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***Customer Behaviour in Green Markets with a Special
Reference to Perception of Green Products***

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Customer Behaviour in Green Markets with a Special Reference to Perception of Green Products

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Univerzita Tomáše Bati ve Zlíně
Fakulta managementu a ekonomiky

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- Zpracujte literární rešerši vztahující se k problematice zákaznického chování na trhu.

II. Praktická část

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ABSTRAKT

Hlavním cílem bakalářské práce je analýza zájmu spotřebitelů o environmentálně prospěšné výrobky na zelených trzích. Bakalářská práce se dělí do dvou částí. První část poskytuje teoretické informace o chování zákazníků a zelených marketingových strategiích. Hlavně z toho důvodu, že základním pravidlem úspěchu každého podniku je porozumět zejména potřebám svých zákazníků. Druhá praktická část je zaměřena na výzkum různých faktorů, které ovlivňují zákazníky během nákupu zelených produktů.

Klíčová slova: zelený marketing, greenwashing, chování zákazníků, zelený spotřebitel, zelené produkty, zelené trhy

ABSTRACT

The aim of my bachelor thesis is to analyse the interest of customers about environmentally friendly products in green markets. This study is divided into two parts. At first Literature review provides the necessary theoretical background of this topic about customer behaviour and green marketing strategies. For this reason that for each company is important at first place understand, what customers want for their complete satisfaction. According to this in the second practical part is research focused on various factors, which influence customers during purchase of green products.

Keywords: green marketing, greenwashing, customer behaviour, green consumer, green products, green markets

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1. Introduction

Following chapter has been considered as the opening section of this dissertation. Main purpose of this chapter is provide to reader basic information about the theme through research background and justification. In the second half are also mentioned major aims and objectives of this study. And in conclusion this part describes the structure of this paper.

1.1 *Background to the Study and Justification*

Oversize consumption of goods and services caused a negative impact on nature environment of the whole world. People tend to consume more and more because they still trying to satisfied their needs and desires. Unfortunately regardless of consequences. Our excessive requirements destroy successively the environment and the mother planet Earth. Global warming or acute shortage of sources are still the most known threats. Due to this companies, organisations and consumers themselves start think how the whole process of destruction slow down. Their aim is clear, better life for everyone who wants doing something.

Many people consider environment issues for a bigger problem than a financial crisis or economy obstacles (Ferraro, 2009; Peart, 2010). But in general they do not care about environment protection until this issue not touch them personally (Polonsky, 2011). People just afraid about their inherent health and comfortable life. It is scientifically proven that people first of all think on their own benefit. Instead of society, which has always the second place on their imaginary scale of values (Grimmer & Woolley, 2014; Ku et al., 2013; Polonsky, 2011). According to Polonsky is obvious that “*Society rely on nature and natural resources but nature does not rely on humanity.*” (Polonsky, 2011) and this fact is truly sad. However sometimes we can find exception. Someone who really cares about the nature environment and tries help how it is possible. Not only themselves. And this person may not be a member of Greenpeace or other activist organisation. This person with its behaviour contributes to improved future and we call it like a Green Consumer.

As a consequence of still increasing consumer’s interest in environmental products and services, companies immediately respond on new customers’ requirements. At markets was caused chaos by this change. And the winners were these, which reacted on this switch as

soon as possible. Society finally started think about ecological impact of theirs decisions. With a new healthy lifestyle also coming a new approach in marketing world. The Green marketing – the good one. At the beginning “green” products were quite unique on the market, but just until the moment than companies found out the benefits of “being green” (more in chapter historical development). Nowadays is Green marketing considered like one of “*a major trends in competitive business*” (Lu et al., 2013, p. 3). Because the popularity of green products is still growing. There are a lots of aspects, which influence customer’s choice to purchase rather green product than the normal without green addition. One of the main reasons is positive health effect of such products.

Furthermore green merchandise creates a sizable market opportunity for a lot of companies. It might be caused this profitability that had come on the scene the bad twin of Green marketing – Greenwashing. At first sight both are indistinguishable, but after thorough exploration they can be easily distinguish. In general greenwashing is misleading of company to customers through “green” claims (TerraChoice Group Inc., 2007). And the best helper for customers is Greenwashing guide with seven sins in green advertising. More information about this differentiation will be in specific chapters about each green marketing strategy (chapter how recognize Greenwashing from Green marketing).

Based on previous researches author of this dissertation found that nowadays still a large amount of people does not have environmental concerns or awareness in green terms such as greenwashing. Even in worse case they do not have a clue, how to react or defend themselves from such misleading. Therefore author see in this issue a “gap” in awareness of society in terms of green marketing and greenwashing. And further poor knowledge about their impacts on customer’s purchase intention in green product. Companies are still thinking that green marketing with green products it is a good investment to the future, but if customers do not know what this “green” means so the green market cannot be so profitable like everybody claims. Due to this is in this study examine the customer perception of green products in green markets. The prior researches in this industry was targeted mainly on a whole society like a complex. But this dissertation could fill the gap in point of view mainly from university students.

1.2 The Aim and Research Objectives

The purpose of this dissertation is not discourage customers from purchase of green products. But increase awareness of society about green marketing and greenwashing strategies and subsequently find out, how customers perceive the green products at the green markets.

Building on prior researches in environment and marketing field, this paper extends mainly awareness about green marketing strategies and examine customer's perception of green products. Thus the aim of this study is explore the influence of competing both strategies on customer's perception. In this study is put the biggest emphasis on students during considering purchase of eco-friendly products. In other words, find out which factors influence their perception of green products. Also review their attractiveness for customers and likewise for companies. And in conclusion there are suggested possible solution of this issue.

The main research objectives are:

1. To explore the customer base of green products
2. To explore the customer perception of green products
3. To determine the customer preferences towards green products

According to the research objectives was developed further research questions and several hypotheses, which will be more described in chapters Results and Discussion.

1.3 Research Structure

This paper is divided into six main chapters. The first part Introduction provides background information with general overview and aims of the study. The second chapter is Literature Review that defines theoretical issues of terms such as Customer behaviour and Green marketing strategies and their influence on buyers. The third chapter Methodology describes research methods, which were used for collecting primary data from online questionnaires. Next chapter Results and Analysis reviews findings from research approach and explains its impact. Then is there place for Discussion of the hypotheses according assumed results. The last chapter Conclusion and Recommendations summarizes the whole study and provide possible solution for the future researches and companies at green markets.

2. Literature review

This chapter describes the previous researches by other authors. In other words, this section mainly consists of secondary data and theoretical background. This information provides opportunity for reader to better understanding of the whole background of this dissertation.

2.1 Customer Behaviour

2.1.1 Introduction

For this study is essential understanding of customer behaviour, especially during the perception of green products in case of purchase by individuals. Because the both marketing strategies – green marketing and greenwashing, need for their right functioning understand at least basic factors, which influence this process. Customer behaviour is influenced by many factors. The most important are cultural, social, personal and psychological factors (Peter & Olson, 2005). The main focus of this study is examine, which factors have the biggest impact on customer's perception of green products and subsequent purchase behaviour in relation to the green market strategies.

According to Peter and Olson (2005, p. 5) the American Marketing Association defines consumer behaviour as *“the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives.”* It is still changing process including so many individual feelings and thinking actions (Peter & Olson, 2005). Solomon (2015) concluded that customer behaviour is just about individual perceptions and further reactions on a product. It highlights, that sometimes emotions and feelings have even a larger impact on purchase decision even than products attributes (Hawkins & Mothersbaugh, 2010).

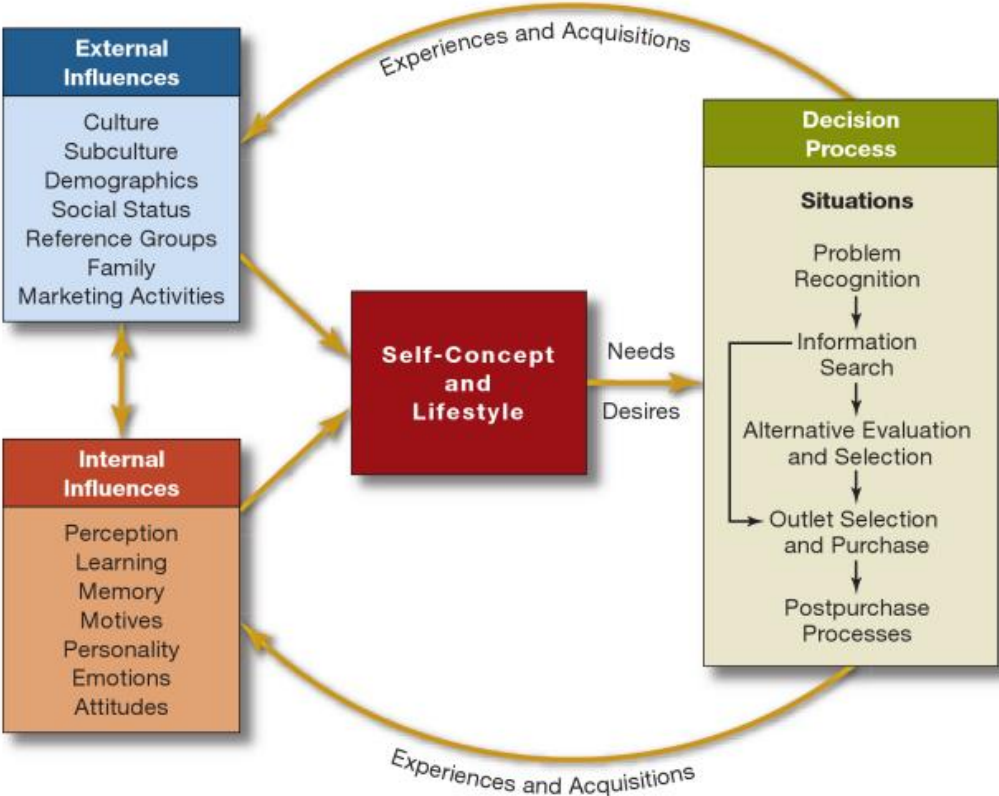
There are various definitions and approaches, how describe the customer behaviour. Nonetheless, whether it is a scientific discipline or dynamic process, each customer is unique and has different requirements. Therefore it is really hard distinguish, how each of them will be react on various aspects (Peter & Olson, 2005). Therefore, understanding of consumer behaviour is crucial for other development in field of marketing and business. Because knowledge about this play a significant role during influencing customer purchase decisions. Notably important is understanding that customers do not buy a product, but their problem

solutions (Hawkins & Mothersbaugh, 2010; Tracy, 2014). In general people make purchases mainly for satisfy their own needs (Tracy, 2014).

2.1.2 Factors which Influence Customer Behaviour

Individual customers are everyday influenced by many factors based on variety internal and external influences. This self-concept produces their further desires and needs, which they try to satisfy through buying process (Hawkins & Mothersbaugh, 2010). In many firms marketers study what, when, where and how many products consumers buy, but no one is sure about the question why. Because, usually even “consumers themselves do not know what exactly influences their purchases” (Kotler & Artrong, 2014, p. 158). For this reason is necessary mention both external and internal factors for better understanding, what everything has influence on their product perception during purchase.

Figure 1: Overall Model of Consumer Behaviour



(Source: Hawkins & Mothersbaugh, 2010, p. 27)

2.1.2.1 External Influences on Consumer Behaviour

This section comprises various external factors which influence consumer behaviour. It comprises mainly cultural, subcultural, demographic, social and important groups such as family or friends (Hawkins & Mothersbaugh, 2010).

2.1.2.1.1 Cultural Factors

According to Hawkins and Mothersbaugh (2010) is culture considered like the most pervasive factor influencing customer behaviour. Especially difference in languages, demographics, values and nonverbal communication influence how buyers perceive various products. The society, where customer grew up influences his whole life and perception, needs or values (Jobber, 2010; Kotler & Artrong, 2014; Solomon, 2006).

2.1.2.1.2 Subcultural Factors

In general each culture consist from a smaller parts. Namely subcultures. It is describes like a group of people with common interests and values. For example it can be a group of people divided according to the age, gender, nationality, religions or interests. Predominantly on such group marketers put emphasis in their marketing campaigns (Hawkins & Mothersbaugh, 2010; Kotler & Artrong, 2014). For example in case of green products it will be a target audience mainly family with children, because parents want for them the best. It means the health green products.

2.1.2.1.3 Demographic and Social Factors

Demographics “describe a population in terms of its size, distribution, and structure” (Hawkins & Mothersbaugh, 2010). It measure aspects of the population such as age, gender, or year of birth. For example from social class factors especially occupation and education have influence on purchase of product. When a customer is unemployed so he probably is not willing to buy a more expensive products, similar as the green ones. In addition social factors comprise small groups such as family (Jobber, 2010; Kotler & Artrong, 2014; Solomon, 2006). It is all about influencing buyers by reference groups.

2.1.2.1.4 Reference groups: Family

There are many types of reference groups. It is a group of people with similar interests and values for example family. The customer behaviour refers to expectation of certain group. Of course, that everybody has different attitude for example to friends at party or to family members at birthday celebration (Hawkins & Mothersbaugh, 2010; Jobber, 2010). Decision making by a group is more complicated than by individuals. Above all, that in these days is not clear who is a main initiator of purchase in the family. Parents or children? (Hawkins & Mothersbaugh, 2010).

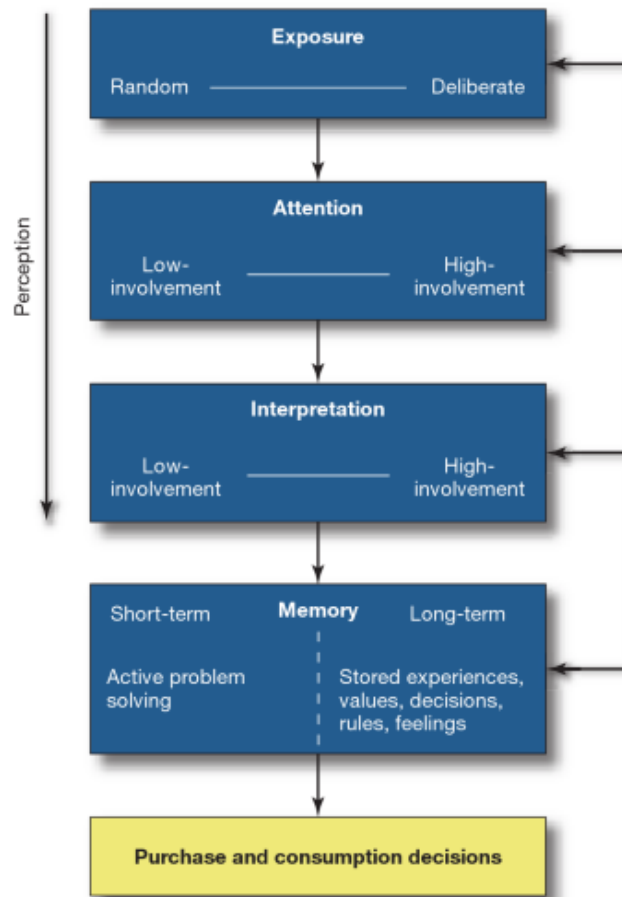
2.1.2.2 Internal Influences on Consumer Behaviour

On the other hand from external factors the internal comprises these which influence customer internally and affects his personal thought processes (Hawkins & Mothersbaugh, 2010). In this chapter will be the biggest focus on the nature of customer perception, then will be describes other internal factors such as learning, memory, motives, personality, emotion, and individual attitudes.

2.1.2.2.1 Perception

In general “*perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation*” (Hawkins & Mothersbaugh, 2010, p. 278). The perception process of individuals is always quite different, because of highly subjective nature. People are used to perceive information through five senses: sight, hearing, smell, touch, and taste (Kotler & Artrong, 2014). It depends only on them alone, how each external stimulus influencing them.

Figure 2: Information Processing for Consumer Decision Making



(Source: Hawkins & Mothersbaugh, 2010, p. 278)

The exposure comprises stimuli which are placed in a customer personal environment, but not necessary must be noticed. Therefore everyday are people affected by various incentives. It is really hard pay careful attention each of them. It is a type of selective process by individuals. Furthermore it is more likely that people will pay attention to this stimulus factor, which are in accordance with their own goals. And the last interpretation is an individual way, how customer understands the incoming information through various stimulus. It can be influenced by experiences and expectation of each individually (Hawkins & Mothersbaugh, 2010). If marketers find out how customers perceive different products, it can be delivered the right product for the right target customer. It means more profits in the future.

2.1.2.2.2 Learning and Memory

Consumer behaviour is considered like learned based on previous experiences in their culture, family, and group of friends or advertising (Hawkins & Mothersbaugh, 2010; Kotler & Artrong, 2014). And memory is closely connected with a critical way of learning. It consists of short and long term memory (Hawkins & Mothersbaugh, 2010).

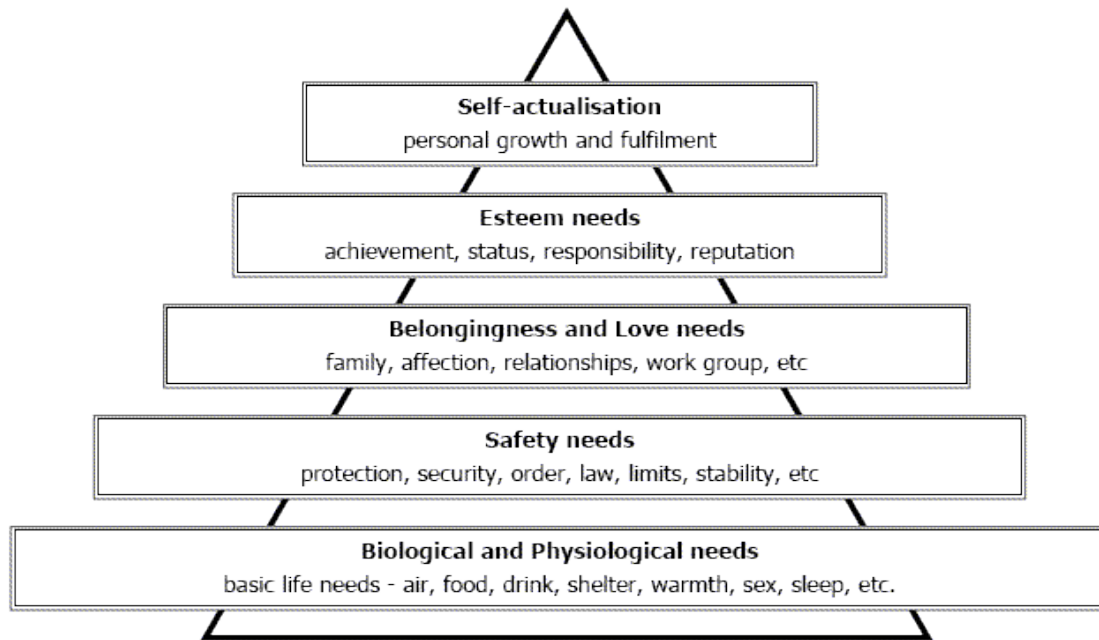
2.1.2.2.3 Motivation, Personality and Emotions

This three concepts are intimately linked, for this reason are describes in the same section (Jobber, 2010; Kotler & Artrong, 2014). At first Motivation express the reason why people react on some stimuli. The motive explains the reason of customer's behaviour. Motivation is often called also like a need of consumers. An especially these needs have impact on their feelings and emotions with creation of personality. It is know that consumers do not buy a product, but their individual satisfaction and problem solutions (Hawkins & Mothersbaugh, 2010). Especially this motives determine customer's choice criteria (Jobber, 2010).

The second aspect Personality expresses based on individual's characteristics the attitude of person in various situation. At the market customers mostly choose products according their personal attributes or they like the vision, which certain product represents (Hawkins & Mothersbaugh, 2010). When marketers find out certain personality profile, than can target their advertising mainly on such people and reach more increasing sales (Jobber, 2012)

And the last from this category are Emotions. These are described like uncontrolled feelings, which have also influence on customer behaviour. Admittedly is known, that positive emotions from products and services have a result further purchase or recommendation to others (Hawkins & Mothersbaugh, 2010). But on the other hand, the negative emotions cause the exact opposite.

Figure 3: Maslow's Hierarchy of Needs



(Source: <http://www.econsultant.com/> according to Maslow, 1943)

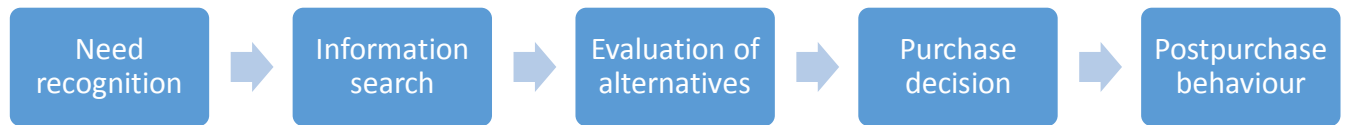
2.1.2.2.4 Attitudes

Through learning people gained their further attitudes towards a life. It concerns politics, religion, music and other else. Attitude is difficult to change (Kotler & Artrong, 2014). It is a personal way how customers feel, think, and act toward a specific situation (Hawkins & Mothersbaugh, 2010). In other words it is an overall evaluation of a product or service (Jobber, 2010).

2.1.3 The Customer Buying Process

Since 1910 thanks to the John Dewey was introduced The Customer Buying Process, which help reveal customers decisions. Sometimes it is called as The Buyer Decision Process. Over the years it was described in many various ways, but despite this framework remains almost the same (Johnston, 2013). This process consists of the five following stages: *Need recognition*, *Information search*, *Evaluation of alternatives*, *Purchase decision*, and *Postpurchase behaviour* (Armstrong & Kotler, 2013; Johnston, 2013; Jobber, 2010). For purpose of this study is necessary introduced these stages.

Figure 4: The Customer Buying Process



(Source: Author's own supported by Armstrong & Kotler, 2013)

2.1.3.1 Need recognition

During purchase process everything starts with the first stage the Need recognition, where customer becomes aware about problems, needs or wishes. It is influenced by internal and external stimuli. For example hunger or advertisements (Armstrong & Kotler, 2013; Johnston, 2013). It depends on product in which is customer interested and on degree of importance of the problem solving (Jobber, 2010).

2.1.3.2 Information search

After recognizing needs begins stage of the Information search. There it depends only on customer's consideration, if he wants or not seeking further information. In this time it facilitates so many external sources of information such as friends, family, advertising or internet (Armstrong & Kotler, 2013; Johnston, 2013) and own customer memory. It is consider like an identification of problem solution (Jobber, 2010).

2.1.3.3 Evaluation of alternatives

Next step is stage of the Evaluation of alternatives. This comprises using information from previous phase and individual attitude from each customer (Armstrong & Kotler, 2013; Johnston, 2013). It is all about reducing of redundant information on serious consideration choice of suitable products. And further evaluation of products attributes by individuals (Jobber, 2010).

2.1.3.4 *Purchase decision*

Next the Purchase decision phase is about the action buy the most preferred product. Unfortunately it is quite more complicated than the others previous stages. Therefore this influence other factors like attitudes of others. It means recommendation by someone close to the buyer. Or customers have also fear about what others will think about it (Jobber, 2011). But of course, the most important is attitude of customers themselves. Meaning, that the certain degree of likes or dislikes influenced the overall purchase decision (Jobber, 2010). And the second one is unexpected situation. This implies that no always customers buy what they exactly want (Armstrong & Kotler, 2013; Johnston, 2013).

2.1.3.5 *Postpurchase behaviour*

The last stage the Postpurchase behaviour comprises the loyalty programmes and level of quality products or services (Armstrong & Kotler, 2013; Johnston, 2013). In general, satisfied customer is much more profitable than the dissatisfied, especially in a long term. Due to this, that satisfaction lead to customer loyalty (Hawkins & Mothersbaugh, 2010). Meaning, willingness making repeated purchasers. And it is one of main company's goals. Unfortunately according to O'Connor and Galvin, (2001, p. 3) today's customers are not so sustainable. They conclude that "*Customers are more demanding, less loyal and less willing to forgive companies whose products and services do not meet their high standards*" (O'Connor & Galvin, 2001). Consequently there is necessary mutual interaction and feedback between companies and customers in order to improve some imperfections of products.

Completely different case is decision making associated with purchase by a group such is a family. Of course, that parents are the main purchasers, but many researches proved the significant influence by children on their purchase behaviour (Hawkins & Mothersbaugh, 2010; Spehar, 2006).

2.2 Marketing Industry

2.2.1 Introduction to the industry background

The first section in Literature Review is about industry background to this study. Specifically marketing industry. Therefore, that green marketing and greenwashing are intimately connected with marketing field.

At first it must be mentioned that marketing is wide term of study and can be defined in various ways. Reynolds and Lancaste (2013) adopted definition from the Chartered Institute of Marketing thus “*Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.*” (Reynolds & Lancaste, 2013, p. 5). The most popular statement in this case is from well-known Peter Drucker. He supports the first definition, because he claims that business is about creating and keeping customers through marketing actions. This implies that the basic feature of marketing is attract and retain customers at a profit (Armstrong & Kotler, 2013; Jobber 2010). Both definition agree that profit is inseparable part of marketing industry.

Nevertheless the main aim of marketing is satisfy customer’s needs and desires (Armstrong & Kotler, 2013; Tracy, 2014). It follows that “*all marketing decisions and regulations are based on assumptions and knowledge about consumer behaviour*” (Hawkins & Mothersbaugh, 2010, p. 8). It is truly important also for the reason that understanding of customer behaviour is considered like one of many competitive advantages in business. And nowadays namely green marketing strategy represents competitive advantage for modern companies. In other words, understanding of customer behaviour is essential for further formulation of marketing strategy (Hawkins & Mothersbaugh, 2010).

Due to this reason is for many companies so important find out why customers make the choices like they do. The answer on this question is hidden in basic human needs – *physical* (food), *social* (family), and *individual* (self-expression) (Armstrong & Kotler, 2013). Furthermore Tracy (2014) underlines that all human needs are influenced by the desire for gain something and the fear of the loss (Tracy, 2014). For many organizations is still valid rule that “*the customer comes first*” or “*customer is always right*” even it is not often true (Reynolds & Lancaste, 2013). It means that human factor is still pervasive and needs understanding.

2.2.2 Marketing Strategy

For this study is namely important application of the right marketing strategy. Because as green marketing so greenwashing represent strategic option by marketing department of each company in the environmentally responsible environment. Due to this the main focus in this part is on marketing strategy formulation.

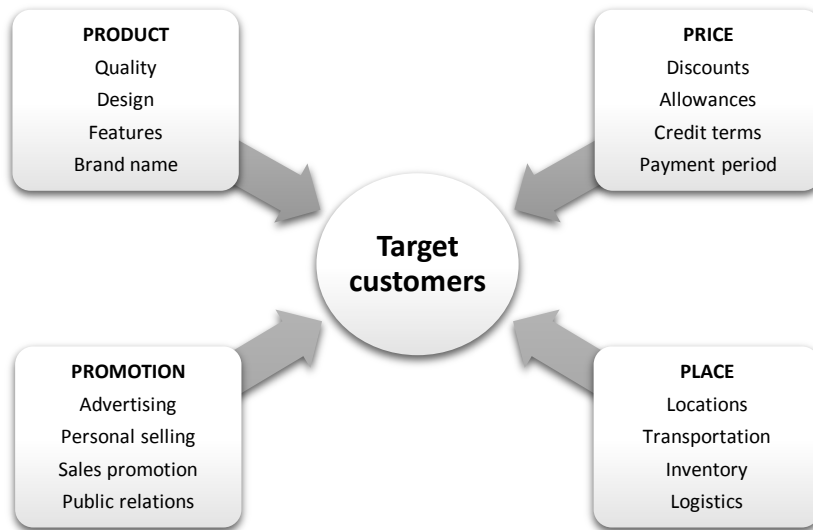
Marketing strategy can be defined in various ways, but Peter and Olson (2005, p. 12) describe this like “*the design, implementation, and control of a plan to influence exchanges achieve organizational objectives.*” (Peter & Olson, 2005, p. 12). Further according to Kotler “*Marketing strategy is the marketing logic by which the business unit expects to achieve its marketing objectives*” (Fifield, 2007, p. 13).

Despite various definition, each of them requires involvement of the marketing mix (Armstrong & Kotler, 2013; Hawkins & Mothersbaugh, 2010). At least the basic version of the Four P’s. Furthermore right marketing strategy needs also marketing analysis, planning, implementation and control (Armstrong & Kotler, 2013; Fifield, 2007; Jobber, 2010).

2.2.2.1 Marketing Mix

For this reason is marketing mix considered like a main concept in each marketing strategy (Armstrong & Kotler, 2013). It means importance mentioned also its impact on this study. The most common version is with four variables: product, price, place and promotion for target market.

Figure 5: Marketing Mix

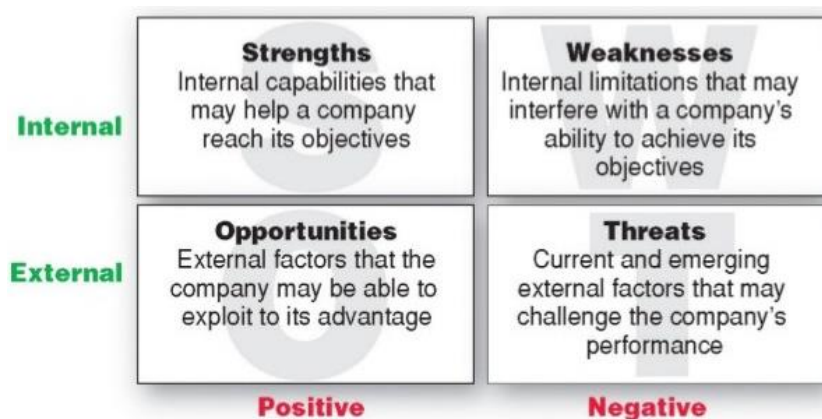


(Source: Author's own supported by Armstrong & Kotler, 2013, p. 81)

2.2.2.2 Marketing Analysis

Important part of marketing strategy is right analyse the market conditions and the environment in which company operates. The basis analysis is for each company the SWOT analysis or matrix. It explores the overall strength, weaknesses, opportunities and threats (Armstrong & Kotler, 2013). For successful promotion firms should put more emphasis on the positive and most helpful aspects such as strengths and opportunities.

Figure 6: SWOT Analysis



(Source: Armstrong & Kotler, 2013, p. 83)

2.2.2.3 Marketing Planning

For purposes of right marketing strategy this planning help to the company achieve the strategic objectives. Furthermore it comprises a detailed SWOT analysis due to future goals. Market plan responds on questions such as “*What is our biggest strengths?*” or “*Why is so important reducing current weaknesses?*” (Armstrong & Kotler, 2013).

2.2.2.4 Marketing Implementation

It is a process where marketing plans from previous stage are transformed into actions. Owing to this can be achieve objectives of the company. Therefore is the main mantra “*doing things right*” of this stage (Armstrong & Kotler, 2013).

2.2.2.5 Marketing Control

And the last stage control is the best prevent action before problems. Marketing control examines the possible differences between expected and actual performance (Armstrong & Kotler, 2013).

2.3 *Green marketing*

2.3.1 *Introduction*

This type of marketing has many names such as environmental, ecological or responsible. Or even designation as “*new marketing philosophy*” (Paço & Raposo, 2010). But the idea is always the same. Green marketing is intimately connected with social responsibility to the environment. The main purpose of this marketing strategy of each company is fulfil the new customer’s desire and at the same time minimize ecological harms. Everyone wants to improve the quality of the life and Green marketing has a vast potential improve as well the natural environment (Polonsky, 2011). Some people think that phrase green marketing is associated only with promotion and advertising through green claims. Nevertheless is not true. Therefore that green marketing is basically a much broader concept (Polonsky, 1994).

The definition, what exactly is Green marketing, is quite difficult to explain. It includes a range of environmental activities such as eco-design, packaging change, effective process and other else (Polonsky, 1994). Thus there are numerous definition what this phenomenon is.

According to Polonsky (1994, p. 2) “*Green or Environmental Marketing consists of all activities designed to generate 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, 1994, p. 2)

Another one from Bukhari (2011, p. 375) claims that “*Green marketing refers to the process of selling products and/or services based on their environmental benefits.*” (Bukhari, 2011).

But each say basically the same and it is that phrase green marketing always described such activities, which have positive social and environmental impact and are less harmful to the environment (Peattie, 2001). This marketing strategy can protect environment much more than normal marketing (Wu & Chen, 2014). Hence green marketing is intended namely for the most “*dirty*” industry, which has the biggest harmful impact on the environment (Peattie, 2001).

2.3.2 *Historical development*

According to Peattie (2001) the evolution process of green marketing can be distinguished into three phases. “*Ecological, Environment and Sustainable*” phase. The first one was focused on the environmental challenges. For example pollution or impacts of pesticides. The main importance is attributed to the emerging environmental regulations. Second phase included new transformation relationships between companies and the environment. The emphasis was given on clean technology with eco-innovative products. And the last phase, comprised improved eco-performance of businesses (Peattie, 2011).

Generally the early 1970’s and 1990’s are considered as the gold peaks in green marketing (Szocs, 2011). Specifically early 1990s noticed the biggest boom of green claims (Furrow, 2010). It was due to a series of environmental incidents. For instance disasters such as Chernobyl in 1986 or Exxon-Valdez oil spill in 1989 (Peattie, 2001). After this society, government and also businesses completely have changed their opinion about protect environment. Green marketing utilize the limited resources wisely and more effective way without useless waste (Bukhari, 2011). However many researchers still discuss about irresponsible approach to address environmental threats.

For example Fuller (1999) compared problematic issue connected with the environment with threat of communism. He argued that it is similar like the threat to the world’s ecosystem. And according this we must spent needful funding (Fuller, 1999). Also Polonsky (2011) or Smart (2010) claim that on transformation process from normal to green marketing is put less emphasis. Especially from point of view the three main stakeholders - consumers, organizations and governments, it is irresponsible. They concluded that inaction is more costly than adaptation process (Polonsky, 2011; Smart, 2010). Therefore, the transition to a green approach is inevitable (Bukhari, 2011). In general, concern about environment connected with green marketing is appears mostly in more developed countries and cities (Peattie, 1992). Furthermore now it is not just an activity towards reducing environmental damages, but also pursuit of sustainable development (Peattie, 2001).

Green marketing had to fight for its marketplace for a long time. There were many obstacles than it gains its place and became so popular (Polonsky, 2011). Larger amount of green products was in these times quite unique (Lu et al., 2013). Thus ecological product it was not

find easy. But today this bandwagon is again on the scene with contemporary full marketplaces of environmental claims (Ku et al., 2012; Polonsky, 1994). And play very important role for costumers so as for companies. Therefore, enterprisers anew started with green production (Furlow, 2010).

2.3.3 *The Green Consumer*

The process of adaptation slow down the conflict between individuals and society (Polonsky, 2011). Main problem is in human behaviour. Inside of anyone is an individual conflict between benefits for us or society. It is nothing a surprise that individuals at first place think about their own welfare (Polonsky, 2011). In attracting a green audience marketers must push on their own faith that purchase of eco-friendly product is a good choice for them. Grimmer and Woolley (2014) claim that the best way how influence green consumers is through advertising (Grimmer & Woolley, 2014). In other words there must be proved that it is something useful in their inherent intention to be environmentally-responsible person. Hence the “green” product is considered such something better for their health, families and also planet. Maybe it can be also caused by the fact that consumers are not able to think what will be in the future. Accordingly to this aspect they believe that environmental issues are not problem for them personally but for someone in the distant future (Polonsky, 2011).

But of course there are also exceptions. Some of buyers already do something good for natural environment without ulterior motives (Grimmer & Woolley, 2014). These customers are called as “*green consumers*”. The one of initial phrases “*green consumer*” comes from publication by Elkington and Hailes (1988) “*The Green Consumer Guide*” (Elkington & Hailes, 1988). The main driver of customer’s purchase of eco-friendly products in this case is individual concern about environment (Lu et al., 2013). Such buyers adapt the mantra of “*three Rs*” – *reduce, reuse, and recycle* (McKay, 2010).

2.3.3.1 *Green Consumers as the Millennial Generation*

In this field is the most popular the segment of younger people, which are and will be a future for the environment. Namely green consumption are truly important for green customers such as the Millennial Generation. This group includes people in age from 18 to 34. Also we can call them Generation Y or Echo Boomers (McKay, 2010). Most Millennials are typical green consumers with environmental conscious (Peart, 2010). They sympathy with health way of live. They try to recycle paper, plastic, or glass. And also buy the green products.

Nevertheless there are still some researches that declare the Millennial Generation as *“irresponsible, lazy, and morally corrupt”* (The Girl Scouts Research Institute, 2009). Fortunately, nowadays the generally bias is not actual. Millennials are even more receptive to the environment than the older generation (McKay, 2010).

Furthermore the Millennials are also interesting segment for companies, because they *“make up a sizable market opportunity”* (Lu et al., 2013; Mckay, 2010). The biggest benefits of this group according to Lee (2011) and Spehar (2006) is that younger customers can influence decisions of their friends and families. Peers create environmental pressure on each other (Lee, 2011). Tina Wells, from Buzz Marketing group, validates *“It is true that parents influence what their kids buy, but it is also true that kids are influencing more what their parents buy.”* (Spehar, 2006). Due to the social pressure are willing to make a green purchases (Lee, 2011). There take a place a typical marketing strategy – Word of mouth Marketing (Spehar, 2006).

2.3.3.2 *Segmentation of Green Consumers*

In general the Roper Organization divides “green consumers” into five segments. This segmentation allows to other researchers in this environmental field distinguish customers in more properly way (Suplico, 2009).

1. *True Blue Greens* have strong concerns about the environment. This group in depth verify truthfulness about companies with “questionable environmental reputation” (Suplico, 2009). It means that their purchases are just from trustworthy sources (Lu et al., 2013). Further they believe in positive change of their behaviour to the environment (Ginsberg & Bloom, 2004) such as recycling or less waste production. Suplico and Lu et al., declare that these segment is willing to pay more for green product than for the normal version (Lu et al., 2013; Suplico, 2009). In most cases it is the typical example of women with family (Suplico, 2009).
2. *Greenback Greens*, likewise the previous group, also this one includes consumers, which are willing to pay more for the extra greenest (Ginsberg & Bloom, 2004; Lu et al., 2013; Suplico, 2009). They are not so active to protect the environment like the first segment. Mostly for the reason, that they have busy lifestyle. Meaning, funding from their wallets to more environmentally responsible organisations (Suplico, 2009).
3. *Sprouts* believes in importance of environmental standards but they themselves are not very active. It means that they rarely invest more money into green products (Ginsberg & Bloom, 2004; Lu et al., 2013; Suplico, 2009).
4. *Grouzers* believe that the environmental issues are not problem for them personally (Lu et al., 2013; Suplico, 2009). Entire responsibility attribute to the businesses and governments of each country. In this group we can find the largest amount of less educated about the environment. Their opinion on green products is quite negative. Grouzers considered this products like unnecessarily overpriced (Ginsberg & Bloom, 2004; Lu et al., 2013; Suplico, 2009).
5. *Basic Browns* form the biggest part from the previous groups. They do not have any concerns about the environmental and social issues (Ginsberg & Bloom, 2004; Lu et al., 2013; Suplico, 2009).

2.3.3.3 Drivers of Customer's Green Purchases

The main driver of customer's purchase of eco-friendly products is especially individual concern about the environment (Grimmer & Woolley, 2014). Studies have also proven that level of education take a part in concerns about environment (Peart, 2010). People with higher level of education are more conscious about the impacts on their health (Lu et al., 2013; Spehar, 2006). When they have to make a choice between two almost identical products, so they often pick up the products with better environmental performance (Kardash, 1974; Peattie, 2001).

Large number of studies claims also, that in general women are more interested in green practices than men. For example study in 2010 by Tiller find out that women very likely adapt green habits such as recycling, use reusable shopping bags or save energy. Furthermore predominantly women make an important purchase decision at home. For this reason they are connected also with buy eco-oriented products (Matthews, 2012). Nowadays is a new trend, that people from cities still more prefer new way of healthy life and adopt green behaviour. People there are in most cases more environmentally responsible than people from smaller towns or villages. In cities inhabitants try to less waste and save the energy (Florida, 2012). But on the other hand in villages people grow their own "eco-friendly" vegetables and fruits.

Nevertheless, often even personal purposes are not enough for intention of purchase (Chang, 2011; Ku et al., 2012). Compatible attributes of green products with customer's requirements are more helpful during considering purchase (Ku et al., 2012). The problem is that no everyone is willing to pay more just for the green addition of products or services. Instead of less expensive non-green products (Bukhari, 2011). *"Consumers are not willing to give up certain product attributes just "go to green". Research reveals that convenience, availability, price, quality and performance continue to be important when considering the intent to purchase green products."* (Lu et al., 2013; Ginsberg & Bloom, 2004).

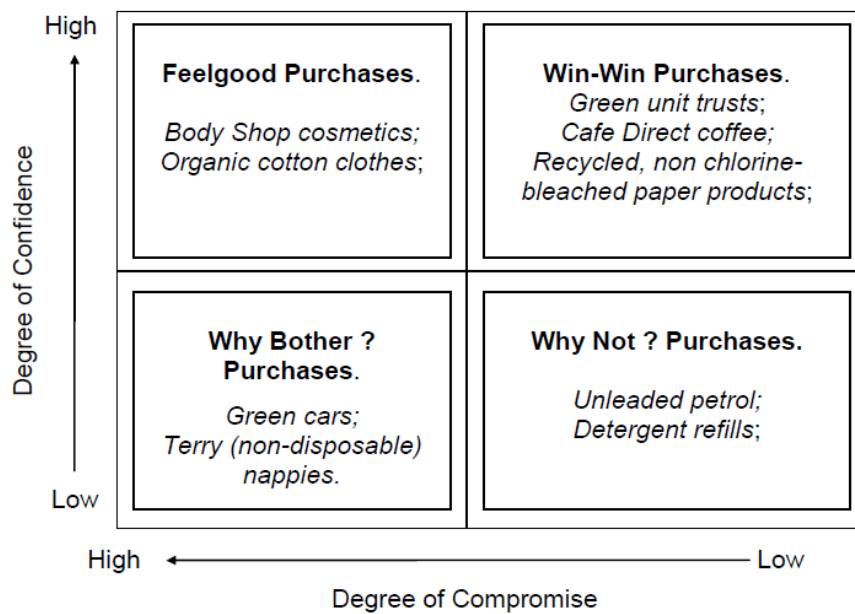
This statement support also Vermilion and Peart (2010) that just green label of natural product is not enough for making purchase decision. People refusing sacrifice their personal interest instead of green addition (Ginsberg & Bloom, 2004). Their interest towards a product will be more favourable if attributes match their requirements (Ku et al., 2012). Despite the fact many firms with green marketing strategies still rely just on customer's willingness (Peattie, 2001). Research by Ku et al. (2012) confirmed also this statement, because their findings shows that

the main importance is on “*individual’s perception of the attractiveness of a product*” (Ku et al., 2012, p. 45).

Other reason for purchase can be expectation of high quality in green products (Wu & Chen, 2014) and extra added value (Manget, 2009). Basically, when consumers start to buy green products, they gradually are more willing to make this purchases repeatedly (Loudon & Bitta, 1993; Wu & Chen, 2014). The purchasing power of green costumers has rapidly grown (Gillespie, 2008; Delmas & Burbano, 2011; Lane, 2013). Also the public and investors are more interested in environmental issues (Delmas & Burbano, 2011). Even when consumers must make a compromise during purchases. The willingness to make a trade-offs is not a rule, rather option, how attract customers. They can make a step back if the products really match the requirements and are credible (Peattie, 2001).

For this instance Pettie (2001) describes customers purchase perception in special matrix. The quadrants depend on degree of confidence and degree of willingness to make a compromise by consumers. “*Feelgood Purchases*” are typical for more expensive products. Therefore purchaser can be sure, that he gets exactly what he wants, without useless concessions. The second quadrant “*Win-Win Purchases*” already requires some little compromises with clear evidence about green addition. The third – “*Why Bother?*” is the worst from the point of view of compromises and also confidence. These products will be very unlikely to successful. And the last “*Why not?*” have good environmental performance but are not much attractive for buyers despite the low degree of compromises (Peattie, 2001).

Figure 7: The Green Purchase Perception Matrix



(Source: Peattie, 2001, p. 139)

Furthermore these environmental responsible consumers required from companies to be also involved in the environmental responsible programmes (Montague & Mukherjee, 2010).

2.3.4 The Green Company

Undoubtedly green marketing is nowadays considered as one from main competitive advantages (Lu et al., 2013). Mainly over the companies, which still promotion non-green approach towards the environment (Bukhari, 2011; Polonsky, 1994). Unfortunately in most cases is green marketing strategy utilize just like a competitive advantage without further concerns about environment. Furthermore, this approach propose new option of creating strategic partnerships with other organizations (Peattie, 2001). The purpose of adaptation green marketing is mainly increase company's bottom line (Polonsky, 2011). It means nothing important for the environment. But the environment themselves is very profitable business (Lu et al., 2013).

Companies needs green marketing not only for obtain purchasers attention but also because of global climate emergency. This implies that they need cut down costs of raw material, energy or manufacturing (Grant, 2008). Meaning, that firms have ability to protect the environment and at the same time be profitable (Peart, 2010).

2.3.4.1 The Green Marketing Strategies

Companies which have significant effect in green industry, should adapt one of recommended green marketing strategy for example by Ginsberg & Bloom (2004). It is truly important choose the right strategy as well as differentiation of their green products from the others.

Figure 8: The Green Marketing Strategy Matrix



(Source: Ginsberg & Bloom, 2004)

The main purpose of *Lean Green strategy* is reducing costs and improving effectiveness of manufacture or other activities produced by company. Therefore are utilize environmentally responsible activities, but just in quiet without publicizing (Ginsberg & Bloom, 2004). *Defensive Green strategy* is mainly used by company like a prevention against harmful activities on the environment. Namely it serves like an improvement of firm image (Ginsberg & Bloom, 2004). Next *Shaded Green strategy* describes such activities of firms which put more emphasis to the tangible benefits rather than the green one. It is more profitable than conversely (Ginsberg & Bloom, 2004). And the last *Extreme Green strategy* is for firms which are very interested in the environment. Such enterprises adapt many “green” activities – environmental management or quality standards for manufacture. These firms sell their products often via special shops (Ginsberg & Bloom, 2004).

2.3.4.2 Benefits for Green Companies

Using green propagation improved prestige of the firm and obtain new profitable segment of consumers (Lu et al., 2013). According to Bukhari (2011) effective green marketing for business purposes is associated with three aspects: “*be genuine, educate your customers, and give them the opportunity to participate*” (Bukhari, 2011, p. 376). Proper understanding of green marketing helps to consumers protect the environment and informs them through evidence on packaging, how much it is beneficial (TerraChoice Group Inc., 2007).

Green promotion of products is considered like a major trend in modern business (Kassaye, 2001). Other support for this new trend in marketing is increasing searching “green claims” through internet search engines, see more in Appendix C (Lu et al., 2013). The green addition can attract attention of more interesting way than the normal – non-green products (Ku et al., 2013). Nevertheless the main purpose of such promotion is ensure repeated purchase (Peattie, 2001).

In most cases businesses adopt green marketing because of pressure from government, competitors or customers (Bukhari, 2011). Because of this firm must be an environmentally responsible. It means, that profits are not everything. The objectives of company must be in compliance with environmental objectives. This fact can be further marketing tool for better image of organization (Polonsky, 1994). Often firms think that environmental legislation are designed just opposed to them (Peattie, 2001). But on the flip side, this regulations are the most effective way how to control and monitor environmental impacts (Roberts, 2004).

2.3.4.3 Disadvantages for Green Companies

There must be mentioned that green marketing has also some limitations. Of course for companies or society it has many advantages, but on the contrary firms must further consider future environmental risk. It means that current responsible activities can be harmful for the environment in the future. Associated with this case is often backlash from wider society and media sources (Polonsky, 1994). It means that firms, which adapt the “eco-promotion” are under “severe media scrutiny” (Peattie, 2001).

Besides it is proven that firms has also problems with a long terms during green transformation process. Meaning that enterprises, which changed their approach towards to a

more effective and cost-saving, but after a while this innovation requires more radical interventions (Peattie, 2001; Shelton, 1994). Accepting this some firms the green transformation process did not survive or have had problems harmonize their vested interests (Peattie, 2001).

Furthermore being green is also not sufficient for majority of customers. Firms must attract their attention via differentiation from others. For example gripping promotion or new eco-innovation. For the reason enterprises combine environmental management with quality management. Namely, international standards of quality – ISO 14000 series are the most suitable (Peattie, 2001). In most cases, it belongs among basic rules in terms of environmental claims for many countries. But cultural differences between them required from individual states also their own rules (Delmas, M. A., & Cuerel Burbano, 2011).

2.3.5 The Green Product

At first it must be mentioned that in the whole world is nothing like a completely perfect green product. The better title is just “greener” product (TerraChoice Group Inc., 2007). Even so, it is very difficult define what the greenest is (Peattie, 2001). This products are usually described like environmentally friendly and completely recyclable (Mun & Yazdanifard). Alternatively it can get other terms like biodegradable, non-toxic or eco-friendly (Lin & Chang, 2012). In other words, these products must fulfil at least two basic characteristic – be harmless to both the environment and human health (Chen & Chang, 2013; Hawkins & Mothersbaugh, 2010).

Various definitions of the green product depend only on personal perception of customer (Mun & Yazdanifard). Although, the research by Lim et al. (2013) points out, that consumers just believe that they know what green products is, but reality is different (Lim et al., 2013). Unfortunately, green products are generally perceived by public like a poor quality and expensive (see more in Appendix A). It is just a bias from previous years, when this product was launched on the market. In this time, for example detergents were not so strong and in contrary were very expensive (Peart, 2010).

2.4 *Greenwashing*

2.4.1 *Introduction*

With increasing interest by customers in green products and services have caused also emerge of misleading behaviour by many “green” companies to customers. Especially, the instances of false or misleading advertising claims (Lane, 2013). The term greenwashing was coined by environmentalist Jay Westervelt at the begging of environmental era (Lane, 2013). In today’s popular environmental field is more emphasis put on the good one – green marketing. The greenwashing is for many people still new, because the awareness between them is neglected (TerraChoice Group Inc., 2007). True is that Greenwashing is here for a long time, but in last decades is finally this term more popular between wide public. Even some researches it considers like a common in today’s markets (Furlow, 2010). This validates also the Futerra organizations (2008) *“Greenwash is an old concept, wrapped in a very modern incarnation”* (Futerra, 2008, p. 1). Nevertheless the extent of this term is something new and surprising for many people. No one expected such an enormous expansion to the whole world. Therefore, greenwashing is pervasive (TerraChoice Group Inc., 2007) and it depends on mankind how to deal with it. Irony is that the greater environmental interest brings also the more prolific greenwashing.

Greenwashing is defined by TerraChoice Environmental Marketing organization as *“the act of misleading consumers regarding the environmental practises of a company or the environmental benefits of products or service.”* (TerraChoice Group Inc., 2007).

Delmas and Burbano (2011) denote this marketing strategy *“as the intersection of two firm behaviours, where is poor environmental performance and positive communication about environmental performance”* (Delmas & Burbano, 2011, p. 65).

The similar opinion has also Nancy E. Furlow, professor of Marketing at Marymount University. She claims that *“Greenwashing is the dissemination of false or incomplete information by an organization to present an environmentally responsible public image.”* (Furlow, 2010).

The most important issue is that greenwashing is not just annoying activity by companies directed to consumers (Futerra, 2008; Lane, 2013). Furthermore it can have catastrophic impact on the whole businesses in term of green market. The temptation of being a part of a “big green family” is too large. Actually who could resist the enticing vision of sizable earnings? Investing to eco-friendly products is today a large uncertainty. Investors, partners, even customers have some doubts within trading with them. Therefore a lot of people thinks that green statement is only type of marketing tactics from companies. Thus they do not believe in them (Futerra, 2008).

2.4.2 Impact on customers

The most significant impact of greenwashing is deeper mistrust in environmental claims. People have still bias for these products, and this misleading behaviour by companies strengthen their concerns. Due to this “*greenwashing may create cynicism and doubt about all environmental claims*” (TerraChoice Group Inc., 2007, p. 1).

The greenwashing activity just confuse consumers about buying green products. As a result of this they do not know which product is really beneficial for the environment and their inherent health (Furlow, 2010). This implies, that because of greenwashing, they will stop spend extra money for such “greenness” (Futerra, 2008). Therefore, most of them believe that environmental marketing is just business tactic, how earn more money (Futerra, 2008). In addition, often companies promote excessively scientific information, that even wide public is not sure about precise product characteristics (Furlow, 2010). Unfortunately, the worst impact of greenwashing is especially on such customers, which really care about the environment (TerraChoice Group Inc., 2007).

2.4.3 How recognize Greenwashing from Green Marketing

The issue of this study is assumption understanding of distinguish differences between Greenwashing and Green Marketing. It is nothing complicated, unless consumers know on what aspects they must be focused. At first side, customers should look at various Eco-labels, which are the most helpful tools during consideration the purchase of green product (TerraChoice Group Inc., 2007).

Furthermore customers can monitor false green claims and other misleading propagation on diverse sources such as internet, social media, magazines, special report and other else (Furlow, 2010). There was published so many Green Guides about appropriate green claims in advertising (Lane, 2013). The most known source in online world - the webpage greenwashingindex.com promoted by EnviroMedia Social Marketing and the University of Oregon. There, for example, each buyer can share his opinion about misleading green campaigns by firms (Furlow, 2010). Meaning, that environmental responsible firms are constantly under control through social media.

According Delmas and Burbano is one of possible solution, for reducing misleading by firms on customers in green field, implement more stringent regulations of greenwashing. Furthermore the transparency of environmental performance by firms ensure larger amount awareness between customers about this deceptive behaviour (Delmas & Burbano, 2011).

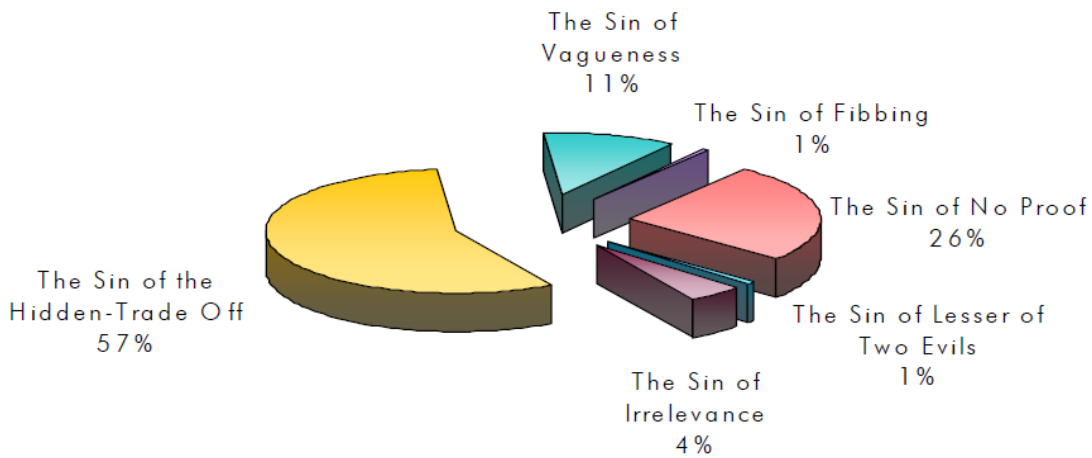
2.4.3.1 Six Sins of Greenwashing

The first most famous research in this field was accomplished by TerraChoice Environmental Marketing Inc. in November 2007. This organisation like a first provided good evidence of importance of greenwashing (Delmas & Burbano, 2013; Lane, 2013; TerraChoice Group Inc., 2007). They have defined the “Six sins of Greenwashing” whose allow to consumers better distinguish false “green” claims. Main focus of the exploration was on the United States. But the definition of “six sins” is applicable to the entire world (TerraChoice Group Inc., 2007).

1. *The Sin of the Hidden Trade-Off* is known like a product with just one environmental element or narrow set of attributes without attention to other more important environmental issues. This claims are not always lie but they just need more support. For example positive promotion of recycle products without attention to other important factors like forestry impact of paper.
2. *The Sin of No Proof* contains any environmental claims, which do not have a right support from reliable sources. For example claim that cosmetics have not been tested on animals but without credible evidence.
3. *The Sin of Vagueness* are claims with poor definition for what purpose product serves. The most popular terms in this case are “Chemical-free”, “Non-toxic”, “All Natural”, “Green” “Eco-friendly” etc.
4. *The Sin of Irrelevance* contains truthful environmental claims but only those, which are not important for customers. The well know example is claim that products are not from chlorofluorocarbons, but this element have been banned more than 30 years ago.
5. *The Sin of Fibbing* comprises false environmental claims without certification from reliable person or organization. For example false certified eco brands.
6. *The Sin of Lesser of Two Evils* comprises two or more environmental claims that may be true. But only for a part. This claim can disturbs customers from the right green option. The best example of this are cigarettes with organic tobacco.

(TerraChoice Group Inc., 2007; TerraChoice Group Inc., 2009; TerraChoice Group Inc., 2010)

Figure 9: Sins Committed by Category



(Source: TerraChoice Environmental Marketing Inc., 2007, p. 2)

2.4.3.2 Seven Sins of Greenwashing

Two years later this research by TerraChoice was reviewed. The focus was in wider measure on the United States, Canada and for the first time Australia and the United Kingdom (see more in Appendix D). In compare with previous study there is a small decline of greenwashing claims. But the most important result is extend of “sins”. The emergence of a seventh sin the “Sin of Worshipping False Labels”. This sins are considered as a basic *“tool for analysing and understanding environmental claims”* (TerraChoice Group Inc., 2009, p.1)

7. *Sin of Worshipping False Labels* is response of customer’s demand for green products with proper certification which support the credibility of brand. Because of this firms have started create their own (false) labels (TerraCoice Group Inc., 2009).

2.4.3.3 Ten Signs of Greenwash

Other similar research was performed by the Futerra Sustainability Communications agency in the United Kingdom. Project “The Greenwash Guide” defines almost the same findings like the “Seven sins of Greenwashing” by TerraChoice group. According to Futerra is Greenwash “old concept, wrapped in a very modern incarnation.” (Futerra, 2008, p. 1).

Figure 10: Ten Signs of Greenwash



(Source: Futerra, 2008, p. 3)

3. Methodology

Literature review provided essential theoretical background for this Methodology part. The previous chapter serves as source of secondary data which will help support or refute hypothesis of this research. For purpose of this dissertation is following chapter considered like a “bridge” connected theoretical part and the research analysis. In this section is described the research process, which was used during measurement of empirical data. On the basis of this study was collected primary data associated with research objectives.

3.1 Introduction

The main objective of this study is examine the influence of both competing marketing strategies within the environmental field – green marketing and greenwashing. And their impact on customers perception and subsequent purchase of green products. Especially on students like a representative sample of new young eco-responsible generation. Expectation of this research is to find out, how students perceive green products and if they are really interested in purchase of such products. Furthermore, if they have some awareness about greenwashing and its influence on their consideration of purchase. For answering this questions is the most suitable questionnaire.

This study has adapted framework “The Research Onion” according to Saunders et al. (2012) for good layout of methodology chapter. For this reason is at first following part focused on the Research Philosophies. Next sections are about Research Approach and Design. According to this is chosen the right Research strategy with helpful tool – the questionnaire survey. Furthermore, there are mentioned also part such as Research Ethics and Limitation of this study.

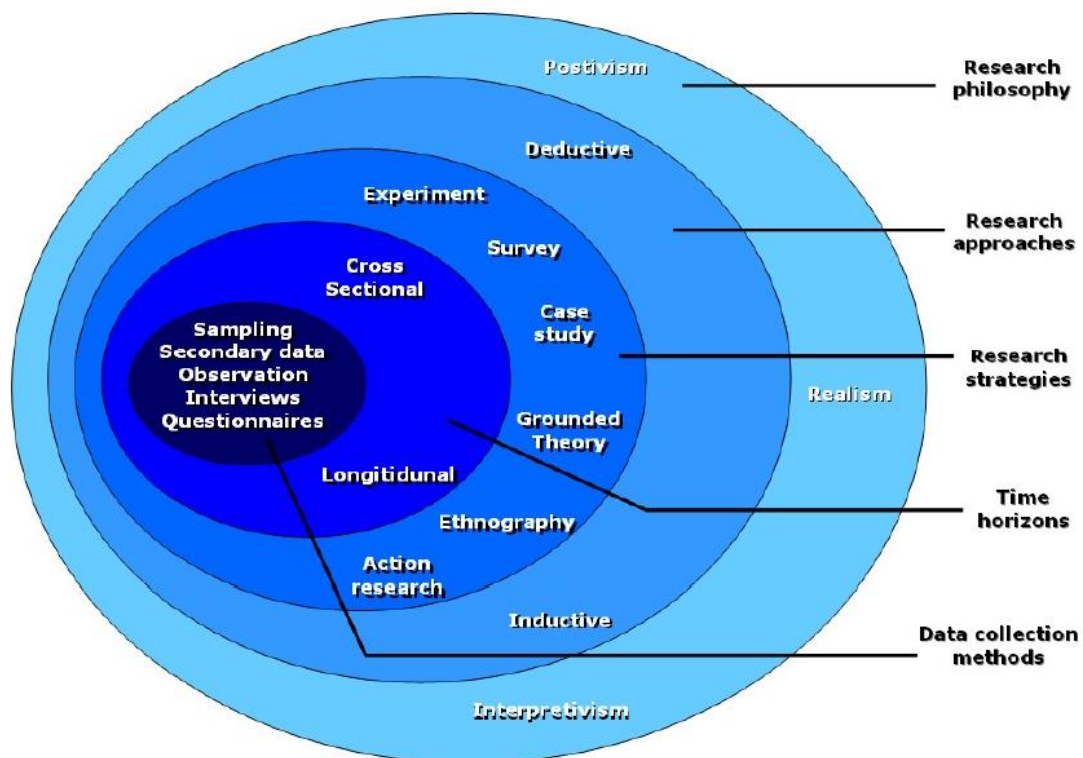
3.2 Research Philosophies

Before the final decision about the right philosophy is necessary mentioned Ontology and Epistemology part. Ontology respond on the question, what is the nature of research reality. And Epistemology describes the things which worth to know. It is based on individual philosophies (Saunders et al., 2012). Every stage of research is accompanied by some assumption. And the research philosophy underpin the next stages of research such as strategy

or methods. We can distinguish three types of philosophies, which are used in researches. Positivism, Realism, and Interpretivism (Bryman & Bell, 2011; Saunders et al., 2012).

This study comprises mainly the positivism, because the data about customer behaviour was collected by direct observation through questionnaires. It means that every respondent had the same question without differences. Furthermore, the biggest emphasis is there on qualitative data analysis (Saunders et al., 2012). The basis of positivism is in assumption, that people behaviour is predictable to some extent. Due to this it needs just understanding of various factors caused something (Saunders et al., 2012). In this case, it is all about customers purchase behaviour and factors which influence their perception of green products. Unfortunately, customer behaviour is still changing and as was mentioned in theoretical part, even customers themselves often do not know what they really want (Armstrong & Kotler, 2013). Because of this, there must be taken into account also features of interpretivism. Nowadays is more appropriate combination of more philosophies. It means new multidimensional approach, because in practical life one philosophy is not enough (Saunders et al., 2012). For this reason, that each person is unique and has different opinions and motives (Saunders et al., 2012).

Figure 11: The Research “Onion”



(Source: Saunders et al., 2003, p. 83)

3.3 *Research Approach*

In general, there are two approaches which can be adapted. Deduction or Induction approach (Saunders et al., 2012). This research is more interested in the deduction. Therefore, that this is for collecting mostly qualitative data, without originality such as age, gender or annual income of respondents. This approach works on principle from general information to specific issues. Similar like in this case, when in first section was more general questions about respondents and in the second part was focused more on customer perception of green products. It is more logical than the induction. At first we must set up some theoretical background (Saunders et al., 2012). Similarly, like here the literature review about Customer behaviour and Green marketing strategies. And after that, extend this area on more specific hypotheses (see chapter Discussion) under empirical scrutiny for research (Bryman & Bell, 2011; Saunders et al., 2012).

Figure 12: Deduction and Induction research approach

	Deduction	Induction
Logic	In a deductive inference, when the premises are true, the conclusion must also be true	In an inductive inference, known premises are used to generate untested conclusions
Generalisability	Generalising from the general to the specific	Generalising from the specific to the general
Use of data	Data collection is used to evaluate propositions or hypotheses related to an existing theory	Data collection is used to explore a phenomenon, identify themes and patterns and create a conceptual framework
Theory	Theory falsification or verification	Theory generation and building

(Source: Saunders et al., 2012, p. 144)

3.4 *Research Design*

The research design is considered like an approach for data collection and its analysis. (Ghauri & Grønhaug, 2010; Saunders et al., 2012). It is overall plan for the research (Saunders et al., 2012). Basically, there can be distinguish three types of research design: exploratory, descriptive, or explanatory (Saunders et al., 2012) or their combination. For purpose of this dissertation is here used the descriptive research design. This one the most characterizes suitable approach for collecting data. Because problem of this study is clear – find out how customers perceive green products. The crucial attributes in descriptive design are “*structure, precise rules and procedures*” (Ghauri & Grønhaug, 2010). Furthermore there can be examined also the relationships between variables – explanatory research. For example between factors, which influence customers during purchase such as price or personal benefit. Nevertheless, in this case is not necessary examine new findings, rather just validate the previous ones.

3.5 *Research Strategy*

“*Research is simply the process of finding solution to a problem after a thorough study and analysis of the situational factors*” (Sekaran & Bougie, 2010, p. 2). Saunders et al. (2012) it describes simplest, like a “*plan of action to achieve goals*” (Saunders et al., 2012, p. 173). The most common research strategy for quantitative data are experiment and survey. This study used for collecting data the survey analysis through questionnaire. Survey is also utilizes for deductive approach (Saunders et al., 2012) like in this case. Questionnaire are according to Saunders et al., (2012) the most popular. It is easy and effective way how get required data from the certain sample of population. This study needed information especially from students.

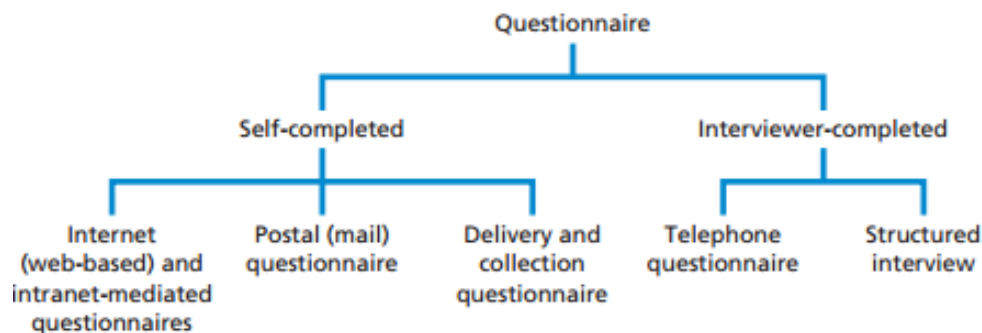
3.6 *Research methods*

In general, research methods are tools, which can solve the problem. They served for collecting data (Ghauri & Grønhaug, 2010). In case of survey we can use for collecting data three methods: questionnaire, structured observation, or structured interview (Saunders et al., 2003). This dissertation used for collection of primary data the research through online questionnaires. In business studies it is very popular method (Ghauri & Grønhaug, 2010).

3.6.1 Questionnaire

According to Saunders et al. (2012) questionnaires are the best tools for the survey strategy (Saunders et al., 2012). It serves, on the basis that each respondent get the same set of questions for answering. Furthermore, questionnaire belongs to “*the one of the most widely used data collection methods*” (Saunders et al., 2012, p. 417). It is popular, because with this tool we can get a large sample of answers. Especially for quantitative analysis, which is used in this study. Nevertheless, the main problem here is with design of questionnaire. Sometimes it is really hard draft the structure in such a way to obtain precise data for further processing (Saunders et al., 2012). Besides, this data serves also for achieve set objectives at the introduction part of this study. The questionnaire tool is in conformity with descriptive approach, which was there used. In addition the right design of questionnaire has also impact on the entire reliability and validity of the research (Saunders et al., 2012).

Figure 13: Types of questionnaire



(Source: Saunders et al., 2012, p. 420)

3.6.1.1 Online Questionnaire Design

This research adopted the web-based and self-completed questionnaires, which are completed directly by respondents. Specifically, they have been sent by electronically way through Google Forms, which is free and easily distributed. Over the time, this way is considered like the best approach how collect data (Saunders et al., 2012). Because the results are stored in excel file, which is easy to convert to the SPSS software. It implies, that online questionnaire is in this case the best possible choice. The questionnaire was made up of 28 questions and can be found in Appendix G. Author adopted research questions predominantly from previous questionnaires, due to further comparison with their findings, which were described in theoretical part of the study. This survey is combination of open and closed questions. But

most of them were closed, for better coding in statistical software SPSS, that has been used for analyse data from survey. Furthermore, the questionnaire is divided into two sections. The first one examines personal information about respondents such as gender, age, nationality, or occupation. Then the second section is more focused on green behaviour and customer's perception of green products. And in conclusion of the questionnaire there was a space for some comments.

There can be found various type of questions such as a list questions, which offer to respondent a list of responses. In most questions was possible just one option, but there were a few of them with multiple choices. Furthermore, there are also some Likert scale questions, which express a degree of agreement or disagreement with claim.

3.6.1.2 Pilot Survey

For better quality of the research was essential accomplished the pilot survey. It is better due to feedback of potential respondents. Especially, the main focus of pilot study was on right understanding of questions. Therefore, after consultation with author's supervisor and other teachers there were made some improvements in academic writing style. Furthermore, were corrected the grammatical mistakes for reducing problems with clear understanding of each question. Besides, author of this study asked for help with completing a questionnaire a small group of students at the University of Huddersfield. They could write a critical and constructive feedback.

3.7 Primary Data Collection

Collecting primary data is associated through experiment, observations, and communication through surveys or interviews (Ghauri & Grønhaug, 2010). In this study was chosen approach using questionnaires, because it seemed to be the most relevant tool for this issue. The collected data are enable be comparison with similar surveys within student background. Especially in age between 18-34 years. The primary data can be more consistent, because some actual information might not be to finding from previous sources. The biggest advantage in a long time period for collecting required data (Ghauri & Grønhaug, 2010).

Figure 14: Advantages and Disadvantages of primary data collection

	Communication	Observation
Scope	+	-
Cost	+	-
Objectivity	-	+
Precision/accuracy	-	+
Speed	+	-

(Source: Ghauri & Grønhaug, 2010, p. 99)

The final distribution of questionnaire was conducted mainly through social networks such as Facebook to 100 respondents. The survey was mainly shared on official sites of Universities and their students groups in two countries - the United Kingdom and the Czech Republic. After pilot testing was online questionnaire launched 9th March 2015 and due to time restriction closed 1st April 2015.

3.7.1 Quantitative vs. Qualitative Data

This research is focused especially on quantitative data from the questionnaire. Meaning, that for purpose of this study is necessary gain numerical information. This implies, that for quantitative research is typical collecting numerical form of information through questionnaires or data analysis like graphs (Ghauri & Grønhaug, 2010; Saunders et al., 2012). Instead of qualitative collect of non-numerical data from interviews. Furthermore quantitative approach is associated with positivism, which is also used in this study (Saunders et al., 2012).

Figure 15: The difference in emphasis between qualitative and quantitative methods

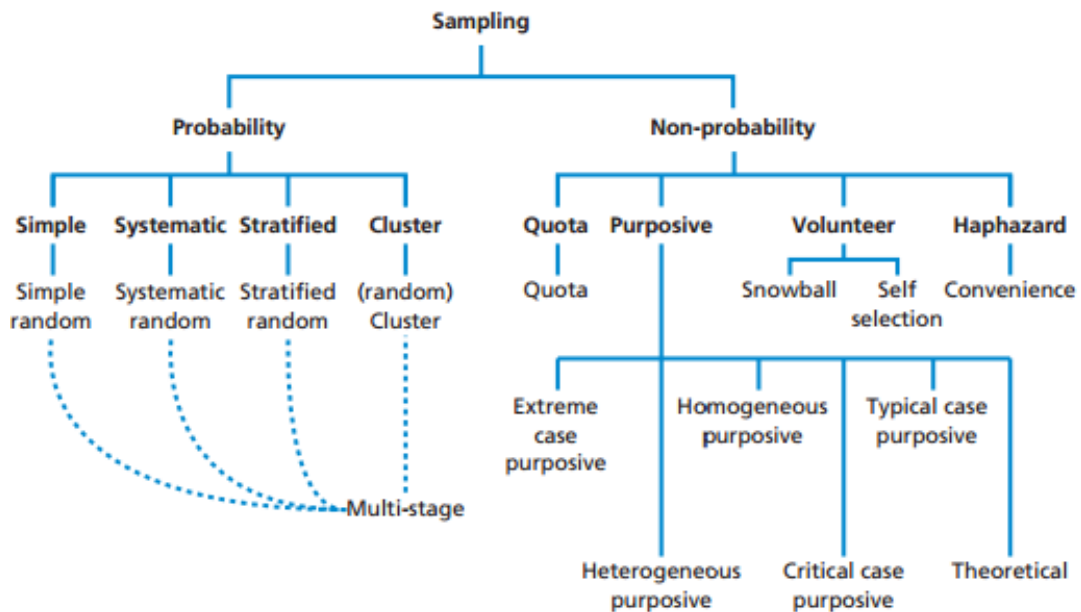
Qualitative methods	Quantitative methods
<ul style="list-style-type: none"> ● Emphasis on understanding ● Focus on understanding from respondent's/informant's point of view ● Interpretation and rational approach ● Observations and measurements in natural settings ● Subjective 'insider view' and closeness to data ● Explorative orientation 	<ul style="list-style-type: none"> ● Emphasis on testing and verification ● Focus on facts and/or reasons for social events ● Logical and critical approach ● Controlled measurement
<ul style="list-style-type: none"> ● Process oriented ● Holistic perspective ● Generalization by comparison of properties and contexts of individual organism 	<ul style="list-style-type: none"> ● Objective 'outsider view' distant from data ● Hypothetical-deductive; focus on hypothesis testing ● Result oriented ● Particularistic and analytical ● Generalization by population membership

(Source: Ghauri & Grønhaug, 2010, p. 105)

3.7.2 Sampling

For purpose of the research the data should be collected from the whole population, due to larger relevance of results (Saunders et al., 2012). Unfortunately in this case it is impractical make survey for the entire population, because of time and money restriction. For this reason is necessary select more specific sample – students, for further analysis. Nevertheless, such small sampling can be more detailed and accurate than the survey of the whole population (Saunders et al., 2012). According to the Saunders et al. (2102) techniques of sampling can be divided into two groups. At first Probability or Representative sampling and second Non-probability sampling.

Figure 16: Overview of sample techniques



(Source: Saunders et al., 2012, p. 261)

In this study has been chosen like a main sample students from University of Huddersfield in the United Kingdom and Tomas Bata University in the Czech Republic. This sample of respondents was selected mainly for easy access to them. Furthermore, these institutions was chosen, because author is a student of both of them. There are also respondents from other groups, but just in a small amount for possible comparison. This sample of respondents can be designate rather like a non-probability sample, because some respondents was more likely selected than others. On the other hand the probability sample is more representative. Therefore that each respondent is selected with a known and equal probability (Saunders et

al., 2012). Accordingly, in this study was adapted the Purposive approach. For this reason that in this way of sampling researcher has some background information about specific group and thinks about them that especially they should be a right example for producing valuable data. Hence, the findings are suitable for further comparison with other similar respondents (Saunders et al., 2012).

3.8 *Validity and Reliability of the Research*

It is known, that measurements often contain random mistakes (Ghauri & Grønhaug, 2010). But each researcher tries to minimize their presence. Reliability together with Validity have the main impact on the whole quality of the research (Saunders et al., 2012). *Validity* expresses the extent, which measure claims into research (Saunders et al., 2012). This implies, that it requires true results (Ghauri & Grønhaug, 2010). The problem can be with external validity, because findings may be distorted for general public. Therefore that this research is focused on students within age category between 18-34 years, which represents Millennial Generation from theoretical part. *Reliability* depends on measurements of findings, which are consistent even after several revision by others researchers (Saunders et al., 2012). Data collected from these questionnaires can be considered like consistent results. Because the respondents was provided with clear instruction. Furthermore there was used the pilot study, for better quality of questionnaire.

3.9 *Research Ethics*

Ethics is very important for each research. It refers to the appropriateness of researcher's behaviour (Saunders et al., 2012). It means, that it must be taken in account "*the rights of those who become the subject of the research or those who are affected by it*" (Saunders et al., 2012, p. 226). For this reason, immediately at the beginning of the questionnaire was introduced statement about purposes of this research. Furthermore, all collected data are protected by highly efficient password. They are stored in special folder in author's computer. It must be also mentioned, that the completion of the questionnaire was voluntary and nobody was not harmed. Besides, completion of questions was anonymous with consent of respondents for further processing. Therefore, the current research meets the required ethical standards (see Appendix F).

3.10 Research Limitations

Before introducing the results, it must be taken into account, that there are some limitations of the study. This limitations are connected mainly with collecting primary data. Therefore, that this research was focused on university students at the age of 18-34. The student sample is also the main limitation, because the findings cannot be used for general public. It implies, that this sample may not be representative for the entire population.

Further limitation can be in accurate understanding of issue and trustfulness of respondents answers. Because the questionnaire was prepared just in English language and the respondents were also from various foreign countries. It means, that can be some misunderstanding due to language barriers.

Other obstacle was also time pressure during collecting data. Because of deadline for submitting the dissertation. For this reason was data collected during few weeks before Easter breaks. It might influence the high of response rate. As well as the distribution of questionnaire on the internet. The survey was post on social sites such as Facebook. Namely, on the official sites of Universities and their students groups. Furthermore, the main focus was only on two countries – the United Kingdom and the Czech Republic. Meaning, that it could cause possible distortion of collected data.

In addition, there are more factors that might influence the customer's perception and further purchase intention of green products and were not asked in the questionnaire. Such as religion, race or family background. Thus, findings of this research may be less accurate.

4. Research Results and Analysis

4.1 Introduction

The following section is associated with research findings and its further analysis of primary data. In previous chapter there was described the process of collecting data through various ways. This one presents the results on asked questions from the questionnaire. The results from this study present customer behaviour on green markets and their perception of such products. For analysing data from questionnaires was used the statistical program SPSS and Microsoft Excel.

For better clarify this part has been separated into two individual sections. Firstly there are discussed more personal questions, which explore profile of respondents. And the second part is more focused on environmental behaviour with respondent's perception of green products on green markets. In addition this findings will be compared with other similar researches.

4.2 Profile of Respondents

Due to the first research objective, which try to explore the customer base of green products, will be in this chapter information about respondents. It means results from point of view gender, age, and nationality, place of living, occupation and annual income.

4.2.1 Gender

The total number of respondents, who completed the questionnaire is 100. Of which is 48 % were female and 52 % male. So there is just a small difference between this categories (see table 1).

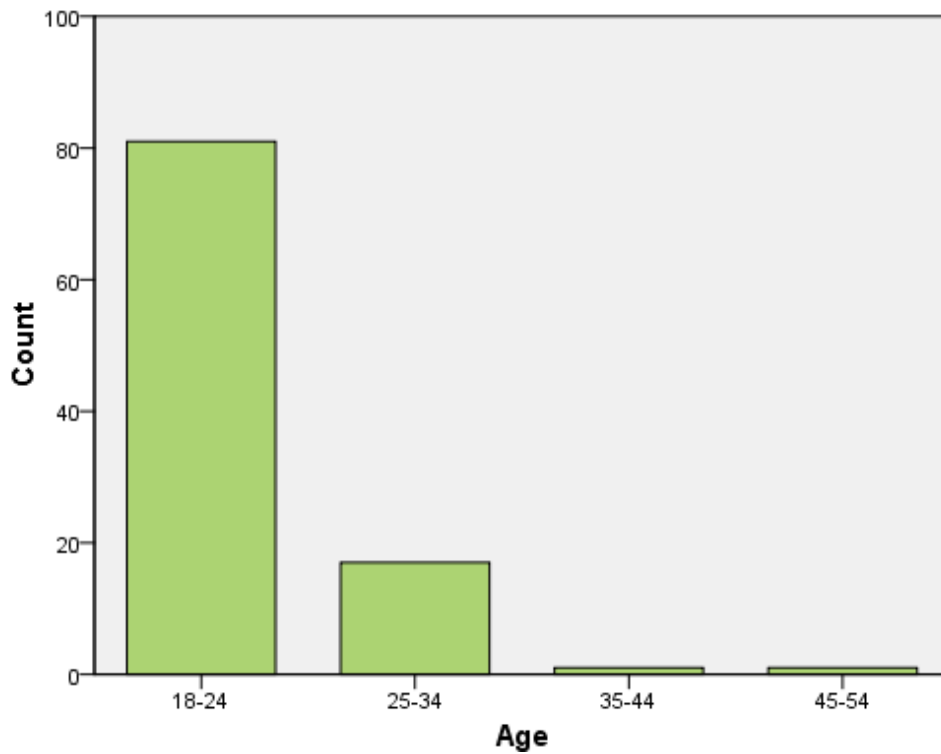
Table 1: Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	48	48,0	48,0	48,0
Male	52	52,0	52,0	100,0
Total	100	100,0	100,0	

4.2.2 Age

The questionnaire was predominantly completed by respondents from the first age category 18-24 (81%). The second category 25-34 was chosen by 17% of respondents. And just one person was in age 35-44 and 45-54. In addition, there was nobody at age category over 55 (see chart 1). This can be caused by uneven distribution of questionnaire.

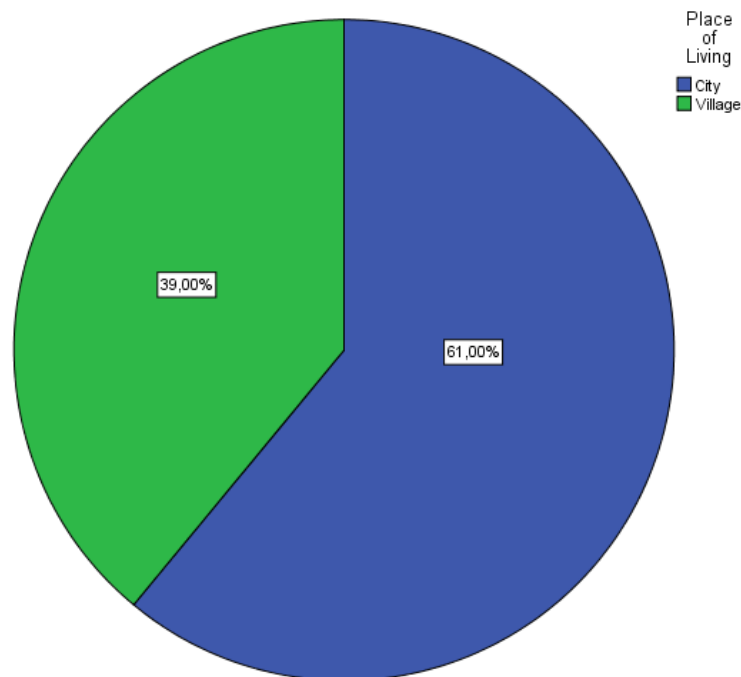
Chart 1: Age of Respondents



4.2.3 Place of Living

In this survey respondents were mainly from cities (61%) and the rest of them (39%) were from villages (see chart 2). This differentiation is important due to further comparison with perception of green products and final hypotheses.

Chart 2: Respondent's Place of Living



4.2.4 Occupation

In this survey most of respondents were students (82%), for this reason will be in next sections put the biggest emphasis on this category of customers. Because other categories was created just of a small sample of people. For example full time employment respondents were 15%, part time employment 2%, and unemployed only 1% (see table 2).

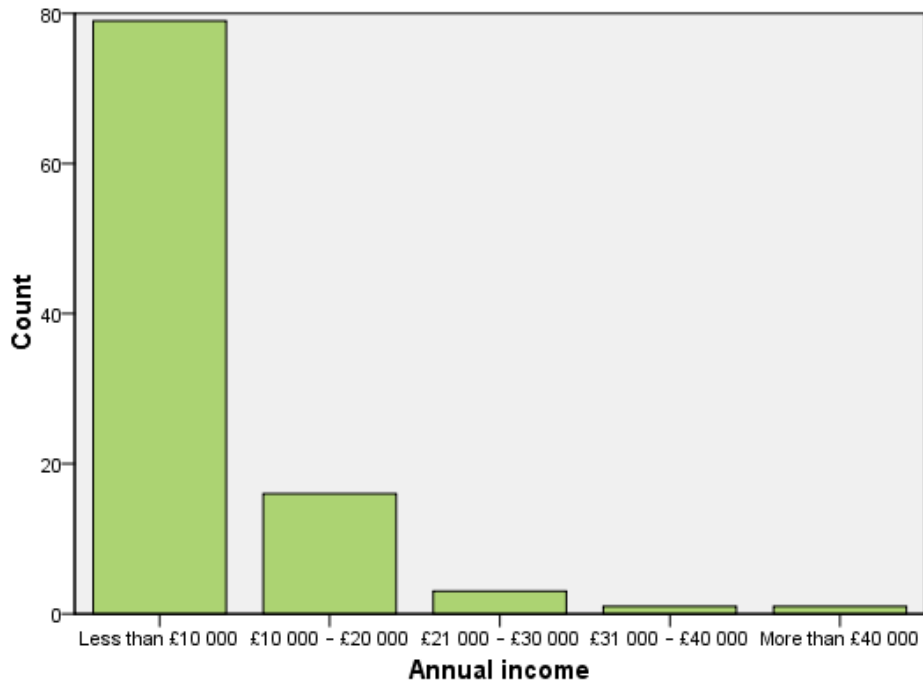
Table 2: Occupation of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	82	82,0	82,0	82,0
Full time employment	15	15,0	15,0	97,0
Part time employment	2	2,0	2,0	99,0
Unemployed	1	1,0	1,0	100,0
Total	100	100,0	100,0	

4.2.5 Income

Respondents were also asked about information of their annual income. In this case is the most common annual income under £10 000. This was chosen by 79 of respondents. Just 16 respondents has annual income among £10 000 – £20 000. And the others categories comprises just a few people, mainly these which are employed. Not students (see chart 3).

Chart 3: Income of Respondents



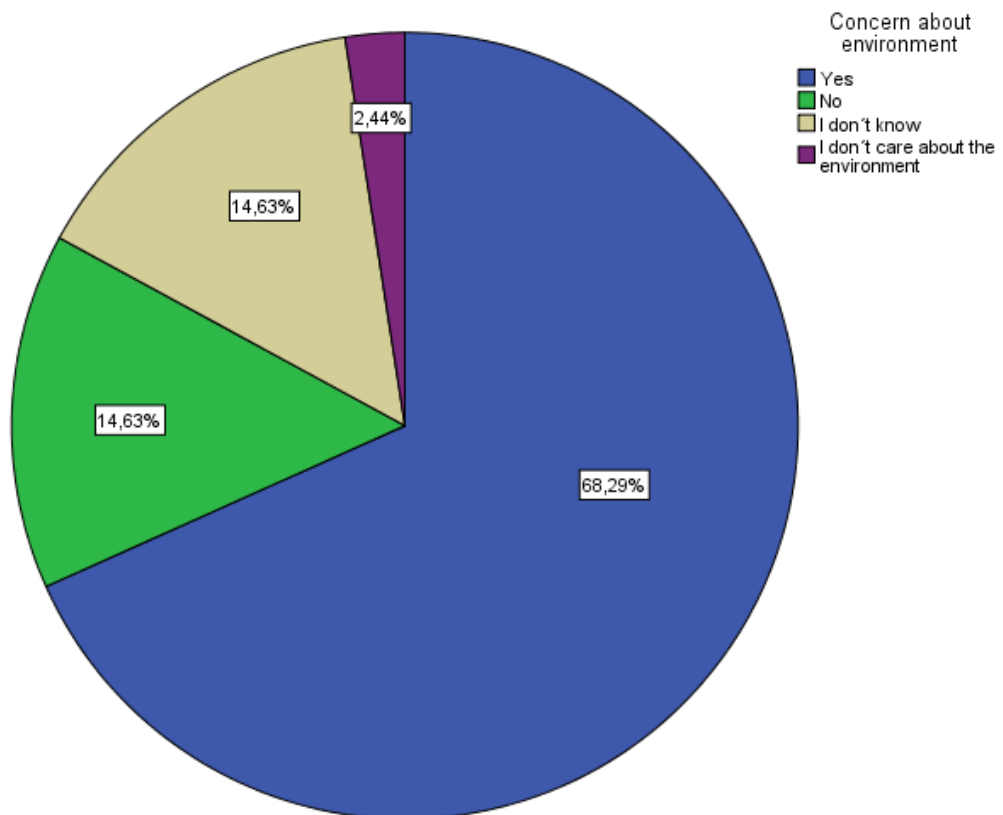
4.3 Customer Perception of Green Products

For the reason that the majority of respondents were students in age between 18 and 34, so the biggest emphasis in this section will be on this group like on a potential customers of green products and also like a representative sample of Millennial Generation. It means just 82 respondents for further analysis.

4.3.1 Concerns about the Environment

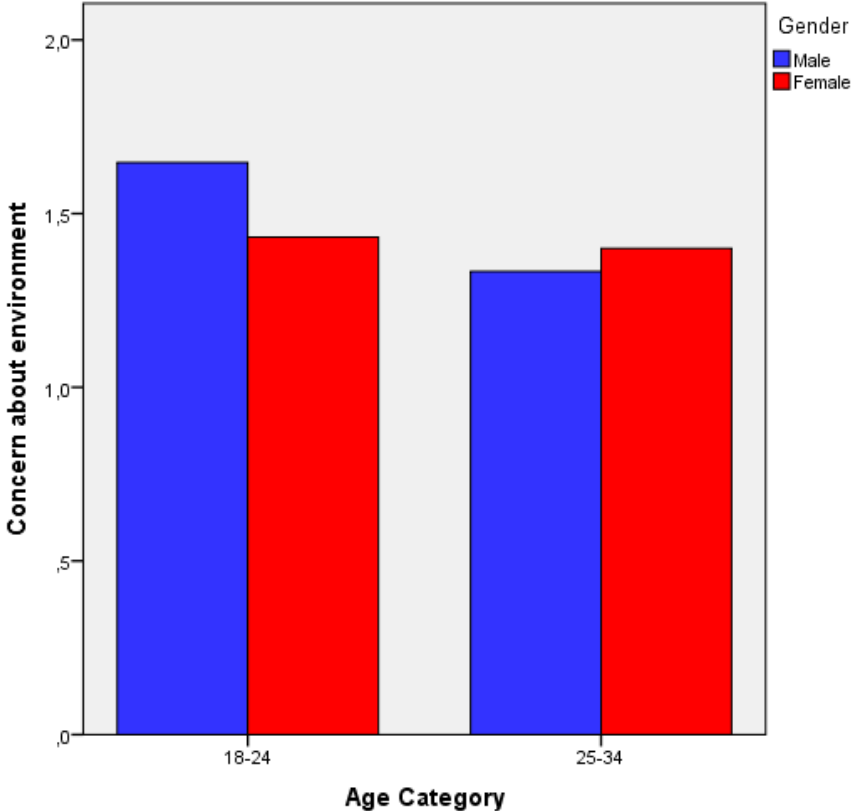
Students, like a representative sample of Millennial Generation, should have an interest in the environment. Because of this, first question in the second part of questionnaire is about respondents concerns about the current environment. The chart 4 below shows, that 68.29% of students have some concerns and just a small sample 2.44% does not have any interest about it. The balance between “No” and “I don’t know” statement it can be due to a little awareness in social about the environment.

Chart 4: Concerns of students about the Environment



It follows that from the total number of students at the first age category 18-24 males have bigger concern about the environment. On the other hand in the second age group 25-34 leads females (see chart 5). Nevertheless the theoretical background claims that predominantly women should be more interested in green practices.

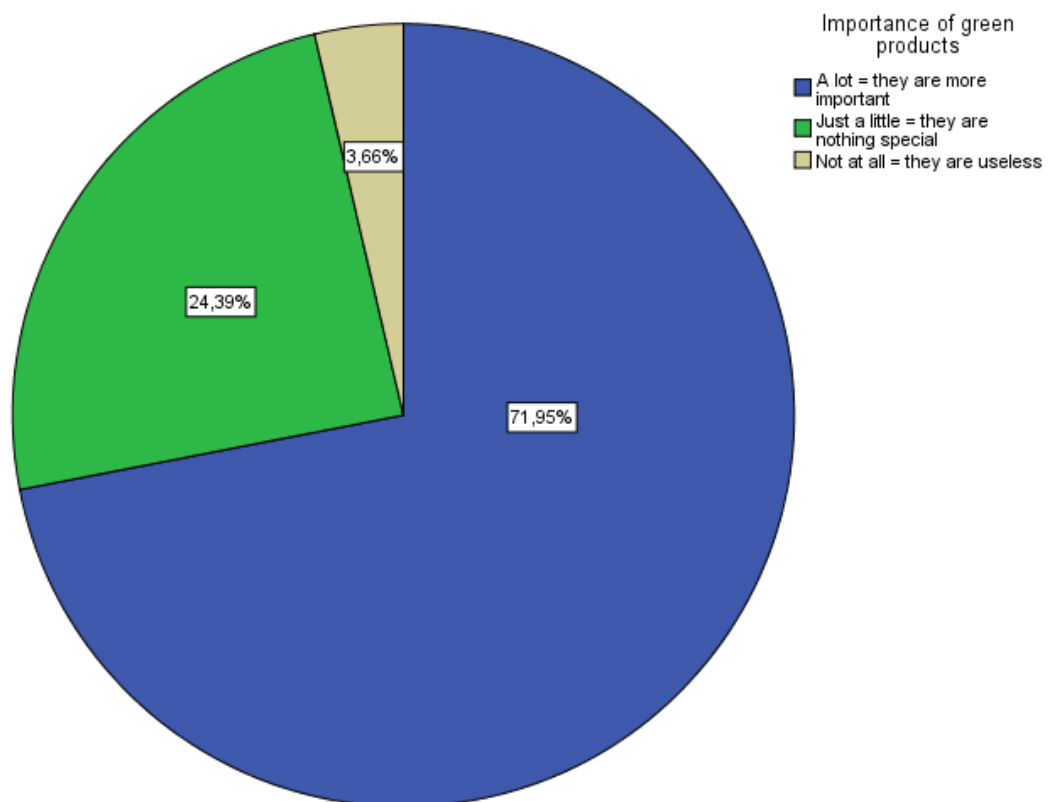
Chart 5: Concerns about the Environment according to the Gender and Age category



4.3.2 Importance of Green Products

Other question have tried to explore personal opinion of each respondent, what they think about the importance of green products. In other words their perception of such products (see chart 6). In general, according to previous researches, this segment of people (Millennial Generation) should have tend to be more “green” than others. It follows, that the majority 71.95% of respondents consider green products like a more important than the normal products. On the other hand 24.39% of them think, that such products are nothing special for them personally or for their families. And only 3.66% of respondents consider these products like useless. Nevertheless there is nothing like a completely “green” products, but such products are harmless to both the environment and human health.

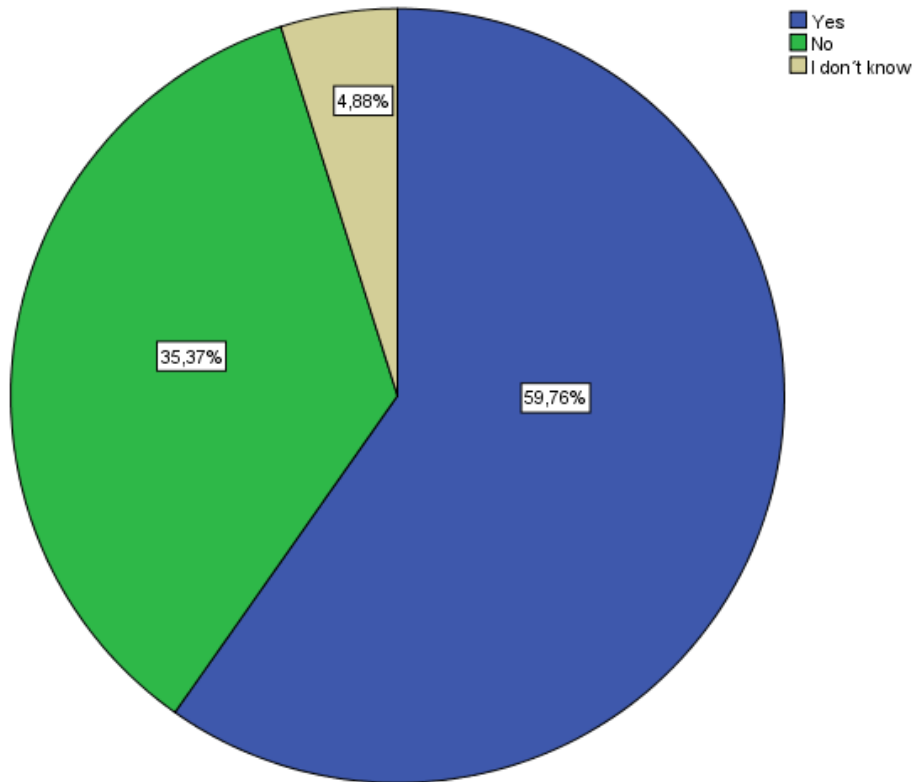
Chart 6: Customer’s perception of importance green products in percentages



4.3.3 Purchase of Green Products

Purchase of green products is nowadays a new trend between customers, but not everybody prefer this type of merchandise. Students like a representative sample of Millennial Generation should prefer green products. Due to this was one of the most important questions, if customers purchase green products. The majority of respondents (59.76%) said yes on purchasing of eco-friendly products. Other part (35.37%) of respondents do not buy green products at all. And the last part (4.88%) of them is not sure, what mean the right definition of green product.

Chart 7: Purchase of Green Products by students



4.3.3.1 Who buys more Green Products according Gender

Further this survey has been interested in relationship between gender and purchase of green products. Because based on previous researches women should buy more eco-friendly products than men. In this case was used Chi-square test of independence, which comprises two categorical variables (table 3). It revealed that males from this questionnaire rather do not buy (52.6%) than buy green products (47.4%). And on the other side, females really more buy green products (77.5%) than do not buy (22.5%). This question discovered some difference between gender and purchase of green products (table 4).

Table 3: Chi-square test of independence for purchase of Green Products between Genders

			Purchase of Green Products		Total
			Yes	No	
Gender	Male	Count	18	20	38
		Expected Count	23,9	14,1	38,0
		% within Gender	47,4%	52,6%	100,0%
		% within Purchase of Green Products	36,7%	69,0%	48,7%
		% of Total	23,1%	25,6%	48,7%
		<hr/>			
	Female	Count	31	9	40
		Expected Count	25,1	14,9	40,0
		% within Gender	77,5%	22,5%	100,0%
		% within Purchase of Green Products	63,3%	31,0%	51,3%
		% of Total	39,7%	11,5%	51,3%
		<hr/>			
Total		Count	49	29	78
		Expected Count	49,0	29,0	78,0
		% within Gender	62,8%	37,2%	100,0%
		% within Purchase of Green Products	100,0%	100,0%	100,0%
		% of Total	62,8%	37,2%	100,0%

There is the p-value 0.012 smaller than 0.05 (see table 4), which means that result is significant. In other words, there is significantly different proportion between males and females. So the null hypothesis, which states that there is no significant difference between expected and observed results, is rejected at the 95% confidence.

Table 4: Chi-square test of independence according Genders

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,575 ^a	1	,006		
Continuity Correction ^b	6,340	1	,012		
Likelihood Ratio	7,718	1	,005		
Fisher's Exact Test				,010	,006
Linear-by-Linear Association	7,478	1	,006		
N of Valid Cases	78				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 14,13.

b. Computed only for a 2x2 table

4.3.3.2 Who buys more Green Products according Places of living

Other point of view is from place of living and its influence on purchase of green products. Theoretical background provides information that inhabitants from cities are nowadays more environmentally conscious than people from villages or small towns. For this reason, this question with two categorical variables is also measured by chi-square test of independence. The table 5 shows that especially respondents from villages has better relationship to purchase of green product (76.9%) than people from cities (55.8%).

Table 5: Chi-square test of independence for purchase of Green Products according Places of Living

			Purchase of Green Products		Total
			Yes	No	
Place of Living	City	Count	29	23	52
		Expected Count	32,7	19,3	52,0
		% within Place of Living	55,8%	44,2%	100,0%
		% within Purchase of Green Products	59,2%	79,3%	66,7%
		% of Total	37,2%	29,5%	66,7%
Village	Village	Count	20	6	26
		Expected Count	16,3	9,7	26,0
		% within Place of Living	76,9%	23,1%	100,0%
		% within Purchase of Green Products	40,8%	20,7%	33,3%
		% of Total	25,6%	7,7%	33,3%
Total	Total	Count	49	29	78
		Expected Count	49,0	29,0	78,0
		% within Place of Living	62,8%	37,2%	100,0%
		% within Purchase of Green Products	100,0%	100,0%	100,0%
		% of Total	62,8%	37,2%	100,0%

Table 6: Chi-square test of independence according places of living

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,321 ^a	1	,068		
Continuity Correction ^b	2,477	1	,116		
Likelihood Ratio	3,461	1	,063		
Fisher's Exact Test				,085	,056
Linear-by-Linear Association	3,278	1	,070		
N of Valid Cases	78				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,67.

b. Computed only for a 2x2 table

Nevertheless the p-value 0.116 (see table 6) is larger than 0.05, so the result is not significant and the idea of independence cannot be rejected at the 95% confidence. It means, that there is no relationship between purchase of green products and places of living.

4.3.3.3 Types of Green Products

Other part of questionnaire was focused also on which type of green products is the most purchased. Today according to the TerraChoice Group (2009) in most cases the most popular are bio food, natural cosmetics or cleaning products. This survey found, that in purchase of Bio (organic) food are interested 39.1% of students. This fact can be helpful for marketers of green marketing strategy of companies, because this category has the biggest potential of success among students like customers of green customers. Second place has cosmetics, which is natural or free from animal testing (see table 7).

Table 7: Types of Green Products according their attractiveness to customers

		Responses		Percent of Cases
		N	Percent	
Green Products ^a	Bio (organic) food	43	39,1%	87,8%
	Natural cosmetics	21	19,1%	42,9%
	Cosmetic free from animal testing	21	19,1%	42,9%
	Environmentally safe cleaning products	14	12,7%	28,6%
	Clothes from natural resources	11	10,0%	22,4%
Total		110	100,0%	224,5%

a. Dichotomy group tabulated at value 1.

4.3.3.4 Reasons why Customers purchase Green Products

Other set of questions was focused mainly on customer perception of green products on Likert scale. At first the basic question of all is why they buy green products, because customer's behaviour influence so much factors. Therefore the effort was to find the most common reason for purchase of green products according personal customer perception. The questions was voluntary and one from previous respondents skipped this whole section. For this reason is there only 48 respondents, who buy these products.

Table 8: Reasons why Customers purchase Green Products

	Mean	Std. Deviation	N
It is health/safety	1,521	,8249	48
Own environmental understanding	2,375	1,1228	48
It is modern trend	3,333	1,3422	48
It looks/tastes better	2,313	1,0750	48
Cost efficiency	3,188	,9600	48
Higher quality	1,813	,8668	48
Personal intention	2,104	,8313	48
I like them more than normal	2,583	1,1820	48
Green design	3,542	1,0711	48

Notes: Score range 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree

The most influential factors was own health and safety of the customer and also with this is connected high quality of green products (see Table 8). There are nine the most important variables, which people mostly perceive during consideration of purchase. Furthermore, the relationships among these variables has investigated using Pearson product-moment correlation coefficient (See Appendix H, table 24). Furthermore there was found a positive correlation, which is significant between variables in the table 9 below.

Table 9: Correlation among reasons why Customers purchase Green Products

Factors	It is health/ safety	Own environmental understanding	It is modern trend	It looks/ tastes better	Higher quality	Personal intention
Higher quality				,361*		
Personal intention	,354*				,471**	
I like them more than normal		,489**			,296*	,370**
Green Design			,345*			

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

4.3.3.5 Willingness of Customers to purchase Green Products

In general people are willing to pay more for eco-friendly products, because it helps their own health. The question about willingness of respondents buy green products was again voluntary, due to this from total 82 respondents, 32 answers missing. However the majority (50 students) answered on this question (see table 10). And the result from this is that customers among 18 - 34 are willing to pay for green products rather the same sum of money as for normal non-green products, than higher. It can be caused, that students are in most cases still dependent on financial support from their parents.

Table 10: Willingness of Customers to purchase Green Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than normal	15	18,3	30,0	30,0
	Less than normal	8	9,8	16,0	46,0
	Same as normal	27	32,9	54,0	100,0
	Total	50	61,0	100,0	
Missing	System	32	39,0		
Total		82	100,0		

4.3.4 Important Green Product Attributes

During purchase is customer influenced by so many product's attributes from different competitors. Due to this was examined perception of customers also during considering purchase of green products. Each respondent have different importance of individual product's attributes. Also in this sample, there is again bigger amount of variables, for this reason there was used Pearson product-moment correlation coefficient.

Table 11: Importance of Product Attributes during considering purchase of Green Products

	Mean	Std. Deviation	N
Price	1,771	,9728	48
Product need	1,708	,7978	48
Promotion	3,000	1,1109	48
Positive green addition	2,375	1,0237	48
Advertising	3,208	1,1101	48
Personal preference	1,792	,8742	48
Personal benefit	1,938	1,0398	48
Brand reputation	2,563	1,1091	48
Availability	2,229	,9507	48
Personal budget	2,021	,9563	48
Past experiences	2,063	1,2100	48

Notes: Score range 1 = important, 2 = quite important, 3 = neutral, 4 = less important, 5 = unimportant

Nevertheless immediately after examination of descriptive statistics (see table 11) is clear that the most important product's characteristic according respondents are product need, price, personal preference and personal benefit. Furthermore was investigated relationship between factors through the Pearson product-moment correlation coefficient (Appendix H, table 25), which revealed significant correlation between some factors (see table 12).

Table 12: Correlation among factors of important product attributes

Factors	Price	Product need	Promotion	Positive green addition	Personal benefit	Availability	Personal budget
Product need	,488**						
Personal budget	,531**	,343*					
Personal preference		,460**					
Personal benefit		,285*					
Positive green addition			,337*				
Advertising			,604**	,323*			
Availability					,467**		
Past experiences					,341*	,320*	,348*

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

4.3.5 Crucial environmental criteria of Green Products

Next question examined the most convincing environmental criteria, which also influencing deliberation about purchase of green products. Especially for the right “green consumers”. From descriptive statistics is known that the most attractive environmental criteria are such as positive health effect of product, recyclable/reusable/refillable attributes, and also safety (table 13).

Table 13: Crucial environmental criteria of Green Products

	Mean	Std. Deviation	N
Recyclable/ Reusable/ Refillable	1,667	,9302	48
Energy efficient	2,146	,8989	48
Free from animal testing	1,875	1,0442	48
Less harmful to the environment	2,021	,9107	48
Positive health effect	1,458	,8742	48
Safety	1,813	,9146	48

Notes: Score range 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree

Due to confirmation of this attractiveness was again used Pearson correlation (Appendix H, table 26), which confirmed significant relationship among a group of variables in a few cases (see table 14).

Table 14: Correlation among factors of crucial environmental criteria

Factors	Recyclable/ Reusable/ Refillable	Energy efficient	Free from animal testing	Less harmful to the environment	Positive health effect
Energy efficient	,645**				
Free from animal testing	,350*				
Less harmful to the environment	,435**	,360*	,585**		
Positive health effect	,375**	,319*	,367*	,335*	
Safety	,350*	,396**	,398**	,592**	,296*

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

4.3.6 Environmental claims in Advertising

Likewise like environmental criteria so environmental claims in advertising influence customers during considering a purchase of green products. For questionnaire was chosen just the most frequent claims in a normal advertising. And respondents suggested that the most convincing environmental claims are eco-friendly, recyclable, and all natural (see table 15). On the other hand claims such as chemical free or non-toxic are not too popular.

Table 15: Environmental claims in Advertising of Green Products

	Mean	Std. Deviation	N
Eco-friendly	1,667	,8833	48
Recyclable	1,917	,9639	48
Green	2,208	1,0306	48
Bio-degradable	2,208	,9666	48
Organic	2,021	,8870	48
All natural	1,979	1,0816	48
Chemical free	2,438	1,2188	48
Non-toxic	2,438	1,3977	48

Notes: Score range 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree

Also in this case is there larger group of variables, where respondents chosen their answers on the Likert scale. Even there was found a relationships between factors through Pearson correlation (Appendix H, table 27). The most significant correlation at levels 0.05 and 0.01 see in the table 16.

Table 16: Correlation among Environmental claims in Advertising of Green Products

Factors	Eco-friendly	Recyclable	Green	Bio-degradable	Organic	Chemical free
Recyclable	,292*					
Green	,358*	,403**				
Bio-degradable	,357*	,316*	,340*			
Organic	,362*			,392**		
All natural	,393**			,330*	,442**	
Chemical free	,336*	,303*	,349*	,445**	,405**	
Non-toxic						,685**

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

4.3.7 Reasons why Customers do not purchase Green Products

Many people have still some bias against green products. And for this reason the last interesting question based on Likert scale is about the most possible reasons, why customers do not buy green products. The question was also voluntary, due to this is there different total number of respondents (N=57). However respondents agreed predominantly that do not purchase green products, because they are too expensive at the first place (see table 17). Further they are afraid from greenwashing practices, which are still more pervasive. For the reason, they also do not trust to companies those produced green products.

Table 17: Reasons why Customers do not purchase Green Products

	Mean	Std. Deviation	N
They are too expensive	2,035	,8857	57
I don't trust companies of green products	2,807	1,0596	57
I don't see the difference between green and non-green products	3,246	1,2142	57
Lower quality	3,386	1,1141	57
Greenwashing practices	2,679	,9928	56

Notes: Score range 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree

Also for this case was used Pearson product-moment correlation coefficient (see Appendix H, table 28). This coefficient found a significant correlation between this groups of variables in the table 18 below.

Table 18: Correlation among reasons why customers do not purchase Green Products

Factors	Products are too expensive	I don't see the difference between green and non-green products	I don't trust companies of green products
I don't trust companies of green products	,350**		
I don't see the difference between green and non-green products	,307*		
Lower quality	,276*	,285*	
Greenwashing practices			,547**

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

4.3.8 Segmentation of Green Consumers

The last question of questionnaire this dissertation was about personal opinion of respondents. They described themselves according sentences which express profiles of Green Customers. The table 19 below shows that most respondents are Greenback Green. Which means that they are not so active in environmental behaviour, because they do not have so much time for this. But they try to be better, so they sometimes fund some organizations or buy green products.

Table 19: Respondent's Green Consumer Profile

	Frequency	Percent
True Blue Green	25	30,5
Greenback Green	27	32,9
Sprout	22	26,8
Grouser	4	4,9
Basic Brown	4	4,9
Total	82	100,0

5. Conclusion and Recommendation

5.1 Conclusion

This chapter is considered like the closing of this study. The purpose of this section is not only summarize the results from previous chapter, but the main focus is on the discussion of found findings according to the established hypotheses. The hypotheses were suggested from the research objectives, which were mentioned in the introduction of this study.

At first it must be taken into account the primary assumption that students are interested in green marketing practices with green products, was confirmed. The following hypotheses just extend this assumption of closer examination of customer's perception of green products.

5.1.1 Discussion of Hypotheses

1. Students have a positive attitude toward Green Products

In general, this Millennial Generation should have environmental concerns according theoretical background. The findings confirmed, that the age groups between 18 – 24 and 25 – 34 has a positive attitude toward a green products. The answer of this hypothesis is based on questions about concerns of current environment and importance of green products. Around 68% of respondents have some environmental concerns, which influence their further decision in this field. For example like a perception and purchase such products. In the first age category was more environmental conscious males but on the contrary in second group led females. Furthermore personal opinion of each respondent about importance of green products was clear. The majority 71.95% thinks that such products are more important that the normal non-green.

2. Women are more interested in purchase of Green Products

Further assumption is connected with gender and purchase intention of green product was also confirmed. According previous researchers, women are mostly these, which buy merchandise for the whole household. And notably they are interested in green products. It highlights, that the results in this survey found that females really rather more buy green products (77.5%) than do not buy (22.5%). In addition chi-square test of independence revealed statistically significant result, which means that there is significantly difference between males and females. So in this case the null hypothesis is rejected.

3. People living in cities are more likely to will purchase Green Products

From results of previous researchers was expected that respondents, who live in the city, will buy more eco-friendly products than from village. Because people from villages often grow their nature food such as fruits and vegetables. This assumption was not right, mainly respondents from villages 76.9% buy green products. Nevertheless the chi-square test did not reject the null hypothesis, because the p-value 0.116 is larger than 0.05, due to this the result is not statistically significant.

4. Customers buy Green Products mainly due own health

Next assumption was about main reason, why customers purchase green products. People at first always think at their own benefit. And the findings of this survey agree, that most influential factor is own health and safety of customers with high quality of these products. This statement is also supported by Pearson product-moment correlation coefficient. Therefore there was found a positive correlation between these variables such as own health with personal intention, higher quality and better taste etc. More of this relationships in table 9.

5. Customers are willing to pay more for Green Products

Willingness of Customers pay more for green products than for normal non-green was not confirm. In general customers are willing to pay more for these products. But in this case students rather purchase green products for the same sum of money like for a normal products. Maybe it can be caused, that students have mostly limited personal budget. They get money from their parents and just in some cases they earn own money at part time jobs.

6. Personal benefit for customers is the most important product attribute

The product characteristics influenced significantly perception of customers during purchase of green products. Based on previous researchers was assumed that personal benefit play the biggest role for them. But the findings shows quite other arrangement. The most important is for students: 1. Product need, 2. Price, 3. Personal preference, 4. Personal benefit. This assumption is also supported by significant correlation between this variables (see table 12), which has been found by Pearson correlation coefficient. It means although personal benefit is not at the first place, but belongs among a few the most important.

7. The expensive price is the most common reason for not buying green products

Green products are known for their overpriced value and especially for this reason customers deny refuse so much money for them. With this statement respondents predominantly agree, for this reason this hypothesis was confirmed. Students do not buy green products, because they are too expensive for them. Therefore they perceive green products mainly like overpriced “normal” products. It can be for the same reason like the product attributes, where customers also chose price like the most important. This can be caused by the fact, that students are mostly financially dependent on their parents. Other the most frequent factors are greenwashing practices, connected with distrust to companies, which produced green products. This is also supported by Pearson correlation coefficient, which found many correlation between variables such as mistrust to the companies of green products and greenwashing practices (see table 18).

8. Students belongs to the Sprouts category of Green Consumer’s Profile

Based on previous researches (see Appendix B) it was assumed that students will be “Sprouts” according segmentation of Green Consumers. But they surprisingly belongs mainly to the “Greenback Green”. In other words, they are not so active in environmental behaviour, because time restriction. But they try to do something more for the environment, for example buy green products or fund some beneficial organizations. On the second place customers consider themselves like “True Blue Green”, which really believe in their helpful behaviour for the environment. And to the third place are “Sprouts”, with other interests than environmental behaviour.

5.2 *Recommendations*

The results from this study should give some suggestion for improvement in the future for companies, which are interested in green marketing strategies. Like that was mentioned already at the beginning of this study, the main purpose was not discourage customers from purchase of green products. But increase awareness between them about green marketing strategies and also find out how they perceive green products.

The main important information for companies are that students are really good target market for these products, because nowadays more and more of them try to save environment not only for them but also for their future families. Human is a selfish person and at the first place thinks always on oneself. But it is not so bad if he has awareness about necessary protection of the environment. The survey of this study proved, that mostly students have some concerns about the environment, what is connected with some practices for its safety. This segment of customers purchase mainly bio (organic) food, which are propagated in advertising like something eco-friendly, recyclable, and all natural. This information it could be helpful for future green marketing campaigns of green products.

Nevertheless firms should give customers only truthful information, because in other case, they stop spend their money for deception. A lot of customers believe, that companies of green products just publish like the "green" with health benefit for them and nature. For this reason is really important make the company transparent for public and work on their good reputation. Especially to such firms, customers are opening their wallets.

In conclusion students are still in most cases financially depend on their parents, for this reason they are not willing to pay more for green products than for the normal non-green version. If companies would like to gain this segment of customers, is necessary decrease prices of green products. And offer them similar prices like have competitors of non-green substitutes. Future researchers in this field should put emphasis on the bigger sample of students in one country for more reliable data.

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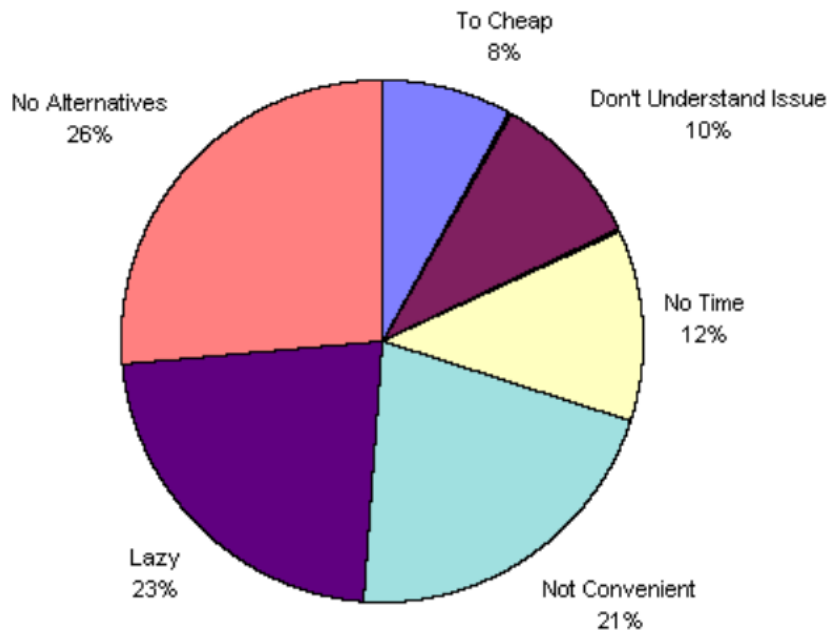
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7. Appendices

Appendix A: Environmental Protection Agency Study about Customer Behaviour from 1994

I damage the environment because ...



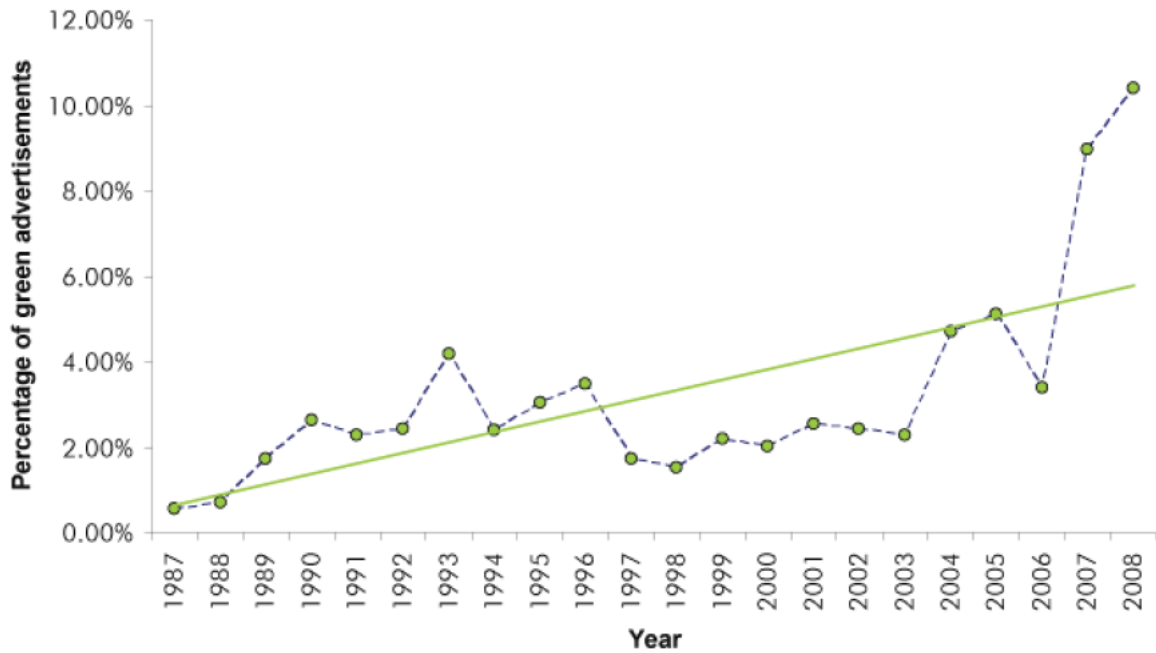
(Source: Polonsky, 1994, p. 7)

Appendix B: Students' Green Consumer Profile from 2009

What best describes you as a consumer?	Frequency	Percent
True Blue Green. I buy only green products. I spend time and effort in environmental activities such as recycling. I believe that an individual can do much to promote the environment.	12	5.56
Greenback Green. I am able to buy green products but I don't have the time and energy for environmental activities. I do not want to change my lifestyle to promote the environment.	47	21.76
Sprout. I can buy green products from time to time but I am not involved in any environmental activities.	146	67.59
Grouser. I do not buy green products. I believe that business and government should be fixing environmental problems.	2	0.93
Basic Brown. I am the least involved in environmentalism. I believe that there is not much that an individual can do in solving environmental problems. It should be the government and business which should promote the environment.	5	2.31
No Answer	4	1.85
Total	216	100.00

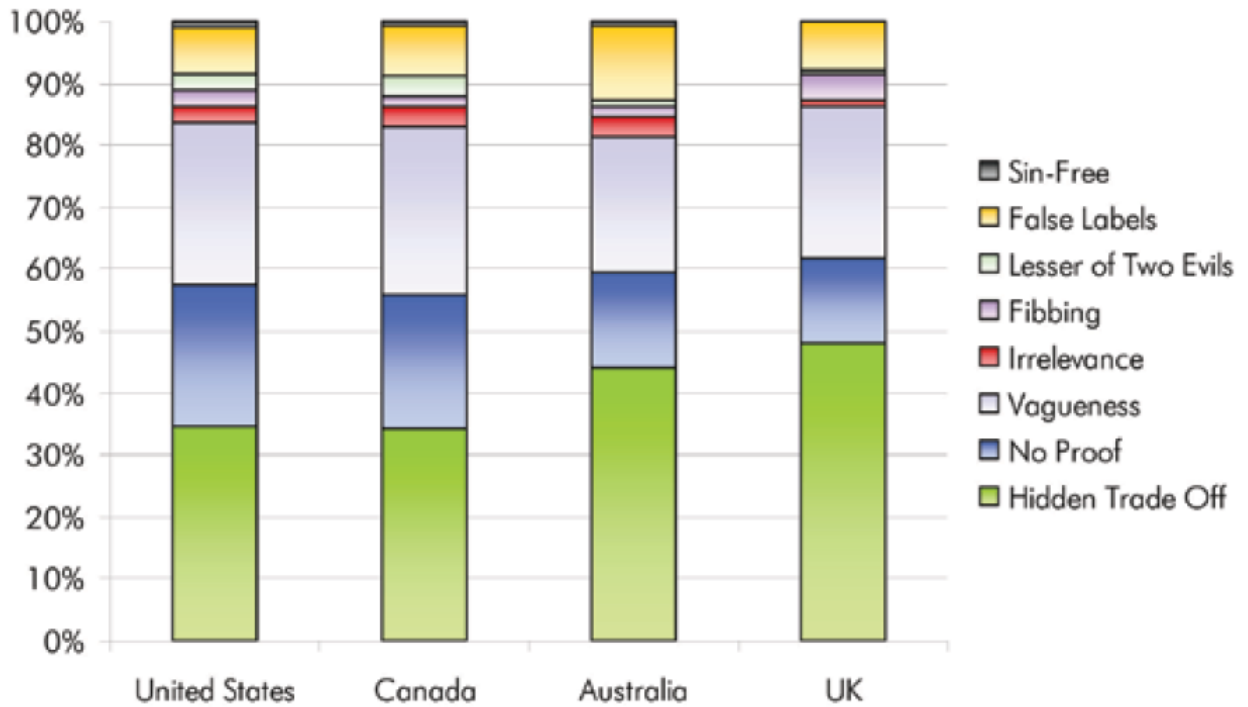
(Source: Suplico, 2009, p. 79)

Appendix C: Green Adds on the Rise



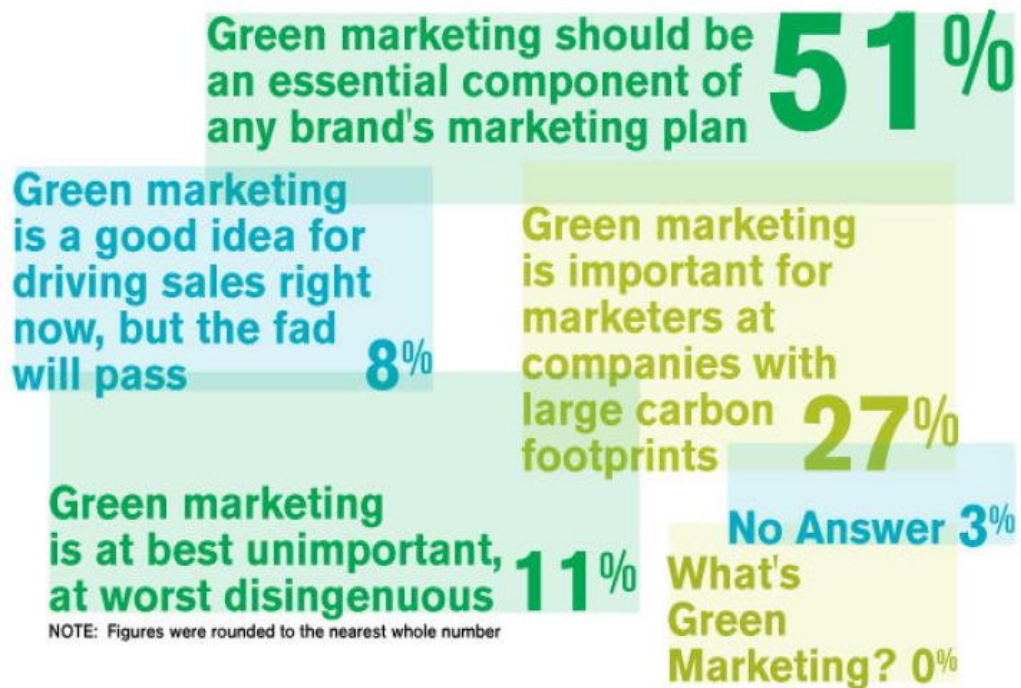
(Source: TerraChoice Group Inc., 2009, p. 1)

Appendix D: Greenwashing Sin Frequency according countries



(Source: TerraChoice Group Inc., 2009, p. 11)

Appendix E: Opinion of Customers about the movement by some marketers to “green” their brands



(Source: Alves, 2009, p. 19)

Appendix F: Dissertation Ethical Review

FORM A – Student Approval Form (taught courses)

University of Huddersfield
The Business School

STUDENT PROJECT / DISSERTATION ETHICAL REVIEW

APPLICABLE TO ALL UNDERGRADUATE AND POSTGRADUATE TAUGHT PROGRAMMES

Please complete and return via email to your Project / Dissertation Supervisor along with the required documents (shown below)

Before completing this section please consult the '[Ethics Policy and Procedures](#)' section on Blackboard. Students should consult the appropriate ethical guidelines. The student's supervisor is responsible for advising the student on appropriate professional judgement in this review.

SECTION A: TO BE COMPLETED BY THE STUDENT

Project Title:	Customer Behaviour In Green Markets with a Special Reference to Perception of Green Products
Student name:	Ivana Benesova
Student number:	u1472664
Course:	European Business
Supervisor:	Dr Eleanor Davies
Proposed start date of data collection	9. 3. 2015

SECTION B: PROJECT OUTLINE (TO BE COMPLETED IN FULL BY THE STUDENT)

Issue	Please provide sufficient detail for your supervisor to assess strategies used to address ethical issues in the research proposal.
Aim / objectives of the study These need to be clearly stated and in accord with the title of the study. (Sensitive subject areas which might involve distress to the participants will be referred to the Ethics Committee Representative).	<ol style="list-style-type: none">1. To explore the customer base of green products2. To explore the customer perception of green products3. To determine the customer preferences towards green products
Research methodology The methodology needs to be explained in sufficient detail to show the approach used (e.g. survey) and explain the research methods to be used during the study.	This dissertation used the survey method through online questionnaires. This research adopted the self-completed questionnaires, which are completed directly by the respondents. Specifically, they have been sent by electronically way through Google Forms.
Does your study require any permissions for study? If so, please give details.	No
Participants Please outline who will participate in your research. You should	Participants are divided into groups of people in age under 18 to 55 and more. The main focus will be on age group between 18 to 34.

FORM A – Student Approval Form (taught courses)

comment explicitly about whether your participants are able to offer informed consent. If your research involves vulnerable groups (e.g. children, adults with learning disabilities), it must be referred to a Ethics Committee member.	because this group of people is considered as the most environmentally conscious.
Access to participants Please give details about how participants will be identified and contacted.	Participants will be contacted on social media sites such as Facebook. Questionnaire will be distributed just on official site of different Universities and their students groups.
How will your data be recorded and stored?	Data will be recorded through Google Forms and stored in spreadsheet of Microsoft Excel. Collected data will be protected by highly efficient password in author's computer.
Confidentiality Please outline the level of confidentiality you will offer respondents and how this will be respected. You should also outline who will have access to the data and how it will be stored. (This information should be included on 'Information Sheet'.)	This survey is anonymous and collected data will be protected by highly efficient password on author's computer. This research is completely voluntary and its submitting is own choice of respondents. The only persons, who will be able to have access to these data will be researcher Ivana Benesova and her supervisor Dr Eleanor Davies.
Anonymity If you offer your participants anonymity, please indicate how this will be achieved.	The survey is anonymous. There are no questions about personal details about respondents such as name or date of birth. Further research who sent the completed answers is not possible.
Could the research induce psychological stress or anxiety, cause harm or negative consequences for the participants (beyond the risks encountered in normal life)? If yes, you should outline what support there will be for participants.	No
Retrospective applications. If your application for Ethics approval is retrospective, please explain why this has arisen.	It is not retrospective

SECTION C – SUMMARY OF ETHICAL ISSUES (TO BE COMPLETED BY THE STUDENT)

Please give a summary of the ethical issue and any action that will be taken to address the issue(s).

Immediately at the beginning of the questionnaire was introduced statement about purposes of this research. Furthermore, all collected data are protected by highly efficient password. They are stored in special folder in author's computer. It must be also mentioned, that the completion of the questionnaire was voluntary and nobody was not harmed. Besides, completion of questions was anonymous with consent of respondents for further processing. Therefore, the current research meets the required ethical standards

SECTION D – ADDITIONAL DOCUMENTS CHECKLIST (TO BE COMPLETED BY THE STUDENT)

Please supply to your supervisor copies of all relevant supporting documentation electronically. If this is not available electronically, please provide an explanation and supply hard copy

I have included the following documents

Information sheet	Yes	<input checked="" type="checkbox"/>	Not applicable	<input type="checkbox"/>
Consent form	Yes	<input type="checkbox"/>	Not applicable	<input checked="" type="checkbox"/>
Letters	Yes	<input type="checkbox"/>	Not applicable	<input checked="" type="checkbox"/>
Final version of questionnaire	Yes	<input checked="" type="checkbox"/>	Not applicable	<input type="checkbox"/>
Interview schedule / questions	Yes	<input type="checkbox"/>	Not applicable	<input checked="" type="checkbox"/>

SECTION E: STUDENT STATEMENT

I confirm that the information I have given in this form on ethical issues is correct. Please tick the box to confirm.

Student Name Ivana Benesova Date 6. 3. 2015

SECTION F: STATEMENT BY SUPERVISOR AND RECOMMENDATION ON THE PROJECT'S ETHICAL STATUS

I have read the information above and I can confirm that, to the best of my understanding, the information presented by the student is correct and appropriate to allow an informed judgement on whether further ethical approval is required. Please tick the box to confirm

Supervisor Name Eleanor Davies Date 7. 3. 2015

Having satisfied myself of the accuracy of the project's ethical statement, I believe that the appropriate action is:

The project proceeds in its present form	<input checked="" type="checkbox"/>
The project proposal needs further assessment with the Ethics Committee representatives	<input type="checkbox"/>
The project needs to be returned to the student for reworking	<input type="checkbox"/>

This form should be submitted to the nominated course team.

Appendix G: Online Questionnaire Design



Customer Behaviour in Green Markets with a Special Reference to Perception of Green Products

Dear respondent,

I am a student from the University of Huddersfield and the Tomas Bata University in Zlin. The purpose of this survey is to gain primary data for my dissertation. My dissertation is about increasing influence of green (environmental) marketing strategies on customer's purchase intention to buy green products. The aim of this research is explore this problematic on students environmental behaviour.

This survey is anonymous and collected data will be protected by highly efficient password on author's computer. The only persons, who will be able to have access to these data will be researcher Ivana Benesova and her supervisor Dr Eleanor Davies. By submitting this research you agree with using the results just for purpose to complete author's dissertation.

If you have any comments or questions on this survey please do not hesitate to contact me on u1472664@unimail.hud.ac.uk.

*Required

1. What gender are you? *

- Male
- Female

2. How old are you? *

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- More than 55

3. What is your nationality? *

4. Your country of residence is... *

5. Are you living in... *

- City
- Village

6. What is your occupation? *

- Student
- Full time employment
- Part time employment
- Unemployed
- Other

7. For students: Are you currently in...

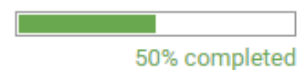
- Secondary school
- Undergraduate program
- Master's program
- PhD program
- Other:

8. What is your major field of study?

- Business/ Management
- Economics
- Accountancy
- Finance
- Law
- Marketing
- Science
- Technology
- Chemistry
- Biology
- Art
- Design
- IT Technologies
- Mathematics/ Physics
- Languages
- Medicine
- Other:

9. Your annual income is in range? *

Continue »



10. Have you got some concerns about the current environment? *

- Yes
- No
- I don't know
- I don't care about the environment

11. In your opinion, how important is creating environmentally safe (green) products for society? *

(green product = is harmless to both the environment and human health)

- A lot = they are important
- Just a little = they are nothing special
- Not at all = they are useless

12. Do you know anything about Green Marketing (=Environment Friendly Marketing)? *

(Green Marketing = promoting products and services that have a positive environmental impact)

- Yes
- No
- Just a little

13. If YES, how did you become aware of green marketing? (multiple choice)

- Television
- Radio
- Internet
- Newspaper
- Magazine
- Books
- School/ Universities/ Institutions
- Friends
- Parents
- Other:

14. Have you heard about "greenwashing" before? (If NO, move to question 16) *

(Greenwashing = misleading consumers by companies regarding the environmental products or services)

- Yes
- No
- Just a little

15. If YES, from which source? (multiple choice)

- Television
- Radio
- Internet
- Newspaper
- Magazine
- Books
- School/ Universities/ Institutions
- Friends
- Parents
- Other:

16. Have you ever noticed on packaging of products or services some misleading "green claims"? *

(claims, that are obviously not true)

- Yes
- No
- I don't know

17. Do you buy green (environmental) products? * If, NO move to question 22

- Yes
- No
- I don't know

18. If, your answer is YES, how often you buy them?

- Always
- Often
- Sometimes
- Rarely

19. What type of green products it is? (multiple choice)

- Bio (organic) food
- Natural cosmetics
- Cosmetics free from animal testing
- Environmentally safe cleaning products
- Clothes from natural materials
- Other:

20. Why you buy green products?

Because... (1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree)

	1	2	3	4	5
It's healthy/safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My own social and environmental understanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's modern trend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It looks/tastes better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal intention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like them more than normal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. How much money are you willing to spend for them?

- More than normal
- Less than normal
- Same as normal

22. Which product attributes are most important for you during considering purchase of green product? *

(1. Important, 2. Quite important, 3. Neutral, 4. Less important, 5. Unimportant)

	1	2	3	4	5
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive green addition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal benefit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Personal budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Past experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Which environmental criteria are crucial for you during considering purchase of green product? *

(1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree)

	1	2	3	4	5
Recyclable/ Reusable/ Refillable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free from animal testing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less harmful to the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive health effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Which claim convince you most that product is environmentally friendly? *

(1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree)

	1	2	3	4	5
Eco-friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recyclable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bio-degradable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chemical free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-toxic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. While purchasing the product... *

(1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree)

	1	2	3	4	5
I consider the ill effects of manufacturing and consumption on the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer green products over conventional products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that green products are priced higher as compared to conventional product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that price of green product affects my purchase behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the inherent benefit from the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I focus on the quality of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. If you have never purchased green products, why?

(1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree)

	1	2	3	4	5
They are too expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't trust companies of green products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't see the difference between green and non-green products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenwashing practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. How would you describe yourself as a consumer with regards to environmental concerns? *

- I believe in positive impact of my responsible behaviour on the environment. I recycle and don't waste. Also I willing to pay more for the verified green products.
- I'm not so active in environmental behaviour, because I don't have so much time for this. But I try to be better, so I sometimes fund some organizations or buy green products.
- I believe in importance of protect environment, but I prefer other interests. Therefore, I buy green products rarely.
- I think that environmental issues are not a problem for me personally. The green products are unnecessarily overpriced. The government or businesses are more responsible for protect the environment.
- I don't believe on benefits from green products or environmental responsible behaviour. It's not for me.

Thank you for completing this survey. Do you have any comments?

« Back

Submit

Never submit passwords through Google Forms.



100%: You made it.

Appendix H: Additional Results from Questionnaire

Chart 8: Nationality of Respondents

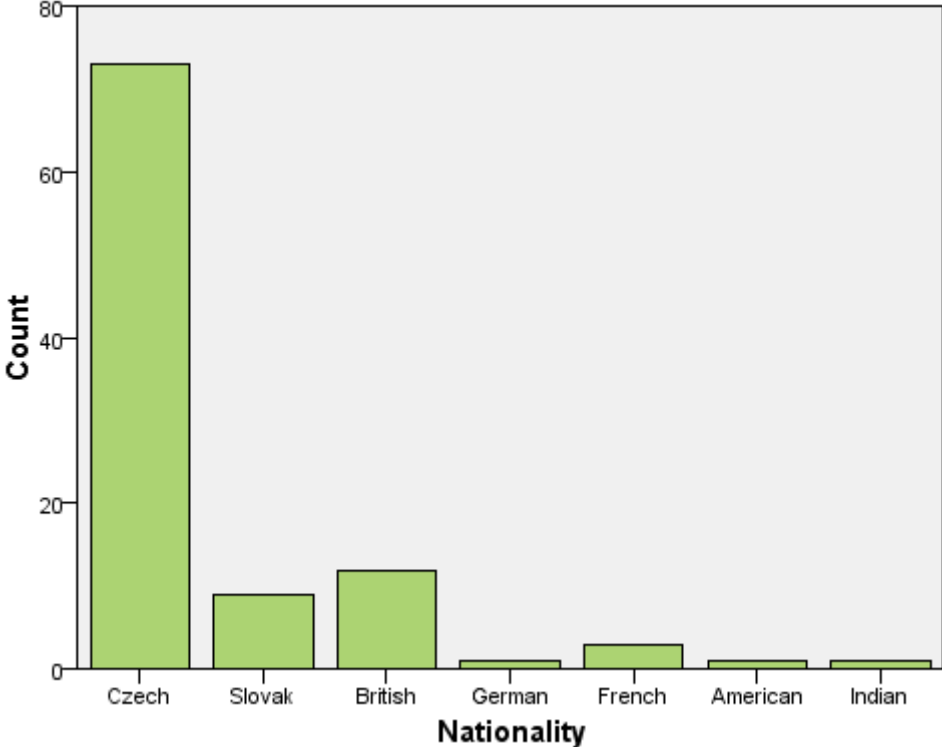


Chart 9: Residence of Respondents

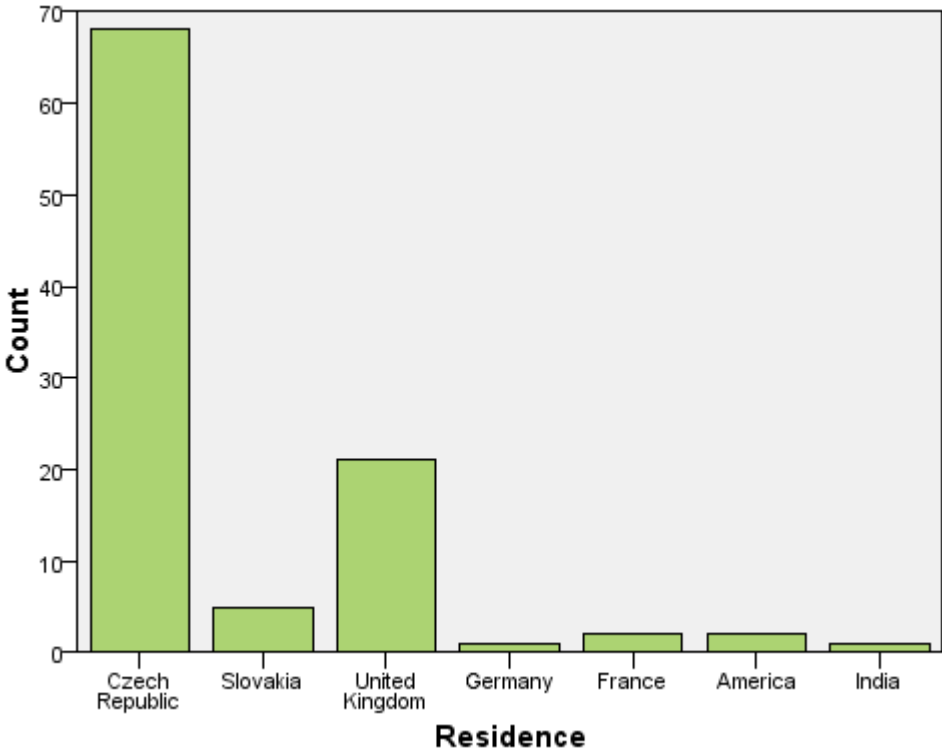


Chart 10: Type of Student's Program of Respondents

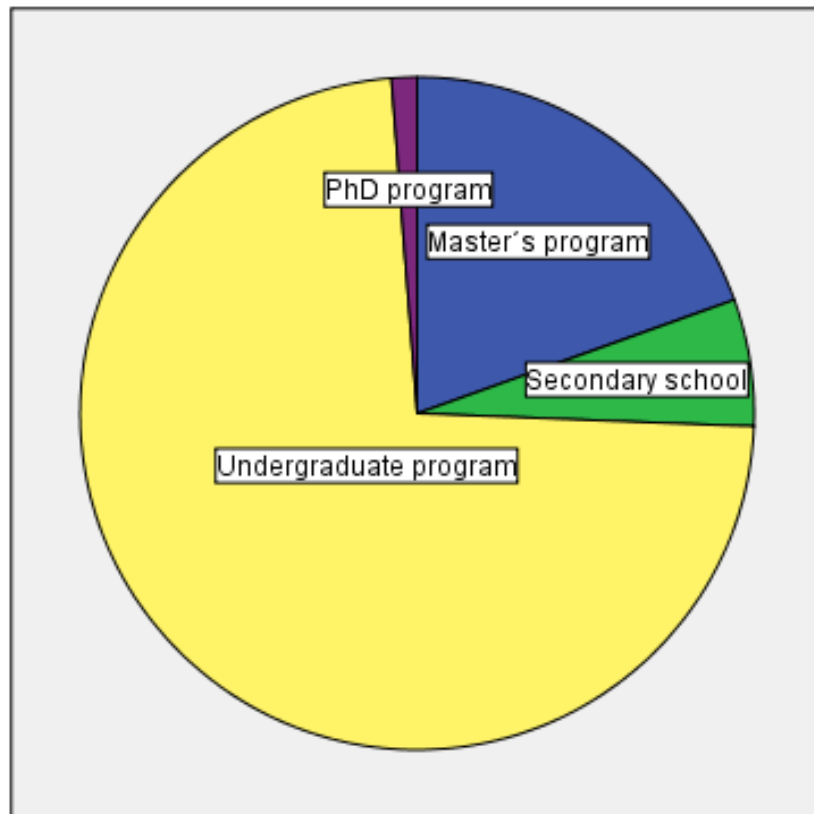


Chart 11: Major Field of Study of Respondents

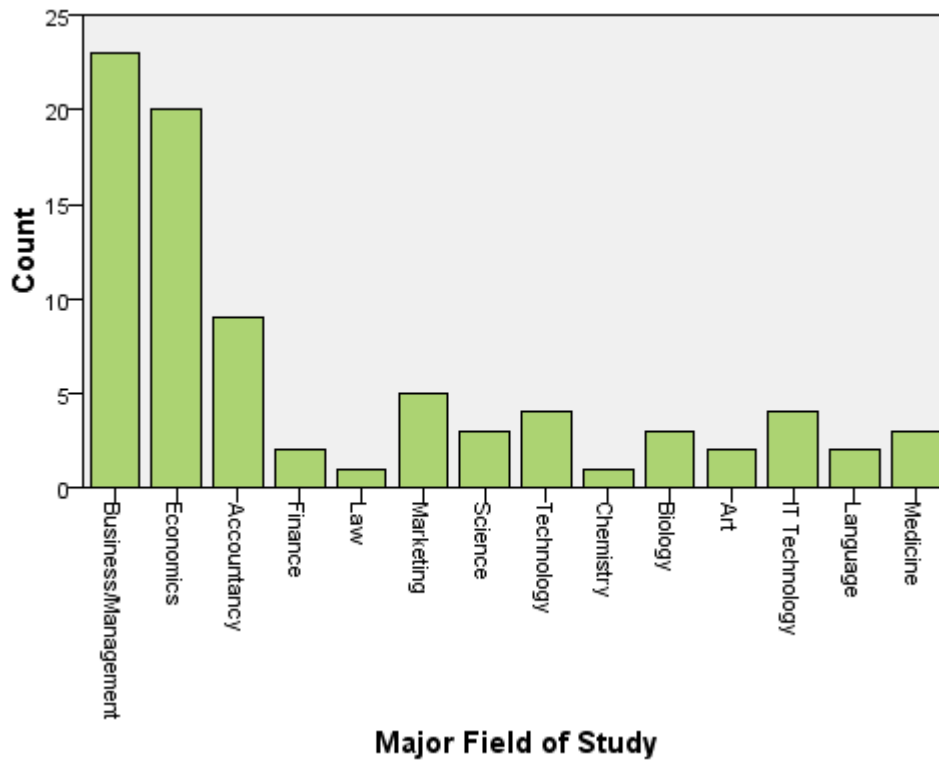


Chart 12: Awareness about Green Marketing between Students

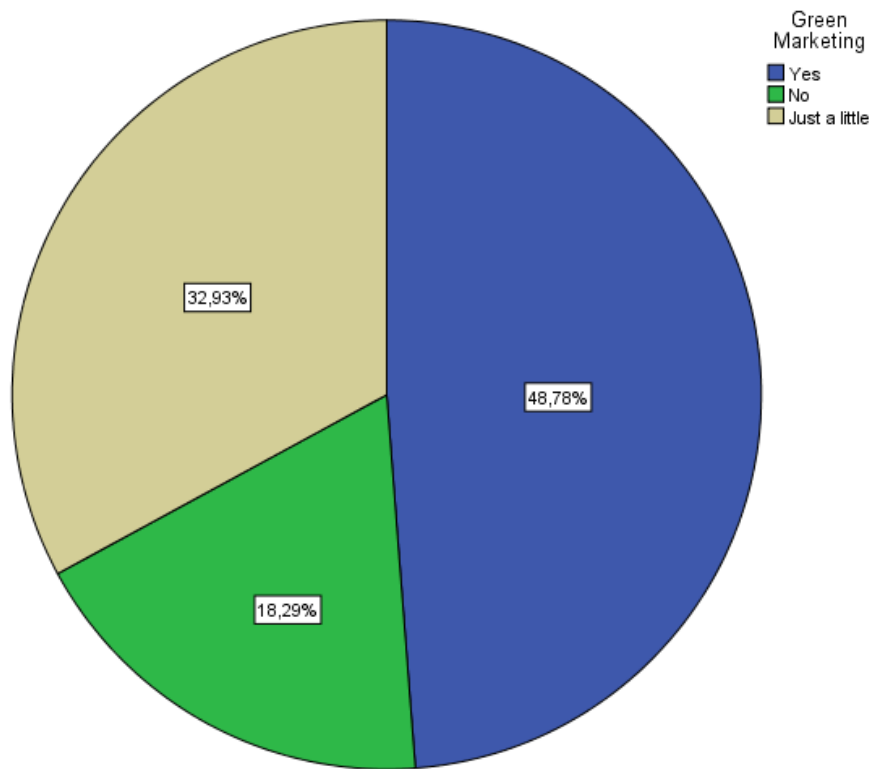


Table 20: Awareness about Green Marketing between Students

		Green Marketing			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	48,8	48,8	48,8
	No	15	18,3	18,3	67,1
	Just a little	27	32,9	32,9	100,0
	Total	82	100,0	100,0	

Table 21: Source of Green Marketing

		Responses		Percent of Cases
		N	Percent	
Source of Green Marketing ^a	Television	19	11,3%	29,2%
	Radio	8	4,8%	12,3%
	Internet	52	31,0%	80,0%
	Newspapers	14	8,3%	21,5%
	Magazines	12	7,1%	18,5%
	Books	8	4,8%	12,3%
	Shools/Universities/Institutions	35	20,8%	53,8%
	Friends	12	7,1%	18,5%
	Parents	8	4,8%	12,3%
Total		168	100,0%	258,5%

a. Dichotomy group tabulated at value 1.

Chart 13: Awareness about Greenwashing between Students

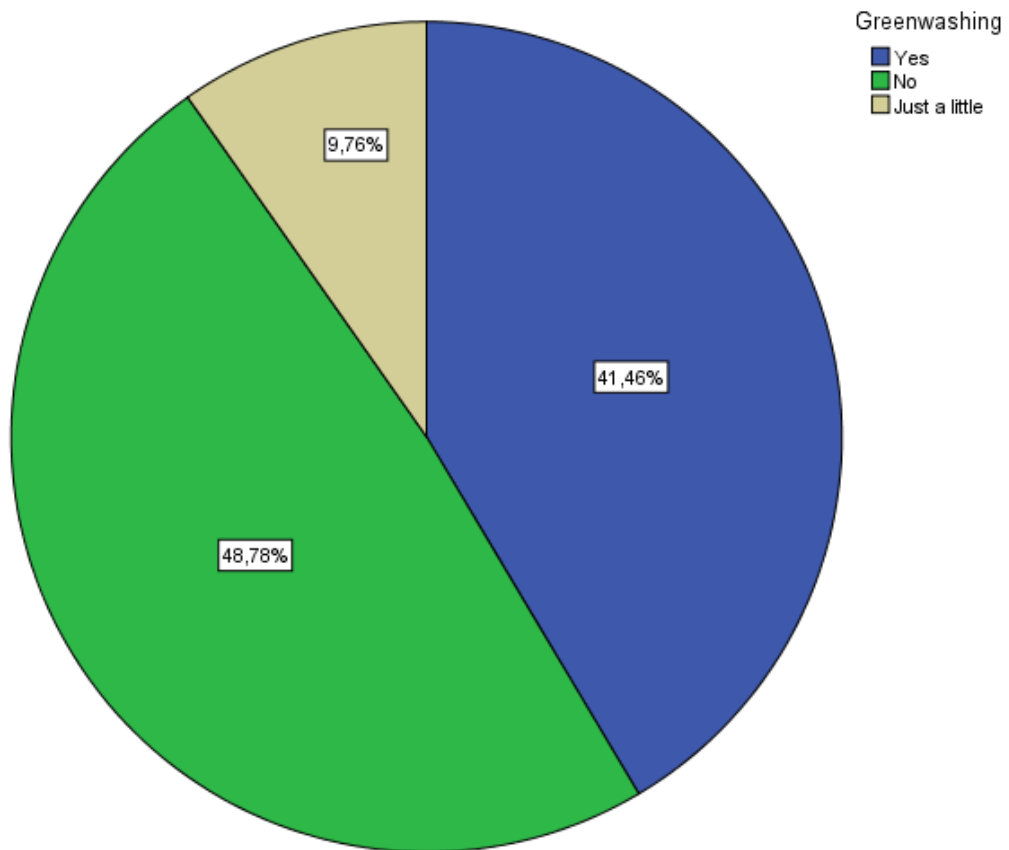


Table 22: Awareness about Greenwashing between Students

		Greenwashing			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	41,5	41,5	41,5
	No	40	48,8	48,8	90,2
	Just a little	8	9,8	9,8	100,0
	Total	82	100,0	100,0	

Table 23: Source of Greenwashing

		Responses		Percent of Cases
		N	Percent	
Source of Greenwashing ^a	TV	9	10,8%	22,5%
	Radio	1	1,2%	2,5%
	Internet	26	31,3%	65,0%
	Newspaper	7	8,4%	17,5%
	Magazine	7	8,4%	17,5%
	Books	1	1,2%	2,5%
	Schools/Universities/Institutions	22	26,5%	55,0%
	Friends	8	9,6%	20,0%
	Parents	2	2,4%	5,0%
Total		83	100,0%	207,5%

a. Dichotomy group tabulated at value 1.

Table 24: Pearson Product-Moment Correlations between reasons why customers purchase Green Products

Correlations

		It is health/safety	Own environmental understanding	It is modern trend	It looks/tastes better	Cost efficiency	Higher quality	Personal intention	I like them more than normal	Green design
It is health/safety	Pearson Correlation	1	,267	,070	,100	-,126	,229	,354*	,140	-,230
	Sig. (2-tailed)		,067	,634	,497	,394	,118	,014	,343	,116
	N	48	48	48	48	48	48	48	48	48
Own environmental understanding	Pearson Correlation	,267	1	-,028	,112	,170	,227	,276	,489**	,217
	Sig. (2-tailed)	,067		,849	,447	,247	,121	,057	,000	,139
	N	48	48	48	48	48	48	48	48	48
It is modern trend	Pearson Correlation	,070	-,028	1	,015	,132	-,201	-,203	,183	,345*
	Sig. (2-tailed)	,634	,849		,921	,371	,170	,166	,212	,016
	N	48	48	48	48	48	48	48	48	48
It looks/tastes better	Pearson Correlation	,100	,112	,015	1	,148	,361*	,153	,222	,072
	Sig. (2-tailed)	,497	,447	,921		,315	,012	,298	,130	,629
	N	48	48	48	48	48	48	48	48	48
Cost efficiency	Pearson Correlation	-,126	,170	,132	,148	1	,018	-,052	,258	,251
	Sig. (2-tailed)	,394	,247	,371	,315		,906	,727	,077	,085
	N	48	48	48	48	48	48	48	48	48
Higher quality	Pearson Correlation	,229	,227	-,201	,361*	,018	1	,471**	,296*	,020
	Sig. (2-tailed)	,118	,121	,170	,012	,906		,001	,041	,892
	N	48	48	48	48	48	48	48	48	48
Personal intention	Pearson Correlation	,354*	,276	-,203	,153	-,052	,471**	1	,370**	,079
	Sig. (2-tailed)	,014	,057	,166	,298	,727	,001		,010	,595
	N	48	48	48	48	48	48	48	48	48
I like them more than normal	Pearson Correlation	,140	,489**	,183	,222	,258	,296*	,370**	1	,216
	Sig. (2-tailed)	,343	,000	,212	,130	,077	,041	,010		,141
	N	48	48	48	48	48	48	48	48	48
Green design	Pearson Correlation	-,230	,217	,345*	,072	,251	,020	,079	,216	1
	Sig. (2-tailed)	,116	,139	,016	,629	,085	,892	,595	,141	
	N	48	48	48	48	48	48	48	48	48

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 25: Pearson Product-Moment Correlations between attributes of Green Products

Correlations

		Price	Product need	Promotion	Positive green addition	Advertising	Personal preference	Personal benefit	Brand reputation	Availability	Personal budget	Past experiences
Price	Pearson Correlation	1	,488**	,197	-,126	,124	,243	,133	,122	,081	,531**	-,006
	Sig. (2-tailed)		,000	,180	,395	,401	,096	,368	,409	,584	,000	,970
	N	48	48	48	48	48	48	48	48	48	48	48
Product need	Pearson Correlation	,488**	1	,024	-,124	,142	,460**	,285*	,165	-,134	,343*	,284
	Sig. (2-tailed)	,000		,871	,402	,335	,001	,049	,261	,362	,017	,051
	N	48	48	48	48	48	48	48	48	48	48	48
Promotion	Pearson Correlation	,197	,024	1	,337*	,604**	,110	,018	,259	,081	,160	-,142
	Sig. (2-tailed)	,180	,871		,019	,000	,459	,901	,075	,586	,277	,334
	N	48	48	48	48	48	48	48	48	48	48	48
Positive green addition	Pearson Correlation	-,126	-,124	,337*	1	,323*	,160	-,017	-,021	,194	-,052	-,037
	Sig. (2-tailed)	,395	,402	,019		,025	,276	,906	,887	,186	,728	,805
	N	48	48	48	48	48	48	48	48	48	48	48
Advertising	Pearson Correlation	,124	,142	,604**	,323*	1	,265	,122	,197	-,006	,116	-,184
	Sig. (2-tailed)	,401	,335	,000	,025		,069	,408	,181	,968	,432	,210
	N	48	48	48	48	48	48	48	48	48	48	48
Personal preference	Pearson Correlation	,243	,460**	,110	,160	,265	1	,219	-,008	,161	,209	,173
	Sig. (2-tailed)	,096	,001	,459	,276	,069		,134	,956	,274	,154	,238
	N	48	48	48	48	48	48	48	48	48	48	48
Personal benefit	Pearson Correlation	,133	,285*	,018	-,017	,122	,219	1	-,080	,467**	,087	,341*
	Sig. (2-tailed)	,368	,049	,901	,906	,408	,134		,591	,001	,557	,018
	N	48	48	48	48	48	48	48	48	48	48	48
Brand reputation	Pearson Correlation	,122	,165	,259	-,021	,197	-,008	-,080	1	,016	,250	,100
	Sig. (2-tailed)	,409	,261	,075	,887	,181	,956	,591		,912	,087	,499
	N	48	48	48	48	48	48	48	48	48	48	48
Availability	Pearson Correlation	,081	-,134	,081	,194	-,006	,161	,467**	,016	1	,088	,320*
	Sig. (2-tailed)	,584	,362	,586	,186	,968	,274	,001	,912		,551	,027
	N	48	48	48	48	48	48	48	48	48	48	48
Personal budget	Pearson Correlation	,531**	,343*	,160	-,052	,116	,209	,087	,250	,088	1	,348*
	Sig. (2-tailed)	,000	,017	,277	,728	,432	,154	,557	,087	,551		,015
	N	48	48	48	48	48	48	48	48	48	48	48
Past experiences	Pearson Correlation	-,006	,284	-,142	-,037	-,184	,173	,341*	,100	,320*	,348*	1
	Sig. (2-tailed)	,970	,051	,334	,805	,210	,238	,018	,499	,027	,015	
	N	48	48	48	48	48	48	48	48	48	48	48

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 26: Pearson Product-Moment Correlations between crucial environmental criteria during purchase Green Products

Correlations

		Recyclable/ Reusable/ Refillable	Energy efficient	Free from animal testing	Less harmful to the environment	Positive health effect	Safety
Recyclable/ Reusable/ Refillable	Pearson Correlation	1	,645**	,350*	,435**	,375**	,350*
	Sig. (2-tailed)		,000	,015	,002	,009	,015
	N	48	48	48	48	48	48
Energy efficient	Pearson Correlation	,645**	1	,156	,360*	,319*	,396**
	Sig. (2-tailed)	,000		,290	,012	,027	,005
	N	48	48	48	48	48	48
Free from animal testing	Pearson Correlation	,350*	,156	1	,585**	,367*	,398**
	Sig. (2-tailed)	,015	,290		,000	,010	,005
	N	48	48	48	48	48	48
Less harmful to the environment	Pearson Correlation	,435**	,360*	,585**	1	,335*	,592**
	Sig. (2-tailed)	,002	,012	,000		,020	,000
	N	48	48	48	48	48	48
Positive health effect	Pearson Correlation	,375**	,319*	,367*	,335*	1	,296*
	Sig. (2-tailed)	,009	,027	,010	,020		,041
	N	48	48	48	48	48	48
Safety	Pearson Correlation	,350*	,396**	,398**	,592**	,296*	1
	Sig. (2-tailed)	,015	,005	,005	,000	,041	
	N	48	48	48	48	48	48

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 27: Pearson Product-Moment Correlations between environmental claims on packaging of Green Products

		Correlations							
		Eco-friendly	[Recyclable	Green	Bio-degradable	Organic	All natural	Chemical free	Non-toxic
Eco-friendly	Pearson Correlation	1	,292*	,358*	,357*	,362*	,393**	,336*	,121
	Sig. (2-tailed)		,044	,012	,013	,011	,006	,020	,414
	N	48	48	48	48	48	48	48	48
Recyclable	Pearson Correlation	,292*	1	,403**	,316*	,027	,121	,303*	,328*
	Sig. (2-tailed)	,044		,004	,029	,856	,414	,036	,023
	N	48	48	48	48	48	48	48	48
Green	Pearson Correlation	,358*	,403**	1	,340*	,042	,233	,349*	,246
	Sig. (2-tailed)	,012	,004		,018	,778	,111	,015	,092
	N	48	48	48	48	48	48	48	48
Bio-degradable	Pearson Correlation	,357*	,316*	,340*	1	,392**	,330*	,445**	,215
	Sig. (2-tailed)	,013	,029	,018		,006	,022	,002	,143
	N	48	48	48	48	48	48	48	48
Organic	Pearson Correlation	,362*	,027	,042	,392**	1	,422**	,405**	,113
	Sig. (2-tailed)	,011	,856	,778	,006		,003	,004	,446
	N	48	48	48	48	48	48	48	48
All natural	Pearson Correlation	,393**	,121	,233	,330*	,422**	1	,281	,245
	Sig. (2-tailed)	,006	,414	,111	,022	,003		,053	,093
	N	48	48	48	48	48	48	48	48
Chemical free	Pearson Correlation	,336*	,303*	,349*	,445**	,405**	,281	1	,685**
	Sig. (2-tailed)	,020	,036	,015	,002	,004	,053		,000
	N	48	48	48	48	48	48	48	48
Non-toxic	Pearson Correlation	,121	,328*	,246	,215	,113	,245	,685**	1
	Sig. (2-tailed)	,414	,023	,092	,143	,446	,093	,000	
	N	48	48	48	48	48	48	48	48

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 28: Pearson Product-Moment Correlations between reasons why respondents do not buy Green Products

Correlations

		They are too expensive	I don't trust companies of green products	I don't see the difference between green and non-green products	Lower quality	Greenwashing practices
They are too expensive	Pearson Correlation	1	,350**	,307*	,276*	,129
	Sig. (2-tailed)		,008	,020	,038	,344
	N	57	57	57	57	56
I don't trust companies of green products	Pearson Correlation	,350**	1	,093	,261	,547**
	Sig. (2-tailed)	,008		,491	,050	,000
	N	57	57	57	57	56
I don't see the difference between green and non-green products	Pearson Correlation	,307*	,093	1	,285*	-,112
	Sig. (2-tailed)	,020	,491		,032	,411
	N	57	57	57	57	56
Lower quality	Pearson Correlation	,276*	,261	,285*	1	,148
	Sig. (2-tailed)	,038	,050	,032		,277
	N	57	57	57	57	56
Greenwashing practices	Pearson Correlation	,129	,547**	-,112	,148	1
	Sig. (2-tailed)	,344	,000	,411	,277	
	N	56	56	56	56	56

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).