# BTH 36301

Bacheloroppgave i markedsføring

Bacheloroppgave

The Green Shift and Consumer Behaviour

| Navn: | Rebecka Viktoria Sterri |
|---|---|

| Utlevering: | 06.01.2020 09.00 |
|---|---|
| Innlevering: | 03.06.2020 12.00 |

# Bachelor Thesis

# BI Norwegian Business School

# - Green Shift & Consumer Behaviour -

Exam code og name:

## BTH 3630 – Bachelor Thesis Marketing

Start date:

06.01.2020

Turn in date:

03.06.2020

Campus:

BI Oslo

# Preface

After three years at BI Norwegian Business School I am completing my bachelor of Marketing Management with a thesis looking at the Green Shift and Consumer Behavior. The past three years have been filled with new experiences and challenges which I have learned a lot from as well as many subjects which I have enjoyed studying. I am excited to be able to present a thesis on a topic of interest as well as show what I have learned.

I would like to especially thank Linn-Birgit Kampen Kristensen for guiding me through the process of writing this thesis. Thank you for giving me useful feedback throughout the entire process, being positive and encouraging.

I would also like to thank everyone who responded to my questionnaire.

Thank you to BI Norwegian Business School, professors and fellow students who have made these three years unforgettable. I am excited to share my bachelor thesis looking at how the green shift affects consumer behavior.

Happy reading!

# Table Of Contents

# Abstract

The increased attention to the word 'green' has not only caused a shift in consumers behavior but has rippled its way into the business world as well. This can not only be seen in new marketing messages, from many world known companies and brands, but in consumers buying habits and opinionated media content. How have buying habits possibly changed in consumers because of this green shift?

Past research has looked at a wide specter of topics within the 'going green' movement. Going through previous research there were reoccurring topics that would be interesting to test in the aspect of change in behavior. Evaluating the topics green marketing, green consumers, individual & purchasing power, it would allow better insight to how the green shift possibly affect changes in consumer behavior.

Using theories such as ELM, TRA, PMO and motivators gave insight into how to formulate hypotheses that could give telling results as well as allowing reasoning to the results. Gathering data through a questionnaire allowed the hypotheses belonging to the topics of green marketing, green consumer, individual & purchasing power, women vs. men, age and media to be tested and to be later analyzed. These tests led to finding conclusions for each of the topics. The conclusions found, seem match those of previous research on these topics.

The conclusions are, that people don't, in general, value green marketing. Consumers who feel that they can contribute and feel that their contribution helps the environment, will affect their buying habits. An individual that sees themselves as sustainable, will want to purchase green products, as well as be willing to alter their current buying behavior. Women are more willing to pay more for green products. The younger generations are concerned about their environmental impact. Consumers who spend more time on social media are more aware of the ongoing climate discussions.

# 1.0 Introduction

## *1.1 Background to topic*

"Times are changing" and "irreversible change" are some phrases that we have often heard in recent years, but what is changing? A wave that has hit globally, is talks on climate change (Fountain, 2019; Merzdorf, 2019; Smith, 2019; Willingham, 2019). This topic comes with a wide spread of opinions, many believe in it, many don't, and many just aren't experiencing its effects. In the last year it has become a sort of youth against adults discussion in the media, on how the adults of this world are ruining the world for the children and youth of today (BBC, 2020).

Having studied Environmental Science and knowing what might be required to be environmentally friendly, as the youth are begging the world to become, the question arises whether there is sufficient knowledge of what is required of everyone. BBC wrote an article on how to be more eco-friendly in everyday life, and it covered the points of fashion (buying less, look for eco-friendly materials), food (plant based diet, eating more local food, think about packaging), beauty (ditch face wipes, buy package free), and how we travel (Rahman-Jones, 2019).

Are we aware of what it actually takes? These recent trends and discussions about climate change got me thinking about how these discussions actually are affecting markets and businesses. Have these recent arguments also have seeped into consumers buying habits?

## *1.2 Subject question*

Although consumers report favorable attitudes toward pro environmental behaviors, they often do not subsequently display sustainable actions. This discrepancy between what consumers say and do is arguably the biggest challenge for marketers, companies, public policy makers, and nonprofit organizations aiming to promote sustainable consumption (White et al., 2019). They further say that although consumer demand for sustainable options is on the rise – for example 66% of consumers (73% of millennials) worldwide report being willing

to pay extra for sustainable offerings – there is room to further encourage and support sustainable consumer behaviors (White et al., 2019).

The research question based on this is, *how buying habits may have changed in consumers because of this green shift.*

### 1.3 Structure

The paper has started off by introducing the topic and subject question. The paper will work on looking into this question by starting with an introduction to the theories, hypotheses and method approach, in addition to how the necessary data will be gathered. This will be followed by data analysis and interpretations. My findings will be concluded in the end. The structure of the paper will follow the topics of the paper, these being Green Marketing, Green Consumers, Individual & Purchasing Power, this includes gender, age, and media.

Throughout this paper generations will occasionally be taken into consideration in the data and results. The generations looked at through this paper, will be based on those defined by Pew Research as can be seen in the Figure below (Dimock, 2019).

**The generations defined**

GENERATION AGE IN 2019

Born 1997-2012

**Generation Z**
ages 7-22*

Born 1981-96

**Millennials**
ages 23-38

Born 1965-80

**Generation X**
ages 39-54

Born 1946-64

**Boomers**
ages 55-73

Born 1928-45

**Silent**
ages 74-91

1920    1940    1960    1980    2000    2020
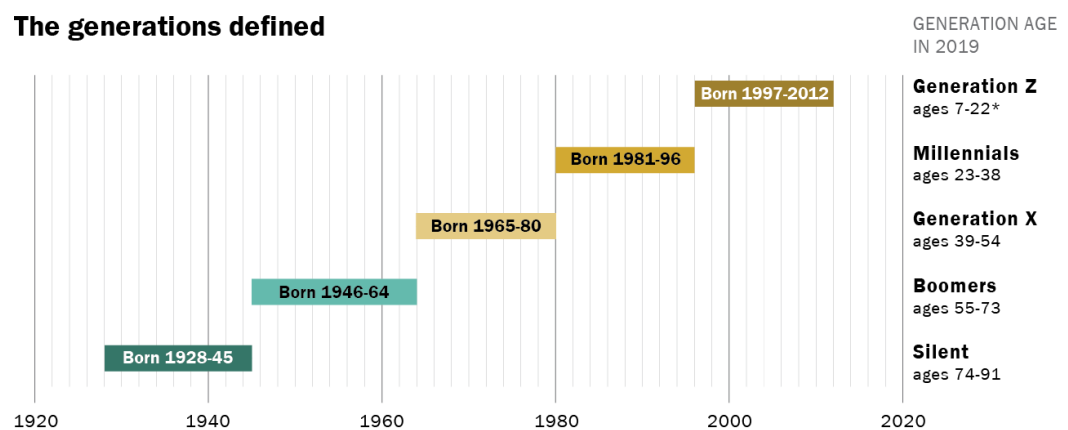
*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

*Generations defined*

# 2.0 Theories
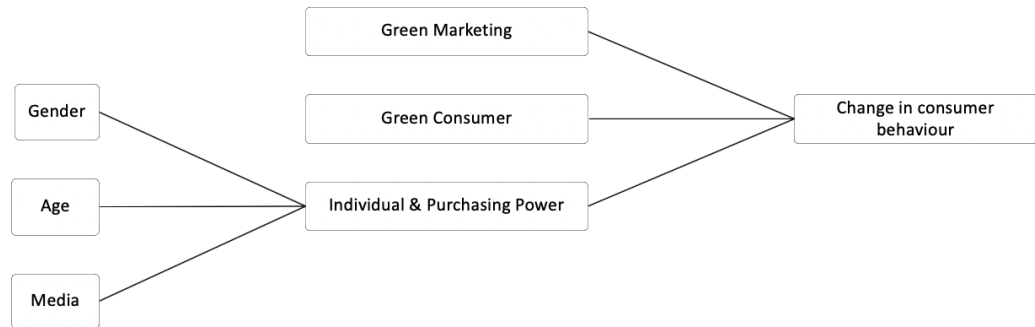
By going through a series of research articles it aided in finding what hypotheses are relevant to this topic and are worth looking into. There were four reoccurring topics throughout these articles, which will be looked into closer, as well as help develop hypotheses within these four topics. The research model below, is based on this research.



*Research Model*

This model is a simplified view at how this paper is structured. It looks at the possibility of how Green Marketing, Green Consumers, and Individual and Purchasing power could cause a change in consumer behavior.

The variable Green Consumer and Individual and Purchasing Power are bound to have overlapping content, however these are kept separate to enable the possibility look at individuals independently of if they identify themselves as green consumers or not. Keeping them separate makes it easier to look into Green consumers and their responses, and then Individuals and purchasing power with their individual decisions, if they are "green" or not.

The topics of Individual, and Purchasing Power, are combined as they cover similar aspects within the topic. Individuals have power over their own purchases and therefore wanted to look at the individual as well as looking deeper into gender, age and the media parts as well.

## 2.1 Green Marketing

According to Cherian & Jacob (2012), the core idea of green marketing is to create awareness among people on the environmental issues and how consumers would be helping the environment if they were to switch over to green products.

The main aim of presenting green advertisements, is to present to the consumer that the company is eco centric, while at the same time making an effort to influence the purchase behaviour of the consumers, by presenting them with the choices of availability of products which do not cause harm to the environment, and directing their attention to positive consequences of purchase behaviour (Cherian & Jacob, 2012).

Majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like phosphate free, recyclable, refillable, ozone friendly, and environmentally friendly, are some of the things consumers most often associate with green marketing (Boztepe, 2012).

According to Boztepe (2012), green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Consumers do react differently to environmental communication, and appeals based on their levels of receptivity to green communication, specifically to the green advertising format (Paço et al., 2019).

### 2.1.1 Gap Theory

Knowing the customers is a key part of marketing (Anderson & Narus, 1998). The Gap theory shows which internal factors in a company can influence a customer's experience of service quality. There are four gaps presented in the theory, not knowing what customers expect, not choosing the right design or standard of service, not delivering the right standard, and not keeping what the company promises. What is being communicated to customers, has to be in line with what they are expecting, for green marketing to be efficient (Andreassen & Lervik-Olsen, 2016, p. 33)

### 2.1.2 ELM model

What is being communicated, is a very important part of green marketing (Anderson & Narus, 1998). The Elaboration Likelihood Model (ELM) has helped to explain how the use of cognitive processing and emotion can be used to bring

about attitude change, when different levels of involvement are present. The ELM distinguishes two main cognitive processes, central and peripheral route (Fill, 2011, p. 241-243). Under the central route the receiver is viewed as very active and involved. The level of cognitive response is high, and the ability of the advertisement to persuade will depend on the quality of the argument rather than the executional factors. Under the peripheral route, the receiver is seen to lack the ability or motivation to process information, and is not likely to engage in cognitive processing. Rather than thinking about, and evaluating the message content, the receiver tends to rely on what have been referred to as 'peripheral cues', which may be incidental to the message content.
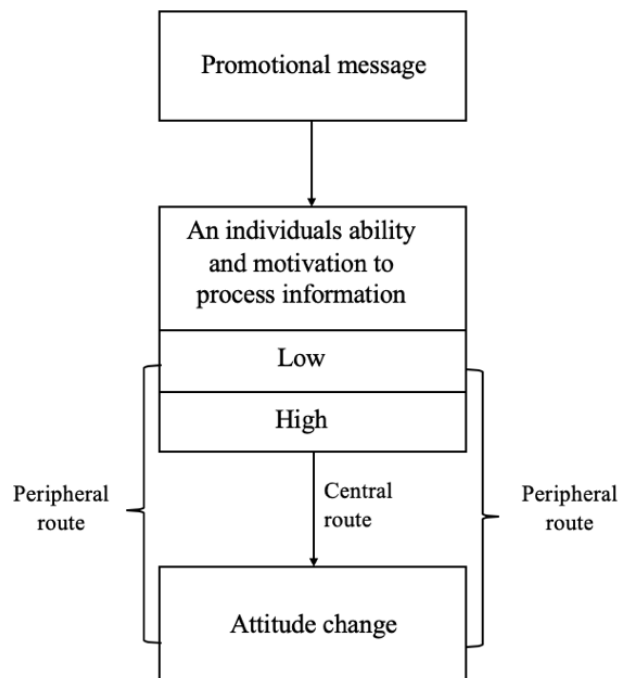


*Simplified elaboration likelihood model*

The ELM model is based on the fact that the consumer has different motivation, opportunity, and ability to process product information presented, and that this determines how a message affects us. ELM is based on the fact that attitude formation and change take place through two different processes, peripheral and central routes (Fill, 2011, p. 241-243).

Green Marketing hypothesis based on this information:

H1: People generally value green marketing

## 2.2 Green consumer

Green marketing only works if there are consumers willing to receive the messages that are being sent, therefore the green consumer is important. A green consumer is generally defined as one who adopts environmentally friendly behaviors, and/or who purchases green products over the standard alternatives. They feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only. Their open-mindedness helps them to accept green products and behaviors more readily (Boztepe, 2012). Research in the last decade has indicated that consumers are aware and are willing to pay more to "go green" (Cherian & Jacob, 2012). Attitude is therefore central in a green consumer. Learning properties refer to a variety of consumer-related cognitions, and behavior that comprise the concept of consumer behavior, such as attitudes toward saving, and sending and brand preferences (Moschis & Moore, 1979).

### 2.2.1 Brand Awareness

A big part of knowing the green consumer is the theory on brand awareness. A brand that is not considered, cannot be chosen, and further the probability of the brand being chosen is a function of the number of other brands in the consideration set (what the consumer has knowledge of) (Baker et al., 1986). In a situation where the consumer is aware of a number of brands which fit the relevant criteria, he or she is unlikely to expend much effort in seeking out information on unfamiliar brands. A brand that has some level of brand awareness is far more likely to be conserved, and therefore chosen, than brands which the consumer is unaware of (Macdonald & Sharp, 2003). Brand awareness determines whether a brand is chosen or not.

### 2.2.2 Attitude model

As research suggests, an individual's actions can be predicted by their attitudes (Cherian & Jacob, 2012). When the attitude influences perception. When an individual forms a favorable (or unfavorable) attitude towards an object, then the object will automatically be seen as one that has many favorable (or unfavorable) characteristics to the individual (Cherian & Jacob, 2012).

The tricomponent attitude model consists of a cognitive component, affective component, and a conative component, as illustrated in the figure below.
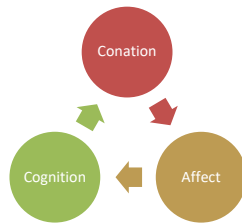


*Tricomponent attitude model*

A person's cognition, is the knowledge and perceptions that are acquired by a combination of direct experience, with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes (Schiffman et al., 2012, p. 234-236).

A consumer's emotions or feelings about a particular product or brand, constitute the affective component of an attitude. Research indicated that emotional states such as happiness, sadness, shame, disgust, anger etc. may enhance or amplify positive or negative experiences and that later recollections of such experiences may impact what comes to mind and how the individual acts (Schiffman et al., 2012, p. 236).

Conation is concerned with the likelihood or tendency that an individual will undertake a specific action, or behave in a particular way with regard to the attitude object. In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy (Schiffman et al., 2012, p. 236).

Green Consumer hypothesis based on this information:

> H2: Age, how often one is exposed to news, if one feels responsibility to care for the environment, and how much one feels that one´s actions have an effect on the environment, have an effect on how likely one is to change buying habits to contribute to a cleaner planet.

### 2.3 Individual & Purchasing Power

87% of people from various nations like Brazil, Canada, China, France, Germany, India, the UK and the US, have shown an interest in reducing their impact on the environment (Cherian & Jacob, 2012). However, showing interest and actually acting on the interest are two different deeds. Not a lot of people were actually doing something to move their lifestyle to a green lifestyle. Most individuals are more likely to develop a helping behavior only when they become aware of the dangerous consequences that arise from global warming, and when they actually feel responsible for their part in perpetuating this damage to the environment (Cherian & Jacob, 2012).

As consumers become aware of how their consumption influences the environment, there is some evidence to suggest that they do try and change their attitudes and behaviors for the benefit of future generations (Paço et al., 2019). Even when consumers express real concerns for the environment, such attitudes do not always influence their purchasing behaviors. Purchasing decisions also take the form of supporting green companies, adopting sustainable consumption practices, and being likely to spend more on green products. Individuals who are more concerned about conserving the environment tend to purchase more green products (Paço et al., 2019).

Consumers think of green products as those that minimize the impact on the environment. Only 30% of consumers consider reducing water usage to be a green practice. A person's belief that individuals can play an important role in fighting against environmental destruction, is likely to be the driving force behind ecologically awareness consumer behavior (Boztepe, 2012).

#### 2.3.1 Motivators

Motivation is important in addition to individuals choices and purchasing power, these being gender, age and media. Motivation is based on needs and goals. The degree of relevance, or involvement, determines the consumer's level of motivation to search for knowledge or information about a product or service. Uncovering consumers motives is one of the prime tasks of marketers, who then

try to teach motivated consumer segments, why and how their products will fulfil the consumer's needs (Schiffman et al., 2012, p. 196).

The feeling of "why get involved in a losing battle?" plays a big role on consumer motivation (Straughan & Roberts, 1999). Research suggests that a person's belief that individuals can play an important role in fighting against environmental destruction, is likely to be the driving force behind ecologically aware consumer behavior (Boztepe, 2012).

### 2.3.2 TRA

When looking at how reflected people are in their actions, the TRA model comes into mind. The Theory of Reasoned Action (TRA) suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective norms (Silverman et al., 2016). An individual is predisposed to make a particular response or set of responses in the presence of a given object. Knowledge of a person's attitude, therefore, permits prediction of one or more specific behaviors (Fishbein & Ajzen, 1975, p. 8). The Theory of Reasoned Action or TRA says that people consider the implications of their actions before they decide to engage, or not engage, in a given behavior. People's attitudes play a significant role when it comes to their forming an intention to act in a certain behavior. The model primarily argues that people engage in processing that leads to the formation of attitudes, norms and intentions, prior to performing the behavior (Cherian & Jacob, 2012).
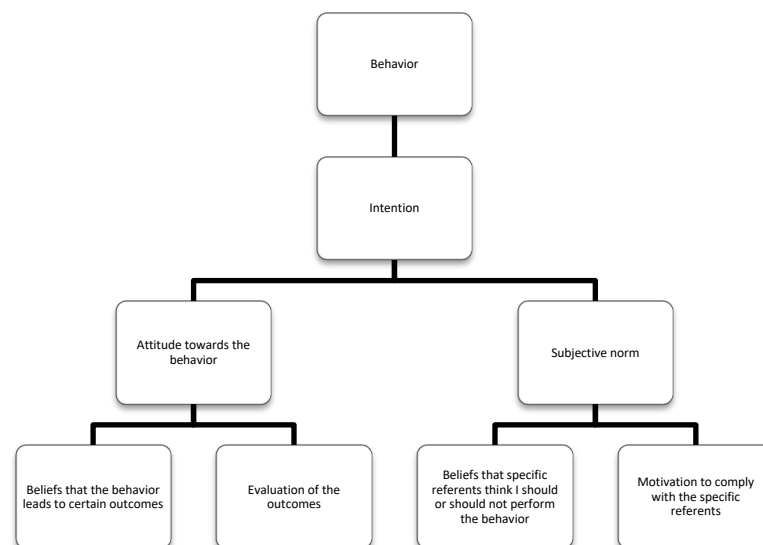


*A simplified version of the theory of reasoned action*

According to the theory people consider their actions before they engage or not, in an action, the responses from those that responded to the questionnaire can be telling to what degree people reflect over their actions The theory of reasoned action model, incorporates a cognitive component, an affective component and a conative component (Schiffman et al., 2012, p. 239-240).

Individual & Purchasing Power hypothesis based on this information:

> H3: To what degree you see yourself as sustainable, affects the desire to purchase green products

## 2.4 Women vs. Men

According to Boztepe (2012), women are more related to the environment, and women display pro environmental behavior. The development of unique sex roles, skills, and attitudes has led most researchers to argue that women are more likely to hold attitudes consistent with the green movement. Women will, as a result of social development, and sex role differences, more carefully consider the impact of their actions on others (Straughan & Roberts, 1999).

American and Western researchers, who specialize in consumer behavior, are getting more and more interested in the study of the family structure, and more specifically, in the contribution of women to the purchasing decision (Belarbi, 2019). Most of them assert, that understanding the behavior of women in the purchasing process, is one of the major interests of any company. Currently, women buy or influence the purchase of 70% to 80% of all products, because they buy for themselves and for the whole family. Studying the decision-making process with women, enables companies to constantly offer new merchandise (innovate their products, develop new advertising messages, and propose appropriate distribution channels). The results of the study confirm the impact of sustainable involvement on the purchasing behavior of women (Belarbi, 2019). According to Boztepe (2012), companies should take gender into consideration in their green marketing strategies.

Women vs. Men hypothesis based on this information:

> H4: Women are willing to pay more for green products

## *2.5 Age*

Those who have grown up in a time period in which environmental concerns have been a salient issue at some level, are more likely to be sensitive to these issues (Straughan & Roberts, 1999). Despite the large numbers of consumers who voice concerns about environmental problems, it is also clear that these concerns only translate into actions when there are no hard "costs" involved, such as making lifestyle sacrifices (Paço et al., 2019). It is believed that adolescents' cognitions and skills in decision making, will change with age. Becoming a more sophisticated consumer (Moschis & Moore, 1979).

It is often assumed that a consumer move through five stages, in arriving at a decision. These stages consist of awareness, interest, evaluation, trial and adoption (or rejection), these stages combined make up the adoption process. The adoption of some products and services may have minimal consequences, whereas the adoption of other innovations may lead to major behavioral and lifestyle changes (Schiffman et al., 2012, p. 214).

The adoption of green behaviors is a central facet to achieving sustainability. Green behaviors are generally associated with green consumption (Paço et al., 2019).

Age hypothesis based on this information:

> H5: The younger generations are less concerned about their environmental impact

## *2.6 Media*

Green is the buzzword that is gaining popularity among the current generation (Cherian & Jacob, 2012). As young people interact with the mass media, they are exposed to a variety of advertisements, as a result they may develop favorable orientations towards brands, according to Moschis & Moore (1979). Adolescents tend to rely more on personal sources for information on products of high socioeconomic and performance risk, and on mass media for information on products perceived as low for such risk (Moschis & Moore, 1979). According to

Paço et al. (2019), general prosocial attitudes have a direct influence on green consumption values. Audiences are influenced by the way the mass media interprets the pollution levels (Cherian & Jacob, 2012). A study by B & K 1990, further documents that the attention towards environmental problems reacts rather quickly to the coverage of issues in news media. Changes in the media agenda, do not influence consumer behavior in a direct way. Rather, the behavioral influence is mediated through psychological constructs, such as issue importance or concern (e.g. concern about pollution from the use of pesticides and fertilizers in agriculture), faith in one's individual contribution making any difference (i.e. perceived consumer effectiveness) and/or the attitude to buying organic food products (Thøgersen, 2006).

### 2.6.1 PMO

The PMO theory can affect consumers. The P stands for past preferences, attitudes and experiences. The M stands for information from marketers. The O stands for contributions or recommendations from other (Andreassen & Lervik-Olsen, 2016, p. 223). PMO describes a process in a consumers decision making process. A consumers preferences and attitudes towards a product or company, as well as past experiences with the company or a similar company, is important when making a decision. The key part of this theory is the M which stands for information from marketers. The information that is communicated to the consumer can therefore be seen as important when consumers make decisions (Andreassen & Lervik-Olsen, 2016, p. 223).

It is therefore important to understand what the consumers want, and also to see in what way what is being communicated is received. Another important part is the contributions or recommendations from others. By at least affecting one person in a group of people, will make it possible to reach more people because of Word of Mouth, and they will be able to spread what they perceived from the message given to them. This can be used to look at how consumers behavior is affected in making decisions.

Media hypothesis based on this information:

> H6: The more time one spends on social media, the more aware one is of the ongoing climate discussions

A questionnaire can allow to test and map out respondents answers within green marketing, green consumers and individual and purchasing.

# 3.0 Hypotheses

As the section above shows, all the hypotheses are based on earlier research. As the research model shows, the following sections will look at how Green Marketing, Green Consumers, Individual & Purchasing Power, as well as gender, age and media, affects change in consumer behavior. This is an overview of the hypotheses, according to their topic, that will be analyzed and discussed later in the paper.

| Topic | Hypothesis | Background |
|---|---|---|
| Green Marketing | People generally value green marketing | (Anderson & Narus, 1998; Boztepe, 2012; Cherian & Jacob, 2012; Paço et al., 2019) |
| Green Consumer | Age, how often one is exposed to news, if one feels responsibility to care for the environment, and how much one feels that one´s actions have an effect on the environment, have an effect on how likely one is to change buying habits to contribute to a cleaner planet. | (Baker et al., 1986; Boztepe, 2012; Cherian & Jacob, 2012; Macdonald & Sharp, 2003; Moschis & Moore, 1979) |
| Individual & Purchasing Power | To what degree you see yourself as sustainable, affects the desire to purchase green products | (Boztepe, 2012; Cherian & Jacob, 2012; Fishbein & Ajzen, 1975; Paço et al., 2019; Schiffman et al., 2012; Straughan & Roberts, 1999) |
| Women vs. Men | Women are willing to pay more for green products | (Belarbi, 2019; Boztepe, 2012; Straughan & Roberts, 1999) |
| Age | The younger generations are less concerned about their environmental impact | (Moschis & Moore, 1979; Paço et al., 2019; Schiffman et al., 2012; |

| | | Straughan & Roberts, 1999) |
|---|---|---|
| Media | The more time one spends on social media, the more aware is one of the ongoing climate discussion | (Cherian & Jacob, 2012; Moschis & Moore, 1979; Paço et al., 2019; Thøgersen, 2006) |

# 4.0 Study

## *4.1 Research design*

The research has been done through the use of descriptive design, with the help of quantitative data through a questionnaire. The questionnaire will enable a large amount of responses, which will help in analyzing the question of whether consumer behavior has changed due to the green shift in these respondents. The purpose of descriptive design is to describe the situation in a particular area. Surveys using structured questionnaires and a representative sample of respondents from a target group, are typical of a descriptive design. With a descriptive design, we have no basis for claiming that there is a casual connection, only that there is a co-variation. The questionnaire is an instrument for collection information that standardizes communication between the interviewer and the respondents (Gripsrud et al., 2018, p. 50-51).

## *4.2 Questionnaire*

The questionnaire for this thesis is mostly a semantic differential scale. Likert scale is the most popular form of attitude scale since it is easy for researchers to prepare and to interpret, and simple for consumers to answer. The semantic differential scale typically consists of a series of bipolar adjectives anchored at the ends of an odd numbered continuum (Gripsrud et al., 2018, p. 143). The use of a semantic differential scale can remove confusion for the respondents when answering the questionnaire, and was therefore used. The scale was from 1-5, 1 being the most/highest.

## *4.3 Reliability & validity*

Validity is about how well you measure what you intend to measure (Gripsrud et al., 2018, p. 134). The questions in this questionnaire, that can be found in

Attachment 1, looks at finding out behavior, attitude, use, and consumer awareness of the impact of the Green Shift.

Reliability is the extent to which a measurement will produce the same result if it is repeated many times. All measurements will be subject to random errors. A measurement is more reliable the less the random errors are (Gripsrud et al., 2018, p. 135). Reliability can be tested with the help of a factor analysis, this is done later in the paper.

### *4.4 Data Collection and Selection*

All data was gathered with the help of social media channels including LinkedIn, Facebook and Instagram. All data collection was done electronically via Qualtrics, which was later exported to SAS JMP. This is convenience sample since all respondents through the help of social media. Taking into account that most of the respondents are acquaintances, fellow students and friends of friends.

This questionnaire did not contain content that made it necessary to report the project to NSD (Norwegian Center for Research Data). To make sure respondents were aware of privacy concerns, they were required to check off that they were aware that *all answers are anonymous and cannot be traced back and that they agree to participate in this questionnaire and that their responses will be processed until the project is completed.* To make sure the respondents were between 18-94, they were required to pick an age group. In ending the questionnaire, there were 312 respondents.

### *4.5 Data Cleansing*

Before embarking on the actual data analysis, one should inspect the data to see if there are any error codes, odd values or missing values (Gripsrud et al., 2018, p. 195). The data is analyzed with the help of the data tool SAS JMP.

*Extreme Values/ Outliers*

There were no observed extreme values from any respondents as there were no options to write.

*Missing values*

Missing values or error coding means that values in the dataset are coded as illogical, this may be the mistake of the respondent or the respondent simply did not answer all the questions (Gripsrud et al., 2018, p. 196). The questionnaire was

made to redirect any respondents that answered "No" to the first question the session ended. One respondent answered No to this question. One person did not complete the entire questionnaire and there were 19 started sessions with no recorded answers. This means that there are 19-21 missing values to each of the questions.

## 5.0 Analysis and Discussion

The following table shows the gender count from the questionnaire, followed by the age count, which will be followed by descriptive statistics, a regression analysis, and a multivariate analysis.

| Descriptive Statistics | N | Mean | Std Dev | Skewness | Kurtosis |
|---|---|---|---|---|---|
| Age | 312 | 2,8365 | 1,1378 | 0,1006 | -0,909 |
| Are you aware of sustainable products/production? | 312 | 2,0353 | 0,988 | 0,7166 | -0,3143 |
| Do you value companies that market "green" more than companies that don't | 312 | 2,3987 | 1,1785 | 0,4944 | -0,6561 |
| How likely are you to change your buying habits to contribute to a greener planet? | 312 | 2,3022 | 1,0121 | 0,9438 | 0,5708 |
| Would you stop buying from companies that do not value sustainability? | 312 | 2,6848 | 1,0703 | 0,1626 | -0,6312 |
| Would you be willing to pay more for "green" products/production? | 312 | 2,8649 | 1,1999 | 0,2285 | -0,8576 |
| Do you feel like buying products from a green company helps contribute to a cleaner planet? | 312 | 2,5209 | 0,9896 | 0,3134 | -0,3966 |
| Have you modified your behavior, incl. Purchasing behavior, due to environmental reasons? | 312 | 3,1704 | 1,0191 | -0,1262 | -0,4234 |
| How much more would you pay for "green" products/production? | 312 | 3,5434 | 1,0178 | -0,4235 | -0,0809 |
| How often do you read or watch the news? | 312 | 2,0641 | 0,9995 | 0,9208 | 0,5683 |
| To what extent are you concerned about the environment? | 312 | 2,7307 | 1,0986 | -0,0505 | -0,7458 |
| To what extent do you feel like your actions affect the environment? | 312 | 2,9548 | 1,0417 | -0,2031 | -0,5554 |
| Do you feel responsibility to care for the environment? | 312 | 2,4198 | 1,0048 | 0,2883 | -0,5357 |

| | | | | | |
|---|---|---|---|---|---|
| Do you feel like you can contribute to a "greener" planet? | 312 | 2,8525 | 1,0566 | -0,1136 | -0,6724 |
| Do you feel like traveling less, taking shorter showers, eating less meat etc., help contribute to a greener planet? | 312 | 3,3118 | 1,2084 | -0,1767 | -0,8834 |

| Regression | Estimate | Std Error | t Ratio | Prob>\|t\| | Std Beta |
|---|---|---|---|---|---|
| Intercept | 0,5234031 | 0,232003 | 2,26 | 0,0248* | 0 |
| Age | 0,0591783 | 0,042762 | 1,38 | 0,1674 | 0,066343 |
| How often do you read or watch news? | -0,028518 | 0,048873 | -0,58 | 0,56 | -0,02804 |
| To what extent do you feel responsibility to care for the environment? | 0,4290099 | 0,058361 | 7,35 | <,0001* | 0,425178 |
| To what extent do you feel like your actions affect the environment? | 0,2129646 | 0,056167 | 3,79 | 0,0002* | 0,219182 |

| Multivariate | N | Correlation | Signif Prob | |
|---|---|---|---|---|
| How likely are you to change your buying habits to contribute to a cleaner planet? By To what extent do you feel like you can contribute to a "greener" planet? | 311 | 0,5678 | <,0001* | -.8 -.6 -.4 -.2 0 .2 .4 .6 |

| Level | Count | Prob |
|---|---|---|
| 18-22 | 38 | 0,1217 |
| 23-38 | 96 | 0,3076 |
| 39-54 | 78 | 0,25 |
| 55-73 | 79 | 0,2532 |
| 74-91 | 21 | 0,0673 |
| Total | 312 | 1 |

| Level | Count | Prob |
|---|---|---|
| Male | 113 | 0,3621 |
| Female | 199 | 0,6378 |
| Total | 312 | 1 |

There were 113 male respondents and 199 female respondents, in total 312 respondents. Of the respondents 38 were Gen Z (18-22), 96 were Millennials (23-38), 78 were Gen X (39-54), 79 were Boomers (55-73) and 21 were Silent (74-91), as can be seen in the chart above. When looking at the descriptive statistics part of the graph above, N represents the number of respondents, Mean looks at

the average answers from all the respondents, standard deviation says something about the spread around this average number, while skewness and kurtosis say something about the spread and distribution of the answers (Gripsrud et al., 2018). Skewness looks at whether it is a negative or positive skew. Kurtosis says something about the pointedness of the curve, if there are many respondents who answer the same thing, you will get a very sharp curve (Haus, 2020). The skewness and kurtosis numbers should primarily be between +2 and -2. Looking at the chart above one can see that all of the numbers for skewness and kurtosis are within the +2 and -2 range, which indicates that the respondents answers are distributed (Haus, 2020).

A Factor analysis with a Varimax rotation method was completed. Varimax rotation is a statistical technique used at one level of factor analysis, as an attempt to clarify the relationship among factors (Allen, 2017). The adjustment, or rotation, is intended to maximize the variance shared among items. By maximizing the shared variance, results more discretely represent how data correlate with each principal component. In other words, the varimax rotation simplifies the loadings of items, by removing the middle ground and more specifically identifying the factor upon which data load (Allen, 2017). Factor analysis is a statistical method that can be used to analyze relationships between many variables and explain these relationships based on the common underlying factors or components of the variables. The objective of the factor analysis is to simplify complex relationships between many observed variables, to make these relationships easier to detect and interpret (Gripsrud et al., 2018, p. 379).

| Factor Analysis | Green Marketing/ consumer | Generation | Individual | Media |
|---|---|---|---|---|
| Would you be willing to pay more for "green" products/ production? | 0,861015 | -0,040627 | -0,1205 | 0,002678 |
| How much more would you be willing to pay for "green" products/ production? | 0,829768 | -0,108098 | 0,056118 | 0,018542 |
| Would you stop buying products/ services from a company that does not value sustainability? | 0,796693 | 0,014519 | -0,030483 | 0,009738 |
| Do you value companies that market "green" more than companies that don't? | 0,791998 | 0,074299 | 0,069288 | -0,083835 |
| How likely are you to change your buying habits to contribute to a cleaner planet? | 0,77547 | 0,029104 | 0,13628 | -0,032188 |
| Do you feel like buying products from a company that has a "green" | 0,73893 | 0,064904 | 0,087742 | -0,114913 |

| | | | | |
|---|---|---|---|---|
| focus helps contribute to a cleaner planet? | | | | |
| To what extent do you feel like traveling less, taking shorter showers, eating less meat etc. contribute to a "greener" planet? | 0,725556 | -0,006101 | 0,288428 | -0,008924 |
| To what extent have you modified your behavior, including purchasing behavior, due to environmental reasons? | 0,724182 | -0,066962 | 0,306107 | 0,009701 |
| To what extent are you concerned about the environment? | 0,685428 | 0,04763 | 0,380512 | -0,001152 |
| To what extent do you feel like you can contribute to a "greener" planet? | 0,645144 | -0,027234 | 0,468063 | -0,010347 |
| To what extent do you feel responsibility to care for the environment? | 0,607195 | -0,034029 | 0,390055 | 0,05591 |
| To what extent do you feel like your actions affect the environment? | 0,560349 | 0,029635 | 0,552386 | -0,086545 |
| Are you aware of sustainable products/ production? | 0,387289 | 0,060997 | 0,014421 | 0,307044 |
| How often do you read or watch news? | 0,000951 | -0,257062 | 0,060756 | 0,527794 |
| Gender | -0,087026 | 0,208392 | 0,048551 | 0,454594 |
| Are you aware of the ongoing climate discussions? | 0,007756 | -0,071713 | -0,037881 | 0,42735 |
| What is your favorite news source? | -0,016944 | -0,010819 | -0,030038 | 0,314918 |

As can be seen in the analysis above, there were not a lot of factors that were not cross charged. The variables tested could be redefined, however where the cross charges are present it is clear that there is an overlap with the Green consumer questions and the questions that cover Individual and Purchasing power. As mentioned earlier in the paper, there is an overlap with the variable Green Consumer and Individual and Purchasing power, but decided to keep them separate because of the background variables of age, gender and media. It can be seen in this factor analysis, that there clearly is an overlap in the variables.

Green Marketing/ Consumer cronbachs alpha 0,9187

Individual cronbachs alpha 0,8759

Media cronbachs alpha 0,4067

By removing the questions that are cross charged, specifically those in the factor "Individual" in the chart above, will caused there to be a smaller amount of variables to be tested. As can be seen above, the Cronbach´s alpha for Green Consumer/ Green Marketing excluding the cross charges and Individual pass the minimum of 0,7, while Media does not pass the minimum criteria (Gripsrud et al., 2018, p. 215; Haus, 2020).

*5.1 Green Marketing, Green Consumer, Individual & Purchasing Power*

The first hypothesis looks at if people generally value green marketing. A two sided t-test was completed with the t Ratio being -1,90329. The significance level is Prob > |t| 0,0579, which means that p > 0,05, this means that the results could be by chance, however the result is very close to meeting the requirements. However, the conclusion is that there is no finding that people generally value green marketing. Why? According to (Cherian & Jacob, 2012) green marketing is to create awareness among people on environmental issues, and how consumers would be helping the environment if they were to switch over to green products. Wouldn't consumers generally want to contribute to helping the environment? This would be an interesting question to take into further research, however one can look at this result with the guidance of the ELM model as well as the Gap model.

Because the conclusion is that people generally don't value green marketing, it could be that there is a gap between what consumers want from companies, and what they are delivering. Another possibility could be that the messages that are being communicated through marketing, is either not understood by consumers or does not unleash the desired reaction and therefore action from consumers. This would then in turn impact to what degree people value green marketing. The result from the test is relatively close to meeting the required 0,05, which could mean that people "almost" value green marketing. This could be that there is some marketing that is met well by consumers and that some isn't met as well.

The second hypothesis looks at if age, how often one is exposed to news, if one feels responsibility to care for the environment, and how much one feels that one´s actions have an effect on the environment, have an effect on how likely one is to change buying habits to contribute to a cleaner planet. This hypothesis is tested by a regression analysis. For clarity the four different hypotheses are separate below, and are summarized in a model.

H2(1): Age has an effect on how likely one is to change ones buying habits to contribute to a cleaner planet

H2(2): How often one reads/watches the news has an effect on how likely one is to change ones buying habits to contribute to a cleaner planet

H2(3): The extent one feels responsibility to care for the environment has an effect on how likely one is to change ones buying habits to contribute to a cleaner planet

H2(4): The extent one feel that one's actions have an effect on the environment has an effect on how likely one is to change ones buying habits to contribute to a cleaner planet
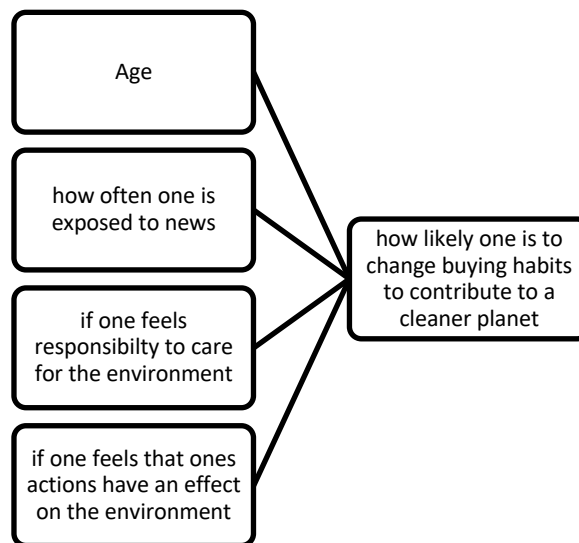


*Simplified regression model hypothesis*

*Summary of fit*

As can be seen above the explained variance is 34%, and the unexplained variance is therefore 33%, there are 309 respondents.

*Analysis of Variance*

F ratio tests the whole regression model and looks for significance. The significance number is <,001 which means something in the model is significant.

*Parameter Estimates*

$$y = b_0 + b_1 x_1 + b_2 x_2 + b_n x_n + e$$

$$y = 2{,}71 + 0{,}06_{age} - 0{,}03_{news} + 0{,}43_{care} + 0{,}21_{actions} + 0{,}33$$

Significance can be found by looking at the numbers under $Prob > |t|$, p>0,05 for the variable to be significant (Gripsrud et al., 2018, p. 311-313). In the test above 2 out of 4 are significant. This means H2(3) and H2(4) can be kept. The results show that if one feels responsibility to care for the environment, and if one

feels that ones actions have an effect on the environment, it affects how likely one is to change buying habits to contribute to a cleaner planet.

According to Boztepe and Cherian & Jacob (2012) a green consumer is defined as one who adopts environmentally friendly behaviors, and/or who purchases green products over the standard alternatives, and that consumers are aware and are willing to pay more to "go green". An individual´s actions can be predicted by their attitude (Cherian & Jacob, 2012). The results say that if a consumer feels that they can contribute and if they feel that this contribution actually helps the environment, it affects a consumers buying habits. Because consumers beliefs and emotions steer intentions to buy, it is clear that when they feel they can contribute, and it actually helps the environment, consumers will be more likely to want to change buying habits (Schiffman et al., 2012, p. 219).

The third hypothesis looks at if the amount a person sees themselves as sustainable, has a positive relationship with wanting to purchase green products or not. This was tested through a multivariate analysis. Multivariate analysis/ Pearson-correlation, enables an insight to see how multiple variables relate to each other (Gripsrud et al., 2018, p. 273). As can be seen in Signif Prob the significance level $p > 0,001$, this means that there is a statistical significant correlation between the likelihood of changing buying behavior depends on to what extent one feels they can contribute to a cleaner planet.

According to Paço et al. (2019), individuals who are more concerned about conserving the environment tend to purchase more green products. Because motivation is a force behind consumers, it goes to show that consumers consider their actions according to the TRA model (Cherian & Jacob, 2012; Fishbein & Ajzen, 1975; Schiffman et al., 2012, p. 239). An individual's use of their purchasing power is at the center of green consumerism. As individuals, we decide what we want to spend our money on, and green marketing could be viewed as a way to turn individuals into green consumers. As can be seen in the results, an individual has to see themselves as a sustainable being, to want to purchase green products and change their current buying behavior. By finding a significance in this test shows, a consumer has to feel that there is a reason to

change to want change behavior. This would in turn bring a motivation to desire to change behavior. If motivation can trigger change, consumers do consider their actions in accordance with the TRA model.

*5.2 Background variables- Women vs. Men, Age and Media*

To test the hypothesis that women are more willing to pay more for green products I did a two sided t-test. This test showed a t Ratio of -2,00034 and a significance level Prob > |t| 0,0463*. This means that p < 0,05 and that the results are therefore not by chance (Gripsrud et al., 2018, p. 261). The conclusion is that women are willing to pay more for green products. But why?

According to Straughan & Roberts (1999), women are more likely than men to hold attitudes consistent with the green movement, and will more carefully consider the impact of their actions on others. As was previously explained, we as individuals decide what we want to spend money on. Motivation triggers change and consumers will in, accordance with the TRA model, consider their actions. Why then would research recommend companies to take gender into consideration in their green marketing strategies (Boztepe, 2012)?

First off the fact that currently, women buy or influence the purchase of the majority of products for themselves and their families, have to be taken into account (Belarbi, 2019). It can therefore be beneficial to communicate to those who are purchasing majority of products for themselves and their families. The result that women are willing to pay more for green products, can be tied back to the research done by Straughan and Roberts, that women hold a different attitude, and will carefully consider how their actions impact their surroundings (Straughan & Roberts, 1999).

To test the hypothesis if the younger generations are less concerned about their environmental impact, an ANOVA test was completed.
The F Ratio, that tests the variance between the groups, is 2,2458 and is therefore not significant (Prob > F 0,0641) (Gripsrud et al., 2018, p. 266-267).

When looking at the students t- tests there are 3 levels that have a significant p-Value. There is the biggest difference between those in the silent generation (74-

91) and Gen X (39-54) with p-Value 0,0119*, silent generation and millennials (23-38) with p-Value 0,0469*, and Gen Z (18-22) and Gen X with p-Value 0,0447*. Based on this test there is however not a statistical significance to prove that younger generations are less concerned about their environmental impact, and the hypothesis that younger generations are less concerned about their environmental impact can be discarded.

In recent times the younger generations have been more vocal about climate change. When looking at the responses from my questionnaire, there was not a clear majority of younger generations that were concerned about the environment. This was the base of the hypothesis that was tested. The results however were different from the initial impressions. Why?

According to Straughan & Roberts (1999), those who have grown up in a time in which environmental concerns have been a salient issue, are more likely to be sensitive to these issues. As mentioned in the paragraphs looking at individuals and gender, individuals have the power to decide what to spend money on and not. Motivation triggers change, and to change a behavior a consumer has to consider that their actions have an effect in some way, in accordance with the TRA model.

The media is constantly blamed for making a bigger deal out of things, and is what causes fright and anxiety amongst people. Whether or not the world really is getting worse, the nature of news will interact with the nature of cognition to make us thing that it is, and the nature of news is likely to distort people´s views of the world (Pinker, 2018).

Out of 312 respondents 273 were aware of ongoing climate discussions, while 16 were not aware, and 23 were not sure. They were also asked how many hours per day they use on social media, with 2 respondents spending no time, 75 spending 30 minutes a day, 121 spending 1-2 hours a day, 85 spending 3 hours a day and 29 spending 5+ hours a day on social media. They were also asked what their favorite news source was and those results can be seen in the table below.

| Level | Count | Prob |
|---|---|---|
| Local newspaper | 15 | 0,04839 |
| Online News (BBC, CNN, Aftenposten, DN etc.) | 170 | 0,54839 |
| TV | 84 | 0,27097 |
| Twitter | 4 | 0,01290 |
| Facebook | 30 | 0,09677 |
| Instagram | 6 | 0,01935 |
| LinkedIn | 1 | 0,00323 |
| Total | 310 | 1,00000 |

To test the hypothesis of the more time one spends on social media the more aware one is of the ongoing climate discussions, a Chi Squared test was completed. The Chi Squared number is based on a discrepancy between the observed value and the expected value. It is an expected value if there is no connection (Haus, 2020).

Prob > ChiSq is 0,0002* and is significant at a level lower than our required 0,05 and thus there is a significant correlation in some way (Haus, 2020). In the following chi squared test some cells have an expectation value lower than the required 5. This led to a removal of the columns of those that responded "Not sure of ongoing climate discussions", and those that used no time on social media. Where the discrepancies are greatest, is where the relationships are found. The differences indicate if something is significant. It is interesting to note that the discrepancies of the count and expected count is biggest within those that answered yes, and that they spend 1-2 hours and 3 hours on social media each day (Haus, 2020). The expected count was lower than the actual count in the 1-2 hour column while it was the other way around for those that spend 3 hours a day on social media.

The conclusion for this test is that social media has an effect on the awareness of climate discussions. Why does social media have this effect?

Social media empowers consumers to share their views and exert their individual and collective influence on other consumers, as well as on brands. Because social

media enables consumers to actively gather information and share opinions, consumers are no longer passive recipients of product information, but active generators and distributors of such information. Thus consumers are able to influence other consumers' consumption activities on a level not previously seen. Brand related UGC (use-generated content) shared via social media may have more influence than other sources because it is transmitted by a trustworthy information source embedded in a consumer's personal network (Kim & Johnson, 2016). According to this research, social media influences the consumer because of trust. Therefore because climate change and the environment is prominent in social media, it reaches and creates a greater awareness amongst those who spend more time on social media. Because a consumers preferences and attitudes towards a product or company is important when making a decision, according to the PMO theory, the information that is projected out to the consumer is key, and can affect their decisions.

### 5.3 Limitations and Further Research

Having only scratched the surface on this topic, there are however also limitations and opportunity for further research. There were a few limitations that have been identified, and will be discussed further. Limitations included a time restraint, access to data, response width, age limitation and whether the questions actually measured the variables. These limitations influence the outcome of results and therefore the conclusions drawn.

Having a time restraint meant that there was less time to keep the questionnaire active for responses. Backing up quantitative data with qualitative data, such as interviews, could have added depth to understanding the different generations. This extra information could have helped in building questions for the questionnaire, and could have helped eliminate the limitation of whether or not the questions measure the chosen variables.

By not having access or time to go through all resources on the topic, means that it was not be possible to cover all aspects of the topic, and therefore it will be limited to a superficial look into the topics discussed.

The responses from the questionnaire were collected via social media channels including LinkedIn, Facebook and Instagram. The responses are therefore limited to family and friends, as well as their family and friends. This means that it would not be entirely representative because these are responses of people that are in a similar "mind process" and might think alike on a topic such as this one.

Age was an important factor in parts of the hypotheses and therefore kept this as a tool of measurement, despite the limitations that came with it. The newest generation, Gen Z, includes those in the ages 7-22. In the questionnaire this generation was put as 18-22, this to not include minors. This meant that the responses came from older Gen Z, and it is therefore not an exact representation of Gen Z. Those that are 7-17 may have a different upbringing and may answer the questions differently than those closer to the Millennial generation, which would influence the answers from this generation.

In further research, a longer time frame would exclude a lot of the limitations mentioned above. There is however, opportunity to increase accuracy, within the responses from the questionnaire. It could be beneficial to see whether there are similar answers when there is a complete randomization of who receives the questionnaire. This randomization could include respondents of all the generations, but could be spread to a wider group of people with regard to background, interests, education etc. In addition to this it could be interesting to analyze the results according to where the respondents are from. This would allow an insight into if culture and where one grows up, impacts views on the environment and sustainability.

To get a more accurate representation of those in Gen Z it could be a possibility to gain permission from guardians to receive answers from those that are minors.

# 6.0 Conclusion

This paper has looked at the green shift and the possible change in consumer behavior. This topic has been explored by splitting it up into different topics, those being, Green Marketing, Green Consumer, Individual & Purchasing Power, Gender, Age and Media.

To better clarify the conclusions, the effects of the hypothesis to each topic have been added to the research model, as can be seen in the model below.
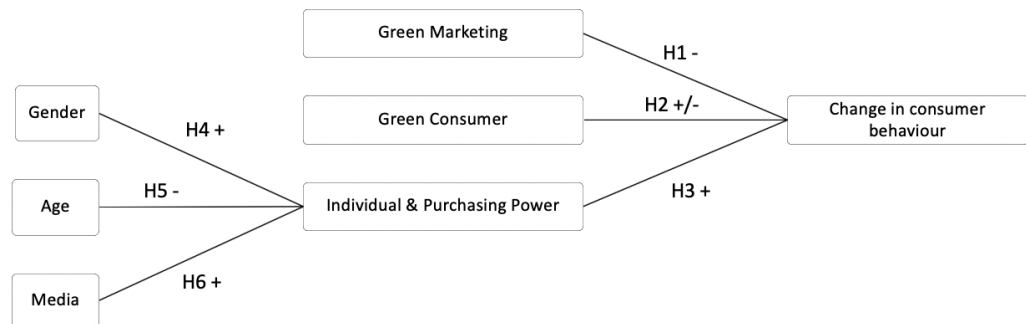


*Research Model Conclusions*

According to Bailey, consumers react differently to environmental communication based on their receptivity to green communication (Paço et al., 2019). Through a conduction of a t-test it shows that *people don't, in general, value green marketing*. This could be because of a gap between consumer wants and needs, and what companies are supplying, as well as a possible fault and misunderstanding with the communication to consumers. This would then in turn impact to what degree people value green marketing. To increase the receptivity to green marketing amongst consumers, it could be valuable to find out what consumers want and value as well as find out where consumers get their information and communicate to them where they are present.

Green consumers are aware and willing to pay more to "go green" (Boztepe, 2012; Cherian & Jacob, 2012). The regression test shows that *consumers who feel that they can contribute and if they feel that the contribution helps the environment, affects their buying habits*. Consumers beliefs and emotions steer intentions, and if they feel as though they can contribute to a greener planet and help the environment, consumers will be more likely to change buying habits to contribute. To increase the amount of green consumers, it is important to be

transparent with what consumers contribute towards when buying their "green" products, this would increase the likelihood of consumers feeling as though they really contribute or make a difference, and will increase the change in buying habits in favor of "greener" products.

Purchasing decisions also take the form of supporting green companies, adopting sustainable consumption practices, and being likely to spend more on green products. Individuals who are more concerned about conserving the environment tend to purchase more green products (Paço et al., 2019). When asked if consumers felt that buying products from a company that has a "green" focus, helps contribute to a cleaner planet, respondents mostly responded with "might or might not" and "probably yes".

As can be seen in the results from the multivariate test, *an individual that sees themselves as sustainable will want to purchase green products, as well as alter their current buying behavior*. To change behavior, a consumer has to feel a reason to change, and have this as their motivation to alter current behavior. Consumers consider their actions and therefore have a motive for change. To encourage consumers to choose "green", it is important to communicate the right motivation to encourage a change in buying behavior. The reasons to why consumers are willing to change, is not clear through my research but could be interesting to test in further research.

According to Boztepe (2012), companies should take gender into consideration, in their green marketing strategies. By conducting a t-test it showed that *women are more willing to pay more for green products*.

The result that women are willing to pay more for green products can be tied back to the research done by Straughan and Roberts, that women hold a different attitude and will carefully consider how their actions impact their surroundings. It can therefore be beneficial to communicate to those who are purchasing majority of products for themselves and their families. When planning marketing strategies it can therefore be a good idea to remember who is purchasing majority of the products, and therefore take gender into consideration in their communication.

Those who have grown up in a time period in which environmental concerns have been a salient issue at some level, are more likely to be sensitive to these issues

(Straughan & Roberts, 1999). The results from an ANOVA test shows that there is not statistical significance to prove that younger generations are less concerned about their environmental impact. This could suggest that *the younger generations are concerned about their environmental impact.*

The increased involvement of youth in environmental discussions has enabled youth to voice their opinions and use their purchasing power to make a difference. Consumers consider their actions and therefore have a motive for change. Because there were no findings of the younger generations being less concerned about their environmental impact, it opens up a whole new audience and force for using their purchasing power for good. When planning marketing strategies and what is being communicated, it is therefore beneficial to remember that the younger generations as well as older generations, are willing to reflect over their purchasing behaviour. This means that the communication is relevant for a bigger group of consumers, and it is important to remember this when planning marketing messages, in a way that it can be understood by all generations.

As young people interact with the mass media, they are exposed to a variety of advertisements as a result may develop favorable orientations towards brands. (Moschis & Moore, 1979). Brand related UGC shared via social media may have more influence than other sources because it is transmitted by a trustworthy information source embedded in a consumer's personal network (Kim & Johnson, 2016). According to this research, social media influences the consumer because of trust. When consumers spend more time on social media they are exposed to more information. *Because climate change and the environment have become prominent topics in social media, these consumers will see these messages more than those who do not spend as much time on social media.* Because a consumers preferences and attitudes towards a product or company is important when making a decision, the information that is projected out to the consumer is key, and can affect their decisions.

To give a better overview over the conclusions it can be seen in the graph below, which is split into topic, hypothesis and outcome/result. The results of the hypotheses are either that they are kept, or that they are discarded. The impact of the hypotheses on change in consumer behavior can be seen in the research model above.

| Topic | Hypothesis | Outcome/ Results |
|---|---|---|
| Green Marketing | People generally value green marketing | Discard |
| Green Consumer | (1) Age, (2) how often one is exposed to news, (3) if one feels responsibility to care for the environment, (4) and how much one feels that one´s actions have an effect on the environment - have an effect on how likely one is to change buying habits to contribute to a cleaner planet. | Discard H2 (1) & (2) Keep H2 (3) & (4) |
| Individual & Purchasing Power | To what degree you see yourself as sustainable, affects the desire to purchase green products | Keep |
| Women vs. Men | Women are willing to pay more for green products | Keep |
| Age | The younger generations are less concerned about their environmental impact | Discard |
| Media | The more time one spends on social media, the more aware is one of the ongoing climate discussion | Keep |

### 6.1 How is this relevant to companies and marketing today?

Consumer behavior affects companies directly through sales. The focus on environment and climate change, and the impact one has on the environment, make up the green shift. The green shift has affected and will keep affecting consumer behavior, and changes in consumers purchasing decisions.
When purchasing behaviors change, it can directly affect companies incomes, this because they are able to decide whether they want to buy from one company or another, or not buy at all. Finding out what affects changes in behavior, would make it easier to produce and target the right messages, through marketing.

Through this research it can be made clear that consumers generally do not value green marketing. Consumers who feel that they are contributing to a greener

planet and feel that what they are doing actually contributes, are more willing to change their buying habits. Individuals and what they decide to purchase is affected by if consumers see themselves as sustainable. Female consumers are more willing to pay more for green products and therefore use their purchasing power, and are willing to change their behavior. Consumers of all ages are concerned about the environment, and the time spent on social media affects the exposure to messages about climate change.

# Bibliography

Allen, M. (2017). *The SAGE Encyclopedia of Communication Research Methods*. https://doi.org/10.4135/9781483381411 NV - 4

Anderson, J. C., & Narus, J. A. (1998). Business Marketing: Understand What Customers Value. *Harvard Business Review*. https://hbr.org/1998/11/business-marketing-understand-what-customers-value

Andreassen, T. W., & Lervik-Olsen, L. (2016). *Service & Innovasjon* (2nd ed.). Fagbokforlaget.

Baker, W., Hutchinson, J. W., Moore, D., & Nedungadi, P. (1986). Brand Familiarity and Advertising: Effects on the Evoked Set and Brand Preference. In R. J. Lutz (Ed.), *Advances in Consumer Research* (Vol. 13).

BBC. (2020, February 28). Greta Thunberg: What does the teenage climate change activist want? *BBC Science & Environment*. https://www.bbc.com/news/world-europe-49918719

Belarbi, A. (2019). *Women and the purchasing decision. October*.

Boztepe, A. (2012). European Journal of Economic and Political Studies Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*, *5*(1), 5–21. https://pdfs.semanticscholar.org/cfa6/1e98d7e1fe74ddedd579949a2b226f985a2f.pdf

Cherian, J., & Jacob, J. (2012). Green marketing: A study of consumers' attitude towards environment friendly products. *Asian Social Science*, *8*(12), 117–126. https://doi.org/10.5539/ass.v8n12p117

Dimock, M. (2019). *Defining generations: Where Millennials end and Generation Z begins*. Fact Tank. https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/

Fill, C. (2011). *Essentials of Marketing Communications* (1st ed.). Pearson Education Limited 2011.

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley.

Fountain, H. (2019). Climate Change is Accelerating, bringing World "Dangerously Close" to Irreversible Change. *New York Times*. https://www.nytimes.com/2019/12/04/climate/climate-change-acceleration.html

Gripsrud, G., Henning Olsson, U., & Silkoset, R. (2018). *Metode og Dataanalyse* (3rd ed.). Cappelen Damm AS.

Haus, E. (2020). *Deskriptive Analyser i JMP*. https://bi.itslearning.com/ContentArea/ContentArea.aspx?LocationID=17215&LocationType=1

Kim, A. J., & Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, *58*, 98–108. https://doi.org/10.1016/j.chb.2015.12.047

Macdonald, E., & Sharp, B. (2003). Management perceptions of the importance of brand awareness as an indication of advertising effectiveness. *Marketing Bulletin*, *14*(2), 1–11.

Merzdorf, J. (2019). *NASA Study: Human Influence on Global Droughts Goes Back 100 Years*. NASA Global Climate Change.

Moschis, G. P., & Moore, R. L. (1979). Decision Making Among the Young: A Socialization Perspective. *Journal of Consumer Research*, *6*(2), 101. https://doi.org/10.1086/208754

Paço, A. do, Shiel, C., & Alves, H. (2019). A new model for testing green consumer behaviour. *Journal of Cleaner Production*, *207*, 998–1006. https://doi.org/10.1016/j.jclepro.2018.10.105

Pinker, S. (2018, February 17). The media exaggerates negative news. This distortion has consequences. *The Guardian*.

Rahman-Jones, I. (2019, April 22). How to be more eco-friendly in everyday life. *BBC*. https://www.bbc.com/news/newsbeat-47990742

Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). *Consumer Behaviour- a European Outlook* (2nd ed.). Pearson Financial Times/Prentice Hall.

Silverman, B. G., Hanrahan, N., Huang, L., Rabinowitz, E. F., & Lim, S. (2016). *Artificial Intelligence in Behavioral and Mental Health Care* (D. D. Luxton (ed.)). Academic Press. https://doi.org/https://doi.org/10.1016/C2013-0-12824-3

Smith, E. (2019). *Human Activities Are Drying Out the Amazon: NASA Study*. NASA Global Climate Change.

Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: A look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, *16*(6), 558–575. https://doi.org/10.1108/07363769910297506

Thøgersen, J. (2006). *Media Attention and the Market for "Green" Consumer Products*. *156*, 145–156.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer

behaviors to be more sustainable: A literature review and guiding framework.

*Journal of Marketing*, *83*(3), 22–49.

https://doi.org/10.1177/0022242919825649


Willingham, A. (2019, July 10). Antarctica´s ice is degrading faster than we

thought, and there may be no way to stop the consequences. *CNN*.

https://edition.cnn.com/2019/07/10/world/antarctica-ice-sheet-sea-levels-

trnd/index.html