



JÖNKÖPING INTERNATIONAL BUSINESS SCHOOL  
JÖNKÖPING UNIVERSITY

# **Sustainable packaging**

## A study of consumers' loyalty and behavior

**Bachelor thesis within Business Administration**

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### **Abstract**

The ecological consumer has been a significant and central character in the development of green marketing. In an effort to enhance brand equity and increase consumers' loyalty, companies are relying on environmental claims. From advances in processes, to product design and packaging materials that diminish waste, companies are more and more emphasizing on sustainability. The findings of previous research aiming to link purchasing and environmental concerns to socio-demographic factors have been generally inconclusive and inconsistent (Peattie, 2001). Therefore, the purpose of this study aims to identify if sustainable packaging can be used as a marketing tool to increase brand equity. In addition, the authors intended to identify who is consuming sustainable products and particularly sustainable packaging.

The review of previous research concerning this topic led us to express two hypotheses. First, women are more involved by the purchasing process than men. Second, sustainable consumption is seen as a time consuming activity, economically disadvantageous and stressful (Valor, 2008).

Through both a quantitative and a qualitative study we analyzed consumers' behavior and attitude towards sustainable packaging and green consumption in general.

The findings of the study allowed us to conclude that the gap between consumers' attitude and purchasing decision concerning ecological products in general is important. The main reasons are a lack of communication, promotion and availability regarding these products as well as the high-proposed price. Furthermore, the study confirmed that women are much more involved than men in the consumption decision making process in both "classic and green" purchasing.

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## Definitions

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*The following concepts were taken from the World Centric website, the World Centric mission is to reduce economic injustice and environmental degradation through education. (World Centric, 2009)*

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**Bio-plastics** are a new generation of biodegradable and compostable plastics. They are made from renewable natural materials. The majority of these are used for packaging and some disposable product such as plastic bags, hygiene soap bottle and cutlery.

**Biodegradable Plastic** will degrade from the action of naturally micro organism, such as bacteria, fungi etc. over a period of time. Note, that there is no requirement for the time it requires biodegrading.

**Sustainability:** There are many approaches to a word, in an attempt to select a straightforward definition we borrowed Costanza & Patten (1995) to explain the concept of sustainability in business “a sustainable system” is one, which survives or persists. Biologically, sustainability means avoiding extinction and living to survive and reproduce”. What sometimes counts as definitions of sustainability are therefore often predictions of actions taken today that one hopes will lead to sustainability. For the purpose of this thesis will define sustainable as a process, material, product or system developed in a way that does not causes a negative impact to the environment.

**Sustainable Packaging:** As defined by the authors in this thesis the term “sustainable packaging” represents packaging that will create less waste and that will eventually decompose. We will not make a difference on compostable or biodegradable since this difference is mainly of time and requirements by International Standards. However there is no certification for sustainable package so we will use the DINCERTO certification to investigate if consumers are aware of this packaging possibility. The concept can be called as ecologically packaged product as well.

# 1 Introduction

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## 1.1 Background

In the latest years companies are trying to satisfy the fast-growing eco consumers, they have reduced co2 emissions and enhance the use of renewable resources for energy production. Now it is time for packaging. The 4<sup>th</sup> of March 2008, the Federal Trade Commission (FTC), during a workshop evaluating "Guides for the Use of Environmental Marketing Claims," studied green packaging claims and the consumers perceptions derived from them (Sustainable Life Media, 2009).

According to Zadek (2004), companies in the last decade have learned that realigning their strategy to address responsible business practices can provide them with a competitive advantage and contribute to the organization's success in the long run. The later has contributed to the development of "cause marketing", a marketing strategy combining traditional marketing and CSR.

An increasing number of corporations have exploited this new marketing strategy that reflects a sense of social responsibility and satisfies shareholders' demands for increased profits and market share. This strategy combines the best elements of traditional marketing with the well-established concept of corporate social responsibility. As with usual marketing strategies, differential product advantage continues to be highlighted (Smith & Alcom, 1991). In addition an escalating amount of nations started to explore environmental legislations and policies based on products rather than processes. Numerous enterprises advertise their green processes as they fight for consumer recognition as a responsible company.

According to Ottman (2009) it would be far more productive to spotlight products instead. Products and their package are very visible to consumers. Proof of eco-innovative products can burst enthusiasm and loyalty of the stakeholders. We will analyze consumers' behavior, and investigate if claims highlighting waste reduction when the package is disposed are suitable for product differentiation.

An initiative that aims at reducing the environmental impact of plastic as packaging material, favoured new materials that will replace plastic or that at least will add plastic the properties so it breaks down. As stated by the British multinational Symphony Plastics Ltd (2009), "*plastic is strong, durable, versatile, lightweight, safe and inexpensive*" which can contribute to its popularity as a material for packaging. On the other hand, the problem identified by governments and Non-Governmental Organizations (NGOs) around the world is that plastic does last rather too long if

it gets into the environment and especially in the oceans. This has increased environmental awareness among individuals and businesses that has led to the expansion of global legislation restricting irresponsible packaging materials use and together with an increasing number of environmental related law-suits related to plastic disposal have created a demand for plastic that is able to break down. (Bio-Tec LLC, 2009) The implementation of this type of materials is sometimes used as a marketing tool and firms claim that it is an attempt to enhance sustainability in their business therefore our interest in this new trend of “sustainable packaging”.

Bio-plastics have different applications that range from automotive to agricultural to packaging. According to European Bio-plastics (2009) estimates, the most significant areas of application in Europe the main application is to develop “sustainable packaging”.

Packaging traditionally primary function was to hold and protect the product. Lately, however, numerous factors have made it an important marketing tool. Increase competition and clutter on retail stores shelves means that packages must now perform many sale task-from attracting attention, to the describing the product, to making the sale. In making packaging decisions, firms also must heed growing environmental concerns. One of these concerns is that the package should create as less waste as possible therefore the increase of popularity of sustainable packaging or “sustainability” (Kotler, Armstrong, Wong & Saunders 2008).

“In an age where sustainability has begun to assert itself across the consumer and business-to-business product spectrums, those managers who fail to respond to social and "green" initiatives will find their brands swiftly barred from consumers' hearts and pockets.” Ottman (2009b)<sup>1</sup>.

In this thesis we will examine sustainable packaging through the use of bioplastics. The only certification issued to highlight this material is the DINCERTCO and it is labelled with the "hexagon" which is presented below:



*Figure 1 DINCERTCO logo*

Source: Modellprojekt-kassel

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<sup>1</sup> Jacquelyn Ottman is the world’s number one green marketing specialist. She wrote three books on the subject.



## 1.2 Problem Discussion

Companies do not act for altruistic reasons to help the environment. When implementing sustainable packaging, investments have to be done in order to purchase new raw materials and technologies. However, companies are more likely to cover these expenses if they see an opportunity to increase brand equity or sales.

In many sectors of packaging applications, it is the consumer who determines market success. During this paper we will analyze consumers attitudes regarding sustainable packaging and conclude if sustainable packaging can be consider a high-quality starting point for product differentiation in the Swedish retail industry. This thesis aims at helping:

- **Marketers** spot market opportunities and develop targeted promotion plans that address and incorporate sustainable packaging.
- **Advertising agencies** comprehend the product to build up messages and images that compel consumers to purchase these goods.

## 1.3 Purpose

The purpose of this thesis is to identify if sustainable packaging can be used as a marketing tool that increases brand equity. Additionally we will study consumer's behavior and loyalty towards sustainable packaged products.

## 1.4 Research Questions

To be able of fulfill the purpose of this paper we will need to answer the following research question:

- Who is the ecological consumer?
- What can be the barriers for sustainable packaging?
- How can marketers increase brand equity through sustainable packaging?

## **1.5 Delimitations**

The study is limited to the city of Jönköping, where Jönköping International Business School is located. The nature of the study is mainly a quantitative study as the purpose of the study was to identify if sustainable packaging can be used as a marketing tool that increases brand equity. However, to complete the aim of the research, a qualitative study was conducted by a focus group do go in-depth investigating the shopping patterns, factors and obstacles influencing the consumers. The sampling of the survey participants included women and men from age 18 to 60+. We believe that this segment of consumers can be represented able for the study. The participants within the focus group were women and men from age 20 to 35, which can be a limit since it does not represent the entire population.

## 2 Theoretical Framework

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### 2.1 Previous Research

To optimize our analysis, an investigation among the consumers' behavior towards ecologically packaged products is a first step. During the research of documents for this thesis, we went through an important amount of journals, books, articles and websites. Below is a summary of the documents selected for the study and the reason why they have been selected.

Author/s	Main Findings	Connection to the purpose
Bloemer, JM, M. and Kasper, HD, P., (1995). The complex relationship between consumer satisfaction and brand loyalty. <i>Journal of economic psychology</i> . 16 (2).	The authors' main focus here is consumer satisfaction, both manifest satisfaction and latent in consideration when talking about brand loyalty. They show how they can be linked to one another.	Satisfaction is important for our thesis because it is one of the main factors behind purchasing repetition.
Bloemer, J., De Ruyter, K., (1998). On the relationship between store image, store satisfaction and store loyalty. <i>European journal of Marketing</i> , volume. 32(5/6).	In this article, the authors define loyalty by identifying the degree of store loyalty. They study store commitment and show the relationship between image, loyalty and satisfaction	This article is important for our thesis because it focuses on loyalty, and how can it be affected by satisfaction and image.
Mainieri, T., Barnett, E, G., Valdero, T, R., Unipan, J, B., Oskamp, S., Apr. (1997). Green buying: The influence of environmental concern on consumer behavior. <i>The journal of social psychology</i> , 137( 2)	In this article the authors investigate the consumer's knowledge about environmental products, green buying habits, elements that may control environmentally aware buying attitudes and general attitudes towards environmentally friendly products.	This article is linked to our thesis because it allows us to understand the consumer knowledge towards specific products, and their attitudes towards the environment.
Nelson, P. (1970). Information and consumer behavior. <i>Journal of political economy</i> . 78(2), p311.	This article focuses on the fact that the lack of consumer knowledge about the quality of a specific product could play a major role in the market and in advertisements.	This is interesting for our thesis because it emphasizes the knowledge people have about a specific product and how advertisement plays a role in that.
Peattie, K. (2001). Golden goose or white goose? The hunt for the green consumer. <i>Business strategy and environment</i> . 10(4), 187-199.	Green consumers and green purchasers are two different things. Also the author found that PCE (perceived consumer effectiveness) is what determines green consumer purchases.	This article helps us to clarify the difference between the green consumer and the person who just happens to buy green products.

Thøgersen, J. (1999). The ethical consumer. Moral choice and packaging choice. <i>Journal of consumer policy</i> . 22(4), 439-460.	The result of this study is that consumer morality is what influences the decision consumers make toward buying ecological product. On the other hand, perceived cost has minor influence on the decision.	This article allows us to understand and analyze the consumers' attitudes concerning packaging choice. "Consumers let their moral views influence their buying decisions".
Thøgersen, J. & Olander, F. (2001). Spillover of environment-friendly consumer behavior. <i>Journal of environmental psychology</i> . 23(3), 225-236.	Main findings in this article are that the consumers need to have the knowledge or be willing to seek knowledge and information in order to buy environmentally friendly products.	This is significant for our study because it provides us knowledge on whether consumers have knowledge of what they are buying or are even willing to seek for knowledge.
Valor, C. (2008). Can consumers buy responsibly? Analysis and solution for market failures. <i>Journal of Consumer Policy</i> , 31, 315-326	This article describes the ethical consumption and the responsible consumer behavior. "Purchasing processes start with the recognition of a need or a problem". When it comes to responsible consumption, the problem is to find a product that will satisfy both the consumer's and the environment's need.	This text is interesting for this thesis due to its deep analysis of the identification of environment and consumption needs as well as the possibility of satisfying both needs in the same time
Schwepker Jr, CH. & Cornwell, T. B. (1991). An examination of Ecologically Concerned Consumers and their Intention to Purchase Ecologically Packaged Products. <i>Journal of Public Policy &amp; Marketing</i> , 10 (2), 77-101	This study is about the consumers' consumption patterns only concerning the ecologically packaged products	This text is interesting because it first shows the reasons why consumers buy ecologically packaged products but also it gives the reader an identification of the ecologically concerned consumer.

## 2.2 Consumers' buying behavior

### 2.2.1 Buying behavior

According to Thøgersen (1999), an important number of studies support that consumer attitudes towards everyday consumer behavior are based on moral norms. There are a lot of evidences proving that consumers' moral has an important influence in their buying decisions. For instance, consumers are subject to boycott some firms or some products coming from some

countries due to unethical practices. Moral norm influences the buyer decision in a certain limit. Indeed, if another characteristic of the purchase of a typical product involves paying also more it will maybe create a perception of financial risk for the consumer. Thus, it means that if the price of the product is high, the consumer morality won't be as much influent as if the price was lower.

## 2.2.2 Planned buying behavior

When studying consumer-buying behavior, we discovered an interesting theory; the theory of planned behavior (TPB) proposed by Ajzen (1991). We will use this theory in our thesis because it offers significant information on attitudes and consumers behavior towards specific products. This theory explains why consumers behave the way they do.

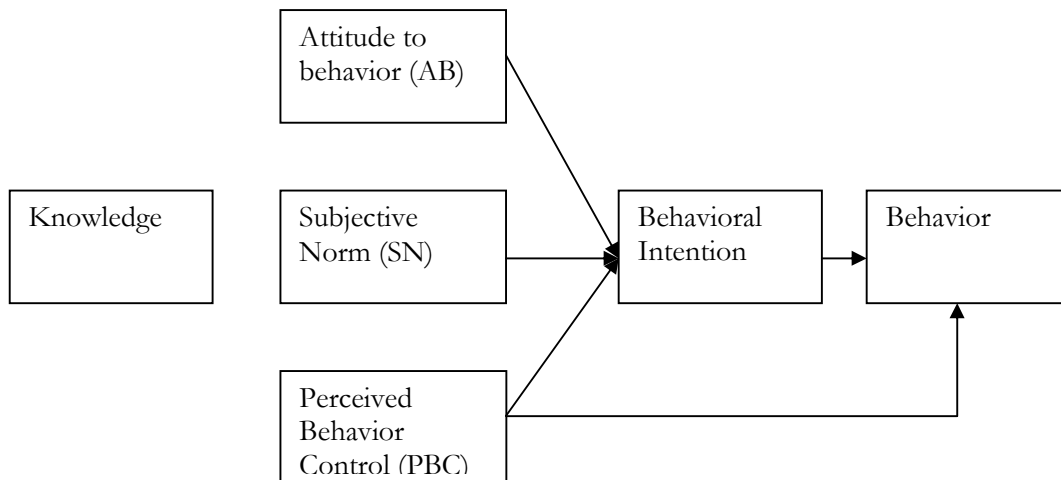


Figure 2 Theory of Planned behavior (Ajzen, 1991)

The model clearly shows how behavior is directly influenced by intentions, which are also directly influenced by factors such as attitude to behavior, subjective norms and perceived behavior control. These factors are based on three different beliefs: outcome beliefs, normative beliefs and control beliefs, which are considered as knowledge.

Attitude to behavior is established by a number of anticipated outcomes (outcome beliefs) and is weighted by an assessment of the desirability of the outcome. The outcomes are evaluated depending on how likely they are to occur. Therefore, the outcomes that affect the attitude to behavior are only those that the respondent can think of on the spot and come to mind easily (Kalafatis, Pollard, East, & Tsogas, 1999).

Subjective norms are in a way similar to attitude to behavior considering the fact that they are controlled by beliefs that are easily brought to the mind of the respondent. On the other hand, subjective norms are based on normative beliefs of what other people (referents) think you (respondent) should or should not do. Subjective norms control the behavior that is encouraged by the desire to take action as others think you should take them. The referents here could be family, friends, surroundings, organizations etc. For example, a customer in the supermarket might decide to buy the eco-packaged product rather than the normal packaged product because he or she is influenced by the label on the package, or by the eco organization's advertisements. Sometimes subjective norms influence social worthy acts, such as recycling paper, not littering in the streets and so on bring self-respect feeling while doing the opposite might bring the feeling of shame or guiltiness (Kalafatis et al. 1999).

As Kalafatis et al. (1999) explained, perceived behavioral controls are based on control beliefs that unlike the attitude to behavior and the subjective norms have direct influence and indirect influence (through intentions) on the behavior. For instance, if a consumer does not care what so ever about ecologically packaged products, he or she will go to the supermarket and not even think of buying an eco product, thus this shows how the perceived behavior controls can influence the behavior directly without passing through the intentions. The perceived behavioral controls are not controlled by what is easily brought to the respondent's mind but by the amount of confidence the respondent has towards performing the behavior (Bandura, Adams, Hardy & Howells, 1980).

### **2.2.3 Ecologically packaged products buying behavior**

When a consumer enters a store, he or she will be influenced by moral norms in the choice of his/her purchased products. But is the consumer influenced by the same norms when it comes to buying ecologically packaged products?

The consumers make a packaging choice when his or her desired packaged product comes in alternative package (Thøgersen, 1999). Consumers' choice in term of packaging is a purely economic decision. Indeed, consumers make a balance between expected costs and benefits (convenience, aesthetics, and price). Today, another factor enters into consideration for the consumers: the environment. Due to the development of many information campaigns about packaging and waste, the consumers' level of environmental concern has increased.

According to Ottman (1993), four universal green consumer's needs can be identified: the need for information, the need for control, the need to make a difference and the need to maintain

current lifestyle. If a sustainable product satisfies these needs, then the consumer will be more eager to buy the product.

Purchasing processes start with the recognition of a need or a problem. When it comes to responsible consumption, the consumer has to find a product satisfying the individual needs and the social welfare or environment at the same time. The problem is that not every consumer experiences this need yet. The consumption process can be compared to citizenship due to the fact that there is a difference between a good person (a good buyer) and a good citizen (responsible buyer): a good person lives on his or her life virtuously; a good citizen not only lives decently on his or her private life, but is also committed to participation in public life (Volar, 2008). Two obstacles of being a good ecological citizen can be defined. The first one is the fact that consumers report having difficulties in finding information concerning the product packaging. The second one is related to the price. Consumers are aware of the responsibly purchasing costs. These costs can include the price of the product, the time spent in finding this product and the travelling distance to buy it. The problem, according to Lodziak (2002), is that the ranges of choices that are typically available to the individual are considerably fewer than the range of goods in the market place.

#### **2.2.4 Consumer behavior and consumption decision making according to the gender**

When linking gender with consumption, we realize that consumption is considered as a gendered process (Horowitz & Mohun, 1998). Women and men do not have the same purchasing behavior. Previous researches have shown that consumption is more closely associated with women than with men. Indeed, women represent the major group of consumers worldwide. According to Grunert-Beckmann (1997), women represent the largest group of consumers. They take part in the consumption cycle choosing, buying, using and disposing- both for themselves and for others. Grunert-Beckman considers the woman as the family manager who often buys what suits her kids and husband rather than herself. This shows that women are making the decision concerning the purchasing choices of every day items. They are the ones facing the purchasing decision-making.

Another interesting aspect that needs to be mentioned is the income allocation priorities amongst genders. Indeed, men tend to spend their salary on personal items while women tend to spend for their children and family needs (Bruce & Dwyer, 1998). Moreover, women are more likely to be dedicated to their children thus they are the one buying food, clothes or medicine for the well being of the family.

### **2.2.5 Limitations of the green consumption**

Consumers are not full time consumers. Indeed, they often have many different roles to complete in their daily lives. They are students, mothers, workers, citizens... Consumers cannot buy responsibly all kind of products, from salad to cars (Valor, 2008). Moreover, consuming responsibly is often seen as a time consuming activity, economically disadvantageous and stressful. To be a responsible buyer, consumers need to be full time devoted to their consumers' roles.

Consumers' reaction regarding the price of the sustainable products is really sensitive. However the real fact is that green products are not extraordinarily expensive, but regular products are extremely cheap (Peattie, 2001).

According to Peattie (2001), issues such as the trade-offs are important. The trade-offs correspond to the factors involved in the consumption that do not have any connection with the product itself. The trade-offs are often involved in the green consumption. It can refer to the extra time and effort involved in recycling or to sacrificing quality or cost in purchasing. If the perceived costs exceed the perceived benefits, the consumer will not act to conserve the environment even if his or her attitude is favourable towards environment. Indeed, a consumer who is very interested in buying green products may not make a purchase of a specific green product. The reason of this would involve a roundtrip of consumed petrol to a specific retailer, which might negate the environmental advantages of the products.

### **2.3 Framework for consumer's loyalty**

Brand loyalty is an important aspect for companies' marketing plans. Indeed, when a company is, for instance, in a high competitive market, loyalty will help the company to not fail. By adopting a loyalty strategic approach, the company will create a substantial entry barrier for competitors. Also, the firm will be more able to respond to competitive threats, the customers won't be sensitive to the marketing efforts made by competitors, and finally, the company will generate greater sales and revenue.

According to Bloemer & Kasper (1995), brand loyalty can be divided in two parts: spurious brand loyalty and true brand loyalty. True brand loyalty is defined as a non-random purchase of products from a specific brand consumers develop overtime with respect to the alternative brand



due to a psychological process resulting in brand commitment. It is more than a simple repurchasing. The customer is in this case committed to the brand.

On the other hand, spurious brand loyalty is a repurchasing of product due to inertia or a lack of viable alternative for example. In this case, the customer is loyal to a certain brand due to what can be called an external factor. This loyalty does not come from his willingness.

The focus in this thesis has to be made on the true brand loyalty. According to Delgado-Ballester, & Munuera-Aleman (2001), the trust concept comes from the analysis of personal relationships, in the field of social psychology. Trust is a feeling of security by the customer that assures him that the quality of the products offered by the brand will match his or her consumption requirements.

This security feeling comes from somewhere. How do consumers base their trust on a certain brand? According to Rempel, Holmes & Zanna (1985), trust progresses from past experience to prior interaction. An individual trusts image to a brand due to his or her experience with that brand. This experience is influenced by an evaluation from the consumer of direct and indirect contact. Direct contact can be for example his or her own satisfaction in the consumption of a brand product. Indirect contact can be advertising campaign from the brand or word of mouth. But the main source of trust is the consumption experience because it creates association and feelings that are more self-relevant and more certain for the individual.

## **2.4 Deceptive marketing practices**

Green Marketing is accused of pushing up prices due to constant advertisement expenses and sales promotion. Sometimes these promotion and packaging cost can amount to 40 per cent or more of manufacturer's price to the retailer. Critics have been made accusing packaging and promotion of only adding psychological value to the product rather than real practical value. In addition marketers have been also accused of deceptive marketing practices, which are categorized into three groups: deceptive pricing, promotion and packaging (Kotler et al, 2008). For the sake of this thesis we will focus on packaging. Deceptive packaging consists of exaggerating and dramatizing package contents by using fine design, not filling the package to the top, benefiting from misleading labelling or describing products attributes in confusing terms (Kotler et al. 2008).

## 3 Method

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### 3.1 Research approach

There are different kinds of research purposes according to the nature of the research topic. They can be classified in three categories: exploratory, descriptive and explanatory researches. Exploratory research refers to the gathering of information and data to develop ideas about the researched problem or context. The aim is to increase the comprehension in an area or a context that is implicit. Descriptive research involves the description of a problem, a situation or a context. These researches are more reliant than the exploratory research due to their dependence to pre-existing methods and theories. Finally, the explanatory research provides and evaluates explanation between two or more phenomena. It is simply to identify the causal relationship between these phenomena or situations (Saunders, Lewis & Thornhill, 2007). This thesis aims to describe an actual situation using existing data thus it is this way a descriptive research. Moreover, a focus group and a survey have been set up to confirm existing theories and data and to analyze new data. Therefore, a part of the research is also considered as explanatory. There are two different approaches when using research methods: the deductive and the inductive approaches. The deductive approach refers to the situation when a clear theoretical position is developed prior to the collection of data. On the contrary, the inductive approach refers to studies based on the principle of development theory after the data have been analyzed (Saunders, et al. 2007). In this thesis, we used the deductive approach. This approach was chosen due to the availability of documents and articles referring to the thesis purpose to identify if sustainable packaging can be used as a marketing tool that increases brand equity. When gathering data for our descriptive and explanatory research, we decided to use two kinds of data, qualitative and quantitative. Qualitative data are using value or characteristics. These data generate non-numerical data. On the opposite, the quantitative data can be measured because they generate only numerical data (Saunders et al. 2007). By creating a survey among a certain amount of persons, the quantitative approach was used. The data resulting from the survey are compared to pre-existing data and the result is quantitative. On the other hand, a qualitative approach was used when establishing a focus group and analyzing some of the data concerning the topic: if sustainable packaging can be used as a marketing tool that increases brand equity or not.

The aim was to discover and analyze a trend or pattern. The result of the qualitative data is much more richer and relevant in this situation than the quantitative ones.

## **3.2 Choice of data collection**

### **3.2.1 Primary data**

Primary data are data that have been collected for a specific purpose. The researcher must collect these data. They can be gathered through interviews, observation or questionnaires. The primary data in this study were gathered through interviewer-administered questionnaires. A pilot study was completed before handing out the questionnaires to differentiate any unclear questions. In addition a focus group containing a few participants was assembled to further discuss the subject of the study (See part 3.4 Focus group). The main drawbacks with using primary data in a research are that it is time consuming since it requires a lot of time to make an observation for instance. It is also necessary for the researcher to collect a large volume of data to be able to generalize. However, the advantages of using primary data are that the researcher collects original data and that it comes directly from the population aimed to study (Saunders et al. 2007).

There are two types of questionnaires: self-administered questionnaires and interviewer-administered. The difference between both is when conducting a self-administered questionnaire the participants are completing the surveys by themselves while an interviewer-administered questionnaire requires the interviewer to be at hand and directly interview the participant. We have for this data collection applied the latter type since it reduces the amount of participants that might skip questions. This would have led to a less reliable analysis. A translation of the survey from English to Swedish was also made to decrease the misunderstanding of complicated vocabulary and also to be able to reach an optimum amount of participants. Furthermore, when questions were asked, we were able to reduce the confusion by giving the correct information thus the accurate answer could be set.

There are four types of interviews: telephone interviews where the interview is made through a telephone, convenience interview where the interview takes place in a crowded place for instance in a supermarket, personal interview where only one person is interviewed and focus groups where many people are interviewed at the same time. In this study, we created a focus group to find out if sustainable packaging can be used as a marketing tool that increases brand equity. In addition, we wanted to identify the consumers' behavior and loyalty towards ecologically packaged products.

A focus group illustrates numerous participants discussing a certain subject at the same time lead by a moderator. The purpose of the focus group is to create a discussion to better understand how consumers think and feel about sustainable products. The participants were selected

because they had certain characteristics in common to the subject (Krueger, 1994). It would have been difficult to only use a quantitative approach to discover the factors that influence the consumers to make the selection in the grocery store. By applying a qualitative approach as well, it is possible to go deeper in this subject. The reason why a focus group was assembled was because we believed a discussion between the participants would raise further thoughts and feelings among the group than if the same questions would be discussed with one respondent in an ordinary interview. By listen to each other the participants would come up with thoughts that they would not in an ordinary personal interview. This qualitative aspect leads to a better understanding of the consumer behavior regarding sustainable packaging.

### **3.2.2 Secondary data**

To complete the study it was necessary to construct secondary data in our background, problem and theoretical framework to provide us with a frame of references. Secondary data are collected to complete purposes of other researches. These data can be collected from books, newspapers and other articles. The three major advantages of using secondary data are that first it requires fewer resources than the primary data collection, it is fast and inexpensive and finally, it is discreet. However, there are also several disadvantages such as the availability of data, outdated data and the data may have been conducted for other purposes than ours, therefore it may not be accurate. We collected secondary data mainly among journals and books that we found in the University library. The scientific articles were found through several databases such as Google Scholar, Emerald and ABI/Inform. It is important to mention that we have not used secondary data as our primary data but as a complement (Smith & Albaum, 2005).

## **3.3 The survey**

The survey was made of a selection of customers from three different grocery stores in the city Jönköping: Hemköp, ICA Torpa and Willys Råslätt. We believe that the sample from these three major grocery store have a potential to be a representative sample since the survey took place at three different locations. The selection of grocery stores came forward due to the fact that all of those stores have recently marketed their new Eco products.

### **3.3.1 Survey Sampling**

It is important to define a specific targeted population when doing a research. There are no specific rules to follow when sampling a particular population. The sampling just needs to match

with the objectives of the study. In our case, it is hard to establish the typical profile of the Eco-buyer. There is no specific targeted population in the beginning of this study. One of our objectives is to define this particular population (Saunders et al. 2007).

There are two kinds of sampling methods: probability or non-probability samplings. In probability sampling, members of the population have the same chance to be selected while in non-probability sampling; these members are selected in a non-random way. When trying to target a certain part of the population for the survey, we realized that there is no defined target matching our study. That is why we decided to use a probability sampling. The probability sampling uses methods such as random sampling, systematic sampling and stratified sampling. Using the random sampling, members of the population have the same chance to be selected. The systematic sampling is almost the same method as the random sampling. The only difference is that the systematic sampling calculates the required sample size that allows the researcher to analyze the data easily. In this thesis, we use this method of probability sampling because we can easily estimate the required size of the sample for our survey. Indeed, the study limits its researches in the city of Jönköping, thus the targeted population is only based in Sweden. Then, since no specific profile has been defined, we decided to select an equal amount of men and women between 18 and 24 and between 25 and 34 for example. The last form of probability sampling is the stratified sampling. The selection is made according to a common characteristic that can be the age, the gender etc (Saunders et al. 2007).

The intention was to select an equal amount of gender to participate in the survey to complete the objective of specifying the profile that is most likely to purchase sustainable packaged products and if there is a difference between gender as well as age groups. According to Nachmias (1996), a population sample has to meet the defined parameters. These parameters can be the age, the level of income or the place of residence. We defined the parameters for our survey according to what we thought was necessary to know about the respondents. We selected an equal amount of people according to their age and gender. We created a sample of 110 persons divided in two groups corresponding to the gender: 55 women and 55 men. Then we split both group into five sub-groups according to their age (18-24, 25-34, 35-44, 45-59, 60+). As a result we ended with a sample of 10 different unit groups composed of 11 representative persons each.

This survey is conducted on the customers' of Hemköp, ICA and Willys since this will allow the outcome to be utilized in the grocery industry. The participants were asked to respond to a questionnaire outside the stores. The time period is stated in the schedule below.

<b>Date</b>	<b>Place</b>	<b>Time</b>
23 April	Hemköp	16.00 – 18.00
24 April	Hemköp	10.00 – 13.00
25 April	ICA Torpa	13.00 – 16.30
28 April	ICA Torpa	12.30 – 16.00
29 April	Willys Råslätt	10.00 – 14.30
30 April	Willys Råslätt	16.00 – 19.00
4 May	ICA Torpa	10.00 – 13.00

Table 1 Schedule for conducting the surveys

The objective was to have an equal distribution of the three places and the sample size of the survey intended to include 110 participants.

The people approached and asked to join in the survey were for the most part positive, and most of the people that were asked to participate did so. The result of the survey may be applicable to the distribution companies to utilize in their future marketing strategies regarding sustainable packaging.

### **3.3.2 Questionnaire design**

As explained earlier, the questionnaire was interviewer-administrated. The questionnaire is the main instrument in survey research according to Nachmias (1996). Survey questions should include facts, opinions, attitudes, respondents' motivation and level of familiarity with the topic of the research.

The questionnaire is divided in two different parts: factual questions and questions about subjective experiences.

Factual questions refer to the participant characteristics, environment, and background. In our survey we used factual questions in the beginning to categorize the respondents according to their gender, age and marital status. The main goal of these questions is to classify the participants. According to Nachmias (1996), some of the factual questions aim to provide information concerning the participant social environment. These questions can present some problem to the researcher because of the level of accuracy in the answers that can be low.

Indeed, the respondents can be in a situation of not being able of providing some information or in a situation where he or she does not want to provide the information because he or she will feel embarrassed. The solution can be to ask more than one question about the matter and try to

make the participant feel comfortable when it comes to uneasy questions. We decided to put the questions concerning the level of education, the employment situation and the income in the end of the questionnaire knowing that it will be easier to get answers from the participants while they are feeling contented by the many previous questions.

Questions about subjective experiences require the participants' beliefs, attitudes, feelings and opinions regarding the research matter. To know the attitude concerning the theme is an important aspect for the remainder of the study. To build questions about opinions and attitudes is somehow critical. In fact, attitude cannot be measured by a single question. The researcher needs to obtain several attitude statements from the respondents to be able to analyze their attitudes towards the subject. To succeed in obtaining these statements, the researcher should ask more and more precise questions about the subject. Looking at our survey, we can see that we used this method when we first asked the participants if they have ever heard of sustainable packaging and then we show them the DINCERTCO logo asking them if they recognize it and from where they do recognize it. We first want to know if they have heard of sustainable packaging but our main issue is to understand if they are actively buying sustainable packaged products, or have a deep knowledge about these product, or not.

According to Nachmias (1996), the content of the questions is only one aspect of constructing survey questionnaire. The researcher should consider the structure of the questions and also the format of the possible responses.

There are three types of questions structures: closed-ended questions, open-ended questions and contingency questions. Closed-ended questions refer to when the researcher give a choice of response to the participant who just needs to choose between the proposed answers. We mainly used these questions in the survey because we mainly wanted to understand the participant awareness and point of view regarding the sustainable packaging. In the opposite, the open-ended questions are not followed by pre-determined possible answers. Our survey does not contain any open-ended questions. We wanted to use, instead of open-ended questions, contingency questions. This kind of questions refers to when the researcher ask in a first place a filter question. Depending of the answer of this filter question, the researcher will ask the contingency question. For instance, in our survey, we first ask, "do you recognize this logo?" If the answer is positive we ask the contingency question "where do you recognize it from?" The purpose was mainly to classify the participants according to what they really know about the DINCERTCO logo.

Finally, concerning the question format, the general way to format questions is to present all possible answers and let the participant choose the most appropriate. Nachmias (1996) also

defines four types of question format: the rating, the matrix, the semantic differential and the ranking questions. We only used the rating questions in our survey. The rating questions refer to the use by the researcher of a rating scale whenever he asks the respondents to judge something. We used this format to know the judgment of the respondents on the sustainable packaged products they already purchased.

### **3.3.3 Pilot study**

When starting the questionnaire for the survey, we realized that little information could be found concerning ecologically packaged products consumption. Thus it was difficult to know which question should be in the questionnaire and how to structure it in order to be able to answer the research questions. We established a survey questionnaire and we interviewed 120 persons. We realized then that we made some mistakes in the age subgroups and in some of the questions. In order to optimize the effectiveness of the survey, we analyzed the 120 respondents' attitudes regarding some unsure questions. By doing this pilot survey we realized that some of the questions were unnecessary while some others were good. Afterwards, we modified the structure of the survey and of the age subgroups and then started to interview other persons for what is the real survey.

### **3.3.4 Limitations of the survey**

According to Gilham (2007) it is obvious that if all the questions and all the possible answers are determined in advance, the aspect of discovery is much reduced. Our survey aims to understand and be able to analyze the sustainable packaging consumption as well as its impact on consumers. Our close-ended questions guided the respondents in their answers' choices. The reality maybe differs from their answers. The quality of our data is then limited by the simple fact that most of the questions were, as explained in part 3.3.2, close-ended.

## **3.4 Focus Group**

A focus group brings together a group of people of 8 to 10 to discuss a certain topic. In this thesis, a focus group containing eight people was assembled to discuss the concept of sustainable packaging. The aim of the focus group was to create a face-to-face discussion that would reveal thoughts, attitudes and feelings that did not appear in the one-on-one interview. In contrast to the survey, a focus group is much less informal and offer instead a more in-depth understanding of the target's perspectives and opinion which means the methodology is exploratory as explained in part 3.1.



### **3.4.1 Focus Group Sampling**

The second part of the sampling work for this study was the targeting of a focus group. By analyzing the data collected from the pilot study, we sampled a group of population that represents, according to our results, the profile of the consumer who are influenced to the sustainable packaging.

A focus group is a qualitative study, which means that the outcome may not be generalized. However, the purpose of the assembled focus group was to further interpret the quantitative research made on the customers' Hemköp, ICA and Willys.

### **3.4.2 Limitations of the focus group**

We tried to carry on the focus group according to the theory guidelines and tips. However we found one limitation that can be highlighted; this is the experience of the moderator. To come up with an accurate interpretation of the results the moderators should be well trained (Krueger, 1994). In order to diminish the impact of this point the group member selected to act as moderator had previous experiences from conducting focus groups for start-ups in Science Park Jönköping. During the focus group another researcher assisted checking that all topics were covered.

Another limitation is due to the settings of the focus group the moderator lacks the full control of the topic under discussion as a difference from one-to-one interviews (Krueger, 1994). In this particular case it was of our advantage that the participants started discussing additional points to the ones we had prepared for them since we found out further interesting views about the research topic.

To avoid the risk of distinguishing unique opinions merely of that particular focus groups and what can be generalized to a superior population triangulation can be used. Triangulation means comparing the results from our findings to research on the equivalent matter (Morgan, 1998). By comparing the focus groups with the survey results we can decrease this drawback. In addition the Kassel Model can be used as a third party research to compare our final results.

### **3.5 Data analysis**

By analyzing the data conducted from the survey and the focus group, Microsoft Excel was used. During the analyze procedure it was necessary to use this software program since it shorts down the time required to evaluate the results. The questionnaire was investigated through Excel in order to create tables, diagrams and pie charts. The goal was to give a detailed analysis of the consumers' habits and attitudes towards green consumption.

The analysis of the focus group and the questionnaire took place mutually and separated to match the research questions. In addition the research questions facilitated the procedure of analyzing the data since it helped as a guideline to understand the information that was obtained during the focus group.

### **3.6 Generalizability**

Generalizability is referred as external validity and concerns the level to which the research result can be generalized and applicable on other research frameworks. According to Nachmias (1996), external validity of a study can be guaranteed when a probability method is used, since it assures the representation of the sample. Consequently, a probability method was used when selecting the respondents for the survey and a generalization could be made of the result.

Customers from Hemköp, ICA and Willys were selected to be studied in this thesis. The purpose of the survey was to generalize the findings and use the result to implement on marketing strategies for similar companies to target their customers, although the intention was not to generalize the whole population.

### **3.7 Validity**

Validity is related with the question "Am I measuring what I intend to measure?" (Nachmias, 1996). There are three kinds of validity: content validity, empirical validity and construct validity. Content validity refers to the researchers' subjective evaluation of the measurements instruments and can decrease the validity. Empirical validity is linked with the connection between a measuring tool and the measurements result. To determine if a measuring tool is valid, there should be a strong connection between the outcome produced by applying the tool and the existent relationships obtainable among the variables measured. Construct validity is described as how well a measure is confirmed by theoretical assumptions and concepts (Nachmias, 1996). In this thesis, primary data was conducted from both a survey and a focus group and the intention is to study customers in the ages between 18 and 60+ years and their attitudes and

experience towards green consumption, therefore validity is essential. The questionnaire questions were constructed by sources as scientific articles from the library at Jönköping International Business School. By applying this reliable source increases the validity of the research and the questionnaire, which was used as a tool to measure. Using a focus group was another tool used to investigate consumers' attitudes and behavior. The moderator had predetermined questions during the interview that were constructed from scientific articles. The main benefit when using predetermined questions is that it allows measuring what is planned to measure. Further, an interpreter was installed in the focus group to translate when needed from English to Swedish, since the interview was conducted in English. However, the survey was constructed in Swedish since the majority of the participant is not fluent in English. That is why the questionnaire had to be translated into English that could have an affect to the validity because of the translations inaccuracy.

The content of this study has been conducted through databases, reports, scientific articles and books to enhance the validity in the data. In addition, primary data was collected through using a survey and a focus group interview.

### **3.8 Reliability**

Reliability refers to how accurate and reliable a measurement is. For instance, if you do a research five times and obtain the same result every time means that the reliability is ideal. When the outcome is reliable, a conclusion can be made that the chance did not affect the outcomes (Saunders et al. 2007).

According to Saunders et al. (2007), there are four main risks concerning reliability. The first risk, respondent error means for instance that when a survey was conducted during a week can affect the outcome. A person that answered the survey a Tuesday might have answered it differently compared to another person on a Saturday. The second risk, participant bias describes that the respondent might not give the honest answer about a certain matter but have answered to please the interviewer. The third risk, observer errors refer to when conducting a research the amount of observers can affect the outcome, because of the way questions were asked. If questions were not expressed in the same way by the interviewers' it could affect the variation of the result. The fourth risk, observer bias is linked to the analysis of the conducted data may vary between the researches'.

The data collection included both primary data and secondary data. The secondary data was conducted from the library's databases that consist of scientific articles and books. The reliability

of these sources is high and trustworthy since the articles, reports and books are investigated and screened before made public.

The primary data is collected from interviewer-administered questionnaires and a focus group, and can include several risks regarding the reliability. The survey was collected during 5 days at Hemköp, ICA and Willys in Jönköping. As Saunders et al. (2007) describe, a participants result from a survey can vary depending on which day it was conducted. A participant that answered to the survey questions on a Tuesday might vary compared to another participant on a Saturday. As a consequence, the result of the survey might have been affected. On the other hand, we tried to reduce the participant error by collecting the survey during different times of the day during one week. Concerning the observer error, we also tried to reduce this in the research by applying a standardized questionnaire in the survey. By using the same questionnaire in the survey and ask the questions in the same way, we managed to reduce the observer error. For the focus group we used predetermined interview questions and topics to discuss. A list of questions and subjects to discuss was listed before the focus group interview in order to facilitate the interview. Because of this, the reliability can be considered as high since the interview can be assembled again if required. During the focus group interview, one author was acting as a moderator and was the only one to lead the discussion, which reduced the observer error. By only using one moderator there were no risk that questions were asked in different ways which could decrease the reliability.

The discussion from the focus group interview was taped hence the observer bias can be reduced. The advantage of having the interview taped is that it is possible to go back to study the material which reduces interpretation error.

### **3.9 Trustworthiness and dependability**

Trustworthiness refers to the consistency between our findings and what the respondents said during the research. Many types of treats can arise if the researches or the participants manipulate the data resulting in biased finding (Lietz, Langer, & Furman, 2006), assert that different strategies can be found to cope with these threats and allow researchers representing the respondent's opinions. To enhance trustworthiness in the study triangulation and Audit trail are implemented.

The definition of Audit trail stated by the Oxford University is “The sequence of documents, computer files, and other records examined during an audit, showing how a transaction has been dealt with by an organization from start to finish” (Oxford, 2008). Since this is a scholastic study

we did not manipulate the findings, there is no additional intentions than to be consistent with what the participants from both the survey and focus groups have said. We feel free to claim that this research is not contemplating any profitability or to satisfy a third party. In addition all the material regarding original surveys and tapes and transcripts of the focus are available upon request as Audit trail measure to enhance trust.

Triangulation serves as strategy to increase trust. It can be defined as the comparison of research results with previous research in the same subject Morgan (1998). In this study the outcome from a survey conducted in Germany by the European Union in which 600 participants took place helped as a starting point to develop our survey and focus group questions. The study known as the Kassel Model allowed us to implement triangulation, further on we compared our own survey and focus groups to see if the findings correspond.

## **4 Empirical Findings**

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### **4.1 Empirical findings of survey**

The survey was answered by 110 participants which were divided in gender groups and then in five sub-groups according to their age, as described in part 3.4. The decision to divide the participants in five age groups was made first because of our lack of knowledge concerning the profile type of ecological consumers. The second reason is due to our desire to know and analyze the attitude of the adult Swedish population regarding the ecological consumption. The last reason was to first investigate and then analyze if there is a difference regarding the ecological consumption among these groups and if there is one if it is a significant one.

Questions concerning the level of education, the monthly income and the social status were also asked. According to the answers to these questions, we categorize the persons and we created different profiles such as women between 18 and 24, high school degree with a monthly income comprises between 0 and 10 000 SEK. The main goal of these questions was to identify the different existing profiles and put them in relation with the ecological consumption and then analyze their attitude towards this consumption. We also wanted to know if there is a relation between the consumer behavior and his or her level of education or monthly income. Indeed, high monthly income can indicate a high purchasing power. A high purchasing power can mean a possibility of buying ecologically packaged products regardless of the costs.

#### **4.1.1 Ecologically Packaged Products buying experience**

One of the first questions was in relation with the participant ecologically packaged products experience. We wanted to know if, first, the respondent is familiar with the ecologically packaged products and later on if he or she is used to buy these products. 76% of the respondents answered that they know these products and 57% of them are buying these products regularly.

### Knowledge of the Ecological label among both gender

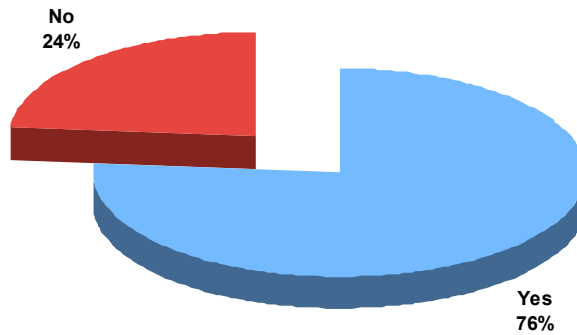


Figure 3 Knowledge of the Ecological label among both gender

The result shows that the awareness among the participants was high which means that the consumers know that there are ecologically packaged products.

### Do you regularly buy Ecological products?

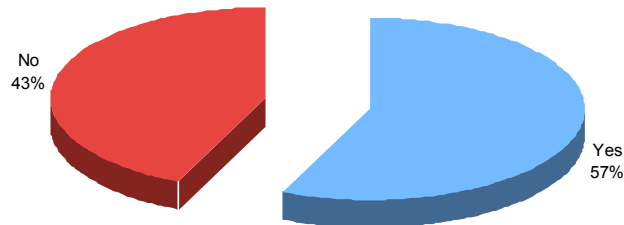


Figure 4 Purchasing ecological products

However, the amount of regular consumers was approximately the half of the participants. Then, we wanted to investigate who exactly is buying within this group of 57% of respondents. We divided the above result in two groups corresponding to the gender. The result shows that in

the 57% of respondents buying, 60% of the women are buying ecologically packaged products against 40% of the men interviewed.

### Who is buying Ecological products?

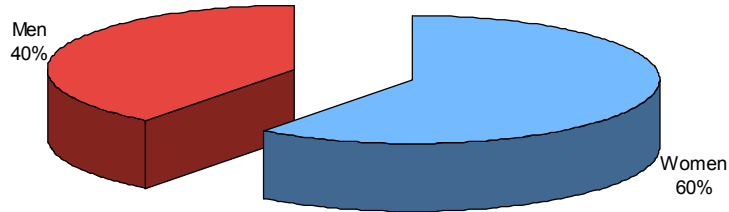


Figure 5 Purchasing ecological corresponding the gender

### Reasons for buying Ecological products

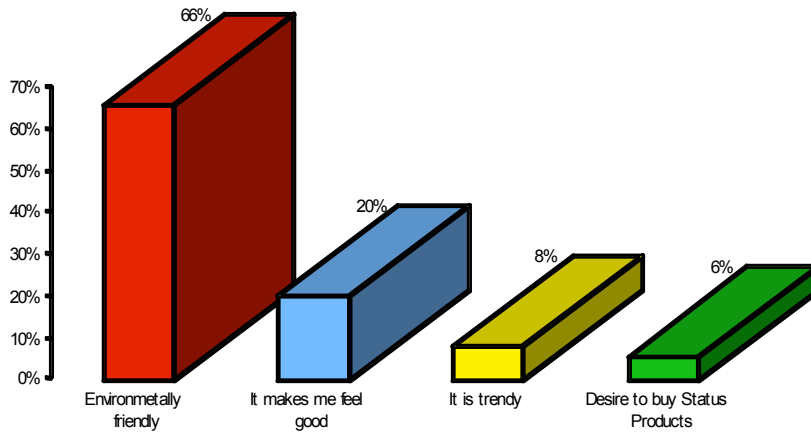


Figure 6 Reasons for buying ecological products

According to the results of question 7 from our survey, 66% of the respondents who buy ecological products do it because it is environmentally friendly. The second reason is the fact that buying ecological products make them feel good.

The difference between genders is not really important. The majority of the respondents in each gender group are buying ecological products because it is environmentally friendly and because it makes them feel good.



## 4.1.2 Awareness of sustainable packaging

Knowledge of Bio-degradable label among both gender

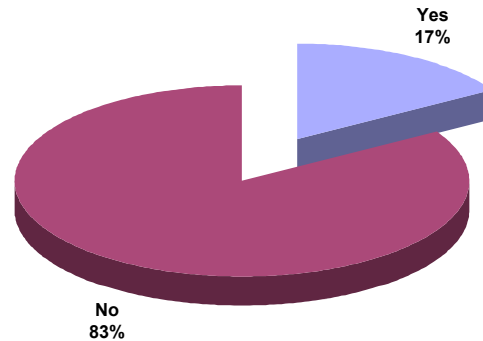


Figure 7 Knowledge of the Bio-degradable label

Respondents' knowledge concerning the biodegradable products label was quite low. Only 17% of the 110 participants are able to recognize this logo. 11% of the men interviewed knew this logo against 22% of the interviewed women.

Perceived benefits of sustainable packaging

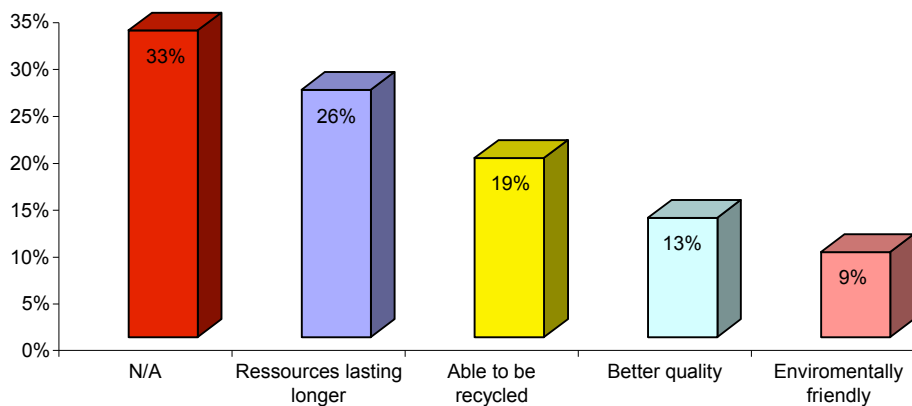


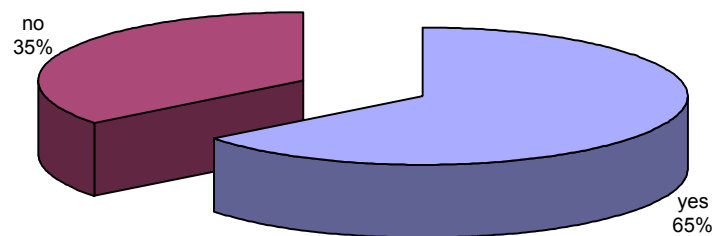
Figure 8 Perceived benefits of sustainable packaging

According to the results of question 15 from the survey, we notice that 33% of the respondents don't have any idea on what are the benefits of sustainable packaging. 26% of the 110 persons interviewed think that the main benefit is the longer life of the product. The ability of the product to be recycled comes in third position with 19% of the respondents.

When looking through the results within each of the gender group, we find out that the perceived benefits of sustainable packaging are not estimated the same way. Indeed, while 31% of the men perceive the longer life of the product as the first benefits, 27% of the women consider that the ability of the product to be recycled is the first benefit. The only obvious result is that 36% of the men and 29% of the women have a lack of knowledge concerning the sustainable packaging.

#### 4.1.3 Consumers' involvement in the sustainable packaging

**Are you willing to spend more to purchase sustainable packaging?**



*Figure 9 Willingness to spend more on sustainable packaging*

As shown in this pie chart, most of the respondents are willing to spend more money to buy sustainable packaging products. 35% of the respondents are still not willing to spend more for these products. The reasons for these answers are showed below.

### Reasons for spending more to purchase sustainable packaging

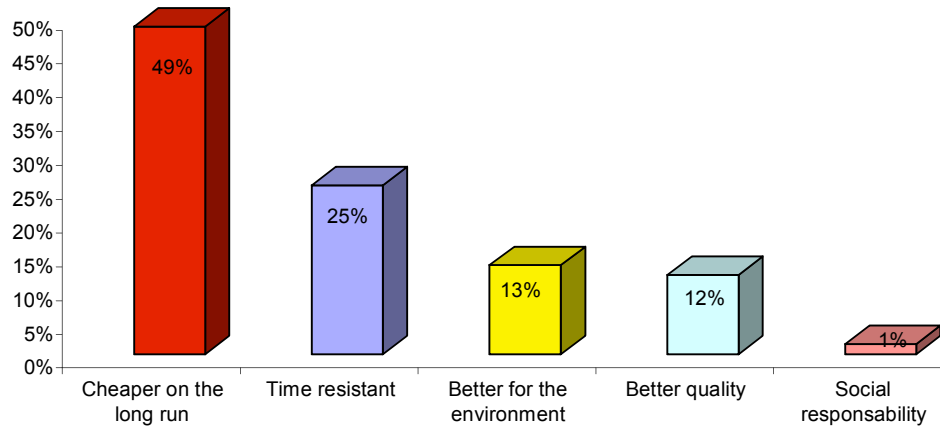


Figure 10 Reasons for spending more to purchase sustainable packaging

Almost half of the 65% of the respondents willing to pay more to buy sustainable packaging admitted that the reason why they will spend more is because of the inexpensiveness of the on the long term. The second reasons is different according to the genders; 38% of the men will spend more because of the time resistance of the product while 21% of the women will spend more because of the environmentally friendly aspect of the product.

### Reasons for not spending more to purchase sustainable packaging

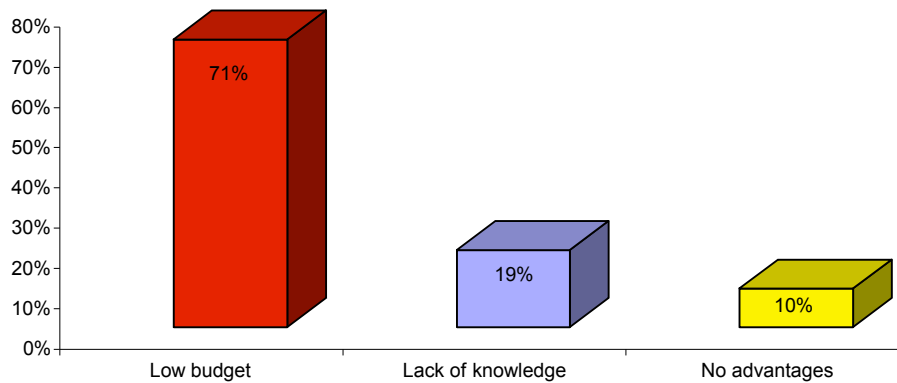


Figure 11 Reasons for not spending more to purchase sustainable packaging

The main reason for the respondents to not be willing to spend more on buying sustainable packaging is that the products are too expensive. Indeed, 71% of the 35% of respondents are

unwilling to spend more admitted that they have a low budget compared to the price of the sustainable packaging.

The second reason is the lack of knowledge from the respondents concerning these products.

## **4.2 Empirical findings of focus group**

### **4.2.1 Patterns on Shopping Behavior**

While trying to find behavior patterns and shopping habits in the two different groups we noticed that women tend to show a higher level of planned behavior when going shopping. They often make a list or write down what they consider to be necessary for their households. Men on the other hand are more spontaneous when going grocery shopping and shop based on their impulses and the mood they are on.

Once in store both groups admitted that they think about which product they need and then choose according to different attributes especially when they are about to buy what is considered as generic products or products in which you have the option to choose among different brands such as milk, fruits, pasta, juice, toilet paper, hygiene goods etc.

Some of the products attributes mentioned by them when selecting goods once in store were quality, price, package, brand and labels. Group 2 appeared to be more price sensitive and less aware of labels and certifications while Group 1 showed to be more conscious of labels and brand quality.

### **1.1 State of mind and emotions**

For the purpose of this paper we decided to dig into the thoughts and emotions of grocery shopping of the participants. The main reason is to research if consumers think about their buying decisions consequences on themselves and their surroundings. All of them admitted that they do consider the effects of using or consuming the product on them, however only a few of them consider the effects on the environment; *“When it comes to hygiene products and detergents I always read that is alcohol free or that it does not damage the ozone layer”* one participant said.

These results prove that wording in the package can influence consumer’s emotions and remind them about environmental consequences. For instance when the product highlights a positive environmental attribute like Palmolive’s new bottle that says, *“This plastic bottle uses 30% less plastic than the previous one”*.

#### 4.2.2 The effect of Labels

100% of the women in Group 1 stated that they have bought eco-products and 90 % are regular consumers of this type of products. 70 % of the male participants in Group 2 stated that they have done it as well; only 50% buy them on a regular basis. The labels and certification both groups recognize are “KRAV, Svan Markt, I Love ECO”, however they admitted that they do not know what exactly they stand for. Making it clear for us that when buying eco-labeled goods they ignore what is the logo symbolizing, what is the contribution to the environment or what is the advantage for themselves as consumers. When asked why they buy them the most common answers where:

- It’s good for the environment
- It makes me feel that I’m contributing
- They are good for myself (healthier)

An interesting statement of one the participants was:

*“Lately the whole store environment like the posters, colors, promotions and product displays are encouraging us to buy eco”*

From this argument another aspect that we did not take into consideration was brought up, the store atmosphere.

When we asked the remaining 40% of the male sample why haven’t they bought or why they don’t buy them on a regular basis they answered:

- They are more expensive
- Is not tasty, not the same quality, Eco means not the same flavor

Regardless of the gender and age the position adopted by them, results in a posture, which besides of being favorable towards eco-labels reflects “skepticism” towards the producer or the brand. They all coincided in being reluctant to believe if companies are really making a difference or are just part of their marketing strategies. Half of them are tired of products going “green or eco”, highlighting that some marketing campaigns seem ridiculous.

In both groups the participants between 20 and 25 or the ones that happened to be enrolled in a university or other upper secondary studies and live on the Swedish student budget (CSN) said that *“they would like to buy more eco-products, however they have some budget constraints.”*

### **4.2.3 The package Influence**

All participants coincided in the fact that the package design is important. The colors, information, and labels play a crucial role when choosing a good in store. They see the package as a representation or reflect of what is inside of it, meaning that a well-designed package reflects a high quality product. In resume the package has become a crucial marketing tool for products sold in retailers and grocery stores since its main function is not to protect the product anymore, is to actually make the sale.

Some of them stated that their loyalty for a brand started by picking up from the shelf the most attractive package. Lately the loyalty increases due to the quality of the product itself.

Mostly women claimed that sometimes they give preference to a product just because it has a certification or label even though they do not know what exactly the product contribution to the environment is. The men also agreed on the latest point. All of them think it's a good idea if companies would state on the pack the exact contribution or why is it labeled eco. One participant said that is not enough if the publish their environmental goals in their company reports or website, the normal consumers will never read them. One sentence stating the exact contribution would be enough to back up why the label is displayed. For example:

Saving energy, reducing the footprint, no plastic pollution, no fertilizers used, no water toxins, not harmful to the ozone layer etc.

### **4.2.4 Knowledge about the problem**

For us to conclude if marketers would be able to benefit from highlighting the implementation of sustainable packaging we need to investigate how much consumers know about the problem. By problem we mean the disadvantages that plastic represents once it gets into our environment.

When the participants were asked to mention the most common packaging materials the answer was glass, plastic and paper. While pointing out the pros of each of them it turns out that all of them are cheap and somehow safe alternatives. The negative aspect about glass is that it breaks they said. Paper on the other hand represents sawing off trees. All of them knew that plastic is a derivative from oil and that it can last a long time to disappear from 70 years to 1,000 according to different individuals.

The majority of them have read about marine life getting affected by huge amounts of floating plastic and from ever growing landfills in third world countries. This was further described as a

problem that the Swedish government has addressed in a smart way “Recycle and Re-use”. One participant said; *“Offering money for cans and bottles is a smart way.”*

#### **4.2.5 Awareness of Biodegradable Plastic (BDP) and attitudes regarding Marketing Campaign**

While sharing experiences, the DIN-CERTCO logo for biodegradable plastics was shown to them to evaluate the awareness and reaction of the participants obtaining that 95% did not recognize the logo. From the participants only 5% have heard from plastics that are compostable and of sustainable packaging. After explaining what the concept is, all of them said that they see it as an effective solution that will allow fighting against the problem of plastic disposal. They sympathize with the idea of more BDP especially in packaging, hygiene products, PET bottles, cutlery and plastic bags.

Everyone thinks is a good marketing starting point or at least more convincing than some other eco claims since the contribution is quite clear and it can be resumed in reducing waste. None of them will show preference to a certain retailer if biodegradable plastic products are an offer. As a matter of fact 100% of them said that they do not care how large the portfolio of ecological, green or environment friendly products is. When choosing retailers they choose based on location and secondly price reputation.

They claim that their loyalty to a brand could increase when biodegradable plastic are an offer, however the company has to succeed in communicating this effort since 95% of them do not recognize the DIN-CERTCO logo or have heard about sustainable packaging. Besides the fact of highlighting in the package that it is biodegradable the focus group mentioned that what is crucial is to promote the logo in mass media or at least somewhere in the store. They agreed that a board in the entrance of the store that displays the meaning of each logo and label used could be an easy way to educate consumers.

They see package or product biodegradability as an additional attribute that the commodity can have but not something that they are looking for or will have a strong influence in their decision making process

## 5 Analysis

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### 5.1 Research question 1

#### Who is the ecological consumer?

The ecological consumer has four main needs: the need for information, the need for control, the need to make a difference and the need to maintain current lifestyle (Ottman, 1996). If an offered ecological product allows the consumer to satisfy these four needs, then he will be easily willing to buy ecological goods.

We saw previously, in the theoretical framework, that women and men do not have the same purchasing behavior (Horowitz et al, 1998). Indeed, women tend to spend their money to buy products for their children and their husband while men tend to give a priority to products for their own consumption. A second factor that differentiates men and women consumption behavior is the fact that women are much more implicated in the consumption process than men. Women represent the largest group of consumers (Grunert-Beckman, 1997). Women are making the decision concerning the purchasing choices of daily items. Therefore, they are the ones deciding if they will buy responsible or not; if they will buy a product with a sustainable packaging or the same product with a classical packaging.

The results of our survey match these theories. Indeed, 67% of women are buying ecological products on a regular basis against 45% of men. The results of the focus group show that 90% of the participating women buy ecological products on a regular basis against 50% of the participating men. Moreover, the men group was more price sensitive and less aware of ecological labels and certifications than the women group, who was also more aware and conscious of brand quality.

Another interesting result to analyze is purchasing planned behavior. Indeed, as a result of the focus group, we can see that women tend to show a higher level of planned behavior when going shopping than men. As we saw in the theoretical framework, behavior is influenced by intentions represented by three factors: attitude to behavior, subjective norm and perceived behavior control (Ajzen, 1991). If the attitude to behavior and the subjective norm are in favor of buying the product, then the perceived behavior control will be stronger and consequently, the consumer will be more eager to buy the product. According to the focus group results, women attitude to environmentally friendly products is really strong. Indeed, they are much more concerned and aware about ecological products than men. Hence, women are the main group to target since they are the ones buying ecological products.



This element confirms once again the significant and central position of the woman in the purchasing process. The woman plans her shopping because she is buying for the entire family and not only for herself. She is consequently the one facing the product's packaging buying decision.

An important aspect that needs to be considered as a limitation of the answer to this research question may be the fact that the Swedish society is becoming more and more equal between genders. In fact, due to the egalitarian system, nowadays in Sweden, men will perhaps face the buying decision by themselves. Henceforth the consumption attitude will change accordingly and women will maybe no longer be the main ecological consumer in the years to come.

### ***Conclusion of research question 1***

Previous researches led us to the conclusion that women are the main eco consumers. As a result of our survey and focus group, women are more implicated and concerned than men about environmental matters. Women outrun men when it comes to buying regular grocery products as well as ecological products. To conclude with, we can say that marketers should focus on this group as a main target for ecological products.

## **5.2 Research question 2**

### **What can be the barriers to sustainable packaging?**

According to the survey we conducted among 110 respondents, the sustainable packaging awareness is really low. Indeed, according to figure 20 in appendixes, 17% of the participants are able to recognize the DINCERTCO logo. 11% of the 55 interviewed men (figure 21 in appendix) and 22% of the interviewed women recognized this logo (figure 22 in appendixes). When asking them what are the benefits of sustainable packaging, 33% of the participants did not have any idea (figure 23 in appendix). This unawareness was again confirmed by the unwillingness of the respondents to spend more money to buy sustainable packaging due to their lack of knowledge concerning these products. The survey findings show the unawareness from the consumers of the different way of packaging that is the sustainable packaging. This lack of awareness among consumers is the first barrier to sustainable packaging. Indeed, despite the increase of "information campaigns by public authorities and private firms and the public debate about packaging, waste, and related environment issues" (Thogersen, 1999) consumers are still confused about the difference between sustainable packaging and basic packaging. With this lack

of knowledge, consumers are confronted to a hesitation when making a packaging choice. Knowing that consumers' buying decisions are highly influenced by their moral view, a lack of knowledge will lead to loyalty to the basic packaging which has been used for a long time and did not provoke any disappointment.

Another important element that needs to be considered as an obstacle is the consumers' behavior toward the responsibly purchasing. According to Valor (2008), "consumers will not be able to buy responsibly". Even if consumers feel implicated in the environmental question, they are not "full-time consumers". They have different roles in the society such as mothers, workers, students... It means that they cannot be devoted to a single role, which is a consumer.

Moreover, consuming responsibly is seen as a time consuming activity, economically disadvantageous and stressful. Most of the consumers are buying responsibly because it is good for the environment and they feel concerned. 66% of respondents buying ecological products do it because it is environmentally friendly (see figure 17 in appendix).

Furthermore, if the consumer takes into considerations the trade-offs often generated by the sustainable consumption, the chance to buy responsible is reduced (Peattie, 2001). Considering both the perceived costs to buy an ecological product and the perceived benefits of this product, the consumer will be able to make a decision whether buying the product or not. The perceived costs can be associated to the petrol spent to go and buy the ecological product as well as the time spent to find a retailer offering the product. The obvious problem is that in green consumption, the perceived costs exceed the perceived benefits of the product. This leads automatically to a reduced chance of buying the product.

As a result in our survey, 35% (see figure 26 in appendix) of the 110 participants are not ready to spend more money to buy sustainable packaging products. Among these 35% of respondents, 71% declared that the reason is because the price is too high compared to classical packaging (see figure 32 in appendix). The focus group results also show that an important part of consumers feel concerned by the environment and are willing to buy sustainable packaged products but cannot afford them most of the time.

### ***Conclusion of research question 2***

It can be concluded that two major obstacles to the development of sustainable packaging have been identified: the lack of knowledge and the costs associated to the purchase.

The lack of knowledge refers to the lack of consumers' information regarding sustainable packaging. One third of the respondents don't know the difference between a classical packaging and a sustainable packaging. It is considered as a barrier because knowledge of the product is a

requisite for consumer to be able to buy the product. Thus the lack of knowledge leads to a slow development of the product in the market.

The price is an important factor taken into consideration when making a buying decision. If two products have the same benefits for the consumers but one is more expensive than this other, most of the consumers will choose the cheapest one. However, if they feel that the product is environmentally friendly, they will buy it and will decide to buy responsibly. But if this expensive product is hard to find and if it is also difficult to get information concerning it, then the consumers' choice will turn to the cheap one.

Why using petrol to drive for example 50 kilometres to reach a retailer proposing an ecological product? If a consumer wants to buy an ecologically packed product and be environmentally responsible, he or she will not use petrol to buy this typical product; the fuel spent would probably have a negative impact on the advantages obtained by purchasing the ecologically packaged product.

### **5.3 Research question 3**

#### **How can marketers increase brand equity through sustainable packaging?**

Brand equity takes an important place in the companies' marketing strategies. The goal of companies is to create true brand loyalty through trustworthiness. The concept of brand trust comes mainly from experiences with the brand (Rempel et al, 1985). If the purchased good meets the expected criteria and also the criteria described by the brand, the experience will be seen as positive and the change of repeat the purchase is high. To reach this step of loyalty in the sustainable domain, companies need to increase their information campaign as well as setting up advertisement campaigns that aim to influence consumers' behavior and attitudes with regards to the sustainable packaging benefits.

As a result of our study, consumers are not enough aware of the benefits of sustainable packaging. Information about sustainable packaging and generally about environmentally friendly products is apparently not efficient. Moreover, green marketing is accused of pushing up prices due to constant advertisement expenses and sales promotion. We can wonder if these expenses are well distributed. Indeed, on one side consumers are complaining due to a lack of knowledge on sustainable packaging and on the other side, companies are over spending money to inform and persuade consumers about the benefits of sustainable packaging. There is a misunderstanding situation that could lead to a failure of sustainable products development. The focus group shows that 40% of the men group do not buy ecological product due to scepticism

towards the green producer or the brand itself. They do not know if companies really make a difference or if the sustainability is just a part of their strategy. Moreover, critics are accusing packaging and promotion of only adding psychological value to the product rather than the real practical value. Finally, marketers are accused of deceptive marketing practices on the price, promotion and packaging (Kotler et al, 2008).

It is essential for marketers to understand the consumers behavior concerning purchasing responsible and to avoid the pitfalls explained above. The survey result (Figure 17 appendix) indicates that the consumers buying ecological labelled products want to be environmentally friendly. But are they? Previous research states that consumers evaluate their purchase if their decision can contribute. If the evaluation is positive, the consumer will most likely purchase responsibly (Valor, 2008). The information consumers' are taking into account can come from both informal sources such as mass media or formal sources as seminars and education.

Marketers need to assure that correct information is reaching the consumers. As a result of the focus group, the majority of the participants would like to see on the product packages how the product is contributing to the respect of the environment. Additionally, similar information could be located in the entrances of retailers to explain what different eco labels stand for.

Hence, the first factor that can increase the consumption of sustainable packaging is the communication and promotion of the product among consumers. If they know what they are buying and what are the effects of this purchase for the environment, they will tend to buy the product more easily than if they lack the information.

The ability to offer products that can satisfy both the consumer and the environment is an important factor that can increase the development of sustainable packaging and later on the brand loyalty. Indeed, if it is proved that the good is beneficial for the environment as well as for the consumer then the responsible consumption can be made. "When consumers believe that their purchase decision may make a difference, they are more likely to buy responsibly" (Valor, 2008). If the consumer feels involved in the benefits of his or her purchase, he or she will consider that this purchase can make the difference, thus the chance to purchase the good is higher.

Another factor is the availability. When choosing retailers, the focus group participants admitted that their choice is based on location and secondly price reputation. If the sustainable packaging is available in the local retailer, the chances for the consumer to buy are higher than if the product is only available in one retail store in the same city at 15 km away. Retailers should make the sustainable packaging more available in the stores because of the barrier of cost such as traveling to a certain retailer and looking for a brand, which is mentioned earlier. According to

previous research, consumers are less likely to make a responsible purchase if they have to make a substitution between prices and non-economic criteria (Carrigan & Attalla, 2001).

### ***Conclusion of research question 3***

Two significant elements that we can point out are first the implication of the majority of the consumers in the respect of the environment and second the importance of the package designs in their buying decision choices and loyalty. These two elements show that a designed and sustainable packaged product will have a positive impact on consumers buying decision and then on their loyalty.

We realized through our survey and focus group that the communication of information concerning sustainable packaging is missing. Both survey and focus group participants found it hard to get information. By developing the communication among consumers, they will be able to consider buying or not the product according to what their needs are and what they are ready to spend to buy responsibly.

The promotion of sustainable packaging as mentioned in the focus group could increase the consumption of sustainable packaging. By promoting dual beneficial aspect of the product, benefits for both consumers and environment, the sales will automatically increase.

The availability of a product influences the impact on its purchase. Proposing sustainable packaging in big groceries stores as well as in small convenience stores will allow the consumer to optimize some of his or her costs: time spent and distance travelled to buy the product.

## 6 Conclusion

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By doing this research study, we are first able to confirm that women are the main consumers of sustainable products followed by evidences that there is a possibility for sustainable packaging and for sustainable products in general to be used as a marketing tool to increase brand equity. It has been proved in this study that first consumers feel concerned in the respect of the environment and second, they give a big importance to the packaging design. Indeed, the packaging reflects the brand quality and image.

The possibility for sustainable packaging to be used as a marketing tool to increase brand loyalty is high. However, the actual situation of the sustainable packaging needs to be improved to reach a brand loyalty level.

It has been proved that more than the half of the consumers is buying ecological products. Despite of this amount, there is still a big lack of information and knowledge concerning sustainable packaging. Consumers clearly express the fact that they would appreciate to get more information about the environmental products available in their ordinary shopping stores. An improvement is needed concerning both the communication and the advertisement. Indeed it has been demonstrated that the advertising campaigns needs to be more focused on the real target, which is women. By influencing women perceptions and attitudes towards these sustainable packaging, the impact on the women planned purchasing behavior will lead to an increase in brand equity.

Finally, it has been proved that brand loyalty is linked to the appreciation of the brand, brand image, and previous experiences with the brand. It has also been shown that one third of consumers from our study start to be loyal according to the package attractiveness (the package makes the sale) and later on according to the product quality. This shows that there is a direct link between packaging and brand loyalty.

By taking into consideration the fact that consumers tend to be influenced by eco labeled products and are attracted to a product first due to its packaging, and also by including the improvement expected by consumers regarding sustainable packaging, we can conclude that marketers can use sustainable packaging as a tool to increase brand equity.

Based on the results of both studies it can be said that the implementation of “sustainable packaging” can be used as a marketing strategy to highlight Corporate Responsibility

## **6.1 Recommendations**

One of our aims doing this thesis was to be able to give recommendations of how marketers should target the market and which strategy they could adopt to influence the consumer in his or her ecological buying decisions. Through previous researches, a survey and a focus group some relevant and significant elements have been found.

More than the half of the consumers is buying ecological products. Despite of this amount, there is still a big lack of information and knowledge concerning sustainable packaging. It has been proved that the majority of the consumers would like to obtain more information concerning both the benefits of sustainable packaging for the environment and for them. An improvement in the communication process will lead to a more efficient transmission of knowledge. Therefore, the result might be an increase of the awareness that will enhance the consumption and the brand loyalty.

As mentioned previously, women are most likely to be the ones being part of the purchasing process and consequently the ones making the decision whether to buy an ecologically packaged product or not. By targeting this group of consumers, the chances of reactions to an advertisement campaign might be higher than targeting another group of consumers. The advertisement campaign should be directed to women. Women should feel concerned by the campaigns. However, there is a limitation when targeting women when it comes to ecologically packaged products. As a result of previous research and the focus group, women purchasing behavior is planned. According to the planned behavior theory (Ajzen, 1991), information advertisement campaigns do not have an important impact on the consumer. By setting up information campaigns among women to inform them about the advantages of certain products will only increase their awareness. Indeed, a campaign to just inform the consumer will not lead to a change in his or her attitude towards a range of products. On the contrary, advertising campaign aiming to change consumers' behavior will have more influence on the consumers.

## **6.2 Further studies**

A further study aiming to determine the ecological consumer will be interesting to connect to the result of our study. We already know the gender of the ecological buyer but it has been really difficult to establish the ecological consumer age, income, employment situation or lifestyle. This further study will be interesting to understand if the income, the age and the number of children influence the purchasing behavior. A connection between our thesis and this further study to

show if the advertisement campaigns can deeply influence women planned purchasing behavior towards sustainable packaging.

Another further study that would be interesting to investigate would be a study about the relation between sustainable products availability and brand loyalty. Does the occasional availability of the sustainable products have an influence on the degree of brand loyalty of these products? By linking this study to our thesis we can determine if the brand loyalty concerning sustainable products is related to the store offer.



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## **Appendixes**

Appendix 1: Survey in English

Appendix 2: Survey in Swedish

Appendix 3: Empirical findings of the survey

## Appendix 1

*We are three students from Jönköping International Business School and we are currently doing our thesis. We are implementing a market research to identify if the customer's loyalty to a certain brand increase when sustainable packaging are offered. Your participation will be treated confidentially.*

Select an alternative!

### 1. Gender

- Man
- Woman

### 2. Age

- 18-24
- 25-34
- 35-44
- 45-59
- 60+

### 3. Familial status

- Married
- Engaged
- Living with someone
- Single

### 4. Employment status

- Student
- Unemployed
- General employee
- Own my own business

### 5. Which of these logos do you recognize?

*(Select one option or many)*



*If you don't recognize any of them, please go to question 8.*

### 6. Do you regularly buy products labeled with those logos?

- Yes
- No

*If your answer is no, go to question 8.*

### 7. Which of the following describes best your personal motivation to buy Eco labeled products?

- I want to be trendy
- It makes me feel good
- I want to be environmentally friendly
- I want to buy status products

### 8. Have you heard of sustainable packaging?

( Sustainable packaging materials are possible to recycle compared to conventional plastic.)

- Yes      No

**9. Sustainable packaging is made of recycled material and include several benefits: It is safe, beneficial for the consumer and the environment. It also utilizes clean production technologies. If you knew this would you consider to buy the product?**

- Yes  No

**10. Do you recognize this logo?**



- Yes  
 No

*If your answer is no, go to question 16.*

**11. Where do you recognize it from?**

- Magazine  
 TV  
 Grocery store  
 Other

**12. Have you bought products labeled with that logo within the 6 last months?**

- Yes       No

*If your answer is no, go to question 16.*

**13. If your answer was yes, what do you think about the quality?**

*(Make a circle around the alternative you find the most suitable, 1=strongly dislike  
5=strongly like)*

1                      2                      3                      4                      5

**14. Would you buy it again?**

- Yes       No

**15. Which are the benefits of these products?**

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**16. What do you think of the idea of replacing conventional plastic packaging by sustainable packaging?**

*(Make a circle around the alternative you find the most suitable, 1=strongly dislike  
5=strongly like)*

1                      2                      3                      4                      5

**17. Sustainable packaging products suits very well for:**

- Food
- Hygienic products
- Cosmetics
- Plastic bags

**18. I would buy more sustainable packaged products if the benefits for the environment were clearer.**

- Don't agree
- Don't know
- Agree

**19. Which of both arguments do you find to be more convincing?**

1. The packaging is environment-friendly because it's made of renewable raw materials.
2. The packaging is environment-friendly because of its compostability.

- Argument 1 is more convincing
- Argument 2 is more convincing
- Both equally convincing
- Don't know

**20. Would you, in principal, pay more for products with sustainable packaging?**

- Yes  No

**21. Why?**

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**22. Highest level of completed education**

- Elementary school
- High school
- University (undergraduate degree)
- University (postgraduate degree)

**23. Income per month**

- 0-10 000 kr
- 10 000-15 000 kr
- 15 000-20 000 kr
- 20 000-25 000 kr
- 25 000+ kr

**Thank you for participating!**

Aaron Gonzalez

Fredrik van Huynh

Waseem Yousef

## Appendix 2

*Vi kommer från Jönköpings Internationella Handelshögskola och skriver vår C-uppsats inom Marknadsföring. Vi gör en marknadsundersökning med syfte att identifiera om en konsuments lojalitet till en specifik detaljhandel som t.ex. ICA och Coop ökar, om produkter med biologiskt nedbrytbar förpackning erbjuds. Din medverkan kommer att behandlas konfidentiellt.*

**Välj ett alternativ!**

### 1. Kön

- Man
- Kvinna

### 2. Ålder

- 18-24
- 25-34
- 35-44
- 45-59
- 60+



### 3. Civilstatus

- Gift
- Förlovad
- Sambo
- Singel

### 4. Yrke

- Student
- Arbetslös
- Heltidsanställd
- Eget företag

### 5. Vilka av dessa märken känner du igen?

(Välj ett eller flera alternativ)



Om du ej känner till något av märkena, gå till fråga 8.

### 6. Köper du regelbundet produkter märkta med dessa märken?

- Ja
- Nej

Om ditt svar är nej, gå till fråga 8.

### 7. Vilket av följande alternativ beskriver bäst din personliga motivation att köpa ekologiskt märkta produkter?

- Jag vill vara trendig
- Jag mår bra av det
- Jag vill vara miljövänlig
- Jag vill köpa status produkter

### 8. Har du hört talas om förpackning som kan återvinnas?

- Ja
- Nej

**9. Det finns förpackning som är helt återvinningsbara (sustainable packaging) vilket betyder att materialet återanvänds samtidigt som den inte lämnar något farligt efter sig. Det finns många fördelar med denna sorts förpackning, bland annat är det säkert, och både bra för konsumenten och miljön. Produktionen av materialet är också miljövänligt. Om du kände till detta, skulle du köpa en produkt med liknande förpackning?**

- Ja
- Nej

### 10. Känner du till detta märke?



- Ja  
 Nej

*Om ditt svar är nej, gå till fråga 16.*

**11. Var har du sett det?**

- Tidning  
 TV  
 Detaljhandelsaffär  
 Annat

**12. Har du inom de senaste 6 mån köpt något med detta märke?**

- Ja  Nej

*Om ditt svar är nej, gå till fråga 16.*

**13. Om ditt svar var ja, vad tyckte du om kvalitén?**

*(Ringa in det alternativ du finner mest lämpligt, 1=väldigt dåligt  
5=väldigt bra)*

1                      2                      3                      4                      5

**14. Skulle du köpa det igen?**

- Ja  Nej

**15. Vilka är fördelar med de produkterna?**

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**16. Vad tycker om idén att byta ut sedvanlig plastförpackningar mot återvinningsbar förpackning?**

*(Ringa in det alternativ du finner mest lämpligt, 1=väldigt dåligt  
5=väldigt bra)*

1                      2                      3                      4                      5

**17. Återvinningsbar förpackning passar bra till:**

- Mat  
 Hygien produkter  
 Kosmetika  
 Plast påsar

**18. Jag skulle köpa mer produkter med återvinningsbar plastförpackning om fördelarna gentemot miljön var tydligare.**

- Instämmer ej  
 Vet ej  
 Instämmer

**19. Vilket av dessa två argument finner du mer övertygande?**

1. Förpackningen är miljövänlig eftersom den är tillverkad av förnyelsebart material.
2. Förpackningen är miljövänlig eftersom den är återvinningsbar.

- Argument 1 är mer övertygande
- Argument 2 är mer övertygande
- Båda är lika övertygande
- Vet ej

**20. Skulle du betala mer för produkter med återvinningsbar förpackning?**

- Ja
- Nej

**21. Varför?**

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**22. Utbildning**

- Grundskola
- Gymnasium
- Universitet (Kandidatexamen)
- Universitet (Magister eller högre)

**23. Inkomst per månad**

- 0-10 000 kr
- 10 000-15 000 kr
- 15 000-20 000 kr
- 20 000-25 000 kr
- 25 000+ kr

**Tack för din medverkan!**

Aaron Gonzalez  
Yousef

Fredrik van Huynh

Waseem

## Appendix 3

Figure 1

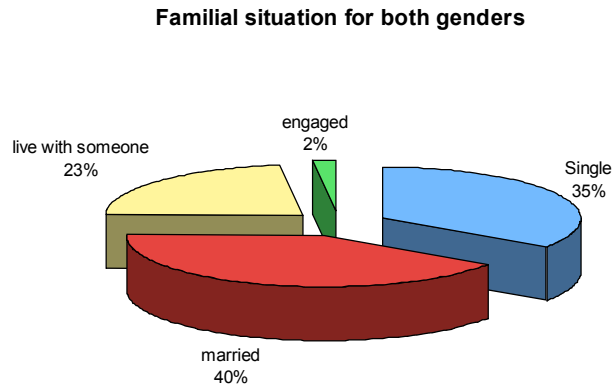


Figure 2

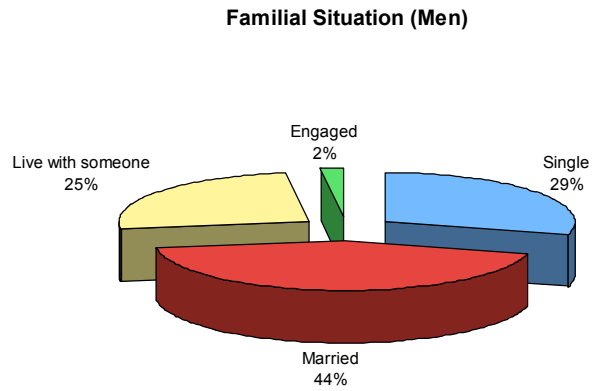


Figure 3

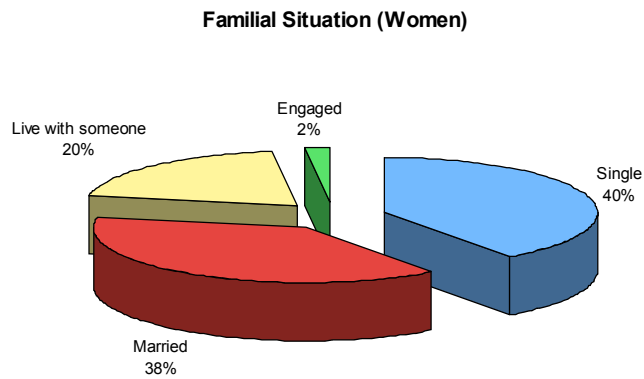


Figure 4

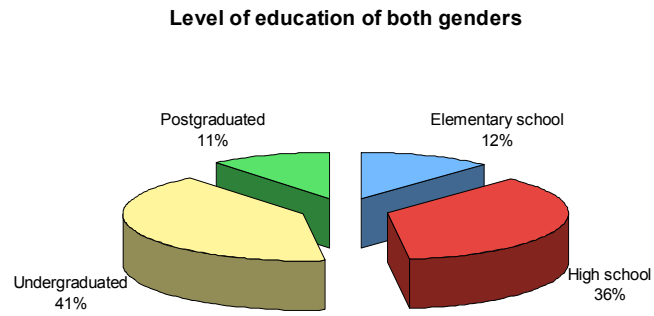


Figure 5

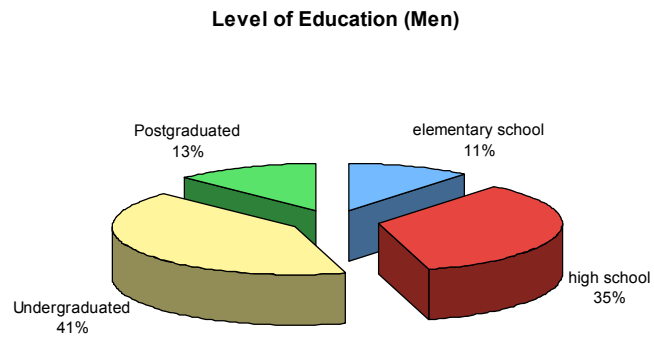


Figure 6

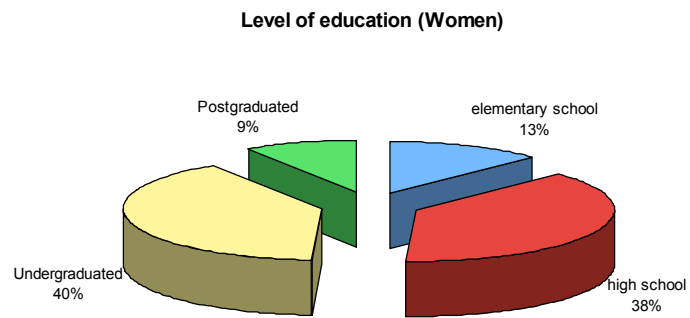


Figure 7

Monthly Income for both genders

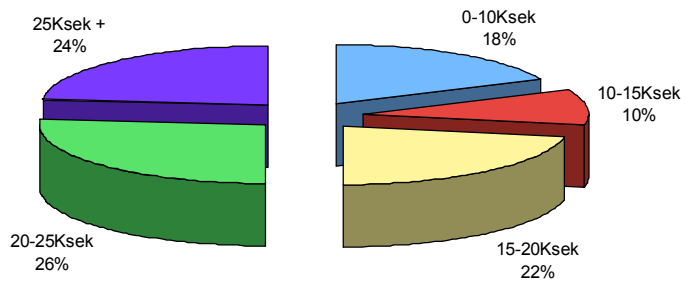


Figure 8

Monthly Income (Men)

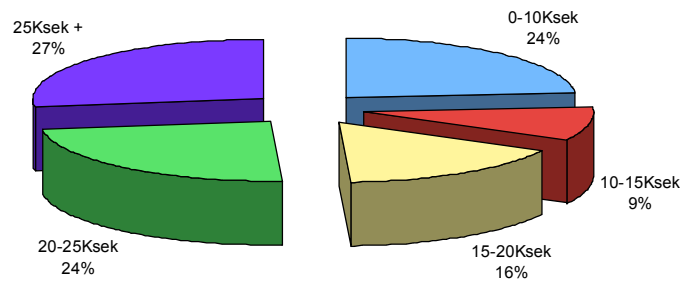


Figure 9

Monthly Income (Women)

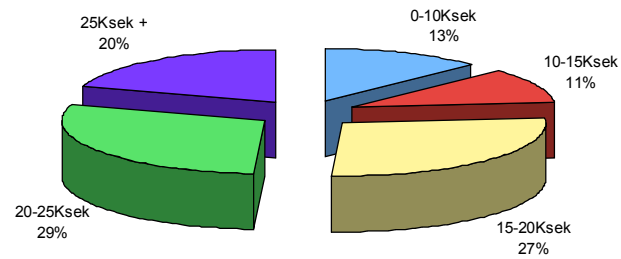


Figure 10

Knowledge of the Ecological labels among both gender

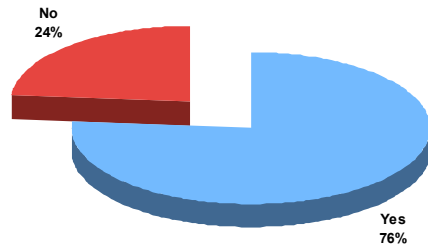


Figure 11

Knowledge of the Ecological Labels among men

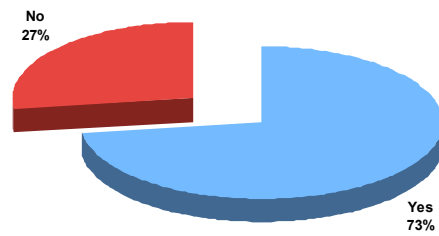


Figure 12

Knowledge of the Ecological Labels among women

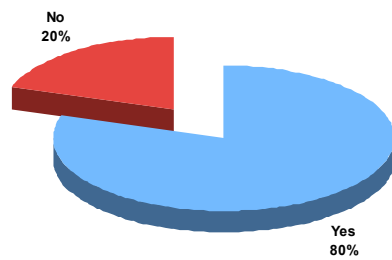


Figure 13

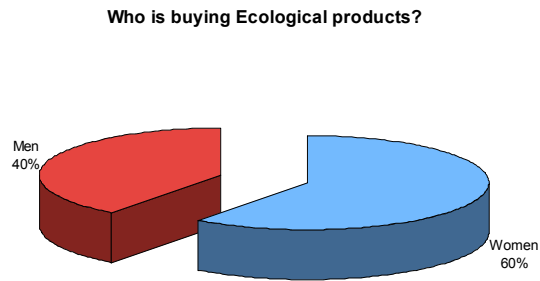


Figure 14



Figure 15



Figure 16

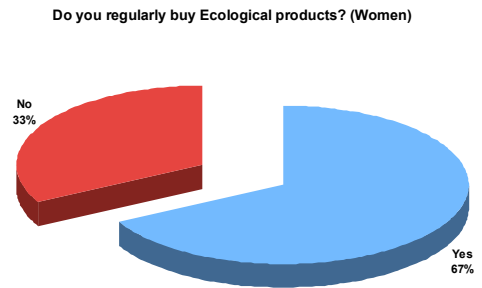




Figure 17

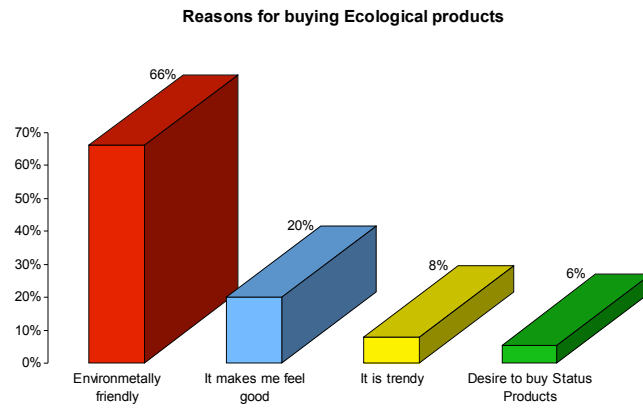


Figure 18

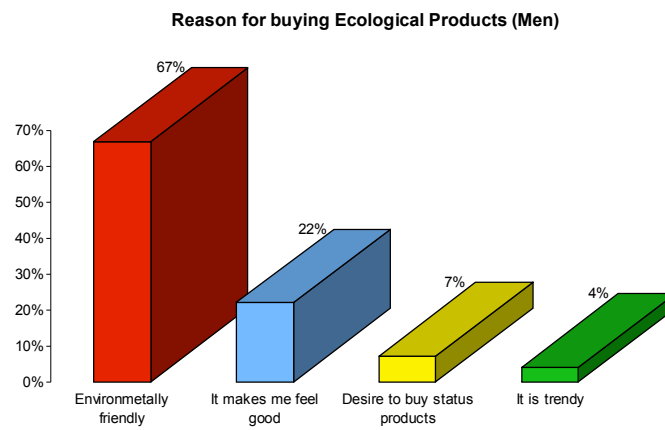


Figure 19

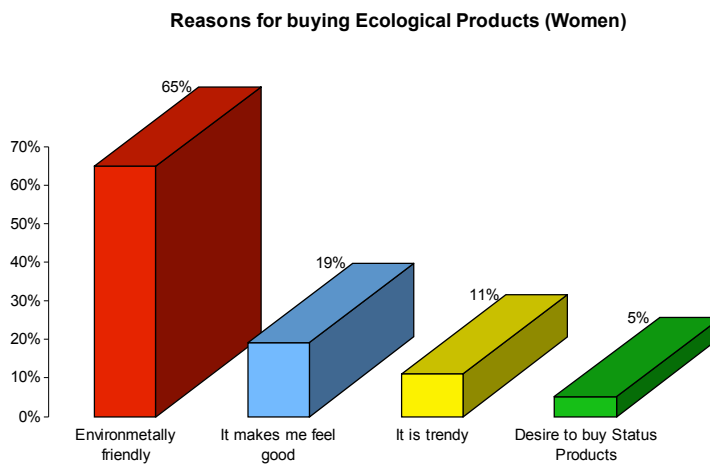


Figure 20

Knowledge of Bio-degradable label among both gender

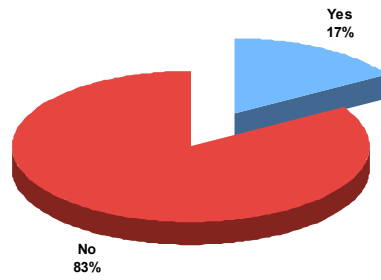


Figure 21

Knowledge of the Ecological Labels among men

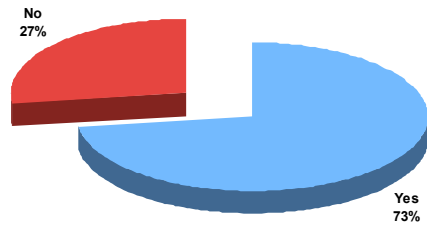


Figure 22

Knowledge of the Ecological Labels among women

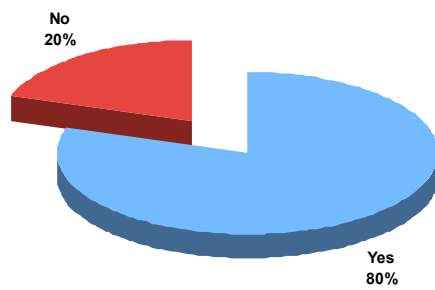


Figure 23

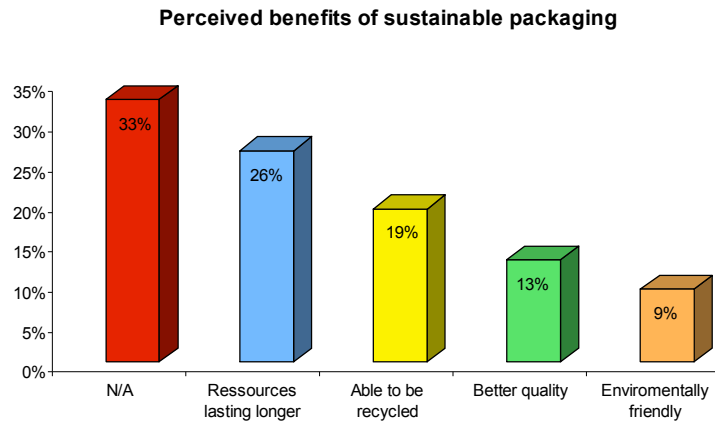


Figure 24

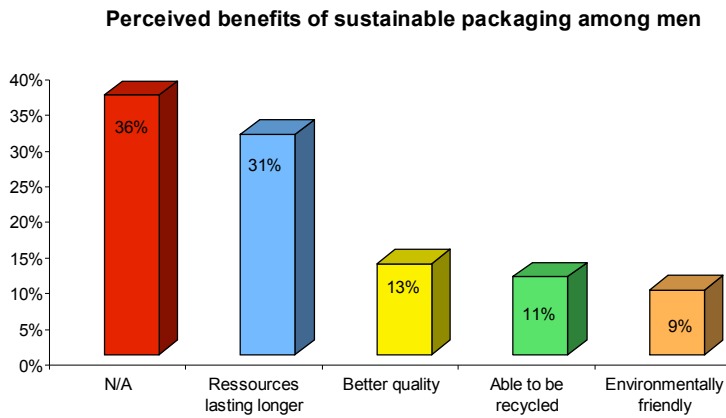


Figure 25

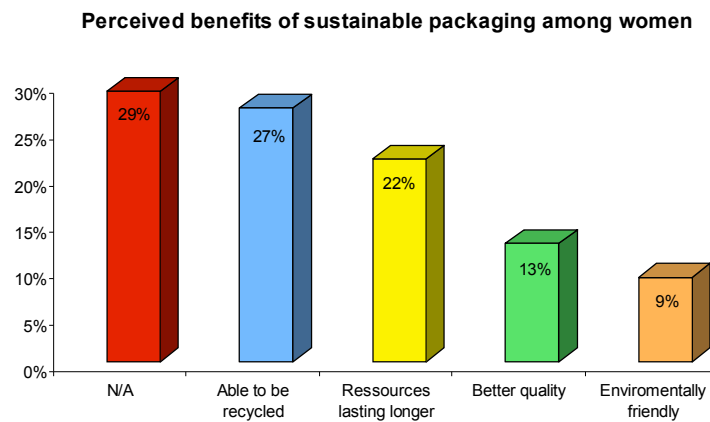


Figure 26

Are you willing to spend more to purchase sustainable packaging?

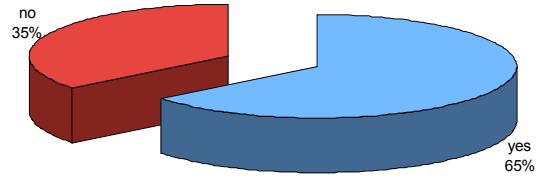


Figure 27

Are you willing to pay more to purchase sustainable packaged products? (Men)

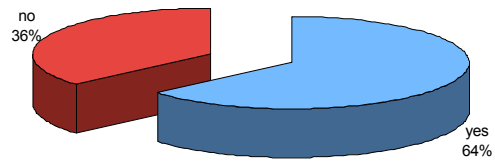


Figure 28

Are you willing to pay more to purchase sustainable packaging? (Women)

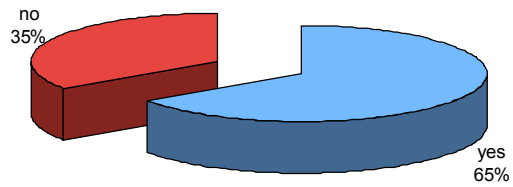


Figure 29

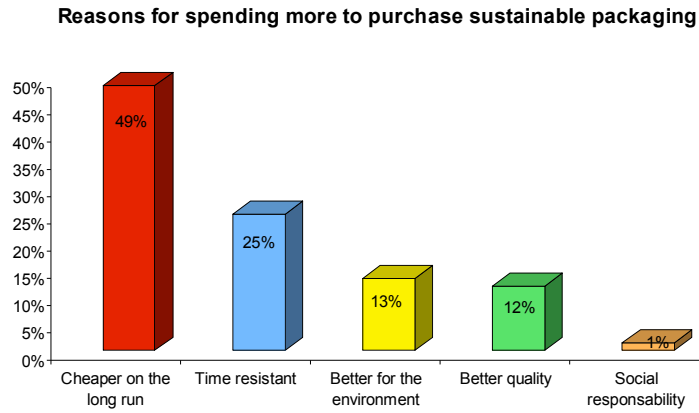


Figure 30

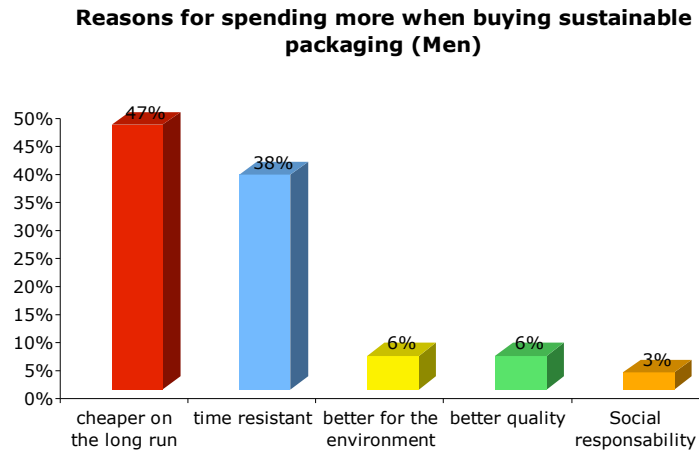


Figure 31

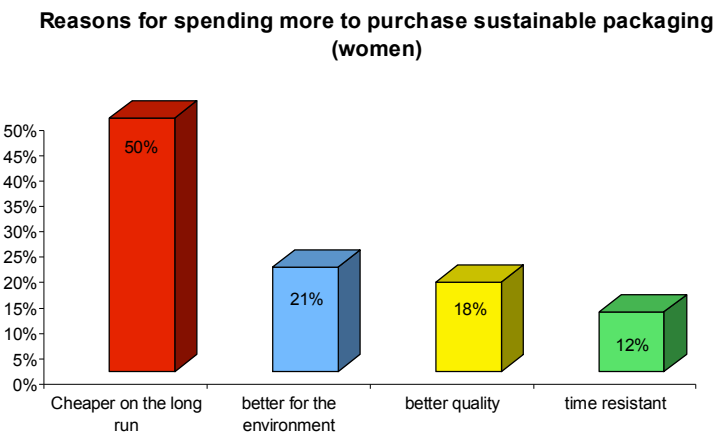


Figure 32

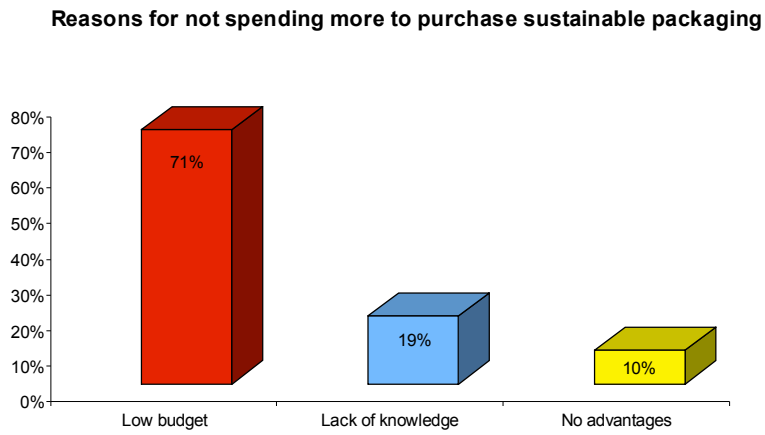


Figure 33

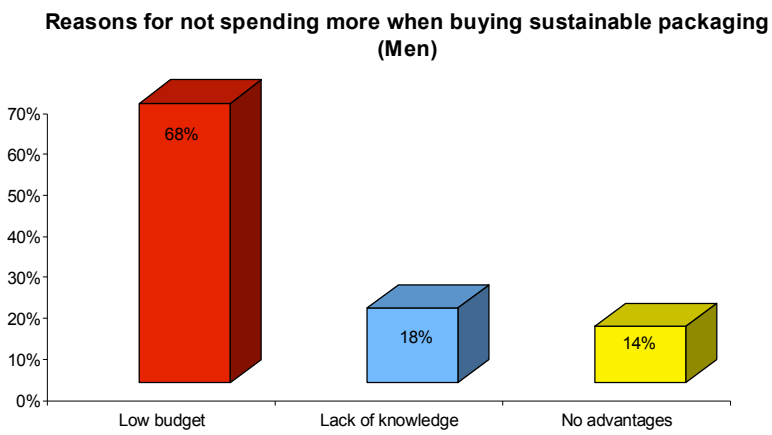


Figure 34

