as mentioned above – that they become more likely to generate positive brand relationships between green awareness of the product and true environmental campaigns, resulting in becoming more likely to sustain a positive brand relationship between the product and the consumer and becoming more likely to leverage green conscious consumers’ purchasing intent.
5.5 Emotional connect to “green” brands'

Now research sees that in answer to the sub research question, whereby ascertaining if emotional queues can trigger green conscious consumers’ green purchasing behaviour, “emotionally can we recognise what triggers buying sustainable products?”

Within this research, almost two thirds (61%) of respondents indicated that emotionally they feel like they are making a difference as a direct result of their green purchasing behaviour, particularly when it comes to products that don’t test against animals, whereby 60% of respondents proclaim the product purity appeals to their senses when purchasing sustainable products, resulting in over half (51%) of the respondents proclaiming to feeling happy as a direct result of their altruistic green purchasing behaviour.

This emotional connect, appears to be supported by research, by claiming that green conscious consumers’ are said to emotionally feel like they are making a difference, as a direct result of their green purchasing behaviour and are said to be more sensitive to gaining a perceived higher quality life, due to minimal ecological impact their purchasing has upon the earth (Junaedi, 2007).

Therefore, with consumers’ often purchasing products that they perceive as improving their lives from either a functional or emotional level (Akhtar, 2015); emotionally this chapter establishes if emotional attributes can become identified, that positively influence green conscious consumers’ purchasing behaviour.

As represented below in figure 5.3 key emotional attributes that respondents perceive intrinsically appealing upon the purchasing of green products, is that almost equally 61% of respondents, claiming to emotionally feel as if they are making a difference and/or preferring products that claim to not test against animals and appear to be purer. Furthermore, just over half (51%) of the respondents, proclaim to intrinsically feel happy as a result of their green purchasing behaviour.

**Figure 5.3: Emotionally what attributes appeal to candidate’s senses when purchasing green products?**
Supporting these respondents claims, is that of literature claiming that green conscious consumers’ are motivated altruistically by either environmental or social consciousness when it comes to the purchasing of green products (Iyer, et al., 2016), which appears to reflect respondent’s sentiment and their perceptions. Furthermore, research indicates that green conscious consumers’ are “more likely to be affected by what matters to them, or by what they feel most strongly about” (Grimmer & Woolley, 2014).

Although a majority of the respondents (61%) proclaim to feel like they are making a difference when purchasing green products, for almost two thirds of the respondents (69%) pricing remains a core barrier inhibiting their green purchasing behaviour. Alongside price almost three quarters of respondents (73%) proclaiming to be emotionally influenced by products claiming to be locally sourced. Therefore, with the incline of green product availability, it becomes apparent that point of sale confusion within almost two thirds of respondent’s (68%) finding it difficult to identify what the green products, green ethos actually is? Therefore, to address apparent competitive advantage within advertising campaigns appears to be a crucial component within green/sustainable organisations’ branding to both leverage and get right.
Effective communication strategies to rectify apparent point of sale green branding confusion need to leverage products functional environmental value propositions derived from utilitarian benefits (Hur, et al., 2013). Cho (2015) states that environmental claims, do not always reflect in consumers' being motivated to purchase green products, therefore suggesting that green consumers’ appear to be more rewarded by intrinsic values whereby connecting their green purchasing choices to the actual environmental impact (Cho, 2015) becomes more effective.

Furthermore, if organisations were to make the green attribute of the product central to the product (Gershoff & Frels, 2015), along with highlighting the actual value proposition, by showing the actual product point of difference (Aaker, 2015), such as attributes which respondents refer to as valuable, for example: “not tested against animals” (60% of respondent’s value) are shown to potentially result in positively influencing consumers’.

By highlighting the value proposition, research indicates that emotionally consumers’ become more likely to evaluate and assess the product prior to purchase, as actually being green (Gershoff & Frels, 2015). Therefore, the product becomes more likely to result in consumers’ making an emotional connect to the product and/or brand (Du Plessis, 2012) and as a result, therefore becoming more likely to purchase the product.

Further to respondents altruistic emotional connect, a direct result of purchasing green products, respondents proclaimed due budget restraints they make categorical trade-offs (Olson, 2013), particularly apparent when purchasing green products, whereby respondents opting for perceived quality on some categories, over others. Trade-offs as shown below in 5.3.1 reflect respondent’s emotive categorical green preferences within their green purchasing behaviour, whereby respondents can be clearly seen to be opting for particular green categories, like that of body/household cleaning products over others.

Becoming apparent is that, of respondent’s preferential treatment of green products over their counterparts. After pricing (56%), candidate’s preferential category is that of purchasing green household cleaning products (43%), along with body cleaning products, followed closely by what they eat (39%). Research reflects this sentiment,
by indicating that green conscious consumers’ are known to make trade-offs (Olson, 2013), due to feeling as if they are getting an intrinsic benefit as a result of their green purchasing behaviour, similar to that of improving their lives, with either a beneficial function or emotional connect (Akhtar, 2015).

Respondents claim that they are green in relation to some categories, over others (Rettie, et al., 2012), whereby respondents allude to preferential categories throughout this research that they perceive to be of more emotional connected and of personal value than others, as listed below in figure 5.4.

Within these preferred categories, respondents have spoken of perceiving these particular categories as not only of personal quality, but intrinsically giving perceived value, which can be seen more clearly within respondent’s statements’ below:

“I don’t like using household chemicals, due to them going into the ocean and harming the environment - which we rely on for resources.”

“I prefer minimum chemicals within cleaning products and body products, along with minimum preservatives within food.”

“I buy cleaning products that have green symbols and less packaging or packaging that is recyclable”

“I try to buy locally produced products when I can e.g. shampoo/cleaning products. 70% of time in order to minimise plastics - try to not get extra packaging”

Figure 5.4: Favoured green purchasing decisions.
Furthermore, this research indicates that respondents are seen to opt for perceived quality on some products, over others. As reflected within this chapter respondents’ apparent preferable treatment is seen to be given to that of green house cleaning and body cleaning products (43%), followed closely by what respondents eat (39%). Respondents also indicated throughout this research that they prefer what they perceive as locally sourced food, as reflected by one respondent sentiment below.

*I purchase cleaning products that have green symbols & less packaging or packaging that is recyclable and prefer localised food sourcing.*

### 5.6 Emotional Purchasing Intent Summary

Upon evaluating emotional triggers that appear to be necessary within a “green” brand that influence purchasing behaviour, acknowledged within this chapter are that of a majority of respondents, emotionally feel like they are making a difference upon purchasing of green products, due to being motivated altruistically by either environmental or social consciousness (Iyer, et al., 2016).

As green conscious consumers’ are motivated altruistically by either environmental or social consciousness, therefore becoming affected by what they feel most strongly about (Grimmer & Woolley, 2014), like that of making a difference, with more sustainable product offerings now at point of sale, respondents proclaim to become confused over product point of difference. This confusion often results in inhibiting green conscious consumer’s sustainable purchasing intent. Furthermore, budget restraints, along with the perceived higher cost for sustainably produced products, mean that respondents are seen to make categorical trade-offs between different green product categories, whereby reflecting that they are being green in relation to some categories, over others (Rettie, et al., 2012).

Therefore, to overcome these emotive purchasing intent obstacles as highlighted above, the researcher suggests that organisation communication strategies make the product green and/or sustainable attribute central (Gershoff & Frels, 2015) to the product.
Literature highlights that if the products functional environmental value proposition is derived from utilitarian benefits (Hur, et al., 2013), then the organisation becomes more likely to generate an emotional connect the green conscious consumer. Research indicates further that by linking consumers’ emotionally via organisations’ environmental impact, becomes more likely to result in consumers’ purchasing their product (Aaker, 2015).

5.7 Summary

Within Chapter 5, the researcher addressed three initial sub research questions, initially presented within Chapter 1 of this research. As indicated within this research, although 91% of respondents who proclaim to care about the environment, only half of those (45.9%) same respondents actually go onto purchase green products.

In response to this, the researcher has identified key drivers and themes that consumers’ appear to evaluate at point of purchase, resulting in the researcher identifying solutions for organisations wanting to leverage green conscious consumers’ by way of planning and implementing their organisation brand campaign communication strategy effectively.

This research has established and identified green conscious consumer purchasing intent key findings, in response to three of the initial sub research questions as posed within Chapter One: why respondents who proclaim to care about the environment, might not purchase sustainably produced products, along with ascertaining how respondents who proclaim to value sustainability, become more likely to purchase sustainable made products and establishing emotive triggers that influence respondents green purchasing behaviour.

As a result of answering these three initial sub research questions, the researcher indirectly is able to identify key “green triggers” that influence green conscious consumers’ purchasing behaviour, along with gaining insights into green conscious consumer’s “affinity to sustainable brands”, as a result is able to begin to develop effective “green” communication strategies for organisations to leverage.
As a result of the researcher answering the three sub-research questions posed above, the researcher is able to form a response to sub-research question 1.7.1- whereby identifying “consumer purchasing behaviour key drivers (as mentioned below), when looking at green/sustainable product offerings, by way of reviewing core attributes presented within this chapter, and highlighted below – which appear to be the main factors inhibiting green conscious consumers' purchasing behaviour.

Therefore, it becomes apparent to the researcher, that by reviewing the main attributes raised within this chapter (as highlighted below), consequently answers the main research question that “It is possible to identify consumer purchasing key driver behaviours, when looking at green/sustainable product offerings.”.

- **Budget/Pricing** (71%), it becomes apparent that consumers’ are more likely to justify paying the extra spend; if organisation communication strategies leverage beneficial or emotional connections within their marketing campaigns.

- **Quality of product** (75.7%) tied closely to price, research indicates that if consumers' are aware of compensatory qualities of the product, hence perceiving the product as of better quality - they are more likely to become convinced to purchase the product irrespective of price.

- **Brand trust** (72%) is considered by green conscious consumers’ prior to them purchasing products, therefore the researcher suggests that if organisations leverage within their communication/packaging effective organisational environmental behaviour and green education (Utkal Khandelwal, 2011); they become more likely to influence shifting green conscious consumer’s level of trust within their brand.

- **Familiarity of the brand** (64%) research indicates that motivational attributes being linked to altruistic green purchasing behaviour (Schuitema & Groot, 2015) when buying a familiar or well-known brand, results in consumers’ intrinsically expecting to be better off personally (Zubair Tariq, 2014).

- **Green branding confusion** of major concern with 94% of respondents proclaiming to be confused about not knowing what the green symbol upon the packaging represents. The researcher suggests organisations to both
push for standardised eco-labelling, along with being able to leverage easy to understand information about products environmental claims and/or performance (Testa, Iraldo, Vaccari, & Ferrari, 2015) upon their packaging and within their marketing campaigns.

Overall Chapter 5 has disseminated and determined in detail, the level of perceived sustainability and green characteristics required in a brand to trigger green conscious consumers' purchasing behaviour.

The researcher concludes this research within the following chapter by making recommendations for organisations wanting to overcome suggested attributes that have been shown within this research to inhibit green conscious consumer purchasing behaviour.

5.8 Conclusion

Chapter Five presented this research respondent’s green purchasing intent perceptions and findings, supported with relevant literature. Research findings presented within this chapter, have identified the *level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour.*

Based on this research’s’ initial research hypotheses and sub research questions, this chapter has established that there is *no significant relationship between consumers’ valuing sustainability, and being more likely to purchase sustainably made products.* Attributed to this research’s findings, indicates that green conscious consumers’ have a tendency to trade off on attributes that are more likely to fulfil their intrinsic values (happiness linked to intrinsic value).

Particularly apparent within this research’s’ respondents, is that of their green purchasing behaviour being influenced by both altruistic and egoistic attributes (Schuitema & Groot, 2015). Therefore, although respondents proclaim to care about the environment, less than half of those same respondents (48.5%) actually make green/sustainable purchasing decisions.
Based on this research, the most likely attribute inhibiting respondent’s green purchasing behaviour is that of cost.

1) Green costs being perceived as more expensive than their counterparts, therefore due to budget restraints respondents making green categorical trade-offs.

Consumers’ who say they value sustainability are often said to make trade-offs at point of purchase, which have become particularly apparent within this research, whereby predominantly respondents (56%) say they are restrained by budget.

Therefore, the researcher rejects this initial hypothesis:

\[ H^0: \text{ There is no relationship between consumers' recognising sustainable brands', and going onto purchase products. } \]

Therefore, this research has confirmed green conscious consumers’ make apparent altruistic trade-offs within their green purchasing behaviour whereby within this research making purchasing choices around categories, such as that of purchasing household cleaning products, body cleaning products, followed closely by locally sourced food products positive purchasing decisions.

These green categories preferred by respondents indicate that emotionally green consumers’ are intrinsically driven (Grimmer & Woolley, 2014), therefore making their green purchasing decisions based on attributes such as - what makes them feel good as a result of their green purchasing behaviour – similarly making an ecological difference, therefore the researcher accepts this hypothesis.

\[ H^2: \text{ There is a significant relationship between consumers' recognising sustainable brands', and going onto purchase products. } \]

This chapter has also confirmed that almost all of the respondents (94%) encounter confusion over what the green symbols at point of sale actually means, therefore the researcher suggests that there is a need for standardised eco-labelling schemes within the marketplace. Furthermore, by supporting green product green claims with effective communication strategies, becoming more likely to illicit consumer creditability (Ambec, 2008); therefore, the researcher accepts this hypothesis.
**H3:** Purchasing of green products is dependent on looking for environmental friendly icons on products prior to purchasing.

This research project aimed to identify if it possible to determine the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour. Furthermore, this research projects’ main objectives were to see if it is possible to evaluate the point at which consumers’, who value sustainability, become more likely to purchase sustainably made products, along with seeing if it is possible to develop “green” communication formed from consumer this research’s’ survey results that enable organisations to develop effective communication strategies.

The first 4 sub-research questions derived from the research questions highlighted above have all been answered throughout Chapters 4 and 5. Due to the researcher being able to measure respondent’s survey and interview responses, apparent gaps within literature have also been addressed and answered by the researcher, such as being able to gauge respondent’s core green values and perceptions of what “sustainability and green” really means. This has resulted in the researcher identifying attributes, as to why green conscious consumers’ who say they value sustainability, do not necessarily go onto purchase green products at point of sale.

Furthermore the researcher has also addressed research, around identifying distinct emotional triggers that appear to be valued by green conscious consumers’, relevant to their green purchasing intent and behaviour and integrated responses within the overarching green campaign communication strategy, as presented within Chapter 6.
CHAPTER 6 Conclusion and Recommendations

6.1 Introduction

Whereas the previous chapter focussed in detail on key findings, established from this research’s’ collated data, in response to initial sub research questions and hypotheses posed within Chapter 1 of this research, whereby leveraging both survey and interviews results.

This chapter summarises and concludes this research via means of presenting, addressing and concluding this research’s core findings and providing recommendations for organisations, wanting to positively leverage green conscious consumers’ purchasing intent.

With this research’s overall focus being to investigate and determine “if it is possible, to measure the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour.”

Therefore, the researcher now establishes suggested communication strategies, based on summarising these research key findings, as established within Chapter 5 and concludes research recommendations, which organisations can potentially leverage, to support themselves in becoming more effective at positively leveraging the green conscious consumers’ purchasing intent.

6.2 Conclusions

With this research finding that there is no significant relationship between consumers’ recognising sustainable brands’, and going onto purchase products. The researcher now evaluates and ascertains in response to the sub research question 1.7.1, if it is possible to identify consumer purchasing behaviour key drivers, when looking at green/sustainable product offerings and therefore going onto positively influence respondents green purchasing intent, as presented below in Figure 6.1.

Core attributes respondents perceive to be “key purchasing drivers”, prior to making their green/sustainable purchasing decisions are that of budget restraints (62%), brand trust (72%) (If product is perceived to be a trusted brand) and perceived quality of the
product (72%) (Which consequently can pursued respondents to spend more on a product if quality is justified), along with over half the respondents (64%) indicating that they are motivated to purchase well-known, familiar brands’.

**Figure 6.1 Key drivers that negatively impact respondents’ green purchasing intent.**

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<tr>
<th>Key drivers that negatively impact respondents green purchasing intent.</th>
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<tr>
<td>Emotional connect to a Brand</td>
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<td>Brand Loyalty</td>
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<td>Familiarity of a brand</td>
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<td>Quality</td>
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<td>Brand Trust</td>
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<td>Pricing</td>
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As indicated within this research, the purchasing of green products is dependent on, looking for environmental friendly icons on products prior to purchasing and of critical concern for organisations, with almost all respondents (94%) proclaiming to often not know what the green symbol on the packaging represents.

Along with not knowing what the green symbol represents in most cases, results in respondents indicating that they become confused at point of sale, whereby often resulting in green conscious consumers’ either not purchasing particular green categories and/or making categorical trade-offs (Olson, 2013).

With purchasing of green products being dependent on looking for environmental friendly icons on products prior to purchasing and 94% of this research’s’ respondents proclaiming confusion at what green branding claims represent at point of sale,
resulting in brand confusion over what component of the product is green and/or what the products actual green claims are.

The researcher perceives this point of sale branding confusion to be of grave concern to organisations wanting to leverage their green brands’. This confusion becomes particularly apparent at point of sale, due to being regarded as having a stronger purchasing barrier than that of candidate’s budget restraints. Therefore the researcher identifies this branding confusion, as a significant factor to answering sub research question 1.7.3, whereby identifying why consumers’ who care about the environment, might not go onto purchase available sustainably produced products.

As the researcher reflects upon these above-mentioned attributes, what now becomes important is how to respond to these concerns raised within this research, along with ascertaining how to effectively overcome these negative green purchasing intent perceptions. In overcoming these negative green purchasing intent perceptions’ organisations can become more equipped to respond accordingly to these known trends and/or concerns appropriately.

Sentiments reflected within research findings, are those of the need for organisations to highlighting compensatory qualities that justify the extra cost of green versus non-green products upon their packaging. Literature indicates by doing this, organisations become more likely to result in leveraging a positive brand image, along with leveraging green conscious consumer brand trust and brand satisfaction (Zubair Tariq, 2014).

Furthermore literature indicates that consumers’ are more likely to perceive brand product claims as not being overstated; by way of marketing products beneficial or emotional connect (Akhtar, 2015) when leveraging the products beneficial function, becomes more likely to intrinsically connect to green conscious.
6.3 Recommendations

Within this research, the researcher has gained insights into respondent’s affinity to green/sustainable brands’ and identified the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour. Therefore, in response to consumer’s affinity to green/sustainable brands’, the researcher segments responses to the level of perceived sustainability required within a brand to trigger purchasing behaviour below, whereby suggesting that organisations develop their green marketing campaign strategy by way of integrating these recommended attributes.

The researcher now responds to respondent’s perceptions and green purchasing intent claims, as highlighted throughout this research. Furthermore, the researcher acknowledges the required emotional triggers required within a brand to support green purchasing intent by way of recommending that organisations develop and leverage effective tailored green marketing communication strategies.

Tailoring green communication strategies are attributed to be the only way of effectively messaging brand claims and building positive brand relationships between green awareness within the product, along with leveraging true product environmental claims formed by this research respondent’s survey results.

The researcher recommends that effective marketing campaigns need to become integrated by organisations by reflecting brands’ true extrinsic environmental claims upon the products label, by way of highlighting the green attribute value proposition (Gershoff & Frels, 2015) such as that of the product “not being tested against animals”, which literature indicates becoming more likely to result in the organisation being able to inform consumers’ of their own environmental impact (Cho, 2015).

Furthermore this research also recommends that alongside implementing well-designed labels, that include standard green certification (Testa, et al., 2015) are said to often result in leveraging more positive green conscious consumers’ awareness, along with the benefit of green conscious consumers’ making an emotional connect to the product (Du Plessis, 2012), whereby literature indicates, green conscious
consumers’ are more likely to then become positively persuaded to purchase the product and their intrinsic values becoming more motivated (Cho, 2015). Further recommendations are:

**Budget/Pricing** (71%), as green products predominantly appear to be more expensive than that of non-green products, the researcher suggests that marketing campaigns leverage both credible and concise communication, explaining either the products beneficial function and/or making an intrinsic emotional connect (Akhtar, 2015).

Furthermore, by expressing what the product key emotional attributes are, in way of the product benefits, consumers’ are said to be more responsive in spending more on products. Particularly apparent within this research is that of highlighting product benefits upon the packaging, reflect in respondents being more accepting to justify the extra spend.

Therefore, the researcher recommends that by integrating an organisational communication strategy, with clear dialogue expressing the products benefits such as that of improving consumers’ lives, organisations become more likely to convince green conscious consumers’ why they are paying more for the green product, than that of the non-green categories and feel like they are emotionally making a difference as a result of their purchasing behaviour.

**Quality of the product** (75.7%). Tied closely to price, again the researcher recommends that organisations leverage credible and concise communication which includes the products benefit or function. Products including a value proposition, similar to that not tested against animals – in which over 60% of respondents resonated with, or leveraging something similar that reflects the organisations commitment to the environment are factors that support the sub research question related to if we can ascertain emotional queues which trigger green conscious consumers’ green purchasing behaviour, in which are perceived by respondents as positive green purchasing behaviour triggers.
The researcher recommends that packaging needs to reflect that the products' environmental claims, such as that of the product being natural and so forth, which is said to become more effective communication strategies, by way of justifying to consumers’ why they would purchase one green product over another. Within this research over half of the respondents indicated that they are more inclined to be intrinsically emotionally connected to green brands’, particularly whereby feeling like they are making a difference (50.8%) as a result of their green purchasing behaviour.

Becoming important for organisations to leverage, is that of linking their products packaging claims to fulfilling consumers’ with an intrinsic benefit. The researcher recommends that with half of the respondents (50.8%) claiming to often feel happy as a result of their green purchasing behaviour and 61% feeling as if they are making a difference as a result of their purchasing intent.

Therefore, due to there being a significant relationship between consumers’ recognising sustainable brands’, and purchasing products, the researcher recommends that organisations leverage an emotional connect by way of intrinsically giving product benefits and/or function upon their packaging in a clear concise manner becoming more likely to positively influence green conscious consumers’ purchasing intent.

**Brand trust** (72%). The researcher recommends that organisations leverage consumer trust by way of making extrinsic environmental claims that leverage brand image, along with being able to inform consumers’ of their own environmental impact as a result of purchasing the product. Furthermore, by not overstating the product’s environmental claims, organisations will become more likely to result in positively leveraging consumers’ trusts within their brand, resulting in more of an emotional connect to the brand (as suggested above). Therefore, marketing campaigns need to integrate variables such as that of brand image, higher levels of leveraging effective organisational environmental behaviour and green education (Utkal Khandelwal, 2011). The researcher recommends that marketing campaigns by way of integrating this mentioned knowledge become concise and clear about their organisations environmental
behaviour, along with how, by purchasing the particular product, consumers’ are helping the environment.

Research has shown that these attributes positively aid in influencing and shifting consumer’s level of trust within a brand.

**Familiarity of the brand** (64%). As literature has indicated, that consumers’ buying a familiar or well-known brand, have an expectation to become better off personally (Zubair Tariq, 2014), which the researcher recommends for organisations to highlight motivational attributes by way of well-designed labels, that include standard green certification (as discussed in the next section) which link to consumers’ altruistic green purchasing behaviour are clear.

**Green branding confusion.** Due to a majority of respondents (94%) proclaiming to be confused as to what the green symbols represent. The researcher recommends for organisations to overcome this apparent negative perception they should create more effective marketing campaigns that integrate credible communication with convincing dialogue. Within this communication strategy, the researcher suggests leveraging the organisations’ beneficial components and brand performance, such as that of what their products environmental claims or product performance are, upon their packaging.

This easy to understand information about their products environmental claims and/or performance (Testa, Iraldo, Vaccari, & Ferrari, 2015) will enable organisations to campaign their products more effectively.

Therefore, the researcher recommends that organisations collectively push for over-arching standardised eco-labelling, to become the norm. In making eco-labelling the norm, consumers’ will become more educated, along with knowing more about green branding alignment as a result. This branding alignment strategy potentially will result in organisations being more likely to influence consumers’ in adopting a more positive green purchasing intent and behaviour.
As a consequence of this branding strategy, consumers’ also become more aligned to the brands’ point of difference and particular beneficial features, along with research indicating the brand becoming more likely to result in the product becoming more credible (Ambec, 2008).

Figure 6.3 below reflects a good example of indicated clear labelling with, standard and credible eco claims and product benefits (Ecostore, 2017)
6.4 Research Limitations and Future Research Opportunities

The researcher has summarised and identified within this research, green triggers that potentially influence green purchasing behaviour. Furthermore, the researcher has evaluated at what point green conscious consumers' who took part within this research became more likely to become influenced to purchase green products.

Limitations of this research include the sample size, in which a total of 126 took part in the surveys and 8 completed interviews, which the researcher does acknowledge is only a small population but good enough for a 90-credit thesis. The sample location being based in one particular region within one particular city, and cannot be regarded as in New Zealand or globally. Therefore, the responses within this research are based on a small sample size within one region of one city.

This research also deduces limitations, based on perceptions and responses, around their green purchasing behaviour based on a limited sample population, along with the researcher identifying that perceptions in general, are formed on how they have initially interpreted the data presented within both the initial survey and interview questions.

The researcher agrees that it is important to also acknowledge that perceptions of green and or sustainable products can be formed on what respondents have been exposed to prior to taking part within this research. Therefore, the researcher makes a presumption that green perceptions among the respondents can be shaped by media, the government and marketers alike (Johnstone & Tan, 2015).

Furthermore, the researcher suggests that with a larger sample size, along with a different set of questions amongst green conscious consumers', potentially could leverage different results towards green purchasing consumer behaviour outcomes.

6.6 Summary

Due to the apparent disconnect regarding respondents saying that they care about the environment, but do not always purchase green/sustainable products, the researcher has provided and constructed astute communication strategies, for organisations marketing initiatives that will potentially leverage consumers’ positive green purchasing intent.
The researcher acknowledges within this in order to engage and influence green conscious consumers’, organisations need to develop effective marketing campaigns that connect consumers’ to products altruistic and egoistic attributes - such as that of the products premium quality, linking to consumers’ intrinsically, whereby resulting in consumers’ being more likely to pay understanding why they are paying more for a product.

Furthermore, effective green campaigns strategies, recommended by the researcher within this chapter are more likely to result in organisations leveraging their own green/sustainable values, potentially resulting in green conscious consumers’ becoming more likely to purchase their products and drive consumer connectivity and loyalty to their “green/sustainable” brands’ long term.

6.5 Conclusion

In Chapter 6, the researcher presented, addressed and developed this research’s recommendations, based on respondents green purchasing behaviour and intent and suggested ways for organisations to overcome negative green purchasing intent, along with developing effective green marketing campaign communication strategies in order to support positive green purchasing intent.

The distinct value add of this research project is that of being able to support organisations to overcome green conscious consumer’s apparent negative purchasing intent by way of integrating the researchers’ strategic marketing communication recommendations highlighted within this chapter.

The researcher analysed and ascertained in Chapter 6, if it is possible to determine the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour, by integrating core green perceptions as supported by literature, whereby the researcher establishes effective green marketing strategies to integrate within organisations green marketing campaigns.
By way of implementing this research’s recommendations, the researcher has evaluated at what point consumers’, who value sustainability, become more likely to purchase sustainable made products.

**Personal Statement**

Completing my 90 credit Master’s thesis is a great accomplishment for me that I am proud of. However, if I had known what this journey and/or process involved, prior to starting – the following statements apply: -

- a) I would have set up the questionnaire more thought provokingly
- b) Big picture planning would have been done more concisely
- c) I may not have continued this journey if I knew what was involved.

However now that I am completing this research document, I am both proud of myself for persevering when it felt like I could no longer complete this project and feel that I have achieved an academic accomplishment to be both proud of and enable myself to become set me up with new opportunities within my life going forward.

Within this writing process, I have learnt that I enjoy both the research process, along with learning that I enjoy the writing process and have passion around the formation of words. These are aspects that I would not have known about myself otherwise and now feel that as a consequence, I have opened up a new realm of possibilities for myself.

Furthermore, I now feel that I can express myself more clearly, along with foreseeing that I will be able to leverage this academic result within both my professional and personal life in terms of the fact that I have gained more confidence within myself and have gained a new relevant skill-set, that has taught me more than the actual academic result that you have reviewed here.
References


7.2 Appendix

7.2.1 Appendix A: Survey Questionnaire

1) Do you recycle items that you possibly can?
   a) Always
   b) Most of the time
   c) Some of the time
   d) Not at all
   e) Not sure

2) Do you purchase green products when you can?
   a) Yes Always
   b) Mostly
   c) Sometimes
   d) Not at all

3) What statements from the below list do you relate to when attempting to purchase green products?
   (*Choose as many answers as you want if none of the statements are correct please choose, none of the above.)
   a. Green products are more expensive
   b. I don’t care about the environment
   c. I cannot do anything to help the environment
   d. It is the responsibility of other individuals to protect the environment
   e. Green products are more environmentally friendly than other products
   f. I don’t know what green products are
   g. It is hard to identify green products in stores
   h. It is the responsibility of the government to protect the environment
   i. It is the responsibility of companies to protect the environment
   j. The quality of green products is poor
   k. None of the above

4) Do you think environmental friendly products, advertising is trustworthy?
a) Very trustworthy  
b) Somewhat trustworthy  
c) Not very trustworthy  
d) Not at all trustworthy  
e) Not sure

5) Do you look for environmental friendly icons on your products before buying?  
a) Yes  
b) No  
c) Don’t Know

6) Please rate how important to you, are these different factors when making a purchasing decision?  
(*on the scale of 1 -5 (1 being the least important and 5 the most important.)

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<td>a. The price of the product</td>
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<td>b. The brand of the product</td>
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<td>c. The quality of the product</td>
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<td>d. The product is fashionable</td>
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<td>e. My friends have the product</td>
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<td>f. The product is easy to recycle</td>
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<td>g. The product is energy saving</td>
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<td>h. Long life span of the product</td>
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<td>i. The product is recommended by a friend</td>
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<td>j. The product is environmentally friendly</td>
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<td>k. Economic development</td>
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<td>l. Preserving the Environment</td>
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<td>m. Decreasing the greenhouse effect</td>
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<td>n. Decreasing pollution</td>
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7) If there are several products proclaiming to be green competing for you to purchase them what influences your decision to purchase? 
*(Choose as many answers as you want if none of the statements are correct please choose, none of the above)*
   a. The green symbol is more recognisable
   b. The packaging is attractive
   c. Claims to be locally made or sourced
   d. The price is more reasonable
   e. I have heard about it from a friend
   f. The product description on the packaging influences your decision
   g. None of the above

8) You care about the environment, but you don't always purchase green products?
   a) Too expensive
   b) In a rush and grabbed a product quickly
   c) Confusion around how the product is green
   d) Too many brands' to choose from
   e) Don't know the difference between each product
   f) Don't know what the green symbol means
   g) Too difficult to choose a brand so took a known household brand.
   h) Other: please explain.

9) I only make green purchasing decisions
   *(please mark as many of these options that apply to you.)*
   a) Make green purchasing decisions only on what I eat
   b) Make green purchasing decisions only on household cleaning products.
   c) Make green purchasing decisions only on products that affect my children
   d) Depends how much time I have when I am shopping
   e) Depends on my budget restraints.
   f) I make informed decisions on what green brand I buy over another.
   g) I make choices whilst shopping that enables me to spend extra on green products that I think really matter.
   h) Other, please explain
10) Using the below rating scale, please state why you would purchase one green brand over another

(*on the scale of 1 - 5 (1 being the least important and 5 the most important.)

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<tr>
<td>a) Familiarity of Brand</td>
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<td>b) Perceived Quality</td>
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<td>c) Loyal to the brand</td>
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<td>d) Availability of the Brand</td>
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<td>e) Pricing</td>
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<td>f) Trust in the brand</td>
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<td>g) Feel connected emotionally to the brand</td>
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11) Please rate what appeals to your senses when purchasing a sustainable product?

(*on the scale of 1 - 5 (1 being the least important and 5 the most important.)

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<tr>
<td>a) I feel like I belong to a likeminded community</td>
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<tr>
<td>b) Appeals to different senses</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>c) I think of testing against animals &amp; purity</td>
<td></td>
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</tr>
<tr>
<td>d) I feel that I am making a difference</td>
<td></td>
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<tr>
<td>e) Makes me happy</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>f) I feel educated</td>
<td></td>
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</tbody>
</table>

12) Gender
   a. Male
   b. Female

13) Age
   a) 18-20
   b) 21-30
   c) 31-40
   d) 41-50
   e) 51-60
   f) 60+
4) Your Annual Income
   a) <10,000
   b) $10000-20000
   c) $20001-30000
   d) $30001-40000
   e) $40001-50000
   f) $50001-60000
   g) $60001-80000
   h) $80000-100000
   i) $100000+
   j) Prefer not to say
7.2.2 Appendix B: Semi-structured Interview questions for the research

All participants’ comments will not be personally identified or reported back to organisations. Additionally, all information that I collect from participants will also be treated confidentially. Participants have the right to either withdraw from the interviews without consequence and/or to review transcripts as well as access to the final report.

1) Tell me what you understand about green/sustainably produced products?

2) Do you regularly purchase products that appear to be green/sustainably produced products?

3) What do you look for within your shopping process when you are purchasing green/sustainable products?

4) When you are shopping, what products (*if any) would you purchase green/sustainable products over non sustainable /green produced products?

5) Further to question 4, can you tell me why?

6) Do you try to purchase sustainably produced products over those that are not, when you can?

7) Further to question 6, can you please tell me why this is?
7.2.3 Appendix C: Participant Consent Template

Research Project Title:
“Determining the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behavior.”

I have had the research project explained to me and I have read and understand the information sheet given to me.

I understand that I don’t have to be part of this research project should I chose not to participate and may withdraw within two weeks after the interview has taken place.

I understand that if I choose to take part in this research project, I need to let the researcher know via the following email address sustainabilitybrand@gmail.com within one week of having been explained the project and willing to take part within this research project.

I understand that everything I say is confidential and none of the information I give will identify me and that the only persons who will know what I have said will be the researchers and their supervisor. I also understand that all the information that I give will be stored securely on a computer at Unitec for a period of 5 years after the interview has taken place.

I understand that my discussion with the researcher will be taped and transcribed. I understand that by consenting to have my interview recorded that I need to provide the researcher with my email contact details purely so that I can review the transcript for accuracy, prior to the researcher leveraging my responses within their research.

I understand that I can see the finished research document.

I understand that the finished document maybe published.

I have had time to consider everything and I give my consent to be a part of this project.

Participant Name: ……………………………………………………………………....

Participant Signature: ………………………….. Date: ……………………………

Project Researcher: ……………………………. Date: ……………………………

UREC REGISTRATION NUMBER: 2015-1082
This research has been approved by the UNITEC Research Ethics Committee from 18FEB2016 to 18FEB2017. If you have any complaints or reservations about the ethical conduct of this research, you may contact the Committee through the UREC Secretary (ph: 09 815-4321 ext 8551). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.
Pro-Forma Consent Form – Adults

To:

From:

Date:

Re:

I have been given and have understood an explanation of this research project for the Master of Business Degree. I have had an opportunity to ask questions and have had them answered. I understand that neither my name nor the name of my organisation will be used in any public reports, and that I may withdraw myself or any information I have provided for this project without penalty of any sort.

I agree to take part in this project.

Signed: ..............................................................................................................................

Name: ...............................................................................................................................

Date: ...............................................................................................................................  

UREC REGISTRATION NUMBER: 2015-1082

This study has been approved by the UNITEC Research Ethics Committee from 18FEB2016 to 18FEB2017. If you have any complaints or reservations about the ethical conduct of this research, you may contact the Committee through the UREC Secretary (ph: 09 815-4321 ext 8551). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.
7.2.5 Appendix E: Survey Confidentiality Agreement

Research Project Title: “Determining the level of perceived sustainability and green characteristics required in a brand to trigger purchasing behaviour.”

Participant’s Name:  
Phone number:  
Email:  

I __________________________________________ (full name - please print)

Agree to treat in absolute confidence, all information that I become aware of during the course of participation in the above research project. I agree to respect the privacy of those involved and will not divulge in any form, information with regard to any participating person or institution and agree to not retain or copy any information involving the above project.

I am aware that I can be held legally liable for any breach of this confidentiality agreement and for any harm incurred by individuals or organisations involved, should information be disclosed.

Signature: ......................................................... Date: .....................................................

UREC REGISTRATION NUMBER: 2015-1082

This study has been approved by the UNITEC Research Ethics Committee from 18FEB2016 to 18FEB2017. If you have any complaints or reservations about the ethical conduct of this research, you may contact the Committee through the UREC Secretary (ph: 09 815-4321 ext 8551). Any issues you raise will be treated in confidence and investigated fully, and you will be informed of the outcome.
Declaration

Name of candidate: Susan Rosewarne

This Thesis/Dissertation/Research Project: “To determine the strength of sustainability and green elements within consumers brand experience required to trigger purchase motivations.”

is submitted in partial fulfillment for the requirements for the Unitec degree of

Principal Supervisor: Dr Andries Du Plessis

Associate Supervisor/s:

CANDIDATE’S DECLARATION

I confirm that:

• This Thesis/Dissertation/Research Project represents my own work;
• The contribution of supervisors and others to this work was consistent with the Unitec Regulations and Policies.
• Research for this work has been conducted in accordance with the Unitec Research Ethics Committee Policy and Procedures, and has fulfilled any requirements set for this project by the Unitec Research Ethics Committee.

Research Ethics Committee Approval Number: ..............................................

Candidate Signature: .................................................. Date: 08/05/2017...

Student number: ...... 1394524 .........................
Full name of author: …Susan Rosewarne…………………………………………………..

ORCID number (Optional): …………………………………………

Full title of thesis/dissertation/research project (‘the work’):
To determine the strength of sustainability and green elements within consumers brand experience required to trigger purchase motivations.”

Practice Pathway: …………………………………………………………………………………

Degree: ..Master of Business ………………………………………………………………………

Year of presentation: 2017………

Principal Supervisor: ……………Dr Andries Du Plessis…………………………

Associate Supervisor: ……………………………………………

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I provide this copy in the expectation that due acknowledgement of its use is made.

AND

Copyright Compliance:
I confirm that I either used no substantial portions of third party copyright material, including charts, diagrams, graphs, photographs or maps in my thesis/work or I have obtained permission for such material to be made accessible worldwide via the Internet.

__________________________

Signature of author: … ……………………………

Date: …08…. /…05……/2017………