

The effect of Green Marketing  
on  
Consumer and Corporate Behaviour

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Without the support and assistance from the above the report who not have been achieved.

### **Statement and Declaration**

I hereby certify that this material, which I now submit for assessment of the programme of study leading to the award of a Masters of Marketing is entirely my own work and has not been taken from the work of others save and to the extent that such work has been cited and acknowledged within the text of my work.

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## **Abstract**

In recent years, the concern for environmental issues has become an area of concern for organisations, governments and consumer alike. In Ireland, the green economy has grown exponentially providing major employment opportunities. Government initiatives have been introduced to provide financial support and grants to organisations that offer goods and services in a sustainable manner through activities such as sustainable food, production, tourism, green financial services, green products and services, waste and water management, renewable energy and energy efficiency. They do this in order to achieve sustainable economic growth according to *Growth and employment in the green economy in Ireland*. (2013). This trend gave huge rise to the topic of green marketing especially due to environmental issues such as dramatic changes in the world's climate, which has led to global warming, flooding, earthquakes are more natural disasters effecting the entire globe.

Green marketing is a broad concept and organisations alike have changed their habits to become more sustainable and are turning to the production and consumption of more eco-friendly products and services. Green marketing aims at changing consumer's attitudes towards products or services which are deemed more environmentally friendly. The difficulty lies in changing consumer behaviour. Consumers have changed their attitudes towards eco-friendly choices mostly due to government regulations as well as the growing trend and demand for "green" products brought on by competitor's forces. Even through recessionary times green marketing has generated employment and economic growth.

The aim of this study is to examine the effect of green marketing on consumer and corporate behaviour. According to a report by *developing the green*

*economy in Ireland*. (2009), there is massive potential for the green economy to provide significant growth in employment and cash flow into Ireland. The report stated that the renewable energy sector will create at least 50,000 direct jobs by 2020 whereas the construction sector will generate approximately €600 million in revenue whilst meeting the energy efficiency regulations set out in 2007. As well as this many brands have recognised these trends as a way to build positive brand equity by displaying how their company is making an effort to act environmentally friendly.

The title of this report is “The effect of Green Marketing on consumer and corporate behaviour”. According to Kaue, S (2014) “Green Marketing is the marketing of products which are considered not to be harmful for the environment. Various terms like eco-friendly, recyclable, ozone friendly are often associated with green marketing. Green Marketing offers various incentives to business firms & provides growth possibilities.” (Kaur, S. (2014)

The Hypothesis of the study is to determine how the green movement has influenced consumers and corporate entities purchase choices and practices by having an influencing stance their decision choices and business CSR strategies.

A deductive approach was conducted by the author. In accordance with Bryman & Bell (2011), a deductive approach occurs when a researcher uses known and established information in order to use a guide to create a hypothesis which is therefore tested to be confirmed or rejected in the review. This allowed the author to identify green marketing has an influence on consumer and corporate behaviour by using qualitative data.

The literature review was carried out to define green marketing and to examine primary and secondary literature around green marketing and the influence and impact it has in today's world. The literature highlights key factors and theories in which define the relationship between green marketing and the power of influence. The focus group conducted for the purpose of this study

provided primary data determining the perception, influences, impacting factors and responsibility today's people have to a green economy and market when making purchase and corporate strategic decisions.

The results found that research concluded that:

- 1) Consumers do not readily trust green brands due to green washing.
- 2) There is a need consumers and corporations to be educated on green initiatives.
- 3) Organisations feel that they can be doing a lot more to support green practices
- 4) Governing bodies need to be more proactive in the legislating and developing sustainability.

Recommendations of the researcher dictate that there is demand for the government to more proactive in their approach in regards to encouraging and incentivising operations in a more sustainable manner. Secondly, it was apparent there was a direct linkage between consumer knowledge and consumers behaviour, therefore recommendations include the need for increased education and communication of green practices. Similarly the final recommendation is based from the research finding's which highlighted that there was fears and concerns that surround the topic of green marketing and that offered that the solutions was increased government legislation and increased education and awareness of the topic.

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## Chapter 1 Introduction

### 1.1 Introduction

In recent years, the concern for environmental issues has become an area of concern for organisations, governments and consumer alike. In Ireland, the green economy has grown exponentially providing major employment opportunities. Government initiatives have been introduced to provide financial support and grants to organisations whom provide goods and services in a sustainable manner through activities such as sustainable food, production, tourism, green financial services, green products and services, waste and water management, renewable energy and energy efficiency to achieve sustainable economic growth according to *Growth and employment in the green economy in Ireland*. (2013).

This trend gave a huge rise to the topic of green marketing especially due to environmental issues such as dramatic changes in climate which has led to global warming, flooding, earthquakes are more natural disasters effect on a worldwide. Green marketing is a broad concept and organisations alike have changed their habits towards more sustainable consumption and are turning to the production and consumption of eco-friendly products and services. Green marketing aims at changing consumer's attitudes towards products or services in which are presumed to be more environmentally friendly. The difficulty lies in changing consumer behaviour. Consumers have changed their attitudes towards eco-friendly choices mostly due to government regulations as well as the growing trend and demand for "green" products brought on by competitor's forces. Even through recessionary times green marketing has generated employment and economic growth

The aim of this study is to examine the effect of green marketing on consumer and corporate behaviour. According to a report by *developing the green economy in Ireland* (2009) there is massive potential for the green economy to provide significant grow in employment and cash flow into Ireland. The report

stated that renewable energy sector will create at least 50,000 direct jobs by 2020 whereas the construction sector will generate approximately €600 million in revenue whilst meeting the energy efficiency regulations set out in 2007. As well as this many brands have recognised these trends as way to build positive brand equity by displaying how their company is making an effort to act environmentally.

Individual's cognitive, conative and affective factors determine a consumer's perception and attitudes towards a brand, product or service. In recent years, consumers have become more conscious of eco-friendly initiatives and have altered their attitudes positively to supporting the sustainable environment by purchasing green products. Marketers have also made sure to make these products easily identifiable by using techniques such as eco-labelling. The problems presents itself in consumers habitual purchase of low involvement goods which they do not consider the green option perhaps due to force of habit or even price, however organisations are using methods to persuade their segments to become more environmentally aware and strive to purchase green products in which serve the same purpose as their conventional products. The key to persuading these segments is clearly identifying why consumers do not purchase green products, why consumers do purchase green products and ultimately how can green marketing effectively target these segments.

The study is to determine how the green movement has influenced consumers and corporate entities purchase choices and practices by have an influencing stance their decision choices and business CSR strategies.

This study will have a critical approach whilst researching the concept of green marketing and the impact and influence it has in today's world for both consumers and organisations. The study strives to understand if green marketing has had an impact on consumer's decisions. This will be investigated by a review of academic literature and further analysed by research conducted.

## **1.2. Importance of the Topic**

The primary goal of this research is to give the reader a detailed insight into the significant impact green marketing strategies have on the behaviour of both consumers and organisations. The study aims to share with the reader an in-depth understanding into the importance of raising awareness of green initiatives and how it has a significant impact on the practices and behaviours organisations and consumers. Additionally, the report will investigate what are the key motivators and de-motivators are towards green initiatives through research carried by means of a defined framework of questions.

The research questions are:

1. What are consumers and organisations doing to support green initiatives?
2. Is there a connection between green marketing awareness and consumer choice?
3. Do organisations consider green initiatives when implementing corporate strategies and business plans?
4. Are there concerns or fears surrounding the concept of green marketing by consumers and organisations?

The author is of the view that the intriguing nature of this research topic far outweighs the importance of the research topic. Concentrating on the nature of green marketing strategies and highlighting the beneficial outcomes and practices as a result of raised environmental awareness, this dissertation can be used as a reference point to verify that raising awareness and educating consumer and organisations can lead in an increase of support of green initiatives and practices.

### **1.3. Background of Green marketing**

The earth's natural resources are limited and these resources are currently in danger of becoming defunct. Furthermore, the consumption of these natural resources is contributing to threatening of the ecosystem, environment and human health. These issues have a significant effect on the earth and all its inhabitants. The depletion of these natural resources has led to pandemics such as global warming, deforestation and pollution. In order to combat these environmental problems the responsibility has been bestowed to consumers and organisations to address these environmental issues. This led to the development of "green marketing"

Green marketing can be a difficult concept to define as there are several terminology's used to describe the concept such as environmental marketing and sustainable marketing, however, it is widely acknowledged that green marketing is the official title for this area. Therefore, Green marketing can be defined as "the marketing of products which are considered not to be harmful for environment. Various terms like eco-friendly, recyclable, ozone friendly are often associated with green marketing. Green Marketing offers various incentives to business firms & provides growth possibilities". (Kaur, S. (2014)

Green marketing has become a long way and is now considered to be a mainstream concept. Initially, the whole concept of living in an eco-friendly environment was seen as almost a rebellious and somewhat a fringe ideal world. Environmentally friendly products hindered the progress of the green movement in the regard that they were too expensive for consumers, didn't perform to the standard of non-environmentally substitutes and were made by brands that had little or no brand recognition to consumers. Thankfully, there has been a massive shift in both consumer and corporate behaviour towards

green marketing. Today environmentally friendly products are not only widely supported and in demand, but the concept has become somewhat fashionable.

The aim for the future is to evolve and further grow the “green movement” with the hope that all consumers may change their behaviour to become a “green consumer”. Similarly, organisations must recognise that sustainability is the future and must embrace environmentally friendly practices so that earth’s natural resources may be conserved.

#### **1.4. Dissertation Outline**

This thesis will consist of five sections in which will compromise the following. Chapter 1 will summarise the purpose of the research followed by a literature review presented in Chapter 2. The literature review will surround existing research in the field of green marketing, green marketing and business, green consumers and behaviour, green washing and standards and sustainability and purchase intention. In Chapter 3, the author will outline the chosen methodology framework which was used to complete the research for this dissertation. Chapter 4 will then examine the findings which were interpreted from the research conducted. To conclude, Chapter 5 will conclude the research by discussing the outcomes from the gathered research, the relationship between the literature reviews and conclude by highlighting subsequent implications and recommendations.

#### **1.5. Conclusion**

In this chapter, the author sought to explain the impact in which green marketing strategies has on consumers and organisations behaviour, whilst outlining the impact that raised awareness can have on consumer and organisations as well as highlighting the positive impacts supporting green practices.

There is dispute to the legitimacy of environmental products and indeed, green marketing as a whole due to controversial some organisations employing disingenuous marketing ploys such as Green washing. However, green washing is a genuine hindrance to the growth, development and support for green practices, though, this justifies the need for educating consumers so that they will be able to identify and decipher legitimate green organisations.

The application of green initiatives by governing bodies has led to a decrease in pollution and increased sustainability. However, whilst Governing bodies such as the department of environment, community and local government, have implemented legislation to improve sustainability and reduce waste, there are still many environmental problem areas which are been neglected and need to be addressed. There are arguments that further legislations would result in further expensive for both consumers and organisations in the form of taxes and production costs, however, indeed there may be initial increase expense but this can be justified by the “long-term markets for your products, while safeguarding the sources of raw materials on which your very business depends.” (Ottoman, J, 2011).

## Chapter 2 Literature Review

### 2.1. Introduction

In times of environmental change and resource scarcity, consumers and organisations desperately need to consider their behaviours and practices to ensure that they are constantly supporting or increasing sustainability, through the most environmentally friendly means, whilst also assuring their prospective survival and development. This is derived from an ever changing society and globalisation where consumers are now concerned about the state of the world and its future. The deterioration of the environment led to the adoption and the development of consciousness of consumers' attitude towards eco-friendly products in order to preserve the planet (Luck et al., 2009, p. 2). In light of this there is an increase in the generation of environmentally friendly products to counteract the negativity. Companies have now begun to implement green policies and procedures when it comes to their creations, distribution and pricing of their product, to name a few.

The literature review is defined as a legitimate, publishable document in which sole purpose is too critically analysis and summarise available research and non-research literature on specific topic or issue, conforming to (Cronin et al 2008). This is an imperative element of a dissertation as it allows the research to investigate and examine existing studies so they can gather an informed and detailed understanding of their research topic. "A researcher cannot perform significant research without first understanding the literature in the field" (Boote & Beile, 2005, p. 3)

The principle of this dissertation was to highlight green marketing strategies and their impact they have on consumers and organisations. Organisations today are looking past the 'profit only' approach taking a practicing more 'environmental awareness'. It is difficult for both companies and individuals to ignore green initiative and green marketing.

The literature strives to decipher whether green strategies implemented by organisations has an impact on consumers behaviours and alternatively, whether organisations are equally affected by the increased demanded for more green practices. It aims to understand how organisations and consumers can increase sustainability while both receiving benefits from doing so.

Green Marketing was first discussed in 1975 by the American Marketing Association highlighting the effects of marketing on the environment. It was outlined by Uydacı, (2002) that green marketing had a dual purpose, to produce an affordable environmentally friendly product and to portray high quality, environmentally compatible products. (Uydacı, 2002: 85)

Within the past decade, the concept of green marketing has significantly change operational processes for organisations with the implementation of legislation to improve sustainability and reduce harmful effects to the environment such as IPC licensing and Waste covering licencing. As Nidumolu, R et al. (2009) tells us, organisations now feel that green marketing imitative and sustainable development are becoming too expensive to implement as they are constantly innovating, thus incurring more costs and not enough immediate return on investment. Research tells us that organisations today now have to develop strategies that not only look at the profit margin but need to incorporate sustainability and be environmentally friendly. The same consideration must be given to all aspects of the strategy, not only the profit margin.

Incorporating green practices and sustainable development provide compelling benefits for organisations as they “can reduce costs; green firms can shape future regulations and reap first-mover advantages (Porter and van der Linde, 1995). However, this can prove very difficult for businesses that are profit focused. Today’s generation are motivated by having a positive impact to today’s environment and creating a business that promotes this.



Organisations should treat sustainable development as corporate social responsibility rather than as a competitive advantage over smaller organisations. Alternatively, White, M. (2001) expresses that some organisations have targeted environmental regulations as an opportunity to manipulate legalisation for purpose of creating a competitive advantage, as these legislations need the best quality technology, organisations can proactively source and advance these technologies so that may gain a majority share of the market faster than rivals. In both instances, whatever the motivation behind the use of green practices they must meet the needs of the green consumer.

## **2.2. Green Marketing in Business**

“Green Marketing is the marketing of products which are considered not to be harmful for environment. Various terms like eco-friendly, recyclable, ozone friendly are often associated with green marketing. (Kaur, S. 2014)

Green marketing has been labelled under various titles such as ‘environmental marketing’ and ‘sustainable marketing’. Though, it is difficult to specifically define the parameters of green marketing it is widely acknowledged that green marketing’s purpose is to develop and support exchanges between human needs or wants in a manner that does not have a detrimental effect on the natural environment (Polonsky, 1994). In order to successfully facilitate these exchanges without causing harm to the natural development organisations must strive to make an effort at designing, promoting, pricing and distributing products that will not harm the environment”(Pride and Ferrell, 1993). Similarly, Dahlstrom, R. (2014) defines green marketing as all efforts to consume, produce, distribute, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns.” (Dahlstrom, R, 2014)

The American Marketing Association takes a more cynical view towards green marketing as they believe that green marketing of presumably environmentally friendly products by incorporating several strategies such as “product modification, changes to production processes, packaging, advertising strategies” in a manner in which increases awareness on compliance marketing amongst industries and create the image of environmentally friendly activities.

In contrary to the views of the American marketing association, literature outlined by Ottoman et al, (1999) took a different approach rather than researching the definition of what green marketing entails, Ottoman et al (1999) studied green marketing’s purpose in what he stated to be as “to develop the products that incorporate consumers’ needs for convenience, affordable pricing and performance while having a minimal impact on the environment” whilst also projecting “an image of high quality, including environmental aspects, both in regards to product attributes and the manufacturer’s track record for environmental fulfilment.” (Ottoman et al, 1999)

In the past decade, there had seen to be an exponential rise in the number of companies undertaken and supporting green marketing activities. Keller, K.L. (1993) highlighted possible reasons that organisations have for supporting green marketing strategies. Organisations can utilise green marketing to achieve organisational goals and objectives, organisations have a code of conduct or corporate social responsibility to conduct their business morally and ethically, legislations has been amended which enforces organisations to act environmentally, market competition factors force organisations to alter their activities. Operating in an environmentally friendly manner can be cost effective for organisations through green activities such as waste deposal management, water conservation and repurposing materials. For these reasons organisations have begun to support green marketing practices.

On the other hand, arguments hold that green marketing is a vague concept and not fully understood which leads to organisations failure to successfully market to consumers , for example Ghoshal, M. (2011) states that green marketing is a relatively new concept and not fully understood. Ghoshal (2011) highlights this further by saying marketers have the wrong concept and for this reason cannot effectively influence consumer purchasing behaviour. Research shows that marketers are too focused on segmentation, defining structural roles and promoting the economic benefits of green marketing effect on consumer behaviour whereas marketers should be primarily focused on improving environmental quality and customer satisfaction.

In the process of researching the topic of green markets and green strategies, the researcher identified and examined strategies in which organisations have adopted green practices in an effort to reduce their wastage and carbon footprint whilst also remaining profitable and attract to their consumer audience. Throughout the review of existing literature the research found that product modification and sustainable packaging were amongst most commonly adopted strategies by organisations.

### **2.3. Green Consumers & Behaviour**

In support of this, Polonsky (1994) outlines green marketing as “all activities designed to produce and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment”(Polonsky, M. J, 1994). Elkington (1994) supports this definition of a green consumer “to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non-renewable energy, involves unethical testing on animals or human subjects”. (Elkington 1994)

There is no one definition for green products however one definition of a green product is a 'good service or product; that is designed to reduce its impact to the environment over the life cycle of that product or service (Abino, Balice and Dangelico 2009).

Organisations today are being forced to look at green products and green marketing which has derived from their market research which emphasised the need for consumers to see companies promoting eco-friendly behaviour and using materials that would reduce negative impact to the organisation. However research from Polonsky and Rosenberger (2001) has shown there is a natural shift away from organisations feeling compelled to implement green practices to companies making a conscious effort to incorporate green into their marketing strategies. This is also driven by consumerism which hinders unethical marketing of products and services and consumers now feeling they have the responsibility to save the environment in any way they can. The effective and efficient use of the natural resources and preservation of it has led to consumers' segments to form green consumerism (Solomon, 2010, p. 401). Companies therefore are differentiating products and services using green marketing practices some of which are used as a competitive measure to gain market share.

Green Marketing offers various incentives to business firms & provides growth possibilities (Kaur, S. 2014). There is an opportunity for organisations to identify non eco-friendly products and substitute them with Green products in order to further compete and increase consumer numbers. This in turn can be deemed as 'green consumerism'. (Dono et al, 2010)

There has been extensive research conducted on green consumers and promoting green products to green and non-green consumers. Research has shown the increase in green consumers had been assisted from organisations going 'green' and implementing green practices and initiatives (Banerjee,

2003; Hay and Lichter 2000). However there are still consumers who are hesitant about green products and green marketing.

In a paper written by Tilikidou & Zotos (1999) it reviewed the relationship between ecological conscious consumers and their behaviour in which they presented. The study reviewed 24 studies in which contained seventeen marketing journals, seven social science articles including sociology and environmental studies. Tilikidou & Zotos identified that there were a number of dependant variable and independent variable in which had an effect on consumer behaviour. The dependent variables consisted of environmental concern, behaviour, recycling and pro-environmental activities whereas the independent variables included demographics, knowledge, attitudes and individual differences. The independent variable that this author found most appealing was demographic variables, these reports stated that there was little or no correlation between age and environmental concern due to the ideal “becoming mainstream, being adopted regardless of age”. This review was interesting as it highlighted how consumer’s behaviour varies depending on their different demographics however the author would criticise and mention that the report was conducted in 1999 and that some of the conditions and ideal may be very different in today’s economic climate.

In addition to this Randiwela & Wanninayake (2010) are two marketing lecturers in two separate Sri Lanka universities whom investigated consumer’s perceptions and attitudes towards eco-friendly products in the fast moving consumer goods sector. The study highlighted the issue of price sensitivity and willingness to pay for eco products whilst also conducting questionnaires designed to pin point motives for consuming these products.

The four main areas in which they investigated were product design, promotion, place and packaging. This report provides a contrast between consumer behaviour towards eco products in Sri Lanka in comparison to

Ireland whilst identifying explanations behind these differences through demographics.

A further report by Boztepe, A. (2012) devised a study that's purpose was to acquire information about the effect green marketing has on consumers purchasing behaviour. The study used qualitative methods such as questionnaires on 540 consumers in Istanbul. Though the report held interesting insights into the topic, the research conducted was formidable yet the information is not necessary relevant to the Irish market due to the difference in key demographics between Ireland and Turkey such as income, family structure and education. In addition to this, Bhagwat, S (2010) sought to understand the strategies in which to get consumers to procure green eco products and the effects it has on modern age management practices. Bhagwats literature delved into the consumer behaviour related to green products and cited Vijay Jain et al (2010) by summarizing that there is a 3 tier process in which must be followed to implement green marketing into an organisation which are as follows: Consumer value position, calibration of consumer knowledge and the credibility of product. This theory gave a valuable insight into the psychology involved in ensuring an effective green marketing strategies that will relate and resonate with consumers.

After much analysis by the researcher an issue that presents itself amongst the literature in regards to green marketing is there seems to be a divide between a consumer's attitude and their actual behaviour. This behaviour is usually the subject to consumer's unwillingness to pay a higher premium price for an eco-friendly product. It is argued that "greenwashing" can be a reason behind this behaviour as consumers are sceptical of organisations eco-friendly claims and thus unwilling to pay a premium price. (Prakash, A. 2002)

## 2.4. Green Washing and Standards

Greenwashing can be defined as the” act of misleading consumers regarding the environmental practices of a company (firm-level Greenwashing) or the environmental benefits of a product or service (product-level Greenwashing)”(Magali, A. et al,2011). According to Delmas (2011) Greenwashing occurs when “companies disclose positive environmental actions while concealing negative ones to create a misleadingly positive impression of overall environmental performance” (Delmas et al, 2011)

Research shows with consumers conscious to save planet in future years, companies have had to become more conscious on the information they present to consumers about their products or services. A growing number of stakeholders—including investors, consumers, governments, and corporate customers are now looking at the bigger picture and not just statistics and profit margins which has led to a demand on organisations to provide more information their environmental practices and CSR initiatives (Elkington, 1998;Jira and Toffel, 2013).

Green washing has been driven by the external markets, consumer and investor pressures and corporate demands to mislead consumers about the environmental benefits of a product or service, thus impacting the confidence of many consumers.

The author explored in detail the issue of green washing which occurs when organisations portray to be “greener” than they actually are, furthermore highlighted the six different methods in which greenwashing can occur as stated by (Mansvelt & Robbins, 2010)

- **Misleading trade:** The product appears to be for the benefit of the environment but in reality is more important to the production cycle

- **Misleading statements:** packaging and statements may be worded in a manner that imply that they are of a certain certification therefore given the impression of an eco-friendly product when they are not.
- **No evidence:** occurs when products or services make claims that are not verified by a neutral third party.
- **Irrelevance:** There has been a banned introduced to statements in which have no relevance to the product or service, i.e. some organisations use terms which give the impression that the statement comes from an authorities figure in order to give the product or service more credibility.
- **Scapegoating:** Using statements to cloud or detract a consumer from realising a harmful or negative aspect of the product or service, for example, E-cigarettes are seen to be less harmful and a means of quitting smoking but nonetheless they still contain nicotine which is harmful to one's health.
- **Lying:** Using green washing and eco-labelling to give precedence to harm and false statements.

(Mansvelt & Robbins 2010)

Michael Polonsky (1994) also highlighted some areas in which could be potential problems when using green marketing which in turn can effect consumers. The main problem is too ensure that green activities do not breach any laws or misleading to consumer or industry alike as well as avoiding the issue of green washing.

Polonsky (1994) reported that the federal trade commission has outlined guidelines in which must be followed when an organisation is conducting green marketing which are as follows:



- Benefits of acting environmentally are clearly defined
- Characteristics of environmental activities are expressed
- Must state how environmental goals can be achieved
- As well as benefits, negative facts that may occur must be expressed

The issue also arises that environmental standards cannot be universally applicable, due to the nature of the industry operation environmentally may be restricted e.g. oil industry. The issue that presents itself and one that appears to be a problem for most organisations is the cost associated with going “green” which can be a simple issue such as proper waste disposal.

Organisations often look to drive their costs down in order to gain increased profit margin which dissuades them to act environmentally however thanks to competitive pressure and government regulations this option is becoming increasingly limited for organisations. (Polonsky, M, 1994). Green policies can reduce costs; green firms can shape future regulations and reap first-mover advantages (Porter and van der Linde, 1995)

In order for Green products to be regulated and policies implemented in organisations all parties must have knowledge of how to produce sustainable products and services?

## **2.5. Sustainable Branding and Purchase Intention**

Using recycled materials (bio-based renewable or non-renewable) encourages waste reduction and the conservation of resources. The use of recycled or bio-based and renewable materials from well-managed sources can contribute to sustainable material flows and help ensure the availability of materials for future generations. According to Greenblue (2012), using renewable materials that come from a reliable sources help companies to move away from using

non-renewables making it easier for them to become more sustainable through sustainable management of these resources. (Greenblue, 2012).

It has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong or moderate way on their decision making. It is therefore, an imperative to the personnel's associated with green marketing should modify the product packaging and branding by making use of recycle as well as handmade paper in packaging rather than using more mechanized material. The manufacturers, who are using plastic for packaging should meet some of requisite standard.

Organisations need to incorporate sustainability into their brand and company practices and initiative in tandem in order to be deemed as a green company. This is supported by Jayakumar, C. (2015) who believe a company who practices green washing can have a negative impact on a company's brand. Similarly a consumer can deem a company as credible if they show sustainability consistently through their brand and actions. (Jayakumar, C, 2015).

There is a contradicting argument that an organisation that has high consumer loyalty or brand loyalty could avoid such negative repercussion if found green washing. Brand loyalty can be defined as: "a deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behaviour" (Oliver, R.L. 1997)

Furthermore the literature would support that brand awareness is critical for organisations. "Brand awareness acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision" (Chi H.K et al, 2009).

The use of package is vital in the impact of consumer's decisions. Organisations use packaging as an opportunity to sway a consumers decision to choose one product over another and to promote their brand to win market share and raise awareness. An as mentioned in the literature there are more green consumers who are green aware, thus companies must now use package as a way to promote sustainability to be seen as an eco-friendly organisation to win market share and build their brand. A study from the Global Packaging Project (2009) outlined that "a company who incorporates sustainability into their brand by using a well-designed package will meet the requirements of the product while minimizing the economic, social, and environmental impact of both the product and its package" (Sustainable Packaging Coalition, 2009)

As such studies have shown there are multiple initiatives which focus on reducing package weight, increasing reusability, and using more environmentally sustainable materials, such as;

- a. Is beneficial, safe, and healthy for individuals and communities throughout its life cycle;
- b. Meets market criteria for performance and cost;
- c. Is sourced, manufactured, transported, and recycled using renewable energy;
- d. Optimizes the use of renewable or recycled source materials;
- e. Is manufactured using clean production technologies and best practice
- f. Is made from materials healthy in all probable end-of-life scenarios;
- g. Is physically designed to optimize materials and energy;
- h. Is effectively recovered and utilized in biological and/or industrial closed loop cycles."

(Sustainable Packaging Coalition, October 2009)

The literature also examined whether a sustainable eco-friendly brand/ packaging impacts consumer's choices and intentions. "Purchase intention means the likelihood that a consumer will buy a particular product; the higher

the purchase intention, the greater the purchase probability” (Schiffman, L. G., & Leslie, L. K. (2000). Grimmer, M. (2014) investigated whether or not green marketing strategies impacted consumer actions demonstrating a significant influence on purchase intention with those who are environmentally conscious. Thus, there is an argument highlighted that consumer purchase intentions and environmental awareness are categorically linked which means to gain market share, increase brand name an organisation needs to be environmentally aware through means of government legislations, improve green marketing communications or as simple as positive word of mouth to reach consumers.

Prakash (2000) further explores this by highlighting the importance for organisations to understand whether green organisation or green products are important for consumers or whether greening acts as a motivating factor (under Maslow’s (1943) *theory*), in their decision or whether it holds an value to them.

For consumers with a low level of greening the absence of green companies or product may not impact the consumer. However consumer with a high level of greening awareness would be motivated by such initiatives. As such some consumers perceived value “a bi-directional trade-off between ‘giving’ and ‘getting’ – that is, what is sacrificed versus what is received in an exchange” (Fernández, R & Bonillo, M. (2007).

Therefore literature from Weiner JL, & Doescher, 1991 states there is an increasing need for immediacy in the modern age which has effect consumer attitudes towards purchasing eco-friendly products as consumers are less to be incentivised to act green as they feel that their actions alone will not have a direct positive impact on their community’s welfare.

## **2.7. Conclusion**

The literature review has highlighted whether green strategies implemented by organisations had an impact on consumer's behaviours and alternatively, whether organisations are equally affected by the increased demand for green practices. It outlined how organisations and consumers can be sustainable or whether purchase intentions change towards sustainable products.

The literature expressed how green marketing it is widely acknowledged and how its purpose is to develop and support exchanges between human needs or wants in a manner that does not have a detrimental effect on the natural environment.

However there are studies which show organisation being unethical though green washing practices which may cause consumers to become sceptical of green products and green marketing.

The literature outlined the relationship between consumer branding and the importance of sustainable packaging and branding to promote green awareness. Literature also highlighted the effects of green practices on purchase intention. It was noted in the literature that brand loyalty may still subside over a companies or products alleged Greenwashing.

Similarly the literature looked at the relationship between consumer's intentions to purchase green products and green awareness and knowledge. In order for Green products to be regulated and policies implemented in organisation all parties must have knowledge on how to produce sustainable products and services.

The findings of the above literature review suggest there is an increased requirement for standards to be set for green marketing and further awareness to companies and individuals should be in place. The findings of the literature would suggest consumers purchase intentions would be swayed if they had a higher involvement to the product and green standards and increased communication behind the green initiative were in place.

## **Chapter 3 Methodology**

### **3.1. Introduction**

This chapter aims to highlight the different methodological approaches and the chosen research structure applied throughout the research of Green marketing's effect on consumer and corporate behaviour

The purpose of this dissertation is to determine how green marketing strategies has led to a change in behaviour of both consumers and organisations.

The research aims to determine whether consumers are affected by green strategies employed by organisations. Secondly, the research shall investigate whether the growing demand for green products and more sustainable manufacturing has had an effect on the behaviour of organisations.

Finally, following the data collected the dissertation will further examine how, the demand for green marketing has caused a shift in consumer behaviour which has presented new challenges for both marketing and engaging consumers. Alternatively, the data will progress to investigate how, consumers perceive green strategies employed by organisations whilst also outlining, critiquing and determining what motivates and de-motivates consumers to behaviour in a more eco-friendly manner. The author will then propose recommendations based on empirical evidence which can be used to improve sustainability and environmental awareness for both consumers and organisations.

## **3.2. Background**

The aim of this research is to gather information through quantifiable and calculable data in order to analyse significant reasoning behind behaviours and use this data to develop consumers and organisations awareness of green marketing issues and examine how if properly communicated it can have a beneficial and profound effects.

The implication of this research is to understand and determine whether green marketing effects behaviour and further investigate what motivates and demotivates consumers and organisations to act in an eco-friendly manner.

It will be of utmost importance to ask open ended questions throughout the research in order to allow candidates to express themselves in order to receive an insightful knowledge about these issues affect them. The information collected can then be assessed to determine the rationale behind consumers and organisations behaviour.

### **3.2.1. Research Hypothesis**

The Hypothesis of the study is to determine how the green movement has influenced consumers and corporate entities choices and practices by having an influencing stance their decision choices and business strategies

### **3.2.2. Research Questions**

1. What are consumers and organisations doing to support green initiatives?
2. Is there a connection between green marketing awareness and consumer/ corporation's behaviour?
3. Do organisations consider green initiatives when implementing corporate strategies and business plans?
4. Are there concerns or fears surrounding the concept of green marketing by consumers and organisations?

### **3.2.3. Research Aims and Objectives of the Study**

- a. Raise awareness and communicate the importance of green marketing to both consumer and organisations whilst also highlighting the benefits that be achieved from supporting green initiatives
- b. To identify motivators and strategies used by organisations in which appeal to green consumers.
- c. Publish the completed dissertation thesis and make it available so that consumer and organisations may be further educated about the positive effects of green marketing.

### **3.3. Research Design and Research Methodology**

Research can be expressed as the systematic gathering of information and knowledge on an expressed topic or issue. These research topics are an investigation of scientific and social issues which can be objectively analysed in order to find a solution through various different research tools.



Research methodology is a systematic process by which researchers interpret gather information and use research skills to achieve their research objectives. It is essential that researchers construct a clearly defined research methodology so that they can effectively gather and execute research questions that will ultimately resolve their research topic.

The sole purpose of this study is to determine whether or not green marketing has had a profound effect on the behaviour of both consumers and organisations. This chapter will highlight and investigate different facets of the research which will be used gather the information needed. Also, the chapter will discuss the methods of collecting the data and how the data is interpreted as well as noting the ethical issues that were taken into consideration to effectively complete the research objectives.

Research methodology and Research Design are often thought to be very similar however, these are two very different concepts in which need to be differentiated. Research methodology outlines the procedures and laws in which are necessary to element in the examination of a topic so that data which is collected can justified. Alternatively, Research design refers to the framework in which outlines the specific methods that the researcher will employ in order to conduct the required research. Researchers often find that selecting a method to conduct their research to be a difficult task as factors such resources and availability must be considered to ensure that a suitable methodology is chosen which can be deemed valid under critical review. Therefore, the selection of the appropriate and suitable methodology is of upmost importance as it will determine the means the researcher will use to successfully achieve the researcher goals and objectives for the study.

A descriptive method of research allows for the researcher to examine and understand the attitudes and behaviours that organisations and consumers experience in relations to green practices in which have had an impact on them. **(Polit and Beck, 2010)**

Understanding the research methodology's context is very important to the study. Research must completely understand the context of the methods so that an appropriate research design framework can be formulated and implemented. Organisational factors, consumer's behaviours can be outlined by correctly executing a research design.

### **3.4. Research Design**

For the entirety of the research design process, the researcher is responsible for developing a well-structured study which is valid and accurate.

A small scale study such as this was conducted with only a few participants; however, as the study is small scale it has a direct impact on the extensiveness of the research. The main benefit of conducting research on a small scale was it allowed the researcher to ask detailed questions to gather an in-depth insight into the effects that green strategies have on them.

It was important that the researcher designed the questions in a manner that they were not biased or in any way misleading for candidates. The focus group was a source for extensive discussions which allowed the researcher to gather insights into the candidate's experiences, beliefs, behaviours, opinions and attitudes towards green marketing.

### **3.5. Research Purpose**

Descriptive research's primary goal is to give an accurate and fair representation of the factors that related or surrounding the research question. (Van Wyk, B, 2007). Ultimately, the reason descriptive research approach was selected was it allowed for the researcher to observe and record the attitudes and behaviours of the sample.

Descriptive research allowed the researcher to identify the knowledge and attitudes that organisations and consumers held of green marketing. It allowed the research to gain a deeper understanding of consumers and organisations attitudes towards green marketing whilst all attaining valuable data.

### **3.6. Research Approach**

The decision of choosing the research approach for this study was quite challenging as it has it would outline the direction and dictate the methods to which would be used to achieve research goals. In order to select the most suitable approach for this study, it was important that the researcher considered all methods and the limitations which existed that each approach may have on the study.

The approach in which was undertaken in order to conduct the adequate research for this study was designed around qualitative analysis. Qualitative research methods is primarily focused on the experiences and behaviours of individuals through a holistic approach. As qualitative research allows for a more detailed review and insightful method to gathering information about consumer and organisations behaviours and experience, the researcher felt that the use of quantitative research would prove redundant in comparison. Thus, the researcher decided to abandon the approach of quantitative analysis as it would prove ineffective for the study.

Additionally, the approach of quantitative and qualitative approach wasn't the only decision that had to be deciphered by the researcher. The researcher had to consider if the research would benefit more from the inclusion of an inductive approach or deductive approach towards the research in order to gather the most effective information. The researcher decided to adapt an inductive approach to the research as it allowed for information to be gather so that it may be structured into a theory.

### **3.7. Research Strategy**

Researcher's dictate that there are three recognised methods to which a researchers can employ to carry out their research. These methods or strategies can be utilised depending on the expected outcomes of the study. The three strategies are as follows: Experimental, survey and case study strategy.

The research was approached using a survey study strategy as it allowed for the research to identify the variety of variables to be consider in the research as well as focusing on providing expansive and comprehensible data on factors such as behaviours, feelings and attitudes related to the topic of green marketing.

All data collected was acquired to allow the researcher to obtain a full understanding of the research topic so that the researcher can declare insightful recommendations. (Bryman & Bell, 2007)

### **3.8. Data Collection Instruments**

In order to gather the information needed and analyse the data, the researcher acquired permission from the all candidates involved in order to carry out adequate research. During the initial investigation, it was important to decipher the best organisations whom would adequately fit the research questions to provide an accurate view point of green marketing from organisations which are Dublin Fire Brigade and Lisney property. Alternatively, a sample had to be selected for the focus group to portray the views of consumers on the topic of green marketing. On completion, the research had to clearly outline and explain the nature and reasoning behind the study.

It was of upmost importance for the researcher to gain the support of all candidates as to build a trusting relationship in order to obtain the honest and

accurate information so that would have an accurate representation of consumer and organisations views towards green marketing, thus removing any barriers and limitation within the research.

### **3.9. Qualitative Research Analysis**

As stated by Burns and Grove (2007), qualitative research analysis enables the research to focus on interview candidate's feelings, behaviours and attitudes. Qualitative data was chosen as it provides results that were more comprehensible than results obtain from conducting quantitative analysis.

Throughout the research, qualitative research approach proved to be the correct selection in regards to achieving answers to the study's objectives as it allowed for a detailed investigation into the motivators behind individuals behaviours. Contrastingly Locke et al, 2000 stated that "the intent of qualitative research helps us to understand a particular social situation, event role, group or interaction" (Locke et al, 2000)

In order to obtain an insight into the research area, the research held a focus group which allowed the researcher to observe and take note of candidate's opinions, behaviours and insights. The research also held a variety of one on one interviews. This structure of research allowed the research to inquire for information, allow candidates to express their opinion and beliefs freely which allowed the researcher to obtain a first-hand experience.

Along with this study, the research employed a subjective approach as to make sense of use of practical things under terms and conditions in which fit the subjects laws and possessions. A subjective approach was vital to allow the researcher to discover the mentality behind organisations and consumers behaviour in relation to green marketing. Furthermore, subjectivity enables the researcher to input ethical and moral statements in order to reflect the subjective nature surround the issue.

### **3.10. Qualitative Sampling**

Qualitative sampling is more concerned with the reason for the chosen sample and the data's pattern which occurs rather than the size of the sample.

“The sample should be large enough to be credible, given the purpose of the evaluation, but small enough to permit adequate depth and detail for each case or unit in the sample” (Patton, 1987). In order to ensure quality and valuable empirical evidence and utilise all resources available, the sample size will remain small.

The targeted population for the qualitative study will be based within County Dublin. The reasoning behind this is the organisations in which have been selected as the interviewees have all have their headquarters and operate primarily in Dublin. Therefore, the sample group acquired for the focus group were all selected from Dublin residents. This form on sampling has also been known as purposive sampling as the sample group has been chosen for a particular reason. Applying purposeful sampling, allowed the researcher to choose the necessary candidates in order to acquire thorough information needed to conduct the study.

As Dublin is a large scale population, it would be highly difficult and time consuming to conduct a full market research survey with all organisations and consumers in the market, therefore, for this dissertation the sample was selected by the availability, credibility and suitability of each organisation and consumer. Selective sampling was therefore chosen for this sample.

In regards to organisations, the research believed the most beneficial was to obtain the necessary information for the research was to gather the information from organisations in which operate in markets and sectors. In order to achieve this, the researcher chosen a variety of different organisations for interview's and array of candidates for a focus group. Therefore, the sample group gave a representation of corporate views and consumers views within Dublin.

Interviews were conducted with the Assistant Chief Officer of Dublin Fire Brigade and Human Resource director for Lisney Ltd for a total of two interviews. These were chosen by the availability, credibility and suitability of each organisation as mentioned above.

Secondly, the sample for the focus group was made up of four consumers whom had varied socio-demographic characteristics. The first member of the Focus group has over 7 years in as kitchen design consultant, the second member has over 4 years in hospitality management, the third member currently working in hygiene and maintenance for the past 4 years and finally, the fourth member is currently studying financial accounting. The variety in consumer's employment provided a representation for the market and allowed for the researcher to prompt semi-structured questions in which gave candidates an opportunity to engage and interact with each other whilst also sharing their opinions and experiences which was a rich form of information for the researcher to collect. The focus group sample had all experienced green initiatives on some level in which gave the researcher a broader insight into their knowledge of the subject and issues surrounding green marketing.

The information gathered from each interview was compared and contrasted with the models and theory's previously outlined in the literature review in the previous chapter. Furthermore, it allowed the researcher to analyse the degree in which organisations are affected by the green movement.

The research conducted will establish an in-depth insight into the effects green marketing has incurred on both consumers behaviour and also in the manner in which organisations operate whilst also remaining profitable. The aim is that this research may be used to as a foot stone for the research and development of green marketing and its beneficial effects for consumers and organisations alike.

For this dissertation, it was essential to acquire primary data. The primary data was gathered through semi-structured interviews and observation throughout the course of conducting a focus group.

### **3.11. Qualitative Data Handling**

The procurement and handling of all collected data is imperative. The qualitative data entails consistently abiding by transcribing and interview procedures as well as coding and analysis of data. In the following chapters, the researcher will outline the procedure to which was used to collect the data and the manner by which it was analysed.

#### **3.11. 1. Interview structure**

The interview was set out to determine the knowledge, attitudes and opinions of organisations in regards to green marketing. There was a particular focus on how green marketing has impacted their operations and whether or not they feel that being environmentally conscious is important to their organisations from an ethical stand point and as an image to portray to consumers.

In total, the researcher chose eight interviewees in which were divided between a selection of two representatives from two different organisations operating in different consumer markets. Secondly, the other four interviewees took part in the focus group from different socio-demographic backgrounds as previously mentioned. These interviews were conducted in an office space relevant to each participant. Each interview was undertaken within a time frame of 35-45 minutes, the focus group ran for a total of 58 minutes.

Each candidate involved was informed about the conditions of confidentiality as we have been provided with a consent form to be completed prior to interviews being conducted. As well as completing consent forms, it was agreed that copied transcripts of interviews would be provided to candidates on request.

It was imperative to the researcher that the topic of green marketing was researched in detail as well as obtaining a firm understanding of any areas or issues that may be related to the interviews which is supported through the chapter of the literature review.



Lastly, the interviews were conducted in a semi-structured format as chosen by the researcher. The research believed that semi- structure was the best format compared to a structured format which would be too rigid and also unstructured which wouldn't be feasible. The research found that the semi-structured format allowed for candidates to be more open and expressive which also presented opportunity's for follow up probing questions thus providing more clarity to opinions shared.

### **3.11.2. Transcribing**

A tape recorder was used during each interview with the permission of each candidate. The recording was used so that the researcher was able to transcribe all the information from each interview (see appendix for transcribed interviews).

Transcribing these interview was tedious and an utterly time consuming task in which was a hindrance to the research and the study. The data collected was transcribed within 72 hours of each interview so that there was consistency between themes and attitudes developed thorough each interview which is reflected within the findings.

Though, transcribing each interview was tedious and time consuming work the researcher felt that it ultimately provided a greater knowledge and insight into the collected data. Transcribing word by word allowed the researcher to revisit issues from different angles whilst also given an opportunity to recall forgotten issues and points that had been raised by candidates which ultimately furthered the research data.

To conclude, the research believes that transcribing data is an important element of the research process which allows for further understanding and increase awareness of the data collected.

### **3.11.3. Coding**

“A systematic way in which to condense extensive data sets into smaller analyzable units through the creation of categories and concepts derived from the data.” (Lockyer, S 2004)

The researcher transcribed each interview to utilise coding methods so that the gather data can be segmented and analysed in a manner that ensure the accurate and quality data.

It was of upmost that keywords and key terms were used to outlined so that the researcher could identify exactly what was been investigated throughout the study. Using conceptual frameworks, these keywords and terms were beneficial in transcribing each interview.

The sole objective of coding is to highlight and clearly define the most important accurate information within the transcripts. Coding proved valuable within the gathering of secondary data as it allowed the researcher to decipher between different groups and data. Coding, is similar to transcribing in the sense that it is time consuming, tedious work however, it vastly eliminates the volume of inaccurate data collected within transcripts thus allowing the researcher to concentrate on more important, valuable data.

### **3.12. Robustness of the study**

According to Burn, N. and Grove, S., K. (2007) it is of upmost importance to ensure that the research conducted is trustworthy, in order to achieve this the researcher must ensure that the study is credible, dependable, confirmable and transferable.

Credibility:

In order to increase the level of trustworthiness throughout the data, the researcher wanted the data to be credible. Therefore, the researcher gave every candidate that was interviewed the opportunity to review a copy of their transcribed interviews so that they may edit comments in which they were not satisfied with or felt weren't an accurate representation of what they initially expressed.

Dependability:

Dependability of the research is imperative. This dissertation's was outlined and defined in detail whilst also collecting and analysing data in a manner that readers may easily comprehend and understand the outcomes from the studies.

Conformability:

To ensure conformability, findings collected must be representative of any bias or perceptions. This is ensured by allowing an independent third party to review the research and also the gathered transcript the independent third parties review provided the researcher examine the findings without the risk of representing any biased tones. In order to allow this process to happen, the researcher had to request permission from each interviewee to allow their transcripts to be read by an external party, to which permission was granted.

### **3.13. Summary**

In summary, the research was undertaken using qualitative descriptive and deductive approach. In the above chapter, discussed how the role of collecting data is paramount to the successful answering research goals. The researcher employed in depth qualitative research in which allowed for the gathering of thorough and descriptive information which ultimately, allowed for the researcher to acquire first-hand information in regard to consumers and

organisations attitudes, beliefs and behaviour towards green marketing in their experience.

Through extensive analysis, the research revealed the extent of the impact that green marketing practices had on consumers and organisations respectively. Though, qualitative research was time consuming and as mentioned before incurred a high work load through transcribing, the researcher believes that it was the correct approach for the research as it allowed for extensive research which best answered the research objectives.

The following section in the thesis will highlight the findings from the research conducted using the methods outlined above. These findings were predominately gathered from the analysis of conducted focus groups and interviews by the researcher.

## **Chapter 4 Findings & Discussion**

### **4.1. Introduction**

The objective of this study was to confirm the legitimacy of the proposed research hypothesis. In Chapter two of the study, the research presented the related and relevant around the topic of green marketing, consumer and corporate behaviour. As previously mentioned a qualitative approach was chosen for this research therefore interviews and focus groups were utilised to gather data that examine the research hypothesis. The interview and focus group had a heavy bearing on the research, they provided an in-depth and insightful understanding of the impact green marketing strategies have on consumers and corporations.

The first test of the hypothesis was to determine whether both consumer and organisations support green initiatives. The second test was to decipher if there is a connection between green marketing awareness and the behaviour of consumers and organisations. The third test purpose was to determine whether organisations consider green practices when constructing their operational strategies. The final hypothesis was to examine if there are fears or concerns that surround the topic of green marketing practices which may dissuade consumers and organisations from supporting them.

After analysing and interpreting the data collected from interviews and the focus group, the researcher was able to determine several prominent themes and trends in which are outlined in the findings.

<b>Themes</b>	<b>Response</b>	<b>Questions</b>
Support for green initiatives	100% of organisations interviewed supported green initiatives.	What are consumers and operations doing to support green initiatives?
Green marketing awareness	70% of focus group actively support green initiatives	Is there a connection between green marketing awareness and consumer/organisation's behaviour?
Green practices and corporate behaviour	100% of the focus agreed that there is a connection between awareness and behaviour	Do organisations consider green initiatives when implementing corporate strategies and business plans?
Fears & concerns surround green marketing	100% of consumers in the focus group expressed concerns that corporations employed green washing tactics.	Are there concerns or fears surrounding the concept of green marketing by consumers and organisations?

## **4.2 Supporting green initiatives**

The findings have dictated that though both consumers and organisations support green initiatives and also care for the harmful effects to the environment however the research findings show that there is not enough support for the green movement by organisations or the government.

One interviewee, when asked whether the government and organisations are doing effort to support and promote green practices responded with the following:

“No I believe that they could do a lot more to protect our environment, there should be tax breaks to encourage organisations to adapt a green initiatives. In regards to packaging, I feel that there is a lot of wastage in the packaging of products and there could be a big opportunity in the regards to refilling packaging. Even to this day, there is packaging that is not recycled which is inexcusable in this day age.

In relation to government, I think of the biggest thing they have done is charged for plastic bags which had a significant impact in aiding the fight against waste and pollution. The government are certainly becoming more proactive in promoting these regulations.” The need for more sustainable development and certainly in regards to packaging is echoed from the literature which states using renewable materials that come from reliable sources help companies to move away from using non-renewables making it easier for them to become more sustainable through sustainable management of these resources. (Greenblue, 2012)

Similarly, when the researcher asked the same question to another interviewee the response was:

“Like our organisation we have a waste management programme in place and a standard of efficiency that we strive to comply with. I believe companies are doing basic green initiatives but I feel most organisations and governing bodies have a long way to come and more can be done to govern green practices” (Appendix )

The findings indicate that there is a clear need for increased government legislation in which does more to support or even incentivise organisation to operate in a more environmentally friendly manner. The researcher delved deeper into the manner in which organisations supported green practices in their environment in order to gain a broader understanding of the ways in which they utilise green practices. The findings found that amongst the organisations in which were interviewed there seemed to be an overlap of green practices even though organisations are operating within different market segments.

These practices were based around the company’s infrastructure and waste management, however the following interviewees stated methods

in which they support the environment which is tailored to their business model as stated below:

Assistant Chief Officer of the Dublin Fire Brigade commented that:

“Our buildings and any new buildings or renovations include the latest green technologies to reduce the carbon footprint such as lightening (energy saving), new boilers, rainwater harvesting, procurement and recycling procedures as according our green plans procedures. Also, when attending fire incidences we always consider the water runoff so that it doesn’t enter the water tables as too pollute it but rather in the foul drain. We only use foam to suppress fires as a last resort. We are in the process of charging all our foam stocks to environmentally friendly foam. We maintain our fleet and service record to ensure their emissions do not exceed the recommended limit.”

This result showed that even fire and emergency services can operate in an eco-friendly manner, considering that fire themselves can be extremely damaging to the environment as they omit harmful toxins and can contaminate the waterbeds.

Similarly, the human resource director of Lisney property stated that:

“In each of our branch offices we ensure all practices are carried out in the most energy efficient manner, using light and power saving procedures, recycling in each office, reducing the carbon footprint by using electronic vehicles rather than diesel cars.

The organisation provides pool cars which are shared between each department to reduce the number of employees driving in their own vehicles reducing the carbon footprint.

We have also increased our green initiatives by arranging events such as planting trees and reducing all printing throughout each office.”



The demand for more sustainable practices is evident from the findings gathered by interviewees in order for organisations to support green practices which is reiterated by the literature in which expresses that “a company who incorporates sustainability into their brand by using a well-designed package will meet the requirements of the product while minimizing the economic, social, and environmental impact of both the product and its package” (Sustainable Packaging Coalition, 2009)

The research findings show that organisations are supporting green initiatives with the business strategies but all organisations interviewed believed that more can be done to reduce the harmful effects their operations incur to the environment which agrees with Pride and Ferrell (1993) statement that “organisations must strive to make an effort at designing, promoting, pricing and distributing products that will not harm the environment”. Interestingly, during the process of the conducting the focus group, it became apparent that there was a desire for the government to declare more environmental accreditations that organisations must strictly adhere too. Dublin Fire Brigade utilise there “Green plan” credentials in which has not only significantly reduce their carbon footprint but also has saved their organisations thousands of euro.

“One of our stations, Kilbarrick, is one of the first stations in Europe to be accredited with bronze level Green plan accreditation which saves the station over €50,000 per year. The Green Plan enshrines a sustainable development methodology by bringing together the many strands of economic, social and environmental planning with one overarching objective - to continually improve the quality of life and well-being on Earth for present and future generations, by using the Seven Themes and the Green Plan system as a complete model.”

The success of the Kilbarrick fire station’s green plan is a perfect example and excellent ambassador to encourage governing bodies to work to establish more credentials such as the green plan into all organisations. There is huge opportunity’s for organisations to adapt

their business model around sustainable development strategies as is evident from the Dublin fire Brigade case.

Findings from the focus groups showed that consumers also agree that organisations and governing bodies are not doing enough to support green practices subsequently, focus group participants stated that they are even unaware of the activities that organisations implemented to support green initiatives which is seen below:

The researcher asked “would you say the government is doing enough to educate people and doing enough initiatives?”

The focus group participant responded” No, I don’t think so no, could do more to make you more aware. People at the end of the day don’t really know and don’t care too much they just buy whatever.”

It is apparent from the finding that consumers have a cynical view of companies green image, most of the focus group participants stated they are cautious to believe organisations claims to acting in environmentally friendly manner which will discussed in the next chapter. Also, the response from the research dictated that in order to have more organisations and consumers to supporting green initiatives not only does the government have to provide incentives but they must start at the route of the problem which is the lack of consumer and organisational knowledge and awareness of green marketing practices.

#### 4.3 Green marketing awareness

Interestingly, the findings portrayed that the knowledge and raising awareness were key drivers to influencing the behaviours of consumers and organisations to act in a more environmentally friendly manner and support green initiatives.

In the literature review section, Bhagwat (2010) published research in which supports the findings. The research stated that consumer knowledge is an influential trigger point which causes a psychological

impact on individuals to support green practices. In the process of the researcher's qualitative analysis, the researcher gather information that conforms to the ideals that educating consumers of green marketing practices influences behaviours. The researcher probed the following to the consumer focus group.

“What are your thoughts on green marketing?”

P1: I don't know enough about it

Would you buy green products?

P1: As in environmentally friendly products?

Interviewer: Yes

P1: I wouldn't specifically buy them

Interviewer: Why not?

P1: It doesn't appeal to me

Author: Are they (government/organisations) not doing enough to inform people?

P2: awareness like? No you don't really know

Author: So for that would you say the government is doing enough to educate people and doing enough initiatives?

P2: No, I don't think so no, could do more to make you more aware. People at the end of the day don't really know and don't care to much they just buy whatever.”

The opinion of all consumers in the focus group was similar, as they weren't educated about green marketing's benefits, they had no desire to support or engage with green brands. Subsequently, during the course

of the focus group and from much discussion the participants became more aware of the damaging effects of non-sustainable brands and began becoming more supportive of green organisations, products and services which is evident from the below statements made by the participants.

“Do you think it (well it clearly affects us as consumers) and affects cooperation’s so in a whole what do we think of green marketing?”

P1: I think it needs to me more education about it. I didn’t know a lot about it. Before I came in here I didn’t know anything about it

P3: Yeah, I was the same. You even saw at the start we said we wouldn’t pay more but now we are even starting to questions ourselves but that’s literally from this session. Imagine if that was done on a bigger level with ad campaigns, TV, internet, social networking and a much bigger message”

Alternatively, on the subject of educating organisations on environmental issues Assistant Chief Fire Officer expressed that:

“Yes it is important, as part of Dublin city council, the green plan is spreading to all public buildings so the corporate culture has certainly changed in aid to reduce cost and carbon footprint. Since kilbarrick station the city manager is actively promoting initiatives to introduce green plan accreditation to all public buildings.”

It is evident that there is need to market and educate the importance’s and benefits of green marketing to both consumers and organisations in a way that will effectively resonate and influence behaviour. However, It is becoming more difficult to target audiences especially consumers as they are constantly being bombarded by advertising campaigns.

The research questioned the best method in which marketers can market and educate consumers of green marketing in the digital age that is obsessed with immediacy.

Author: “So what I am wondering is, how can I (as a marketer) market this green image to our generation in a time where we don’t look at newspapers and don’t watch TV.

P4: it’s all social networking but it doesn’t give you enough information either. However if you stopped someone in the street and told them your argument and showed them your social network page your onto a winner.

Author: would a viral campaign do it for you?

P1: Possibly

P4: if it was convincing enough to watch and didn’t pop up as an annoying add.

Author: so a viral ad would make people go greener?

P1: It would be one way of doing it

Author: would that be how I reach you?

P4: well you would have people come in saying “did you see that video last night” and they will say it to their misses and the misses will go into work and say it to her mates in work

Author: is there anything you have seen that has made you turn around and say you are not going to do that? Do you think marketers can reach you like that, such as the ice bucket campaign?

P1: Look at Diageo, they make their campaigns graphic. They give it a shock factor. In some cases give it a shock campaign

Author: do you think that’s the best way

P1: Yeah I think for majority product

P3: Yeah”

As can be seen from the focus group, there is a need for more graphic and online campaigns with the ability to shock individuals into

changing the behaviours and support green practices. However, the research believes that a shock factor tactic isn't the correct method to target audiences as it will discomfort individuals making them more likely to ignore the campaign in the future, alternatively, the researcher believes the best way to effectively target these audiences is to create an informative campaign that also has a strong emotional appeal in which will be marketed on both traditional and digital communication channels. There is much needed research to be conducted on this area as it the researcher believes that it is an area which needs to be focused on for future developments in this area of study.

#### 4.4 Green practices and organisational behaviour

The research gathered information from two separate organisations that operate in two different markets by means of interview. There has been heavy scrutiny based around organisations support for green practices and their CRS strategies. The findings found from the consumer focus group, that consumers are wary of organisation whom claim to be a green brand as they feel that they are exploiting this image in order to gain profit and market share. This cynical view of green brands held by consumers is further discussed in section 4.5 however the researcher focused on the aspects of what are organisation actually doing to support green practices. The question was posed to both organisations to see how they have changed their operations to support sustainable development. It became evident from the research that there were "household" factors in which were their primary focus to making changes. These household changes consisted of responsible recycling and waste management procedures in their buildings. Also, their building regulations are of course meeting the requirements of the government's energy ratings as stated by a representative from Lisney property limited.

“We are regulated by the property services regulatory authority which ensure all properties which are let or sold must have a BER rating and certificate, energy efficient”

Assistant Chief Fire Officer of the Dublin Fire Brigade mentions that they have taken a step further to act in a more eco-friendly manner by “harvesting rain water” in which they use to water crops in which they grow on repurposed land in their stations such as Kilbarrick fire station which even has beehive sanctuary’s so that the staff can produce honey for their meals as stated below:

“We actively recycle our water, we have beehives which we use honey for the staff, turbines on the stations.”

These practices though may appear to be small, perhaps unorthodox, are key drivers in the support of sustainable development and are “considered not to be harmful for environment” as stated by (Kaur, S. (2014) in the literature.

There is an understanding that it is the responsibility of organisations to act in an environmentally friendly manner as they should try to give back to their community. The consumer focus group mention that they trust and more susceptible to purchase or engage with an organisation that is seen to be funding initiatives in the community that aid the environmental and societal well-being, the consumers expressed the following :

P3: “yeah sure sketchers do it. The shop you walk into, once you buy something the less packaging and the bags the give you are solely made from recycled material. They could do more but they are not going to because they are still making money and making profits so they don’t care the environment.”

P2: “Take Andrex from example, they say every time they cut down a tree they plant two or something’. Then with, what else with the amazon they plant more but Nike where did they get the material, did they give

anything back for it? They never came out and said it, they never said that they do and never said that they don't

If they are taking it out of the ground, what's going back in? Nothing just chemicals that is going into the water and stuff from their factories"

As can be seen by consumers feedback organisation can no longer produce their goods and service without thinking of the ramifications from all stages of the production, from sourcing of materials to the packaging. Organisations are beginning to adopt more and more sustainable packaging procedures focusing on reducing package weight, increasing reusability, and using more environmentally sustainable materials as researched by the Sustainable Packaging Coalition, October 2009. Consumers agree with the need for more sympathetic towards organisation whom try to reduce and reuse there packaging

P2: "Ikea is great for that and their packaging, flat packs. B & Q do the same...

P1: Yeah and it's all FSC, label is on everything

P2: saving on space that it's going to take up, like sometimes you get a full length wardrobe the length of the table. Saving them money on package cutting down on their product."

Sustainable packaging is a way that organisations need to adopt as procedures as it is not only beneficial for the environment but also can be cost effective and even profitable for organisations as highlighted in the literature review section by the (Sustainable packaging coalition 2009). Interestingly, the researcher found a profound response surrounding the topic of brand loyalty.

Brand loyalty can be defined as "a deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to



cause switching behaviour” (Oliver, R.L. 1997) . The findings found that consumers would not be dissuaded from supporting the brands in which they are loyal too even if they knew the organisation is employing green washing methods and being harmful to the environment as seen below whilst discussing brands they are loyal too:

P3: “Toms give back as well, they donate shoes to try encourage people to buy them because they are doing well. Whereas with Nike though, their boxes are bright they are big. That’s what Nike are they are one of the biggest companies in the world. They still aren’t going to change because they know they are the biggest and the best and they know they can everything because nobody is going to question them. People are not going to leave NIKE

P4: They have their customer base and brand and loyalty. Look at all the football kids, Nike made the united jersey, kids buy that and associate and then see another jersey with the Nike tick and they buy that. It’s subconsciously playing with them

P1: Yeah like I couldn’t wear my Adidas tracksuit bottoms with my Nike jersey so I buy a pair of Nike tracksuit bottoms.”

These findings are a concern as it dictates that huge organisations with a dedicated consumer base can act in an unethical manner but will little repercussions in consumer terms of sales and very little reprimands through environmental legislation. Taken these findings into consideration, it echoes the clear need for the implementation of stricter and a higher standard globally recognised environmental regulations and accreditations.

#### 4.5 Fears & concerns surround green marketing

During the research, it became increasingly evident that there was anxiety and hostility against organisations green image. The increased number of organisations that have adopted the green image in recent years has aroused suspicion around the validity of organisations claims. The growing use of green washing is a cause of consumer's anxiety. As stated in the literature review, green washing can defined as " act of misleading consumers regarding the environmental practices of a company (firm-level Greenwashing) or the environmental benefits of a product or service (product-level Greenwashing)". (Magali, A. et al (2011).

Research findings from the consumer focus group found that consumers believe that organisations only adopt a green image in other to exploit the exposure to increase profits and do not care about the environments well-being.

"P4: It's basically companies portraying themselves better with good CSRs, environmental friendly, portray themselves better than what they really are. Basically giving a false impression. Positive public image but...

P1: they are not following through

P2: They say they are environmentally friendly because they think that what people want to hear

P1: Yeah but it's exploited"

The literature reinforced the consumer's feedback by stating that green washing has been driven by the external markets, consumer and investor pressures and corporate demands to mislead consumers about the environmental benefits of a product or service, thus impacting the confidence of many consumers such as represented in the focus group. Also, Polonsky (1994) stated that green washing would cause

consumers to distrust green brands. Consumers in the focus group confirmed Polonksy's statement:

Author: ... "Has green washing caused you to question the integrity of all green brands?"

P4: No, not all brands but it would make be questions one specific brand. I would probably consider not buying that again

P1: yeah so they should have green labels. There should be a standard yeah, Like Bord Bia quality mark

P2: So you know who they are and they are not green washing if they have this mark. You won't be questioning whether they are green washing or not if they have this mark. It will be a testament to be truthful."

Consumers in the focus group have even stated that governed should intervene in the rise of green washing in organisations and that there should be an internationally recognised quality mark or accreditation that organisations must achieve so that consumer scan know that they are a genuine, green organisations that operates in a sustainable manner such as was discussed previously in section 4.2. This conforms to (Elkington, 1998; Jira and Toffel, 2013) research in which expressed that organisations have a growing number of stakeholders which are now looking towards the future of sustainable developments rather than just the organisations profit margins, this has subsequently led to an increased demand for more information their environmental practices and CSR initiatives to be made more readily available. Similarly, when asked about the awareness of green marketing and organisations CRS practices, focus group consumers commented:

P4:" Yeah you would especially in my opinion , the likes of Nike sponsor events and sports stuff and claim to put stuff in the community but then you look at the other side and they have swear shops, people working in poor conditions so its contradictory if you ask me."

The researcher recommends that governing bodies must play an active role in establishing stricter regulations surrounding organisations whom claim to be operating in an environmentally friendly and sustainable manner. As suggested by participants in the focus group and to which the researcher agrees that there is a need for an internationally recognised icon which will symbolise and validate a green organisation, product or service. The establishment of these regulations would be a key driver to encouraging consumers to trusting genuine green brands as well as alternatively, rewarding organisations with an internationally renowned accreditation for the efforts in supporting green practice's and sustainable developments.

#### **4.6 Conclusion**

What was evident from the research discussions in the above section is that the consumers believe that green brands over charge for their product or services to which consumers cannot justify a relevant reason for paying an increased price for their goods and services. Similarly, it transpired from focus group research that consumers do not trust green brand as they that they are not genuine with their claims that they are supporting green initiatives and sustainable development. In terms of interviews conducted with representative from different organisations, the researcher found organisations are abiding by existing environmental regulations however as found from the findings organisations believe they can be more proactive in reducing the effect on the environment.

Interestingly, both consumers and organisations interviewees agreed that there is need for more awareness about green initiatives and that governing bodies must be more proactive in establishing regulations and creating environmental awareness campaigns in a bid create a society of environmentally conscious consumers and organisations.

Having discussed the findings related to the green marketing the next section will make recommendations and conclusions relating back to the hypotheses of the research.

## **Chapter 5 Conclusion**

### **5.1. Conclusion**

The purpose of this research was to examine green marketing's effects on consumer and organisational behaviour. The chapter of the literature review was undertaken to investigate the existing literature surrounding the area of green marketing as well as its impacts on consumer's behaviour and organisations practices.

The literature review highlighted four dimensions of the research which were as follows: green marketing in business, green consumers and behaviour, green washing and standards and lastly, sustainable branding and purchase intention. Based on the information formulated and outlined in the literature review, from this the researcher conducted interviews in order to gather data that was critical to the research.

In order to sufficiently test the research hypothesis it was critical that the researcher gained understandable information on how green marketing impact or alter the behaviour of consumer and organisations. To achieve this the researcher used conducted out the study using qualitative analysis by way of hosting a focus group and interviews.

The focus group consisted of consumers whereas the interviews consisted of representatives from organisations. This approach enabled the researcher to decipher the degree to which consumers and organisation behaviour have changed with the presence of green marketing.

The findings of the study allow for the researcher to conclude that:

- 5) Consumers do not readily trust green brands due to green washing.

- 6) There is a need consumers and corporations to be educate on green initiatives.
- 7) Organisations feel that they can be doing a lot more to support green practices
- 4) Governing bodies need to be more proactive in the legislating and developing sustainability.

### **5.3 Contributions of the Research**

The research highlighted in the section literature review of Chapter 2 gave a comprehensible account of green marketing, green consumer behaviour and organisational green practices. This dissertation outlined the research in a manner which provided the reader with a structured overview of the study whilst highlighting the relevant findings from conducted interviews and focus groups. From these findings the researcher can make the following contributions which are as follows:

Firstly, there is a need for governing bodies to establish further environmental regulations in which strives to reduce with the intention to eliminate green washing practices. Secondly, organisation and consumers alike feel that there is need for standard of sustainable development practices. Thirdly, consumers need to be educated and be made more aware of green initiatives by organisation as they feel that organisations are using green washing method in order to exploit the green image to achieve increased profits. Therefore, consumers are anxious and cautious engaging with green brands.

### **5.5. Implications of the study**

The research aimed to determine how consumer and organisations behaviour were impacted by green marketing. The outcomes from this study can a tool to educate and raise awareness of green practices to

consumers and organisations alike. The research highlights the different ways that organisation can achieve sustainable development by implementing various practices in which reduce their carbon footprint and harmful effect on the environment as a whole. Alternatively, the findings from this research can be used to educate consumers on ways that they can support green practices as well as the reputable green brands. Also, the study can also be used to educate consumers on the matter of green washing. In summary, the study can be used to raise awareness for the need for more support for green initiatives and legislations as well as a tool to educate and inform.

## **5.6. Limitations of the Study**

In this section the researcher will highlight the limitations that surround the study. In relation to conducting interviews it was very difficult to secure representatives from organisations that suited the study's requirements. Additionally, the researcher found it difficult to gather participants for the focus group as there was no means of monetary incentive for those whom took part. Time constraints was an issue for conducting both interviews and the focus group as it was difficult to schedule times that all parties were available including the researchers time.

Due to availability factors and time constraints the qualitative analysis was limited in terms of the extent of the study. The chosen methods of research and the research design may be considered as a limitation as alternatives methods such as quantitative analysis may have provided different data than was gathered by qualitative research.

Finally, the scope of the research is considered to be a limitation as resources were limited it was not possible for the researcher to conduct



the study on a larger scale and therefore unable to get a wider representation of the market.

### **5.7. Final Conclusion**

The outcomes of this research was that green marketing has adversely affect all organisations operations due to existing government legislations however, organisation believe that they themselves and the government can be more proactive in their approach to operating in a more sustainable manner. Secondly, it was apparent there was a direct linkage between consumer knowledge and consumers behaviour as previously stated in the above sections. Similarly, the research highlight that there was fears and concerns that surround the topic of green marketing and that offered that the solutions was increased government legislation and increased education and awareness of the topic.

Though limitation were a factor to the research, the conducted research was backed up by the literature formulated in Chapter 2 of the dissertation. In totality, consumers and organisations are equality affected by presence of green practices which was explored in Chapters 4 and 5 of the study.

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## **Appendix 1: Letter to interviewed organisations**

**Tom O' Reilly, MSc in Marketing**

June, 2015

Dear Mr X,

I am contacting you today as I am a Masters student in the National College of Ireland completing a dissertation as part of my course. I

The purpose of this letter is in hope that you might assist me in the research. The aim of my study is to ascertain the effects of green marketing on consumers and organisations.

From my interviews I hope to ascertain how green marketing has impacted organisations such as yourselves and whether you as an organisation have implemented green practices into the workplace.

I have attached my contact details to the form overleaf, I am happy to accommodate you with a time and date that is best suited for you. Please note the interview should take no longer the forty minutes after which you will receive a transcribed copy of the interview. This will also give you the opportunity to verify the information transcribed is accurate to the interview conducted.

I would be sincerely grateful for your co-operation in this study.

Yours Sincerely,

---

Tom O' Reilly



## Appendix 2: Transcribed Interviews

### Dublin Fire Brigade

#### Interview 1

**1. Can you briefly describe your core business?**

We Provide Fire, ambulance and rescue services to the people of Dublin, city and county

**2. Is your organisation and/or products accredited with any environmental standards or regulations?**

Yes, one of our stations, Kilbarrick, is one of the first stations in Europe to be accredited with bronze level Green plan accreditation which saves the station over €50,000 per year. The Green Plan enshrines a sustainable development methodology by bringing together the many strands of economic, social and environmental planning with one overarching objective - to continually improve the quality of life and well-being on Earth for present and future generations, by using the Seven Themes and the Green Plan system as a complete model.

**3. Could you describe how your organisations or product aids in the reduction of the harmful effects on the environment?**

Our buildings and any new buildings or renovations include the latest green technologies to reduce the carbon footprint such as lightening (energy saving), new boilers, rainwater harvesting, procurement and recycling procedures as according to Green plans procedures.

We actively recycle our water, we have beehives which we use honey for the staff, turbines on the stations.

**4. In regards to operating in an eco-friendly manner, how does your organisation and/or service compare to your competitions in the market?**

We are leading the field in the green technology amongst our market rivals we even have people from different countries to learn our processes to bring home to their own services. We are become a figure head for green initiatives in the emergency services

**5. Do you believe educating organisations on environmental issues is important? If so, do you believe it has an effect on corporate behaviour?**

Yes it is important, as part of Dublin city council, the green plan is spreading to all public buildings so the corporate culture has certainly changed in aid to reduce cost and carbon footprint. Since kilbarrick station the city manager is actively promoting initiatives to introduce green plan accreditation to all public buildings.

**6. Is been perceived as a green organisations important to you?**

Yes, It shows that we are a public service operating with public money and fire service we are very aware of damages to environment through fired such ad toxins so any we would embrace any measures that will reduce the harmful effects to the environment and subsequently protect human life's as we are a caring organisation

**7. Do you believe consumers, organisations and governing bodies are doing enough to support green initiatives?**

No I believe that they could do a lot more to protect our environment, there should be tax breaks to encourage organisations to adapt a green initiatives. In regards to packaging, I feel that there is a lot of wastage in the packaging of products and there could be a big opportunity in the regards to refilling

packaging. Even to this day, there is packaging that is not recycled which is inexcusable in this day age. In relation to government, I think of the biggest thing they have done is charged for plastic bags which had a significant impact in aiding the fight against waste and pollution. The government are certainly becoming more proactive in promoting these regulations.

**8. Do you consider green thinking in every stage of your operating process if so, can you give a brief example?**

As we said before all building maintenance green thinking is always considered and is priority in our planning. When attending fire incidences we always consider the water run off so that it doesn't enter the water tables as too pollute it but rather in the foul drain. We only use foam to suppress fires as a last resort. We are in the process of changing all our foam stocks to environmentally friendly foam. We maintain our fleet and service record to ensure their emissions do not exceed the recommended limit.

## **Lisney Property**

### **Interview 2**

**1. Can you briefly describe your core business?**

Providing property service both advisory and sales functions

**2. Is your organisation and/or products accredited with any environmental standards or regulations?**

We are regulated by the property services regulatory authority which ensure all properties which are let or sold must have a BER rating and certificate, energy efficient

**3. Could you describe how your organisations or product aids in the reduction of the harmful effects on the environment?**

In each of our branch offices we ensure all practices are carried out in the most energy efficient manner, using light and power saving procedures, recycling in each office, reducing the carbon footprint by using electronic vehicles rather than diesel cars.

The organisation provides pool cars which are shared between each department to reduce the number of employees driving in their own vehicles reducing the carbon footprint.

We have also increase our green initiatives by arranging events such as planting trees and reducing all printing throughout each office.

**4. In regards to operating in an eco-friendly manner, how does your organisation and/or service compare to your competitions in the market?**

Our organisation are on par with our competitors in that the regulator set out a requirement for all property practices. However our organisation are ahead of our competitors with our pool cars and our electronic vehicles.

**5. Do you believe educating organisations on environmental issues is important?**

I believe it is important to educate companies not on what green means but how organisations can implement practices and initiatives to become green.

**6. If so, do you believe it has an effect on corporate behaviour?**

Yes I believe known how to act green can change a corporate environment for the better. It would have a positive impact on the culture of the company and individuals can improve on their own practices

**7. Is been perceived as a green organisations important to you?**

I think all organisations are perceived by consumers in a better light if they are green

**8. Do you believe consumers, organisations and governing bodies are doing enough to support green initiatives?**

Like our organisation we have a waste management programme in place and a standard of efficiency that we strive to comply with. I believe companies are doing basic green initiatives but I feel most organisations and governing bodies have a long way to come and more can be done to govern green practices

**9. Do you consider green thinking in every stage of your operating process if so, can you give a brief example?**

When refurbishing branch offices I ensure we use the more efficient and energy saving products.

For example our new office in Dundrum has energy light saving bulbs, computer timers for saving energy and have an electric car for viewings

### Appendix 3: Focus Group Consent Form



Research title: The effect of green marketing on consumer and corporate behaviour in Ireland

Principal Investigator: Tom O' Reilly

The aim of this proposed research is to investigate the effects of green marketing on consumer and corporate behaviour in Ireland. The primary data collection strategy involves the convening of a focus group and two in-depth interviews.

The identity of the subjects will remain anonymous and information used for the purpose of the research only. The focus group will be recorded and all data gathered will be stored securely and accessed only by the principal researcher and supervisor.

Declaration:

I \_\_\_\_\_, acknowledge that:

- I have been informed about the research and have an opportunity to ask questions
- I consent to partake in this study
- My participation is voluntary
- I can withdraw at any time
- I consent to the publication of results

Participant name: \_\_\_\_\_

Contact details: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_-

## Appendix4: Focus Group Consent Form



### Dublin Fire Brigade

### Focus Group

**Commence:** 17:00pm

**Finish:** 17:58pm

**Date:** 11<sup>th</sup> July 2015

**Location:** Meeting Room

**1. What are your thoughts on green marketing?**

P1: I don't know enough about it

**2. Would you buy green products?**

P1: As in environmentally friendly products?

**Interviewer: Yes**

I wouldn't specifically buy them

**Interviewer: Why not?**

P1: It doesn't appeal to me, it doesn't benefit you in anyway, maybe if the price was right.

P2: Prices tend to be dearer

P3: It all depends, if there are two of the same products then I would think about it more but prices comes into play then. If it's kind of more green then I probably would buy it instead of ....price doesn't dictate anything then you would probably consider it and consider the benefits behind it and how it is made and stuff like that.

**Interviewer asked P4 if he would like to say something about it.**

P4: I'd imagine some people would even if it was a little bit dearer would still go for it because its friendlier you know!

**Interviewer: Would you?**

P4: Me myself, No (Laughing). It depends how much the cost difference is. If it is a bit dearer then you might go for it. It will all depend on what the product is as well.

All: It's all about quality

**Interviewer: you mentioned it depends on the product itself?**

Depending on your use for it, for instance you might say...take a car. Somebody might want to save money on fuel they go the hybrid instead of taking a petrol car. It's going to last longer, might be slightly more expensive, in the long run you will save money out of it.

3. **Interviewer: So if you were to buy something like a car that have a lot of involvement i.e. you have researched it loads and giving it more commitment and money would you be more susceptible to go to a green eco-friendly product rather than a low involvement product such as a can of coke or a mars bar, if you know what I mean?**

P1: Well stuff that is more expensive and you have put more research into it you are going to go for that than the environmentally friendly bottle of coke.

P4: Take the product into context because you are not going to worry about buying a can of coke or Pepsi where it comes to something bigger

P1: Personally I don't look at stuff like that- buying a product because it's good for the environment. I buy it because of the actual product. I wouldn't go out of my way and say I want that over that because it's environmentally friendly. I'd prefer it but I don't go out.....

P4... Looking for an environmentally thing.

P1: It's not a thing that would make me buy something, put it that way.

P4 I would research something that would make it last longer. Take the Hoover- Dison...one of them... they are known for...

**Interviewer: Are you going from a green perspective?**

P4: I would say the green perspective would be at the back of my mind, some people will have it at the back of their minds and some people just wouldn't consider it. They just get what they want. They might think depending on the type of product.



4. **Interviewer: So if I was going to give you the exact same products and it's going to have the same life length but the eco-friendly company or product is going to charge a premium price would you still buy it even if it was a high involvement product such as a car would you go for it?**

P4: Maybe

5. **Interviewer: Would you pay a premium price for the product?**

P4: Probably not if it the same product and the same life span you are going to end up having to pay for it,

P1: we are in a country now where you ask consumers and everything comes down to price. I am in sales and people come down to price. They don't look for quality anymore it comes down for price.

P4: Looking for a bargain and what best for their money

P1: Three quarters of the people you are dealing with will not pay something for a premium prices when they can get something for a lower price that's effectively the same.

6. **Interviewer: So the main issue for not buying the product is because of price. So If was the exact same price would you be more susceptible to buy a green product or a non-green product?**

P4: I would be more susceptible to go for the green product because it is the same product

P1: If it ticks all the same boxes then yeah

P3: If you look at green cars for today there is still more that would go wrong with it because it is doubled up on electric and petrol engine and dearer to fix.

7. **Interviewer: okay that may be true but that into account t-shirts let's say. If I showed you two t-shirts and the only difference is that one company as a responsible quality waste management, has good CSR and the other one doesn't, same price would you be more susceptible to go it?**

P3: No, it wouldn't bother me

P4: I probably would

P1: I would yeah,

P4: If it was marketed properly

P1: I probably would, I probably would

P1: There is no exploitation on it let's just say

**Interviewer: Fair trade let's say**

P1: Nobody is being exploited for the sale of this one rather than people being exploited for the sale of the other one.

P2: Even the coffee brands that are fair trade people tend to go for coffee like that

**Interviewer: That's something that took off.**

P1: That is something you wouldn't even think about it's just something in the back of your mind that its fair trade. It wouldn't go into the depths as why its fair trade you just know that it's good. Everybody sort of being rewarded for it

8. **Interviewer: when you are looking at product how high in the product, how high in the ranking (and there is a few things you will think of before choosing a product before buying that, price quality usage life length. How high up in your priorities would an environmental friendly company or product be?**

All: No, not at all

**Interviewer: Would you ever consider it**

P1: No

P2: Depending on the product, go back to the car as a can of coke and a car-buying a coke to quench a thirst.

P3: I don't buy a bar of dairy milk because its fair trade, I buy it because it's nice and I know I like it, same as coffee.

P2: It's like a trend that started here where people would only buy Irish. Keep it in the country. Example walker's crisps weren't bought because it wasn't Irish. This is only an example. It was manly meats. At one point super value was the only place in town with Irish approved, everyone went there

P4: Irish has a fantastic reputation for a lot of its meat

**9. Interviewer: Like the fair-trade do you think it would be a good idea for these products to have a universal symbol, would people me more willing:**

P1: I think it would make it more appealing I don't think it is going to set a trend where people start going after environmentally friendly stuff and start looking out for the label.

**Interviewer: if you saw a few products on a shelf like a t-shirt and you saw the label there.....**

P1: If I said I like that t-shirt and said I liked that t-shirt and it was vat price and environmentally friendly.....that's great

**Interviewer: It wouldn't really bother you would it?**

P1: It wouldn't, again it depends on the product. An example FFC label on timber... coming from good trees, maintaining them and re-growing the trees, coming from good trees

**10. Interviewer: Traceability and sustainability your saying is important?**

P1 & P4: Yeah

P4: In that product it would be anyway

**Interviewer: companies like that company are identical what they are doing but not doing that, when you know a company is like that and are irresponsible in regards to Traceability and sustainability , even if it was your favourite brand would you support another brand? Like sweat shops**

P3: It wouldn't bother me at all

P1: Like the Mc Donald's thing a few years ago when they found horse meat in beef

P4: That wasn't just burger kings, consumer push for demand for cheaper products

P1: Like the penny's thinking for 50c and hour and the workers in the sweat shop, some people didn't go to pennies for a while. If you went to pennies on a normal day when this was happening you wouldn't notice a difference. If you know where I am coming from

**11. Interviewer: When you are shopping you don't want to know anything about, are where it came from or the process it's gone through or the package. Can they modify the package to become more sustainable? Like the plastic bag tax that the government are doing, what do you think of that?**

P2: I think that's a good thing

**Interviewer: No, I mean is does the process they go through, the process to make these clothes for example, do you care about that? If they are environmentally friendly or care about the product?**

P4: No when it comes to clothes or something like that, I probably wouldn't really consider that. I buy the clothes because I like the clothes. I wouldn't care, well I wouldn't say I wouldn't care .....well I wouldn't take notice of how it got to the shelves like. I buy it because I like it, I wouldn't consider it. If I like the product I am going buy it.

**Interviewer: Is there any products that you would?**

P4: it's hard to say. I wouldn't be able to think of something off hand. But I guarantee if I went in looking at it and saw something I might even subconsciously it might trigger something let's say. I wouldn't necessarily look out for that. It wouldn't be high up on the list.

P2: Even for environmentally friendly stuff. The way it is marketed a lot of companies don't show the process, the benefits of the product being environmentally friendly. The consumer might see a little stamp but they don't know what behind that you know what I mean. They don't know the

negative effects if you have two products that are the same, one's friendly and ones not. You don't know who is going to wear it like

**Interviewer: Are they not doing enough to inform people?**

P2: yeah awareness like, you don't really know

**12. Interviewer: So for that would you say the government is doing enough to educate people and doing enough initiatives?**

P2: No, I don't think so no, could do more to make you more aware. People at the end of the day don't really know and don't care to much they just buy whatever.

**Interviewer: So is it that ignorance is bliss? So if I told you that when you are buying something would it make you change your mind?**

P2: It would make me think about it. It depends on how bad it is

P1: If you want something enough you are going to get it anyway

P2: Yeah that's true

P3: It would make me think but it wouldn't make me change my mind.

**Interviewer: Can you explain that a bit more?**

P3: If you were saying it went different ways of being made and the benefit it would make me question buying non-green and go for the greener side

P2: if you were going for a product you really like, say coffee that you can switch and it is similar

P3: comes back to the thing if you're really like a thing you are going to buy it. If it's a t-shirt it's going to be unique if it's nothing else out there like it unless it's plain. If you really like and really want it you are going to buy it

**Interviewer: It's not going to no matter how much damage they are doing to the environment or how bad the process is!**

**13. Interviewer going back to what you said about companies marketing their green image, are any of you aware of something called Green Washing?**

P1, P2, P3: What? No!

P4: Its basically companies portraying themselves better with good CSRs, environmental friendly, portray themselves better than what they really are. Basically giving a false impression. Positive public image but...

P1: they are not following through

**14. Interviewer: So knowing what is exemplary do think of any example that come to mind or any companies that do that? Or where you even aware of it**

P4: Yeah you would especially in my opinion , the like of Nike sponsor events and sports stuff and claim to put stuff in the community but then you look at the other side and they have sweat shops, people working in poor conditions so its contradictory if you ask me.

You slap a sponsor on a football event you say Nike does it for the community it's contradictory... they portray a good image but behind the scene they are very poor to their staff.

P1: Yeah but that is how they make their money and the never claim to be fair to workers, never say they have the best working conditions in the world.

P4: Yeah I know, I am not saying that but they are publishing that they are doing this and they sponsor that....

P1: Yeah but they only sponsor those things so they can promote their brand

**Interviewer: So you said they only sponsor these things to promote their brand. Do you think companies like, green washing are doing it because it is a fashionable thing to do, just to sell. They don't really care about....**

P1: They don't care about the event, the bigger the event...

**Interviewer... not the event, they don't care about environmental friendly, they don't care about waste management recycling, all they care about it profit**

All: Absolutely

PS: They say they are environmentally friendly because they think that what people want to hear

**15. Interviewer: Do you think all companies are like that? Do you think it is just a ploy?**

P3: Probably yeah

P2: I wouldn't say every single one. There is always going to be an ulterior motive behind why they do these things. As you were saying, Nike going back to Nike advertising and brand is to get profits but they are still sending the message to the customer that it may do some good as well. You may not think of but subconsciously it's there, you've already been thinking about it. You are not to think they are doing this to make money.

P1: Depends on the sponsorship really

**Interviewer: What about how the source their product or their materials for their products? So to make these products or where they are getting them from?**

P2: They are not giving anything back in any way!

**Interviewer: What do you mean by that?**

P2: Take Andrex from example, they say every time they cut down a tree they plant two or something'. Then with, what else with the amazon they plant more but Nike where did they get the material, did they give anything back for it? They never came out and said it, they never said that they do and never said that they don't

If they are taking it out of the ground, what's going back in? Nothing just chemicals that is going into the water and stuff from their factories

**Interviewer: What do we all think of that, would you agree or disagree with that?**

All: Yeah, agree

**16. Interviewer: Knowing that companies green wash would that make you question their integrity and how green they really are?**

P4: If they are portraying one thing and doing another it is going to make the consumer question. If they are going around saying that are this good and it

subsequently comes out that they are not that great it will put a black dot on them from most people asking why are you telling lies? Certainly if they say they have change, have they really changed?

P1: People trust products and people only buy products they trust. They potential down fall of green washing is people loose trust in the product so they no longer buy products

**Interviewer: but they green wash for the purpose of trying to portray the image that they are green and to get a profit.**

P1: Yeah but if it's exploited

P4: If they say they are doing one thing and its comes out that it's not

**Interviewer: ... has green washing caused you to question the integrity of all green brands**

P4: No, not all brands but it would make be questions one specific brand. I would probably consider not buying that again

P1: yeah so they should have green labels. There should be a standard yeah, Like Bord Bia quality mark

P2: So you know who they are and they are not green washing if they have this mark. You won't be questioning whether they are green washing or not if they have this mark. It will be a testament to be truthful.

**Interviewer: So do you think it is something the government should bring in?**

P2: Yeah it could be a thing to put thrust in a products and stop green washing

**17. Interviewer: would that make you more susceptible to these green companies and services in general?**

P4: You trust it more, now that your say that with andrex, do they actual plant two trees.



**18. Interviewer: We are talking about Nike a lot, do you think they could do more environmentally friendly in regards to their packaging. I will give you an example, look at Easter eggs, they use to come in boxes with loads of plastic. They stop that because of the amount of waste and recycling. Do you think Nike and other companies can change and if they change it would you still buy it?**

P3: yeah sure sketchers do it. The shop you walk into, once you buy something the less packaging and the bags the give you are solely made from recycled material. They could do more but they are not going to because they are still making money and making profits so they don't care the environment.

P2: Ikea is great for that and their packaging, flat packs. B & Q do the same...

P1: Yeah and it's all FSC, label is on everything

P2: saving on space that it's going to take up, like sometimes you get a full length wardrobe the length of the table. Saving them money on package cutting down on their product.

**Interviewer: The reason Ikea do it is to cut down the cost of them actually building. Do you think other companies should act like IKEA?**

P1: What do you mean?

**Interviewer: In their packaging**

P2: They could take a page or two out of their book

P1: Some products have to be sold in a certain way

**19. Interviewer: So can all products be environmentally friendly, can all companies act in a way that is sustainable?**

P2: in a perfect world they can

**Interviewer: What's stopping them?**

P1: Look at shoe boxes, how attractive does an empty shoe box look? You get a new pair of runners and the actual box looks well, it has Nike all over it, it's in an attractive box.

**Interviewer: Is it recycled?**

P1: Yeah but look at the size of the box

**Interviewer: can it be smaller though?**

P1: Yeah

**Interviewer: Like look at Vans, we have all bought a pair of VAN I'm sure, that's an image, that's a recognisable image. Look at converse they come in a tiny box and Toms come in a bag made in a recycled bag.**

P3: Toms give back as well, they donate shoes to try encourage people to buy them because they are doing well. Whereas with Nike though, their boxes are bright they are big. That's what Nike are they are one of the biggest companies in the world. They still aren't going to change because they know they are the biggest and the best and they know they can everything because nobody is going to question them. People are not going to leave NIKE

P4: They have their customer base and brand and loyalty. Look at all the football kids, Nike made the united jersey, kids buy that and associate and then see another jersey with the Nike tick and they buy that. It's subconsciously playing with them

P1: Yeah like I couldn't wear my Adidas tracksuit bottoms with my Nike jersey so I buy a pair of Nike tracksuit bottoms.

**Interviewer: So coming back to you, do you think the company's size dictates how green they are**

P3: Big companies don't really care because they already know they are the biggest, small companies are only trying to start up and get a customer base so they are trying to get a loyalty base. They want to get into the papers, internet and online. Get their name out there by being green

**20. Interviewer: so are you suspicious of any green companies?**

P3: I wouldn't say I was suspicious but I don't believe that every single one of them are doing good.

**Interviewer: so one small company starting up, would you be suspicious of them?**

P3: Yeah

**Interviewer: why**

P3: Because it does cost a lot to be green.

P2: ... especially starting up

P3: yeah, like a company starting up is going to be quite difficult as it is with they have a lot of overheads and to go and try to be green is asking a bit much

**21. Interviewer: So do you think government incentives are needed?**

P3: Yeah

**22. Interviewer: So you think the bigger the company the less likely are to actively be green?**

P3: Yeah they already have their customer base

P2: The bigger the company the less likely they are to care that much

**23. Interviewer: What if that massive customer base were to educate them and said they weren't a green company and not acting in a green fashion. Before you answer think of mac Donald's. They had a massive customer base and when Supersize Me documentary came out. Before that you would have said nobody would give up mc Donald's and after that there was a massive dive in sale. So you are all talking about Nike being one of your favourite brands. What if a documentary came out with the exploits that they could be doing e.g., dumping in water. Would that make you change your mind?**

P2: Probably short term. Again I wouldn't eat mc Donald's after seeing that but a week or two later I would, id forget about it

P3: it's being a while, one wouldn't hurt

P2: After some time has passed.

P1: You can get use to products so much you just say 'ah here I like that it doesn't matter'

**Interviewer: What brand could you give or take, you all like coffee. What brand is your favourite coffee?**

P3: Starbucks

**Interviewer: Right so if you see a documentary about Starbucks that show s they are not actually fair-trade and they dump, would that change your mind?**

P3: No

**Interviewer: Anybody else? Would you go to insomnia?**

P3: Honestly I don't know until you are faced with the situation

P2: I think with something like coffee you would because they are similar taste, coffee is interchangeable

**Interviewer: what about a service though**

P4: You go to a place for the service, it could be the same product but the reason you go to Starbucks because of the service and you go to Starbucks because people are trained a certain way and that could be the reason you like Starbucks

**Interviewer: So saying that would you say you would go off the brand completely if you found out it wasn't sustainable?**

P4: You probably would

**Interviewer: So you would all agree you could go off a brand**

P4: It all depends on the extent. How bad it is

**24. Interviewer: So we all agree if you found out about a brand apart from a brand we were loyal to, that they weren't sustainable and dumping etc. you would stop buying them or move to someone else. We all agreed on that didn't we?**

All: Yeah

**25. Interviewer: So how come earlier when I asked you then when you are looking at a product how high up on the priorities are environmentally friendly companies, sustainably friendly companies you all said you wouldn't even think of the brand**

P2: That goes down to the product again, like how loyal you are to the brand

**Interviewer: Is it the fact that you ignored it, ignored it if you knew it was a green product?**

P1: You may not know enough about it of the full extent of a company's waste management programme

**Interviewer: you see a carpet with a stamp on it and is a little dearer say 5e and another has no stamp and is a little less**

P2: I'd say you would pay that little bit more because you know people have been paid fairly to make it. If that is 5e more than other product and had no

stamp you would have to question why the product is priced like that and there is nothing behind it. If it fair-trade the 5e more is justified

**Interviewer: if star bucks had two options, one that was fair trade and the other that wasn't and both are 4e and the fair-trade was increased how much you would be willing to pay extra for fair trade.**

P3: It all depends on the product

P2: If it was coffee probably 10%

**26. Interviewer: so let's take four products, a car, a bottle of coke, t-shirt and a computer brand. Let's agree the car is 10,000, coke 2e, t-shirt 20e and pc 1000. How much more would you be willing to pay for a green product?**

P4: I would cap that about 10%. If you take into account a car at 10k, an extra 10% is 1,000. If it was a car I would spend the extra.

All: Agreed

P4: I would pay more for a car then I would for a can of coke because it's a car.

**Interviewer: Low involvement**

P4: yeah

**Interviewer: what about a t-shirt? How much are you willing to spend or give away on a t-shirt to support the green company?**

P4: I would cap that at 10%

P2: As he said it would be 10%

**Interviewer: All agree 10%?**

P4: yeah so you would pay 24e rather than 20e

**Interviewer: Are you happy doing that?**

All: Grunted yeah

**Interviewer: But at the start you said price was the main thing? You said you wouldn't buy it**

P3: But when you are looking at the car though.....

**Interviewer: But across all those products you said 10%**

P2: Yeah in an ideal world

**27. Interviewer: at the start I asked would you buy a green product if it was a little dearer and you all said no. How come when I put it all down like this you all went up and extra 10%?**

P2: You will be willing to pay it, doesn't mean you will pay it!

P1: It's awareness

P4: it's all about being informed

**Interviewer: So now that you are informed about it you are going to go out and.....**

P3: ... yeah but how long is that going to last

**Interviewer: that is what I am wondering? Is it the fact that now you know about it is going to change your mind, you are going to leave this room and now going to be more inclined to look out for these green things but would it actually make a difference.?**

All: No probably not!

**Interviewer: So what can be done to get people to do this?**

P4: You have to get people hooked by starting on a lower price.

**Interviewer: so there shouldn't be a premium price?**

P4: there should be a lower price to attract interest

**Interviewer: But what if they couldn't go lower because if they go lower they wouldn't be able to be green?**

P3: Well if you can go lower

**Interviewer: The reason why green products are this price but not all green products are expensive**

P4: Or even if they started off at the same price and it was....keeping this at the same price. Basically are the same but we are environmentally friendly. Attract interest. If you get people hooked on it they will always go for it.

P2: Goes back to the thing if you really want it you are going to get it regardless

**28. Interviewer: So at the start you say you won't pay extra for a green product, they you say you would pay 10% and now you are saying that some brands you won't move away from them. So what if NIKE announced we are fully green and putting their price up 20% would you still pay it?**

P2 & p4: Yeah, pay it. Brand loyalty

**Interviewer: What about a lesser brand?**

P2: I would probably go somewhere else (laughing)

P1: Depends on the product. It would come to price. It looks at what you think that price is worth for that product.

**Interviewer: what if it was 2.20 and only .20c cheaper would you go somewhere else.**

P2: saving 20c.

P4: I'd go for the cheaper one, that's just me

**Interviewer: But you said you are willing to pay 10%**

P2: Yeah but what I am saying is it depends on the product. The likes you are willing the pay ten percent on the car but not the coffee

P1: If it's a once off thing like the car but if you were buying that coffee everyday then that builds up

**Interviewer: So it's something that you are thinking about?**

P1: You take different approach for different products, take different opinions for different products

P2: If you get a coffee you have it for a half an hour, if you get a car you have it for years and years

**29. Interviewer: Now that we have talked about green market, do you think it is a worthwhile thing? Do you think it works? Do you think there should be more of it or do you think it is a shamle (a joke)?**

**Do you think it (well it clearly affects us as consumers) and affects cooperation's so in a whole what do we think of green marketing?**

P1: I think it needs to me more education about it. I didn't know a lot about it. Before I came in here I didn't know anything about it

P3: Yeah, I was the same. You even saw at the start we said we wouldn't pay more but now we are even starting to question ourselves but that's literally from this session. If that was done on a bigger level with ad campaigns, TV, internet, social networking and a much bigger message...

**Interviewer: but would you trust them?**

P3: probably not

**Interviewer: what could they do?**

P3: nothing

P4: They need to build trust

**30. Interviewer: How can we turn the market to you as green consumers? I am a corporation let's say, you are my target market. I am looking to younger people more interested in these green products. What can I do because you are very cynical and don't trust me, as a corporation how can I market and how can I appeal to you? What can I do?**

P1: Get out and do something good. Get involved in the community

**Interviewer: that is good CSR**

P2: You are going for a target market for a product so get into their activities and going into the sports side of things and go in and sponsor them, donate something

**Interviewer: so you think that's what green companies should be doing?**

P2: They should have a more active role

**Interviewer: So I will ask again, what can I do for you?**

P4: Make me trust the product, make me want the product!

**Interviewer: How do I mark it?**

P1: Advertise it. Show people what you are doing. Do an ad, a quick ad. You are bound to watch it sometime

P4: You have to get right into people, cut out the advertising and get to people.

**Interviewer: How would you do that on a mass scale?**



P4: Look at Times Square, the amount of people going through that every day. Set up a shop in Times Square, big shopping malls, big malls and just continuous.

P1: If it's a worldwide brand.....

P4: if you stop somebody and sell you product and make them believe your product, you have them

**31. Interviewer: so if I stopped you in the middle of the street and told you about a brand and told you about the initiative would that influence you to buy my product?**

P4: If your argument was good enough and you had evidence to support that.

P1: You would give it consideration

P4: You have to get into the public eye

**32. Interviewer: So I am wondering is, how I market this green image to our generation in a time where we don't look at newspapers and don't watch TV.**

P4: it's all social networking but it doesn't give you enough information either. However if you stopped someone in the street and told them your argument and showed them your social network page your onto a winner.

**Interviewer: would a viral campaign do it for you?**

P1: Possibly

P4: if it was convincing enough to watch and didn't pop up as an annoying add.

**Interviewer: so a viral ad would make people go greener?**

P1: It would be one way of doing it

**Interviewer: would that be how I reach you?**

P4: well you would have people come in saying "did you see that video last night" and they will say it to their misses and the misses will go into work and say it to her mates in work

**33. Interviewer: is there anything you have seen that has made you turn around and say you are not going to do that? Do you think marketers can reach you like that, such as the ice bucket campaign?**

P1: Look at Diageo, they make their campaigns graphic. They give it a shock factor. In some cases give it a shock campaign

**Interviewer: do you think that's the best way**

P1: Yeah I think for majority product

P3: Yeah

**Interviewer: Why does it have to come to that where you have to be shocked?**

P1: you have to be shocked to think about it in a sense. You have to be shocked to make you question would I really buy this, should you buy that. If you read about it there is not real ....

P2: .....No impact

P1: you are only reading about it. But when you see that side by side...

**Interviewer: So you are saying we should target on an emotional basis rather than a rational basis. So instead of a rational feel it should have an emotional feel**

P2: An emotional feel makes it feel more personal or something

**Interviewer: a perfect example is when you go into toilets in mc Donald's the urinals say they are a waterless urinal and save 1000 litres. So what if I had a similar thing on t-shirt saying "I contaminated a water supply", would you still buy it?**

P1: If I has negative affects you didn't want to associate with that. If you see something is good, it's good and you might not care but if it has negative condensations then you wouldn't want to be associated with that

**Interviewer: would you not want to be associated with a brand that has a positive image?**

P2: yeah you would to but it's good to show the negative effects. There are a lot of factors to think of. It's not straight forward

**34. Interviewer: So to wrap this up; let's do some for and against,**

**Reasons For green marketing:**

- Quality assurance

**Reasons against green marketing:**

- Don't trust them
- Too dear

**END**