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THE EFFECTS OF GREEN DIGITAL  
MARKETING TOWARDS FINNISH  
CONSUMERS' ENVIRONMENTAL  
AWARENESS AND COMPANY'S SUS-  
TAINABILITY

Company case: Company X

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## ABSTRACT

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In recent years, green consumption and its green digital marketing platform are becoming more and more trending in the whole world. Finland is a developed country where people try to build their eco-lifestyle, to the best of their ability. The objective of this study is to identify the environmental consciousness based on Finnish consumer behavior of eco-products, the attitude towards green consumption & green marketing effects, and their willingness to take action to fight for the environment. The problem statements are built up as three hypotheses based on environmental acknowledgment, consumer attitude, green purchasing behavior, and the green marketing factor contribute to eco-consumption. From there, the three statements will be examined and quantified.

The theoretical framework is established from the general marketing concept to marketing mix 4P & 7P, digital marketing, and continue stepping to the conceptual framework of green purchasing and consumer attitude towards eco-products and the green marketing element. A related ramification of Corporate Social Responsibility (CSR) and green digital marketing also are mentioned and scrutinized. By the choice of using a quantitative method, the empirical part was built and implemented in the online E-lomake form of 27 questions.

The result answered all three hypotheses and showed a high remarkable awareness of current eco-system problems and green buying options. It also displayed a positive attitude of Finnish purchasers to switch to more sustainable buying decisions and their willingness to maintain the sustainable style of living.

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Keywords            Digital marketing, green digital marketing, sustainability, environmental awareness, green consumers behaviour

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# 1 INTRODUCTION

The background of the topic and the primary objectives are disclosed at the beginning of the chapter having been studied and examined during the whole researching process. Then the structure of the thesis is introduced in order to understand the overview of green marketing and a slice of green digital marketing. More specifically, the study of its influences on Finnish customers' perspective and consumption having an impact on the environment. Simultaneously, the research will also find out green digital marketing' benefits affecting the sustainability of the case company in general.

## 1.1 Background of The Study

At present, the crisis and climate change are the biggest concerns that human beings will have to resolve in the next decade. At the same time, over-population is one of the reasons that lead to environmental consequences. Thus, a group of eco-sensitive consumers has begun to realize that their buying activities can make a huge impact on the environment. These people avoid purchasing products that would endanger health and damage the environmental system. Besides, they are increasingly willing to buy eco-friendly products even though these products are often more expensive. Other parties who are multiple social media agencies and newspapers have strived for reaching out to and raising community awareness in protecting the planet.

Consumers and products are the main challenges of each business. More specifically, many companies and factories have produced several products day by day and also have emitted to the environment a tone of polluted wastes. At the same time, consumers buy products, use daily, and dump them daily into the natural atmosphere. Hence, in order to meet consumers' requirements for a product and fight for the green earth, several companies have launched their ecological strategies in producing innovative green products, which are made from nature, can be recycled, and must be free of animal testing. Additionally, they have executed friendly-environmental marketing strategies aligned with their Corporate Social Responsibility (CSR) policies for the sake of future sustainable development.

In the context, Finland is a developed and leading country that has made huge efforts in nurturing the green treasure of forest. This Nordic country always strives to achieve a sustainable standard in innovative ways. This study could be a role model of how Finnish people helping improve the ecosystem in practice and then from that, other countries

could observe and learn from Finnish behavior and in fighting with eco-pollution by integrating eco-products and green digital marketing.

## 1.2 Research Objectives and Problems

The objective of this thesis is to study Finnish people's concern about environmental matters in Finland and the knowledge, attitude, and personal motivation towards green products and purchase decisions.

Hence, there are five main objectives in this research:

- 1) To study the overall environmental concern of consumers.
- 2) To study the relationship between the overall environmental concern of consumers and their attitude towards green digital marketing.
- 3) To study the attitude of Finnish consumers towards green digital marketing in this century.
- 4) To understand the significance of green aspects of products while making purchasing decisions.
- 5) To examine how green digital marketing has contributed one part to the success to companies.

The result of the survey questionnaire will be studied to confirm the primary hypotheses as follow:

**Hypothesis 1:** Finnish consumers are conscious of environment impact when making decisions of purchasing products.

**Hypothesis 2:** Green digital marketing has a positive influence on Finnish consumers' attitude towards environmental issues.

**Hypothesis 3:** Finnish consumers are willing to buy green products in order to save the planet.

In addition, the Null hypothesis (**H<sub>0</sub>**) will be stated following each hypothesis. The size of research sample is 348 (n=348) Finnish people who are living and working in Finland.

### **1.3 Thesis Structure**

The objective of this thesis is to identify Finnish awareness of environmental problems and examine the influence of green marketing in the digital generation on Finnish purchasing behavior. Because of that, the author has thoroughly designed the thesis structure. This research is broken down into four parts, namely Introduction, Theoretical framework, Empirical Framework, and Conclusion.

The thesis introduction includes the information of the research background and mentions the reason why the author is interested in this topic, bringing to the audience a general objective and thesis hypothesis.

The literature review is the next part, which used secondary data to display the main theories and concepts of marketing and green marketing (green digital marketing). Moreover, green customer behavior, CSR, and their attitude towards green marketing & green products were also mentioned. The research methodology is designed using a quantitative method. What is more, a questionnaire survey was built and sent out to Finnish audiences.

The empirical stage consists of all data findings and analyses respectively. The all proposed hypotheses were answered and confirmed.

The final part concluded all the results, contained some limitations of the study, and further suggestions for future researchers, hence, the topic can be further analyzed and possibly applied to other universities.

## **2 THEORETICAL FRAMEWORK**

The theoretical studies are written in relation to the topic and objectives of the research, containing knowledge basements of marketing and green marketing phenomena. In order to provide this knowledge, active approachable research has been executed by searching on online article databanks such as Research Gate and Theseus.

The theoretical findings of this thesis will be divided into four parts which centralize the main subject of this research. In addition, this consists of marketing concepts in general, the differentiation of traditional and digital marketing in today's context, and green marketing & consumers' attitudes towards future sustainability. Lastly, the case company will be revealed and connected with the theoretical study. Four sections be-longing to the theoretical part will be summarized prior to the empirical study.

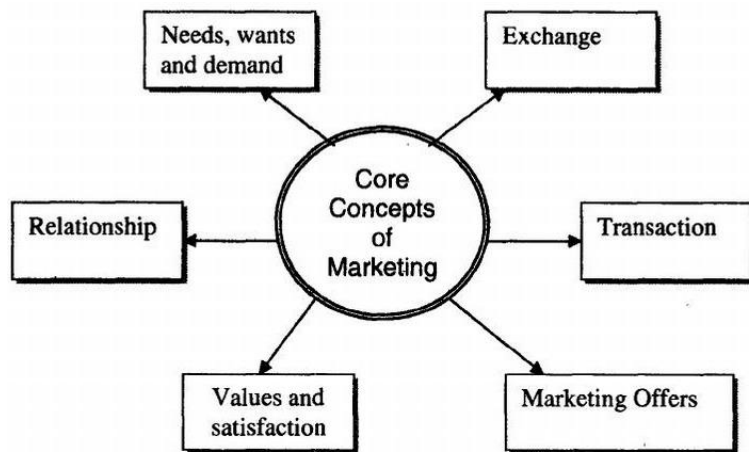
For the purpose of comprehending the effects of green marketing on consumers and with companies, the knowledge based-marketing is significantly required. In the same way, in order to acquire further understanding of green marketing phenomena, it is pivotal to grasp marketing concepts in the digital and technological era since digital marketing platforms have taken the lead in the business marketing area.

### **2.1 Marketing Concepts**

This section of the research focuses on the core concepts of marketing, what marketing in general is, and how it affects customers' behaviors. This includes the differentiation of traditional and digital marketing in today's context. Further, the marketing mix 4Ps and 7Ps will also be introduced as an application area of marketing. Finally, the market segmentation will be reviewed.

#### **2.1.1 Core Concepts of Marketing**

Some claim that marketers create needs and, in a way, make people buy things they do not actually need. Perhaps, that magical spell's truth is marketers do not create needs but create wants. Seizing the core concept of marketing, companies could serve the right customers with the right products or services.



**Figure 1** The core concept of marketing. (Kotler)

*Needs, Wants and Demands*

*Needs* are elemental requirements that a marketer can obtain to achieve marketing objectives. Maslow (1984) stated that an individual needs to be satisfied with the basic degree needs before meeting the higher growing degrees of needs. The different and basic human necessities are namely food, water, shelter, or sleep; displaying what people and organizations must have in order to survive and thrive in the future.

*Wants* are the unique form of consumption craving to fulfill a need and want can be regularly changeable. It seems to be unessential for humankind to survive as needs do. Nevertheless, it is correlated with needs. For example, if a person feels thirsty then he/she can drink water to satisfy a need but wants will force him/her to drink a cool beer or fruit juice

*Demands* are happened by the support of wants, which means the purchasing ability and willingness to expense and desire to purchase a product or service. In terms of marketing subject, the concept of demand is very essential as marketers have to predict or evaluate numerous customers' demands for their products or service precisely. For instance, a customer would want to acquire a smartphone, and there are two options for him/her, which is either buying a Samsung phone with the cost of 400 euros or an Apple's product with a cost of 600 euros. However, that customer has a strong desire for owning Apple's phone, hence, the customer has transformed him/her want or need into demand.

*Exchange* is an act of attaining a wanted product or service from sellers/manufacturers to the end consumers. In other words, a seller hands over a product or service to a buyer

who, in return, gives money. This exchange process is considered necessary for marketing as all marketing activities are spinning around it and involving in buyer and seller's transactions and information.

*Transaction* displays the proof that exchanges process between seller and buyer finishing, consisting of trading value between them. For example, bills, receipts, or record payments.

Marketing offers could be connoted as a group of benefits and advantages, including products, services, information, and experiences, provided to customers in order to fulfill their wants and needs. Before offering those benefits to customer, company's marketers have to focus on analyzing the exact needs and wants of customers for their target market and determining what product they will launch, hence, they can meet the high demands and expectations of targeting consumers.

#### *Customer values and satisfaction*

According to Vantrappen (1992, 53), *value-creating* for customers is defined as companies that meet customer's quality, service, and cost expectations. Moreover, customer value implies to what customers consider that they obtain those values from purchasing and using a product over and perhaps above the cost of acquiring it.

*Customer satisfaction* is often assessed as the distinction between service expectations and real experience. Zahorik and Rust (1992) state that satisfaction has been identified as an essential component in purchaser behavior models and customer reaction model toward service design. Then expectation plays an important part in customer satisfaction, when expectations are fulfilled, a higher level of satisfaction is generated. (Jones et al, 2003, 11)

*Relationship* in marketing is a strategy that targets to develop and manages long-term relationships with customers, suppliers, and distributors to obtain and continuously improve the company's business. As a result, a robust marketing network is built-in mutual profitability for all key parties.

### **2.1.2 Conventional Marketing**

Drucker's (1973, 61) tenet states that the marketing concept is referred to as the business purpose of creating customers. In addition, value and service for customers will come first and profit is later, maximizing profit, perhaps never (Drucker, 2000, 3). Clearly, the aim of the marketing concept, including a variety of marketing activities and processes, is to meet customer expectations. Keith (1960, 35) recommended that companies should reflect and redirect their view of looking for production's problems into problems of marketing. Thus, companies can make the products as consumers want and companies themselves can generate profits and expand their market share.

In the same manner, Kotler (1980) also delineated the concept as a tool to find what customers desire and satisfy them, rather than create products and sell them. In order to content consumers' needs, the product planning employees should coordinate fluently with development personnel to convey ideas into physical products. Besides, the American Marketing Association (1985) defines marketing (management) as the process of planning and implementing the conception, promotion, pricing, and contribution of ideas, goods, or services to generate valuable swaps that contain personal and organizational targets. In old-school marketing, the specific tools that reach the large audiences are television, radio, newspapers, magazines, mail boxes or trade fairs.

### **2.1.3 Digital Marketing**

After assessing the principles and concepts of marketing and elements related to it, this section is written to centralize the robust emerging digital marketing and discover its opportunities in the era of internet marketing and technological businesses.

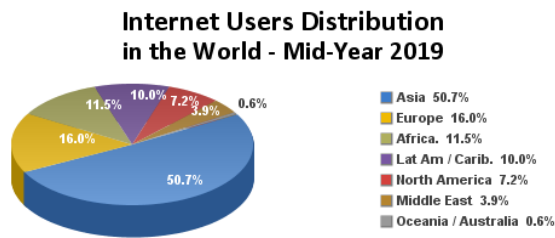
#### *Critical review of digital marketing*

Internet marketing has been clearly defined as the various activities of attaining marketing achievements through taking technological advantages (Chaffey et al, 2009). In addition, Chaffey also explained specifically that digital marketing is the utility of all kinds of technologies in order to help marketing projects increase customers' knowledge by meeting concisely their needs (2013). In the changeable business world, companies and their marketers have recognized the vitality of digital marketing blending with traditional marketing for the sake of satisfying the high demands of customers (Parsons, Zeisser, Waitman, 1996). Blažková suggests that marketing principles within the cutting-edge technologies

have probably had numerous approaches from traditional marketing, including in particular aspects, such as creating a webpage platform, investing in internet advertising, and also conduct thoroughly marketing research on the internet (2005). The “internet marketing” term, is also referred to as online marketing, e-marketing, web-marketing, or I-marketing, is a chain of marketing activities for products or services on the Internet space.

Moreover, new high technologies have created new business chances for a digital marketer to perform website management and further achieve their business goals (Kiani, 1998). Song (2001) agrees that online advertising is a solid marketing tool for brand buildings and traffic increases, contributing to the success of firms in terms of high production sales, cost-efficient advertising expenses, and Return On Investment (ROI) measurement (Pepelnjak, 2008). In the broad view, this tool is considered to be powerful when it can effectively ameliorate and boost economical revivals, generating not only for companies but also for government and society (Munshi, 2012). In modern marketing, the Internet, mobile devices, various Social Media platforms, search engines, and other channels are typical tools in order to reach consumers.

Below, **Graph 1** displays how Internet users are diffused all over the world in the middle year of 2019. As can be seen clearly, the highest users are belonging to the developing and strong emerging Asian countries, the following are the European area and Africa. (Internet World Stats, 2019)



**Graph 1** Internet users around the world. Distribution by world region in 2012. (Internet World Stats 2019)

### 2.1.4 Short Comparison between Traditional and Modern Marketing

There are several studies and researches about comparing traditional marketing and modern marketing and also indicating performances and effectiveness of both kinds of marketing. **Table 1** displays the core differences between traditional marketing and internet marketing and from that it can be concluded that probably the advantages of internet marketing are much more than the advantages of traditional marketing.

**Table 1** The Contrast Model (Salehi, M., Mirzaei, H., & Aghaei, M.,2012)

Traditional Marketing	Internet Marketing
Physical access to product	Wide range of product
Personal service	More feasibility to cut cost
Quick feedback	Easier to reach more consumers
Less tough competition	Faster speed of communication & shopping
More safe and sound payment	Feasibility to present business (its image, offers, history etc.)
Atmosphere of physical store (more real)	24 x 7 access
Face to face communication	Communication directly with target group
Quicker & easier measurement of results/responds	Feasibility for continuous relationship

### 2.1.5 Marketing Mix Models

It is said that the marketing mix is the most rudimental concept of marketing. Kotler, Armstrong, Wrong, and Saunders (2008) proposed that a set of manageable marketing tools using by a company for generating a desired response in the targeting market is the

marketing mix. Grönroos (1994) argued that the marketer plans various means of competing and combines them into a marketing mix, thus, a profit function is effective.

### Marketing Mix 4Ps vs. 7Ps models



**Figure 2** The four factors of the marketing mix. (Kotler, 2013, 53)

The marketing mix factors are 4Ps, namely price, place, product, and promotion. The first study by McCarthy (1960) was recommended the 4Ps representing providing of price, promotion, product, and place as the principal components of a marketing strategy, and also as a means of executing marketing draft into practice.

The 4Ps of the marketing mix are shortly demonstrated as follow:

- *Product*, which is the tangible item or intangible services being marketed through its quantities, features, usefulness, and quality.
- *Price*, which is the actual amount of money that customers will purchase for a product or service.
- *Place* is referred to as the location where the product or services is reachable to the customer.
- *Promotion* indicates the further aim of company's marketing communication by using various methods, such as personal selling, direct marketing, public relations, sales promotions, coupons, and sponsorship.

The marketing mix is a powerful concept which offers several benefits. First, it makes marketing is more likely to manageable, allowable by separating marketing from other activities of companies and assigns marketing work tasks to marketing specialists. Moreover, the pivotal elements of the 4Ps can change a company’s competitive advantages in the marketplace. (Goi, 2009)

In recent years, there is an extension of the marketing mix 4Ps framework transforming to marketing 7Ps introduced by Booms and Bitner (1981). The new 7Ps model was included people/ participants, process, and physical evidence elements, these added criteria have been well-approved in the literature review of service marketing. Moreover, this extended marketing mix is more likely to be applied to consumer goods and marketing circumstances, strengthening the competitive advantage for companies in the large market. Besides, this upgraded marketing mix 7Ps model could be proved to be more effective than the 4Ps concept since Kent argues that the 4Ps framework tends to be simplistic and ambiguous. (1986)

Especially, Rafiq and Ahmed (1995) declared that Boom and Bitner’s 7Ps framework is the significant and influential modification for the service sector when adding participants/ people, physical evidence, and process as it can be seen in **Figure 3** below:



**Figure 3** The evolution of marketing mix 4Ps to 7Ps (Booms and Bitner, 1981)

- *Process*

The process in 7Ps demonstrates the mechanism and process in the service and generates a promised and added value to the customer by meeting each customer's demands (Kushwaha and Agrawal, 2015). For example, the process of receiving a meal at a self-service and fast-food restaurant such as Hesburger is different clearly from that at a full service restaurant. Also, the agile response time in a service circumstance when customers likely have to wait in a queue until their turn. Thus, it is important to assure that customers understand the process of receiving a service.

- *Participants/people*

The participants or people are described as the element which contains the customer who pays for the service, and other customers in the service environment. Thence, marketing managers need to govern not only the interface service to provide it to customers but also the actions of them. The amount, type, and behaviors of customers could be partly seen as the standards for assessing how well a restaurant serves its customers. (Mohammed Rafiq and Pervaiz K. Ahmed, 1995)

- *Physical evidence*

Physical evidence from Boom and Bitner is referred to as the service which is delivered into the physical buying environment and to any tangible products that improve performance and communication of the services. It is considered one of the important elements in the marketing mix as customers use tangible indications to evaluate the quality of service being provided. Hence, Shostack (1977) concludes that the more a service is intangible dominant, the greater efforts of the company are in order to make it tangible. For instance, a credit card is a typical use of tangible evidence that helps the provision of intangible credit by banks and credit card companies. The physical environment is a part of the goods itself. The decoration of the buildings, furnishings, and other details are considerably a contributory factor in consumers' evaluation of the quality and the level of service they expect to receive.

### **2.1.6 Market Segmentation**

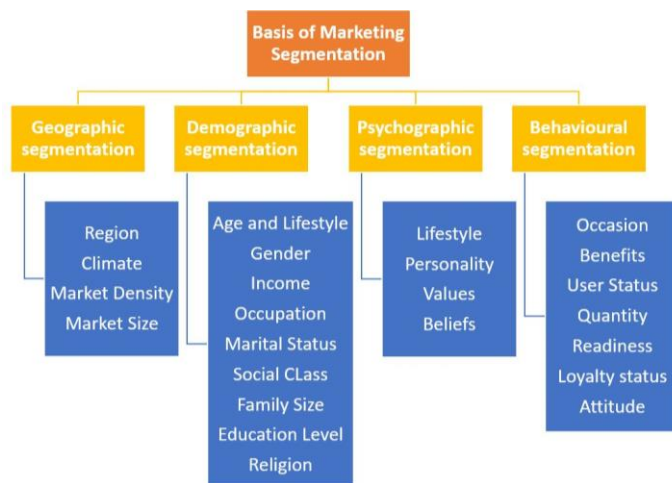
The diversity of consumers' demand and types is increasingly growing, according to Kotler and Armstrong (1996), a market is a place of products and services, a market is a

group of purchasers, and in an industry, it is a group of sellers that they serve. Furthermore, the most pivotal marketing's mission of a company is to assess how big or small scales of its current market demand, which is not a fixed number, but can be considered in terms of total local or region market demand (Kotler and Armstrong, 2008).

Moreover, companies have conducted many business strategies in order to gain competitive advantages of their products and services and be on top of market share among other existing and new competitors. That is when marketing segmentation playing an important function in assisting companies' marketers for segmenting then targeting the right products and serving the right customers in the multi-diversified cultures. The needs, preferences, and behaviors of the segment, consumers are homogenous but indistinguishable (Kotler, 2001)

Kotler and Armstrong also had clearly declared that there is no single and shortcut way to segment a market, and a marketer should try different segmentation variables: individual or combined way so as to be fruitful in today's international market (1996).

Consumer marketing segmentation consists of four main variables, namely geographical, demographic, behavior, and psychographic (Gillian, 2011).



**Figure 4** Basis of marketing segmentation. (Kotler and Armstrong, 2013)

*Demographical element*

Demographic segmentation is the most common basis for segmenting customer groups and this term can be occupied into groups based on variables, such as age, genders, family

size, family life cycle, income, occupation, religion, education, race, generation and nationality (Kotler and Armstrong, 2013). In a similar way, Marla Royne Stafford (1996) states that it is one of the most ubiquitous and well-approved basements for segmenting targeted customers and markets. Albeit other types of segment variables are utilized, a marketer can be aware and acknowledge demographics to evaluate the size, scope, and effectiveness of the market.

### *Psychographic*

The psychographic segmentation by Kotler and Armstrong (2013) splitting a market into different groups relied on social class, lifestyle, or personality characteristics. This type of segmentation is considered more difficult and involves more detail of market research since consumers can have very different psychographic characteristics even belonging to the same demographic segment.

### *Geographic*

Geographic segmentation dissects the market into geographical units such as nations, states, regions, counties, cities, or neighbourhoods (Kotler and Armstrong, 2013). Gillian specifically explains that this segmentation is based on the belief that consumers who live in the same place will probably share some related needs and wants. Also, those needs and wants could be varied and different from the consumers who are living in other locations of the world.

### *Behavioural segmentation*

Behavioral segmentation belongs to knowledge, feelings, attitudes, uses, or responses to a product or service. In addition, behavioural segmenting variables are composed of occasions, benefits, user status, user rates, loyalty status, readiness stage, and attitude to a product or service. (Kotler and Armstrong, 2013)

In conclusion, this paper will focus only on behavioural segmentation, specifically about the “attitude” of customers towards environmental awareness and how green digital marketing affects customer behaviour.

## **2.2 Green Marketing**

The ecological matters and its consequences have increasingly become the major debate topic in global concern. The concerns are surrounded by global warming, emissions of greenhouse gases due to the fossil fuel burnings, decrease of ozone layer because of certain chemicals and toxins (Kotler and Keller, 2009). Saxena and Khandelwal (2010) propose that these environmental matters have impacted directly and indirectly all human activities and climate, however, it appears that some companies and marketers do not take the consideration in their practices.

Besides, Hart (1995) argued that strategies and competitive advantage could be deep-rooted in capabilities that ameliorate environmentally sustainable economic activities in the future. Thus, the green marketing concept is the focal, positive, and innovative condition to accentuate the global perspective of environmental challenges rather than economic efficiency, to increase natural preservation, and to outreach to the sustainable development goal of green practitioners.

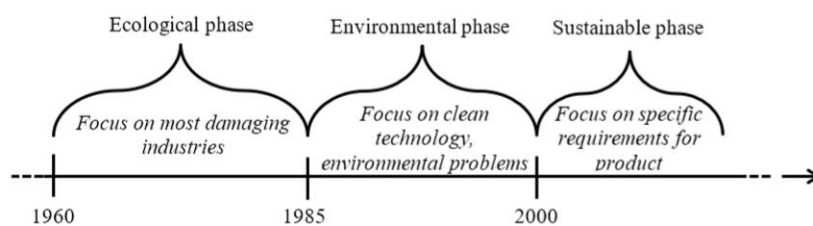
### **2.2.1 Green Marketing Concept**

The meaning of “green marketing” or “ecological marketing” has been coined in different ways by different associations and scholars. American Marketing Association (AMA) defined this term in three dissimilar ways: firstly, green marketing is the marketing of products that are assumed to be environmentally safe (Retailing definition). Secondly, it is the development and marketing of products designed to diminish negative impacts on physical surroundings or to improve its quality (Social Marketing definition). Finally, this is an organizations’ efforts to produce, promote, package, and modify products in a sensitive or responsive manner toward ecological concern. Generated by Seth and Khan (2015), green marketing is a blend of incorporating CSR and ethics, which helps businesses transform into socially responsible.

Additionally, green marketing is regarded as various activities such as product adaptation, trade fair practices, adopting eco-friendly production processes, and packaging (Mishra and Sharma, 2012). In the same opinion, Polonsky (1994) connotes green or environmental marketing as a set of all the activities created with the aims of generating, mitigating any exchanges were planned to fulfill human’ needs or desires, with minor destructive impacts on the natural environmental surroundings. Ecological issues have considered becoming a core competitive factor in production markets (Papadas et al., 2017).

Further, the process of selling products or services based on its environmental advantages are also considered as green marketing, Ward asserts (2017). As stated by Veleva and Ellenbecker in 2001, ecological innovation stays focusing on coordinating environmental sustainability at each step of producing goods and services, which will lead to decrease natural resource consumption in producing and offers competitive advantage (Paradowska and Platje, 2015).

The topic of green marketing in the 1990s might just gain the noticeable interests, notwithstanding those interests from publicity was reduced due to the fact that a large number of companies comprehended green problems as a cost factor and a hindrance rather than a marketing function (Papadas et al., 2017).



**Figure 5** Development of green marketing orientation (Papadas et al., 2017)

Green marketing has become more fundamental with an objective to meet full environmental expenses of production and consumption for creating the most important target, which is a sustainable economy. As Peattie (2001) points out the sustainability aspect needs a particular requirement for production and consumption that is to assure that the current material standard of living should not be damaging to the future living of generations. Moreover, Katrandjiev (2016) suggests that green marketing attains significant relevance in many companies in the sustainable stage, and companies in several industries started to apply the principles of sustainable marketing tool, including orientation towards the justice, future and draw attention to the needs (not wants).

In conclusion, all these definitions of green marketing suggest that it is seemingly more than a green way of conventional marketing and the concept of green marketing can be applicable for diverse products, for instance, consumer' products, industrial' products, and services.

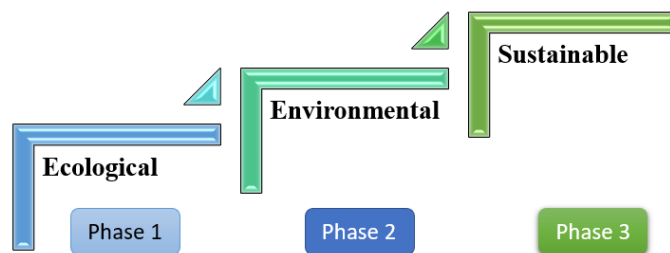
### 2.2.2 Green Marketing Mix Strategy

Green marketing mix or green 4Ps, namely “green product”, “green price”, “green place” and “green promotion”, has generally the same as the traditional marketing mix 4Ps. This term refers to the development of green products and the implementation of pricing, promotional, and distribution, which is particularly targeted at advocating, promoting, or preserving environmental welfare (Kinoti, 2011).

Interestingly, the significant distinction between these two concepts is that the 4Ps marketing mix aiming at a possible high profit, whereas the green 4Ps specializing on saving human beings and the planet (Tan & Lau, 2014; Awan & Wamiq, 2016). Moreover, consumers prefer to the pursuit and adopt sustainable lifestyles and sustainable consumption habits, which do not damage the environment. Besides, the four elements of the marketing mix have been exploited advantages by green marketing to sell products and provide services for the sake of creating feasible environmental advantages (Awad, 2011).

Because of this green community, companies need to understand their needs and buying behaviors by conducting a thorough research and then creating a green marketing mix that could result in doing better business performance and accommodating their green demanding.

The three phases of green marketing mix evolution are demonstrated by **Figure 6** below:

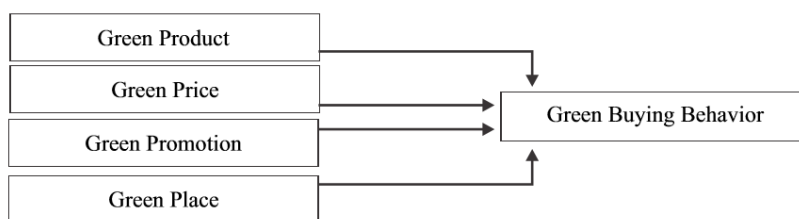


**Figure 6** Three phases of green marketing mix evolution. (Baker & Ozaki, 2008)

- The first phase was called “Ecological” green marketing as all marketing activities were scrutinized to tackle environmental issues and provide solutions for those issues.
- The second phase was named “Environmental” green marketing. In this phase, turning to eco-technology and designating innovative new products were concentrated in order to mitigate pollution and waste matters.

- The third phase was “Sustainable” green marketing since it is involved in a wide range of activities consisting of product modification, an adaptation of production process, packaging transformation, and changing of advertisement approach.

**Figure 7** explains shortly 4Ps Green Marketing has the important effects to green buying behaviour:



**Figure 7** Theoretical framework of 4ps green marketing mix related to green buying behaviour

#### *Green Product*

Green products are so-called ecological or environmentally friendly products in general. According to Shamdasani, Chon, and Richmond (1993) defined green products as the products which will not contaminate the earth or deplete natural resources, and they can be recycled or preserved and has also more environmentally-sound content or packaging in order to mitigate bad impacts on the environment (Elkington and Wasik 1996). Further, products need to be especially industrialized based on consumers’ demands which can be reconstructed from recycled ingredients or materials. Green products are not only saving energy, water, money, and other resources but also decreasing the detrimental effects on the living environment. Philip’s promotion of CFCs builds as “Earth Savers”, Nike promotion of using recycled bottles to make shoes, and others have marketed their wide range of products by underlining that they have reduced wastage and utilized environmental-friendly raw materials (Wymer and Polonsky, 2015).

#### *Green Promotion*

Green promotion plays an essential part in the success of every company and organization (Hayat, Nadeem & Jan, 2018). It can be related to the company’s public activities in which communicate, remind, and appeal to customers through the environmental benefits

of using products themselves. Some typical promotional activities are of the following types (Banerjee et al., 1995):

- Showing the relationship between the environment and the product or service
- Endorsing the green lifestyles, with or without spotlighting the product or service
- Increasing the company's sustainable environmental responsibility.

For example, Levi's is promoting its "Go Water<Less" campaign, which inspires and adopts a lifestyle of saving clean waters, as a part of green promotion.

#### *Green Price*

Price is seen as a considerable element of the green marketing mix; hence, the majority of companies have strived to make better pricing strategies (Maheshwari, Malhotra, 2011). From studies of Kumar (2013) and Henion (1976), if consumers perceive added values in a product such as visual appeal, improved after-sales service, and other reasons, they will willingly purchase at premium prices. It seems obvious from the previous literature that environmental marketing could convert from non-environmentally concerned consumers into ecologically caring consumers by the effective and efficient ways of training and promoting. Besides, there are some ecological products that are normally less expensive because of its product life cycle criteria, such as energy-saving lamps, non-toxic products, and fuel-efficient vehicles (Khwaja, 2012).

On the opposing opinion proposed earlier by Herberger and Buchanan (1971), environmental concerned buyers are not every time willing to pay a greater price for ecological products.

#### *Green Place*

Green place includes all the intricate and systematic activities, which starts from the material procurement process to management of distribution channel until the final point of consumption. In other words, green place approaches transportation channels, product flow channels, locations, and all other related activities which work ecologically and cohesively to ensure the availability of the product from the location of production to the location of consumption. It is the responsibility of marketers to place the company green products widely as most customers are not aware of (Queensland Government, 2006). Green consumers must be exposed to green products across green places (Mishra and

Sharma, 2012) and the location strategies need to be aligned with the ecological image as a competitive advantage (Queensland Government, 2006; Bradley, 1989).

### **2.2.3 Green Digital Marketing**

Some studies suggested that green consumers use magazines and newspapers more frequently, while they use less TV than non-green consumers ((Fotopoulos and Krystallis, 2002; Shrum et al., 1995). In the same manner, general TV viewing frequency has been shown to be negatively related to green attitudes and buying behavior (Shanahan et al., 1997; Good, 2007, 2009). Additionally, Atkinson (2013) stated that the accessibility of smartphone marketing tools for green marketing objectives have been rated.

According to the Mintel survey, its results indicated an increased consumption of green products for all the digital media vehicles (namely current affairs websites, online supermarkets, shopping sites, brands' own sites, price comparison sites, and daily deal sites). The higher individuals identified themselves as green consumers, the more likely the Internet and digital media they consumed (Gergely Nyilasy & Harsha Gangadharbatla, 2015). A feasible explanation for this result could be that green consumers are basically better educated (Diamantopoulos et al., 2003); and also, there is a positive relationship between Internet using and educational level (Diamantopoulos et al., 2003), hence, green consumers might use the Internet more frequently.

### **2.2.4 Corporate Social Responsibility (CSR) and Green Marketing**

#### **Corporate Social Responsibility**

Corporate Social Responsibility or shortly CSR has come into commonly used in the late 1960s and early 1970s. CSR is defined by The World Business Council for Sustainable Development as the business commitment to contribute to sustainable economic development, working with employees, their families, the social community, and society to improve life quality as a whole (2000). In addition, Carrol (1999) states that CSR means exceeding the technical, legal, and economic requirements of the company. Companies demand not only financial values but also social and environmental values. Said by Palazzi and Starcher (2000), an emerging number of companies in Western Europe, Japan, and North America find that CSR generates a sense of good business on the terms that there is no social responsibility without profits; increasingly favorites by investors

and consumers. Therefore, their strategy needs to fully integrate the interests and desires of customers, suppliers, employees, communities, and the planet as well.

### **CSR and green marketing**

Seth & Khan (2015) shows that green marketing is a mix of ethics and corporate CSR that helps business become as an ethically responsible entity. In addition, Roca (2009) proposes that trust is another element influencing customers' online shopping attitude, so by implementing green philosophy into company's marketing performance, the level of consumer's confidence in purchasing green products will be increased, building also their trust and long-term commitment to companies (Stornacka & Lehtinen, 2002). Companies gradually increase their green trust based on three factors: green perceived qualities, green perceived risk, and green satisfaction, thus trust is a precondition and a key to the success of marketing relations (Wu et al., 2010). Obviously, CSR attitudes in general and green marketing action in particular could be seen as a prudent competitive strategy and sustainable growth for companies.

## **2.3 Green Consumer and Attitude**

### **2.3.1 Green Consumer**

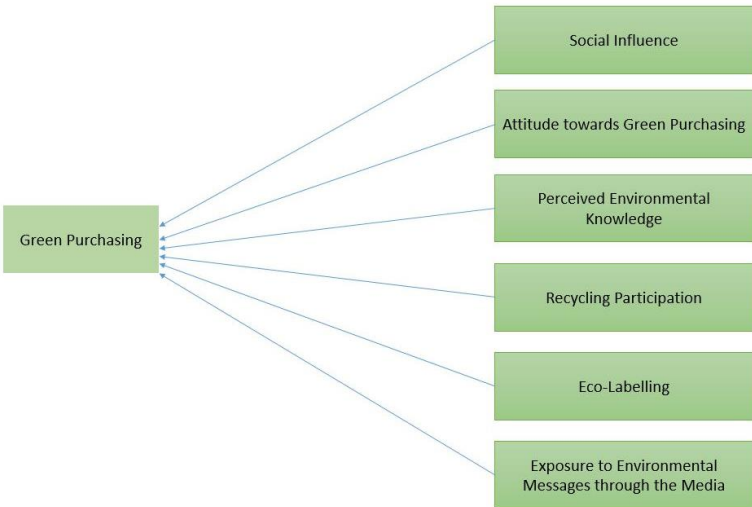
Soonthonsmai (2007) states that consumers who are conscious of and interested in the environmental issues are called green consumers. From the observation of Fergus (1991), green consumers normally arranged some activities such as petitions, boycotted manufacturers or actively promoted planet conservation. Moreover, green consumers are the one who takes environmental factors into consideration when making buying decisions in markets, such as purchasing organic produce (Loureiro et al. 2002; Moon et al. 2002), green electricity (Roe et al. 2001) and socially responsible investments (Michelson et al. 2004).

Additionally, Grunert and Juhl (1995) reported that household-purchased consumers were accountable for 40 percent of the environmental destruction. Especially, consumers comprise a substantial drive in sustainable development performance and hold the potentiality in preventing and alleviating damage by purchasing green products. These green people are willingly paying a premium for the provision and protection of public goods and the high importance is their environmental concern extends to beyond product ingredients and encompasses aspects of the manufacturing process, utility, and even disposal (Auger et al. 2003; Ginsberg and Bloom 2004).

Also, Green Trade & Development (2008) proposes that consumers are told to be switched their attitude and perception; and they would profess a strong eagerness on the side of an eco-friendly environment. Further, green purchasing behavior demonstrates a complicated ethical decision-making behavior and is seen as a sort of socially responsible behavior. Moisander states that as a socially responsible consumer, the green consumer will take into consideration “the public consequences of his or her personal consumption patterns and strives to use his or her purchasing power to bring about social change” (2007).

In an Advertising Age poll conducted by Yankelovich Clancy, it is continuously proved that 70% of the respondents were “sometimes” influenced by environmental advertisement and labeling when making purchase decisions (Chase & Smith, 1992). It could be illustrated that environmental awareness has increased by time-to-time.

**Figure 8** displays the framework of green purchasing behavior:



**Figure 8** Conceptual framework of green purchasing (Yatish Joshi & Zillur Rahma, 2016)

*Social influence*

Social influence can be elucidated as a statement where a person complies with another expectation or considers the information acquired from another as evidence of reality

(Deutsh and Gerard, 1955). Interestingly, Gupta and Ogden (2009) find that almost green purchasers had a high level of trust towards others and this group expects from others to also engage in green behavior and then green activities. As a result, consumers often buy green products to display their environmental concern to society. Additionally, social groups or social standards were noticed to have a positive association with purchase intention and genuine buying of green and other morally produced products (Eze and Ndubisi, 2013; Vermeir and Verbeke, 2006).

#### *Attitude towards green purchasing*

In terms of attitude towards green purchasing, it refers to consumers' cognitive assessment of green purchasing behavior. This purchasing attitude is grown through an individual's cognitive and rational judgment of green purchasing effort's value (Lee, 2008). According to several studies, consumers' ecological attitude and green purchasing behavior have been observed as having a positive interrelation with each other (Kozar & Connell, 2013; Mostafa, 2006; Tanner & WölfingKast, 2003); just only a few types of research disclosed a weak relation or no relation at all (Eze and Ndubisi, 2013).

#### *Perceived environmental knowledge*

This term regards as perceived knowledge of consumers towards ecological problems and their ways to tackle these issues. Mostafa (2006), Suki (2013) indicate that consumers with higher ecological knowledge are more likely to show ecologically responsible behavior. Other various studies particularly expressed that consumers' environmental knowledge positively influenced green purchase behaviour (Mostafa, 2006; Younget al., 2010).

#### *Recycling participation*

Regarding recycling participation, it is a form of sustainable consumption behavior. It displays consumers' conservative behavior which is a form of environmental behavior (Bezzina & Dimech, 2011; Paçoet al., 2013). Based on the study of Nittala (2014), recycling behavior has a larger positive effect on consumers' green purchase behavior and affects to sustainable consumption behavior (Lee, 2014).

#### *Ecolabelling*

Green characteristics of the product are informed to consumers by ecolabelling or eco-certification and its purpose is also to build confidently product's environmental assertion (Rioset al., 2006; Ip, 2003). Besides, another benefit of ecolabelling is increasing the company's sales by helping marketers focus on differentiating.

#### *Exposure to environmental messages through the media*

It is no doubt that all kinds of media have a giant positive influence on consumers' concerns about environmental problems (Good, 2006; Holbert et al., 2003). Moreover, media power affects their considerable thinking process before buying a product whether this product could be recycled or is made by sustainable products.

#### **2.3.2 Attitude of Green Consumers**

An attitude, from the study of Hawkins et al (2001), is an undergoing combination of emotional, motivational, perceptual, and cognitive phases regarding some facet of human's environment. It can be understood that attitudes are prospered from environmental inducement. Take a typical example of a toy, which is such an object that creates the joyfulness of children while playing, thus mentioning "toy" word in front of them will make them feel excited and happy.

Another study of Kotler (2004) and Bearden et al (1995) discern that people have attitudes toward almost everything, including music, clothes, food, religion, politics, and others. In such a way, attitudes have placed those things into a particular mood of liking or disliking a thing. Behaviors of people are led by attitudes in a constant way towards similar things. In addition, attitudes are viewed as a person's persisting favorable or unfavorable assessments, emotions, or action propensity toward some data or objects. Therefore, attitudes are perhaps difficult to change since they have formed over time through personal experience and group correspondence (Boone and Kurtz, 2004).

Undeniably, attitudes are framed by people's beliefs and values, which are taught. Bearden et al (1995) also supports that values are considered as shared beliefs or cultural norms about what is right or pivotal, representing essential achievements for consumers belonging to. Cultural values straightly effect how consumers see and use their personal products, brands, and services as stated by Kahle et al (1986).

The four functions of attitudes are displayed in Table 1 (J. Blythe, 2008) which consist of *instrumental function*, *ego-defensive function*, *value-expressive function*, and *knowledge function*. By identifying those key functions that a product serves customers, marketers can focus attention on their marketing campaign's communication and packaging and create relevant advertisements, so as to induce more favorable thoughts about what is being marketed and promoted. Thus, both the advertisements and products would gain high preference from customers' positive attitude.

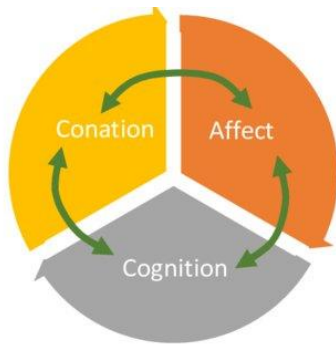
**Table 2** Functions of attitudes. (J. Blythe, 2008)

Function	Definition	Explanation	Example
Instrumental function	The individual uses the attitude to obtain satisfaction from the object	The individual thus aims to maximize external reward while minimizing external punishment	An individual might develop an attitude towards a particular restaurant because his friends go there and the food is excellent
Ego-defensive function	Protects against internal conflicts and external dangers	Here the attitude shields the individual from his own failings	Someone who is unable to understand how to use the product might have an attitude that manufacturers make products too complex
Value-expressive function	Opposite of ego-defensive; the drive for self-expression	The attitudes expressed often go against the flow of opinion	Most radical political viewpoints fit this mould. Think about the Gulabi women in Uttar Pradesh.
Knowledge function	The drive to seek clarity and order	Related to the need to understand what the object is all about. Comes from the belief that if you know what you like or dislike, decision-making is easy	Someone who has an interest in latest car models is likely to read magazines about them, go the autoshows and watch programmes about cars such as top gear

For this research, knowledge function plays a more important role among the others (Hawkins, Best, & Coney, 2004), and it can be built by the way each person organizes his/her beliefs towards a company and ultimately build his/her subsequent purchasing behaviour.

#### *Tricomponent Attitude Model*

Christ Fill (2005) identified that attitudes are comprised of three components:



**Figure 9** Tricomponent attitude model (Christ Fill, 2005)

Cognition (Learn) - The perception and knowledge hold by individuals about a product/service or about specific attributes of the offering. This component displays the formation of attitudes which is called learning.

Conative component (Do) - When an individual temperament or intent to act in a certain way, then the action component of attitude is forming. Moreover, this conative component can be referring to as observable behaviour.

Affective component (Feel) - This means affection holds about a product/service and makes humans easier to evaluate the product/service. The assessment could be either good, bad, satisfied, or unsatisfied. Affective component, including consumer feelings, sentiments, emotions, and mood, is concerned about.

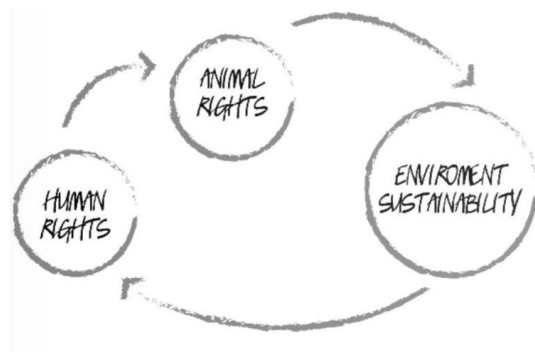
#### **2.4 Case Study - Lush Handmade Cosmetics**

In order to better understand the green marketing trend, the researcher will look at Lush cosmetics company which is one of the hand-crafted, organic, and natural cosmetic pioneers in the Finnish market. Therefore, this chapter discovers an overall view of the case company which is Lush, including its profile company and business purpose. More specifically, the most important part of this chapter discussed the green products and sustainable green marketing mix activities in the digital era at the case company. For this part, the research information is primarily taken from the Lush's official website and its other Social Media platforms.

### 2.4.1 Case Company Profile

Lush is a fresh, natural, and handmade cosmetics manufacturer and retailer located in the United Kingdom. Lush was established by the wife and husband Mark Constantine and Lix Jensen in 1995. The company's mission statement is "to make their products by hand with only vegetarian ingredients and little-to-no preservatives", ensuring the competitiveness position in this industry. Lush's vision is "to provide the ultimate customer service experience while maintaining the beauty and wellness of the environment we live, work and play in".

Moreover, Lush produces and distributes various kinds of handmade cosmetic products such as soaps, hand & body lotions, shower gels, shampoos, and so on for different skin tones and types. Lush is an active campaigning company on the issues of Animal Rights, Human Rights, and Environmental Protection. The company turns 25 this year, has 446 stores in 49 countries globally. (Lush website, 2020).



**Figure 10** Lush's ethical values (Agnes Pottier & Alba Muinos)

### 2.4.2 Green Sustainable Products

Lush products are well - produced based on a superior quality and innovation strategy.

#### *Naked packing and sustainable packaging*

Lush's packaging is a one-of-a-kind in the cosmetic world as it uses "Naked product" innovation with the aim of helping environment less impact by plastic pollution. It means that 33% of its products are only packaged in recycled paper bags and the other products are packaged in recycled sources. Further, Lush also helps customers to recycle in a way

that after purchasing the products in a black pot, this black pot can be returned and reused to any Lush’s store.



**Figure 11** Lush's Naked products (Parker Williams)

*Raw material*

Lush considers carefully the natural resources, so its company prefers to use ingredients that are produced in a sustainable way and keeps away from those that are not. Being worried about its environmental impact, the company chose its suppliers carefully who respect the environment, animals, and people.

*Honest labelling*

Each Lush item is well-handmade and labeled with the list of ingredients, date of manufacture and expiration and particularly name of the employee who made it.

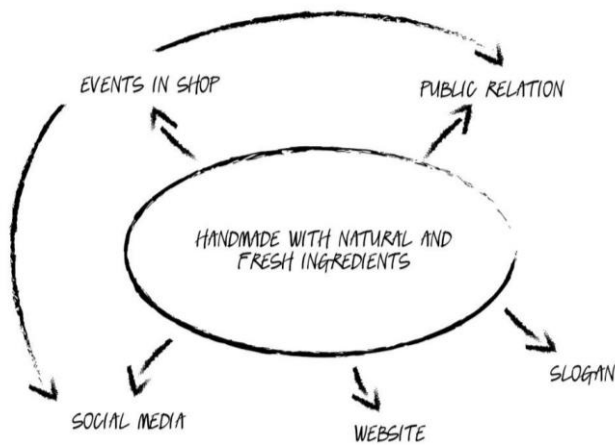
**Table 3** Lush Group sustainable assessment (Bom et al.)

Design	Sourcing	Manufacturing	Packaging	Distribution	Consumer Use	Post-Consumer Use
- "Eco-design"	- Preservation Biodiversity	- Products handman	- Reduces and raw materials		- Reduction water and energy consumption	- Recycling and re-use
- "Visual design"	- Only natural products	- Reduce CO <sub>2</sub>	- Packaging recycling		- Product safety and quality	- Certification Fair-Trade
	- Digital chip for animals tested	- Products not tested on animals		- Short routes and minimum air use		
- "Permaculture design"	- Local products - Sustainable development - Raw material vegetable origin	- Self-preserving society	- Naked products		- Charity pot	- Zero waste

### 2.4.3 Innovative Green Marketing Mix Strategy

Cosmetic markets are considered tough and Lush's business strategy is needed to differentiate itself effectively. Thus, Lush creates a marketing strategy strongly integrated into transparency, fair trade, human rights, and justice. Additionally, from its product design to its logo and store setting, Lush reflects its brand values through an eco-combination of material and symbolic gestures (Kotler & Levy 1969).

In order to gain this objective, Lush has used the marketing mix to a particular dimension of green marketing consisting of 4P.



**Figure 12** Lush's green marketing strategy in a nutshell (Agnes Pottier & Alba Muinos)

**Product:** Lush uses the natural ingredients from the ethical resources under the Ethical buying policy and against animal testing. In addition, its products are totally locally fresh hand-crafted in the Lush Kitchens in Sydney.

**Price:** The company adopted a skimming price strategy which means it sells products at a price higher than the average market price.

**Promotion:** Lush established its own foundation and has launched many ethical campaigns. Additionally, Lush focuses more on promoting its greening campaigns on Social Media or organize buzz events in its shops but does not have an advertisement on the TV or radio.

**Place:** The company has a giant distribution network globally and it always chose strategic location of its shop.

## **Lush's Social Media**

Lush's communication strategy is based on Word-of-Mouth and from its perspective, Lush has gained much attention from public relations and social networks. Especially, Social Media platforms have allowed Lush to be more popular and become trendy, which are on Instagram and YouTube. Moreover, this cosmetic brand is also very reactive on its website and also other Social Media channels when it welcomes customers to share their experience. Its Social Media channel has many fans and followers as its loyal customers.

### **2.4.4 Lush's Sustainable Business Practice - CSR**

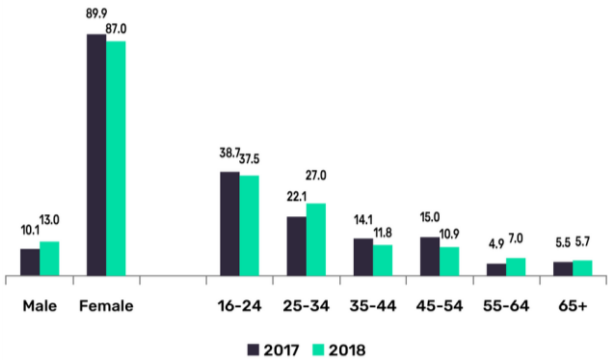
Lush company is a well-oriented activist at its heart because of its regular CSR initiatives in doing a partnership with charity groups, nonprofit organizations, and NGOs to support a range of social and environmental matters (Melissa Aronczyk, 2013).

According to The Australian Business Awards (2013), Lush Cosmetics is "an excellent example of a company using a green approach, and this is obvious through their various sustainability initiatives. They include making fresh and handmade products, vegetarian and vegan products, minimal preservatives, absolutely no animal testing, supporting charity, ethical sourcing of ingredients, responsible packaging and labeling, and encouraging community recycling".

- Charity Pot campaign 2007 - When customers buy a product of the Charity Pot range, 100% of the money will be donated to organizations that work to promote human rights, animal welfare, and environmental protection.
- SOS Sumatra campaign 2017 - Lush supported this campaign in order to return 50 hectares of palm plantation into a biodiverse habitat.
- 30-second soap 2020 - Lush developed the soap to encourage hand-washing in the spread of Covid-19. (Lush's website)

GlobalData (2018) states that from 25-to-34 years old group is its loyal customers, accounting for 27% of Lush shoppers in 2018 (Graph 1). Thanks to its CSR policies which are good ingredients and innovative products, the cosmetic brand's profitable sales had increased by 13% in 2018, which outperformed the UK health & beauty market's (2.9%). Furthermore, Lush's UK online invasion grew to 12.6%, exceeding that of the overall UK health & beauty market, which stood at 9.3% in 2018 (Deborah Williams, 2019).

Overall, the highlighted success of Lush is the living proof for the responsible business, product innovation, and green digital marketing purposes going hand-in-hand.



**Graph 2** Profile of a Lush Health&Beauty shopper (% of 10000 respondents, Global Data)



### 3 RESEARCH METHODOLOGY

This research is conducted deductively in order to obtain the research goal, by commencing with collecting the existing literature and developing concretely a theoretical framework. According to Webster and Watson (2002), an effective and well-composed review as a research method creates a firm's cornerstone for advancing knowledge and supporting theory development. Therefore, by gathering and synthesizing findings and perspectives from many empirical sources, an evident and convincing literature assessment can address research problems in an effective and efficient manner. That empirical research can be tackled either with the help of qualitative or quantitative data and the descriptions and objects of both academic methods will be discussed in this section.

#### 3.1 Research Approach

There are two different types of approaches to this research, which are deductive and inductive. The former approach is to testify theories at the early stage, but meanwhile, the latter is the facts which applied through observation to build the theory (Saunders & Lewis, 2012). In this thesis, the deductive research approach was selected.



**Figure 13** Deductive approach model (adapted from Saunders & Lewis, 2013)

Simplifying by Adi Bhat, qualitative research concentrates on attaining data through open-ended and conversational communication. It means this is not only concerned about “what” people think but also about “why” they think so, using the unstructured or semi-structured questions. Some common data gathering methods belonging to are focus groups (group discussion), individual interviews, and participation/observations. Taking an easy example of a fast-food restaurant finding its peak hours with the aim of serving its customers better and generating benefits, a systematic observation summarizes that lunch is the busiest time for employees' restaurant. Then at a successful interview with those main customers, the restaurant can know that their occupations are office workers as they tend to visit the restaurant to grab a quick bite and then come back to work.

### 3.2 Research Strategy

The qualitative research is designed to obligate its origin to the corrections of anthropology and sociology. Moreover, a variety of term has been applied to indicate the qualitative line of investigation, namely cultural investigations, constructivist paradigm, natural inquiry, phenomenological investigation, post-modernism, post-positivism attitude and post-structuralism (Schwandt, 2001). Compared to quantitative research, qualitative research's technique is demanding, systematic, and it frequently conveys a practical and alternative approach to quantitative research techniques. (Randy & McKenzie, 2011)

In comparison, the quantitative method's target is to modulate the connotation between an independent variable and a dependent or consequence variable in a population. The design of this method is a hybrid of descriptive and experimental for conducting an accurate evaluation. In a detailed manner, a descriptive study seems to require a sample of hundreds or even thousands of subjects and an experiment, especially, may need only tens of subjects. The assessment of the relationship of this hybrid is less likely to be criticized as there is a high participation rate in a sample being selected randomly from a population. (Hopkins, 2008). Its data collection methods include various forms of surveys, such as online surveys, paper surveys, mobile surveys, and personal interviews, according to Susan. (2011)

Bryman (2004) declares that quantitative research proclaims that quantitative research is likely to emphasize quantification in the collection and analysis of data. Ultimately, the main contradistinction for qualitative and quantitative research is about the question of scale or depth versus breath (Sayer, 1992). Research method of qualitative and quantitative might not indicate the difference between in-depth interview and statistical analysis, case study or survey or about the test of replication and corroboration. Also, the research is not surrounding the question of methodology, but similarly the option of research strategy which consist some opinions or politics that underpin the situation of what is being studied (Randall, Gravier, & Prybutok, 2011).

As outlined above, the current trends of researchers are inclined to combine two methods as a choice to further absorb the rich and persuasive data since the blend would not place the limitations of choosing either method. (Choy 2014; Brannen 2007).

However, the more important is the integrity of the research relies on how the researcher designs his/her research. Therefore, the **quantitative research strategy** has been adopted in this research paper. The reason has been made as by means of this quantifiable strategy, it will allow the author to test the proposed hypotheses and to determine the effects of target variables in this study.

### 3.3 Method and Sampling

#### Method

Regarding the aim of this topic research is to discover and understand the social phenomena of “green digital marketing” from the consumers’ perspectives as well as to link with the theory of green digital marketing’s effectiveness, the main research methodology for the empirical study is **the quantitative method**. Additional to it, among several types of quantitative research, the author chooses to use **online survey research**. That means sending out an online questionnaire is the selected method to collect data.

The reasons for selecting survey research are that firstly it is regarded as social scientific research, which emphasizes and encircles on people, the pivotal facts about people, their opinions, beliefs, attitudes, perspectives, behaviors, and motivations (Kerlinger, 1973). Further similar descriptions from Sukamolson (2007) about the survey, its usage is concerned with questionnaire design, sampling questionnaire and questioner administration for the aim of collecting information from studying a group of people or even larger which is population, then making thorough analysis in order to more effectively understand their characteristics and behaviors.

In addition, the online questionnaire’s benefits are considerably low cost, less-time consuming way by taking advantage of the internet platform. As Flick (2011) states that the qualitative research method probably takes a significant amount of time and the results are generated in only a very limited way; the data comprehension and analysis process of the qualitative method may tend to be difficult (Richards & Richards, 1994). Finally, sending out an online questionnaire to personal emails will receive specific information from respondents.

For the above reasons, the author creates survey research and then builds an online survey questionnaire in the Finnish language, which is divided into 5 parts containing 27 questions in total, and each part is related, supportive and cohesive with each other. Due to the Covid-19 situation, the questionnaire is sent widely through LinkedIn platform and

through student school' emails to specific Finnish consumers from all over Finland. After collecting primary data, it then used for analyzing and confirm hypotheses. Ultimately, the report for findings and conclusion is finalized.

### **Sampling Technique**

Collecting information of the whole Finnish population is unfeasible, therefore, the author uses a subset of the population which is called a sample. There are some ways of choosing samples, however, due to the nature of research's limitation, the author chooses the simple random method (Schiffman. L. G et al., 2015). Moreover, the sample of respondents are randomly selected groups; hence, the quantitative data is statistical, logical, and unprejudiced, making reliable and accurate data.

The research design sampling plan is carefully adopted and followed so as to have the credibility of the empirical part:

- i. Who are the target people to survey? (the sampling unit): Finnish consumers who live in Finland.
- ii. How many people to survey? (the sampling size): the size of the survey is 348 respondents.
- iii. How to select them? (the sampling procedure): online survey questionnaire (White, B., 2000).

The collected data had been analyzed by using SPSS statistical tools.

### **3.4 Questionnaire Construction**

The questionnaire is implemented through email and social media platforms. It includes four parts:

- Part I. Background information of the respondent.
- Part II. General consumer perspectives on green products and green marketing.
- Part III. Consumer's buying behavior towards green products and green marketing.
- Part IV. Attitude Measurement.

- Part V. Consumer behavior on Lush-Handmade cosmetics.

Further, the questionnaire is planned in the Finnish language for the target of Finnish consumers. The sample questionnaire is attached in Appendix 1.

### 3.5 Data Collection Method

In this section, the author will discuss about different kinds of data collection methods and how data was gathered.

#### Types of Data

Data collection takes a very pivotal role in the statistical analysis and there are two types of data: primary and secondary data. On the one hand, primary data is collected by the author her/himself by using different data gathering tools, namely surveys, questionnaires, personal interviews or observations (Burns & Bush, 2010, p166). On the other hand, secondary data is data that has been already gathered by other researchers, such as magazines, accessible journal articles, online annual reports (Burns & Bush, 2010, p.201). Also, the basic comparison of both data is also presented in **Table 2** (Oluwatosin V. Ajayi, 2017).

**Table 4** Comparison of primary and secondary data

BASIS FOR COMPARISON	PRIMARY DATA	SECONDARY DATA
1 Meaning	Primary data refers to the first hand data gathered by the researcher himself.	Secondary data means data collected by someone else earlier.
2 Data	Real time data	Past data
3 Process	Very involved	Quick and easy
4 Source	Surveys, observations, experiments, questionnaire, personal interview etc.	Government publications, websites, books, journal articles, internal records etc.
5 Cost effectiveness	Expensive	Economical
6 Collection time	Long	Short
7 Specific	Always specific to the researcher's needs	May or may not be specific to the researcher's need.
8 Available	Crude form	Refined form
9 Accuracy and Reliability	More	Relatively less

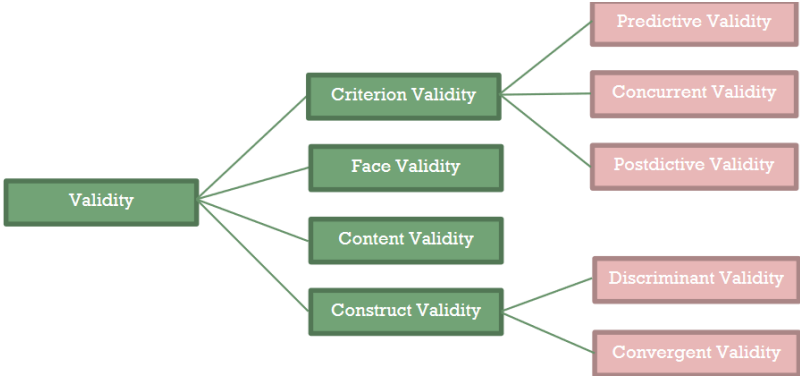
While the theoretical framework is based entirely on secondary data, empirical research is conducted based on primary data in this study. Specifically, the primary data collection

method is used in this research is an **online survey questionnaire** due to its reasonable benefits, which are convenient and efficient. The survey was sent to all Vaasa University of Applied Sciences students who have their own individual study email with the help of student office staff. The confidentiality of the respondents in this survey is a guarantee.

Moreover, the questionnaires are created by an online platform E-lomake. The survey structure is divided into 4 parts and included 27 focal inquiries in various types of questions, containing multiple choices, closed-ended questions (Yes/No), frequency (based on time frame/extended), and Likert scale (representing from Strongly agree to Strongly Disagree). Data collected from the survey would be analyzed and used by the author in this research (n = 348).

### 3.6 Validity and Reliability

Ghuri and Gronhaug propose that validity elucidates how well the empirical evidence corresponds to the theoretical area which is needed to investigate (2005). In another word, validity could be seen as the core of any form of valuation which is dependable and explicit (Bond, 2003, 179). There are several types of validity tests and are listed below:



**Figure 14** Subtypes of several forms of validity tests (Ghuri and Gronhaug,2005)

**Content validity** was used by the author as it is “an instrument reflecting the content universe to which the instrument will be concluded” (Straub, Boudreau et al. 2004). The

judgemental viewpoint to create content validity involves literature reviews and then follow ups with the evaluation by expert judges or panels. **Table 3** shows the validities comparison:

**Table 5** Comparison of validities ((Straub et al. 2004), (Netemeyer et al.,2003), (Viswana-than,2005), (Engellant et al.,2016))

Validity Component	Definition	Type	Technique Suggested
Face Validity	The extent that measurement instrument items linguistically and analytically look like what is supposed to be measured	Recommended	Post hoc theory, expert assessment of items; Cohen's Kappa Index (CKI)
Content Validity	The extent that measurement instrument items are relevant and representative of the target construct	Highly recommended	Literature review; expert panels or judges; CVRs; Q-sorting
Construct Discriminant validity	the extent that measures of different constructs diverge or minimally correlate with one another	Mandatory	MTMM; PCA; CFA; PLS AVE; Q-sorting
Construct Convergent validity	The extent that different measures of the same construct converge or strongly correlate with one another	Mandatory	MTMM; PCA; CFA; Q-sorting
Criterion Predictive Validity	the extent that a measure predicts another measure	Mandatory	Regression Analysis, Discriminant Analysis
Criterion Concurrent Validity	the extent that a measure simultaneously relates to another measure that it is supposed to relate	Mandatory	Correlation Analysis
Criterion Postdictive Validity	The extent that a measure is related to the scores on another, already established in past.	Mandatory	Correlation Analysis
Reliability Internal consistency	the extent to which a measurement of a phenomenon provides stable and consist result	Mandatory	Cronbach's a; correlations; SEM reliability coefficients

Furthermore, the research measurement is considered to be reliable when the extent to which findings have consistency and repeatability over time (Joppe, 2000). This means the assessment should be free from errors, providing a high level of accuracy. In this case study, the study is examined by the supervisor and is cohesive, consistent with literature reviews in chapter 2, and the sample size was received 348. Therefore, it can be referred to as the reliability of this thesis is moderately high.

## 4 EMPIRICAL FRAMEWORK

After explaining the second data and giving the methodology approach for the research, the study drives to the empirical framework. The empirical research is gathered and based on observation and evaluation directly by the author. This finding is called primary data and will be used to compare against the mentioned secondary data and to confirm the hypotheses of the study objective. The online survey is created by E-lomake platform and data obtained in Excel pattern. The author uses SPSS Statistics and Microsoft Excel software to analyze the data.

In the survey result, there are completely 348 respondents for all 27 questions. Its survey is written in English language and then being translated into Finnish language; taking 2 to 3 minutes to complete. The main reason for.fi

it is that the author would want to research on just only Finnish people so the Finnish language survey could be more effective and convenient for Finnish participants. The time of publishing the survey is from 11th May until 24th July 2020 and the participants remain anonymous. The survey link was sent through Vaasa local office to the Finnish students of Vaasa University of Applied Science and finally to the LinkedIn platform.

### SPSS hypothesis analysis

There are three hypotheses to this study as mentioned before and the author proposes the **Null hypothesis ( $H_0$ )** as a statement that needs to be rejected to confirm the alternatives ( **$H_1$ ,  $H_2$ ,  $H_3$** ).

The results are elucidated to refuse the Null hypothesis or accept it based on the analytical view of the author if the Null hypothesis is refused the alternative one will be confirmed.

The list of analysis choices is Descriptive Frequency, Standard Deviation (SD), Comparing Variables, Comparing Mean scores, and Cross-table analysis. The number of values are demonstrated in Graphs and Tables.

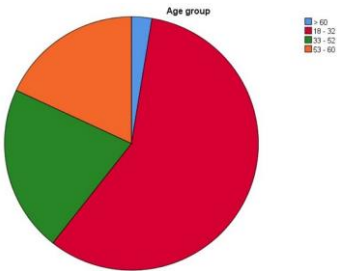
### 4.1 Demographic Data

The first part of the survey questionnaire is contained 5 questions, asking about the respondent's demographic information, such as age, gender, nationality, occupation, and monthly allowance/salary.

**Table 6** Age frequency (SPSS)

Part1.1. Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 60	9	2,6	2,6	2,6
	18 - 32	202	58,0	58,0	60,6
	33 - 52	74	21,3	21,3	81,9
	53 - 60	63	18,1	18,1	100,0
	Total	348	100,0	100,0	

As can be seen from the table, the first question belonging to **Part 1** is concerning about the age group. There are four choices, which are 18 to 32 years old, 33 to 52 years old, 53 to 60 years old, and lastly above 60 years old. Most people participating in this survey are a group of 18 to 32 (58%). The second largest group consists of 21.3%, which represents the age group from 33 to 52 years old; following is the age group of 53 to 60 years old, with 18.1 %. The age group over 60 counts for only 2.6 %. Based on the percentage values of frequency numbers, the pie chart of the age group also is created below.



**Graph 3** Age group (SPSS)

Therefore, the survey is successful in enticing the right target group, which is the young adults' group from 18 to 32 years old, who can be seen as students or young officers. The

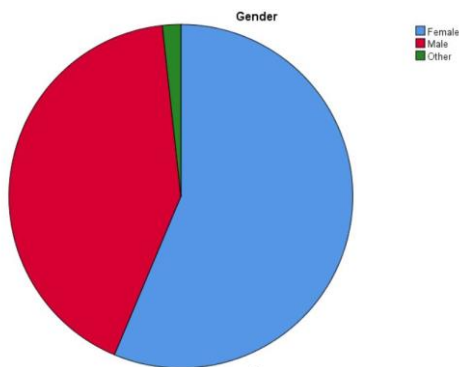
author believes that observing this group will accentuate their behaviors, attitude and awareness in the area of green marketing and environments.

**Table 7** Gender frequency (SPSS)

**Part1.2. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	196	56,3	56,3	56,3
	Male	146	42,0	42,0	98,3
	Other	6	1,7	1,7	100,0
Total		348	100,0	100,0	

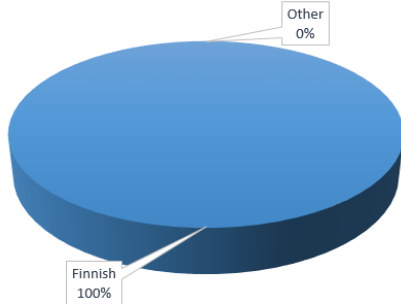
The **Table 3** above illustrates the next question about Finnish gender. The number of females participating in this survey is 196 people with approximately 56.3% more than the number of male respondents with 146 people accounting for just 42%. The gender distribution between Finnish female and male is slightly different, and only 6 participants from the third gender section (1.7%). The gender specific question is necessary in this survey for differing their reflection in environmental awareness, reference of green marketing and choice of green products. Moreover, the pie chart **Graph 2** is created under based on percentage values of the frequency number.



**Graph 4** Gender frequency (SPSS)

The third question is regarding respondents' nationality and its result is 100% Finnish.

**Part1.3. What is your nationality?**



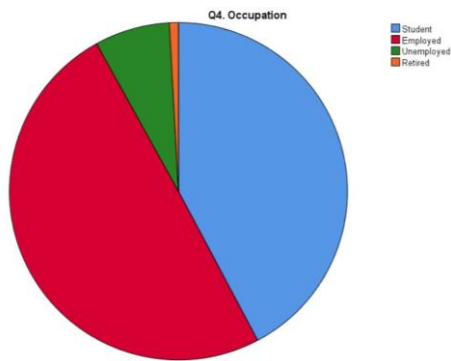
**Graph 5** Nationality piechart

**Table 8** Current occupation frequency (SPSS)

**Part1.4. Current occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	147	42,2	42,2	42,2
	Employed	173	49,7	49,7	92,0
	Unemployed	25	7,2	7,2	99,1
	Retired	3	,9	,9	100,0
	Total	348	100,0	100,0	

Followed up is the question about the current occupational circumstances. Nearly half of the citizens are employed, which represents 173 people and takes up 49.7% of the total of 348 submissions. Students follow the second with 147 people and accounts for 42.2%. The number of unemployed is quite low, with 25 people and slightly over 7%. The retired submissions are almost 1% with just 3 people. Finally, **Graph 3** delineates the occupation distribution in percent.



**Graph 6** Current occupation (SPSS)

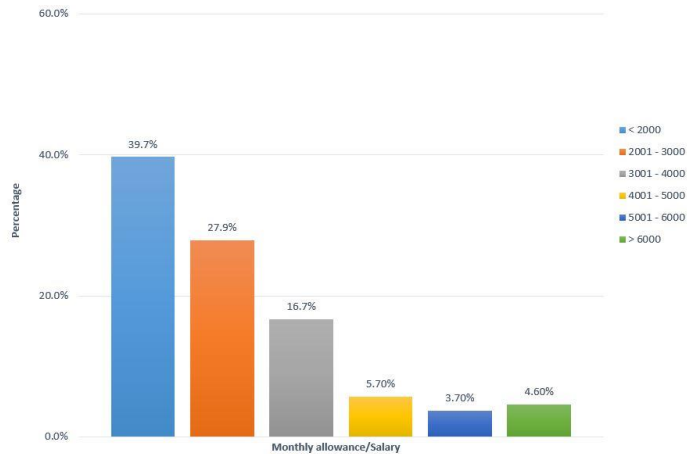
The last question in **Part 1** mentions about the monthly allowance/salary of the respondents:

**Table 9** Monthly allowance/Salary (SPSS)

	<b>Part1.5. Monthly allowance/Salary</b>					
	Included		Cases Excluded		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Under 2000	138	39,7%	210	60,3%	348	100,0%
2001 - 3000 euro	97	27,9%	251	72,1%	348	100,0%
3001 - 4000 euro	58	16,7%	290	83,3%	348	100,0%
4001 - 5000 euro	20	5,7%	328	94,3%	348	100,0%
5001 - 6000 euro	13	3,7%	335	96,3%	348	100,0%
Over 6000 euro	16	4,6%	332	95,4%	348	100,0%

In **Table 5**, survey participants who earn under 2000 euros per month are 138 people, which is also the highest number and accounts for 39.7%. The following result is from people who gain 2001 to 3000 euros per month (97 people), representing almost thirty percent (27.9%). From 3001 to 4000 euros, the income per month is 16.7% for 58 people. The percentage of people earning from 4001 to 5000 euros and from 5001 to 6000 euros is 5.7% (20 people) and 3.7% (13 people) respectively. The rest of 4.6% is earning/having more than 6000 euros each month. The bar chart below shows the monthly

earnings in percent.



**Graph 7** Monthly allowance/Salary (Excel)

In conclusion, the data of the first part shows that the largest number of Finnish respondents who took part in this survey is the young employed adults from 18 to 32 years old. Further, the response rate of females participating in this survey was higher than males.

#### **4.2 Respondents' General Perspective about Green Products and its Marketing**

**Part 2** - The general perspective part was built in order to support **Part 3** and **Part 4**. When respondents perceive a basic knowledge about green products that they purchase and use, and also how green marketing has affected them as a whole, then going through further questions will be asked deeply about their attitude/behavior with green products and green marketing.

This part consists of 2 **Likert-type Scale** questions (ranging from 1: Yes; 2: No; 3: Somewhat; 4: I do not know) in order to measure attitude/opinions, and 2 multiple-choice questions. In addition, the author used Cross-table in SPSS for the two variables, which are gender and the two **a** and **b** questions and thus, analyzing and combining the relationship/correlation between them. Thereafter, the data collected would be used to test the first hypothesis.

**H<sub>0</sub>**: Finnish consumers are not conscious of environment repercussions when making decision of purchasing products.

**H1:** Finnish consumers are conscious of environment repercussions when making decision of purchasing products.

**Table 10** Question 1.a\*Gender Cross-table SPSS

**Part2.1.a Are you an environmentally friendly person?: Answer\*Q1. Gender Crosstabulation**

Count

		Yes	No	Somewhat	I do not know	Total
2. What is your gender?	Female	91	3	97	5	196
	Male	54	17	74	1	146
	Other	6	0	0	0	6
Total		151	20	171	6	348

From gender perspectives and with the “Yes” answer in the total of 151 answers, females are more environmentally friendly person than males and other genders. Specifically, the difference in number between male and female is quite big when there are 91 females saying “Yes”, while just 54 males say similarly. Interestingly, all 6 of the other genders are a totally eco-friendly person.

From gender perspectives and with the “No” answer in the total of 20 answers, it is more strongly supported for females who have an ecological understanding and take action to protect the environment than the opposite sex as just 3 females say “No”, but 17 males answer “No”.

Additionally, there is just a slight difference between males and females when they answer “Somewhat”. It means that to some degree/circumstance, both sexes moderately concerned about environmental issues and act as an ecological person. For the answer “I do not know”, just one male admits that he is not sure if he is an ecological person, in contrast, 5 females say that they do not know.

**Table 11** Question 1.b\*Gender Cross-table SPSS

**Part2.1.b. Are you self-conscious about “Green products” or “Eco-friendly products” or Green marketing” in general?: Answer\*Q1. Gender Crosstabulation**

Count

		Yes	No	Somewhat	I do not know	Total
2. What is your gender?	Female	116	1	75	4	196
	Male	85	9	50	2	146
	Other	6	0	0	0	6
Total		207	10	125	6	348

As **Table 7** shows, there is the highest result of females answering “Yes” (116 answers in the total of 207) when it comes to those terms “Green products”, “Eco-friendly products” or “Green marketing”. That means they are generally aware of products which are designed and produced to help save the environment; and they can notice about green marketing and friendly-products in the market. Following is the answer of “Yes”, with 85 males answering and other genders are 6 people.

The result of the “No” answer for both sexes is quite low, with females are just only 1 person and males are 9. It indicates that Finnish consumers are well-informed with those terms related to environmental subjects. For the “Somewhat” answer, there are 75 females and 50 males in a total of 125 answers. Therefore, there is a small group of both sexes partially being aware of these three terms. The “I do not know” answer is insignificant with 6 females and 2 males.

Unsurprisingly, it can be concluded from questions **1a** and **1b** that Finnish citizens have a self-consciousness about environmental information, ecological products, and green marketing terms. They are environmentally friendly people; and they want to preserve and protect the environment. Besides, there is a strong correlation between females and their mindset of being an ecological person.

**Table 12** Environmentally-friendly activities of respondents involve in

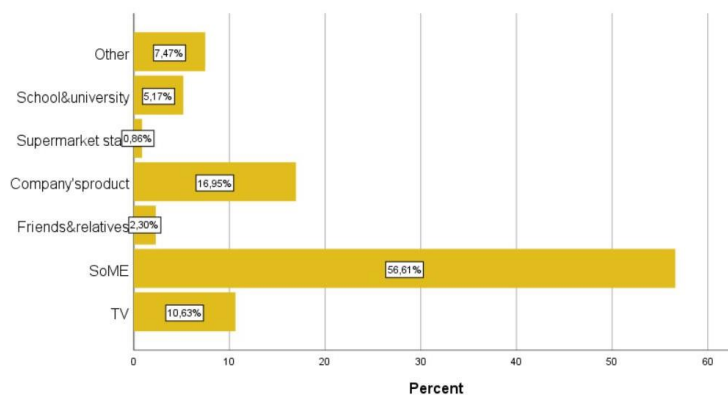
**Part 2.2. Environmentally-friendly activities of respondents**

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
	Preserve water and other energies	217	62,4%	131	37,6%	348
Recycle	284	81,6%	64	18,4%	348	100,0%
Buying enough stuff	230	66,1%	118	33,9%	348	100,0%
Purchasing eco-friendly products	184	52,9%	164	47,1%	348	100,0%
None of above	6	1,7%	342	98,3%	348	100,0%

Data collected from Table 8 indicates that when Finnish respondents are aware of environmental issues, they will take part in the ecological activities with the aim of reducing all possible burdens on the environment. Specifically, recycling seems to be the most activity that they do every day, accounting for 81.6% of the total. Following is the second and third actions that Finnish people also do to save natural resources, which is buying enough stuff (66.1%) and preserving water and other energies (62.4%). Moreover, the

thing is purchasing eco-friendly products, which accounts for about 52.9%, is also considered as the high record. Lastly, just only 1.7% of people does not involve in any activities in the survey question.

**Part2.3. Resources respondents gain awareness from, if they are aware of “Green products” or “Eco-friendly products” or “Green marketing”?**



**Graph 8** Bar chart analysis of question 3

Observing from the **Graph 6**, Social Media is the largest platform where consumers gain information about the topic of “Green products” or “Eco-friendly products” or “Green marketing”, which takes up 56.61%. The company’s product and its promotion (16.95%) are the second most resource where consumers get information about green/ecological products and marketing. The third resource, which Finnish people obtain information related to environment, is TV channels which represent 10.63%. Information taking from the school and university is just modestly 5.17%. Green information resource is slightly taken from friends and relatives, as it is only 2.3%.

Even though all green products are displayed in the supermarket, however, the number of getting information from supermarket staff when purchasers come to supermarket is considerably low, as accounts for only 0.86%. Hence, the marketing activities of the company including advertising and promoting their green products are quite important.

The other reasons for the participants are sorted out and summarized in short. The first common reason is that there is a number of consumers actively researching all the green information on the search engine websites rather than on the Social Media platform. The

next reason that should be mentioned is respondents work in the design production business, so they already know about it. The last reason is they getting info from traditional newspapers and magazines.

**Result:**

Exploration of the data above indicates that, in general, Finnish consumers are highly aware of environmental impacts when they have to make the decision of purchasing products. Therefore, they will probably try to buy eco-friendly products, often do recycling activity, and conserve natural resources as much as possible. Besides, the Null hypothesis ought to be rejected in this case and the alternative hypothesis is confirmed.

**H1:** Finnish consumers are conscious of environment repercussions when making decision of purchasing products

**4.3 Respondents' Buying Behaviour towards Green Products and its Marketing**

After approaching the questions about participants' common activities, **Part 3** was built to continue discovering more deeply about their purchasing habits of green products and also to know their perspective and buying motivation towards companies who launch products by using green marketing. From there, the data collected would be used to test the second hypothesis.

**H0:** Green marketing does not have a positive influence on Finnish consumers' attitude towards environmental issues.

**H2:** Green marketing has a positive influence on Finnish consumers' attitude towards environmental issues.

**Table 13** Frequency analysis of question 1

**Part 3.1. How many times have you purchased green or eco-friendly products in the past six months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week or more often	118	33,9	33,9	33,9
	2 - 3 times per month	128	36,8	36,8	70,7
	Once a month	62	17,8	70,7	82,2
	Less than once a month	40	11,5	11,5	100,0
	Total	348	100,0	100,0	

It can be referred from the **Table 9** that there is the highest frequency of respondents purchasing green products from 2 to 3 times per month during the period of six months, as 36.8% of the total. Furthermore, nearly forty percent (33.9%) of green consumers spending once a week or more often to disburse, which is also considered as a higher frequency. Followed by people who purchase once a month, with 17.8 %, and then lastly 11.5% of respondents who acquire eco-products less than once a month.

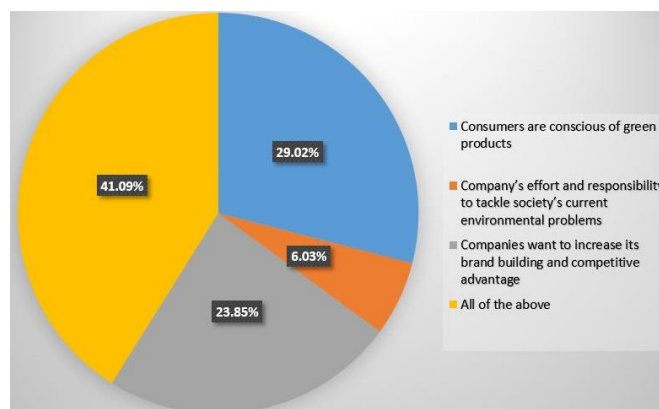
Moving up to the next question, **Table 10** displays respondents’ perspectives on the trend of green marketing, which has been emerged and become prominent in recent years. Interestingly, approximately 41% of people who all think that three given reasons behind green advertising and marketing are consumers’ high consciousness, company’s environmental resolutions, and company’s brand-buildings. Exactly 29% of people who just think the high reason that green marketing trend becomes popular because of the needs of green consumers who just only want to buy products that are environmentally friendly. Further, roughly 24% is the result of people who seem to believe that companies would want to gain more attention from customers and competitive advantage in the business field by building their brand image greener. Hence, companies will achieve more success, development, and reputation. Lastly, only 6% of consumers agreeing that green marketing is the company’s effort and responsibility with the aim of handling the present environmental issues.

**Table 14** Frequency analysis of question 2

**Part 3. 2. Why do you think Green Marketing is a popular trend?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Consumers are conscious of green products	101	29,0	29,0	29,0
	Company's effort and responsibility to tackle society's current environmental problems	21	6,0	6,0	35,0
	Companies want to increase its brand building and competitive advantage	83	23,9	23,9	58,9
	All of the above	143	41,1	41,1	100,0
	Total	348	100,0	100,0	

Ultimately, **Graph 7** below shows the reasons why green marketing is popular in percent:



**Graph 9** The reasons of green marketing trend

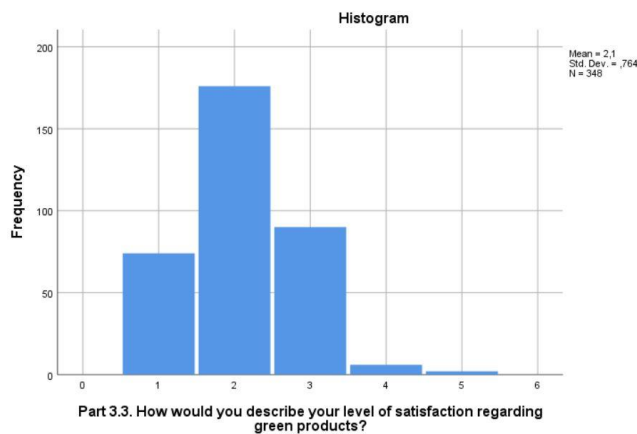
Additionally, **question 3** of this part investigated whether consumers were satisfied with their experience of purchasing green products. This was used Likert-type Scale questions, arranging from 1: Very much satisfied, 2: Satisfied, 3: Neutral, 4: Dissatisfied, and 5: Very much dissatisfied.

**Table 15** Frequency analysis of question 3

**Part 3.3. How would you describe your level of satisfaction regarding green products?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much satisfied	74	21,3	21,3	21,3
	Satisfied	176	50,6	50,6	71,8
	Neutral	90	25,9	25,9	97,7
	Dissatisfied	6	1,7	1,7	99,4
	Very much dissatisfied	2	,6	,6	100,0
	Total		348	100,0	100,0

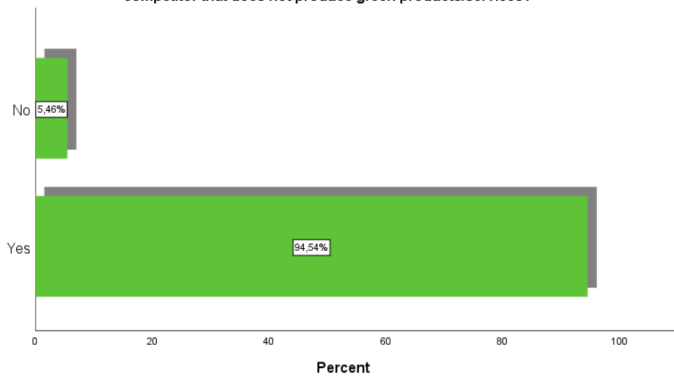
As is noticed in **Table 11**, approximately 70% of consumers were satisfied (50.6%) and very much satisfied (21.3%) with green products, and around 26% have a neutral opinion. In reverse, the dissatisfied and very much dissatisfied experience was 2.3% in total. The frequency of these answers is observed better through histogram chart **Graph 8** below.



**Graph 10** Frequency histogram of question 3.3 (SPSS)

Continuing with **question 4**, there is a majority of respondents who are inclined to companies that provide green products/services, making up to 94.54% of the total. While, the rest of 5.46% is unfavourable.

Part3.4. Could you be pulled towards a company that produces green products/services over its competitor that does not produce green products/services?



**Graph 11** Frequency analysis of question 4 in percentage

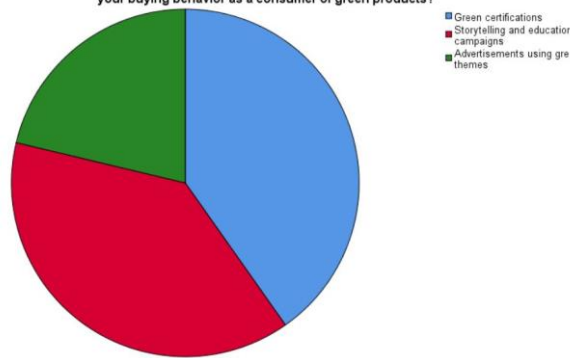
Finally, the last question of this part is presented in **Table 7** and **Graph 10**. From the angle of a consumer, marketing effects could have an impact on their buying behavior of green products. Interestingly, both green certifications, and putting storytelling and educational campaigns are the most effective marketing strategies by consumers' opinions, with around 40% and 38.5% respectively. It seems that using just only green themes in ads does not fully linger on customers' minds, as it makes up just about 21%.

**Table 16** Frequency analysis of question 5

**Part3.5. Which of the following marketing strategies used for green products is more effective in influencing your buying behavior as a consumer of green products?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Green certifications	140	40,2	40,2	40,2
	Storytelling and educational campaigns	134	38,5	38,5	78,7
	Advertisements using green themes	74	21,3	21,3	100,0
	Total	348	100,0	100,0	

Part3.5. Which of the following marketing strategies used for green products is more effective in influencing your buying behavior as a consumer of green products?



**Graph 12** Pie chart analysis in percentage

**Result:**

As evidenced, eco-sensitive consumers are content with the eco-products and will be probably lured by companies who effectively offer green products/services. In short, green marketing is successively prevalent trend and has a positive influence on Finnish consumers' attitude towards environmental matters. Once again, the author believes the Null hypothesis is rejected and the alternative hypothesis is confirmed.

**H2:** Green marketing has a positive influence on Finnish consumers' attitude towards environmental issues.

**4.4 Respondents' Attitude Measurement**

For **Part 4**, there are 9 statements in the survey questionnaire answer on Likert 5 scales from 1 to 5 (1: Agree; 2: Disagree; 3: Strongly agree; 4: Strongly disagree; and 5: Undecided). It is given to respondents under the 3rd hypothesis which seeks to understand

the attitude of Finnish consumers towards eco-products. There are 348 answers for these three statements and there is no missing value. Besides, the researcher chose to observe the mean value. The answer to each statement will be analyzed in the following.

**H<sub>0</sub>:** Finnish consumers' behavior is not willingly buy green products in order to save the planet.

**H<sub>3</sub>:** Finnish consumers' behavior is willingly buying green products in order to save the planet.

**Table 17** SPSS Mean scores and SD analysis of statement 1-2-3

**Part 4. Answer: Statement 1.2.3**

	N	Mean	Std. Deviation
S1. I appreciate the design/package of eco-friendly product	348	3,93	,831
S2. I understand the information on eco-friendly packaging	348	3,91	,781
S3. I believe in the information on eco-friendly packaging	348	3,58	,846

The first three statements were asked to evaluate the attitude of Finnish purchasers regarding understanding eco-products packages and their information. Looking at Table 12, the mean ratings from the highest to lowest were respondents agreed that they recognized the design and package of eco-friendly products (mean = 3.93, SD = 0.831); the information on eco-products are easy to acknowledge (mean = 3.91, SD = 0.781); and eco-information is essential on the product packaging (mean = 3.58, SD = 0.846). In conclusion, the result displayed a high level of Finnish consumers approaching eco-products through its green design/ packaging and it also shows how the importance of green packaging and information affecting them before buying.

**Table 18** SPSS frequency analysis of statement 4

**S4. I am willing to pay a premium price for an eco-friendly product (e.g +10%)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	143	41,1	41,1	41,1
	Disagree	43	12,4	12,4	53,4
	Strongly agree	54	15,5	15,5	69,0
	Strongly disagree	17	4,9	4,9	73,9
	Undecided	91	26,1	26,1	100,0
	Total	348	100,0	100,0	

Following, there are the answers to whether the respondents were willing to pay a premium price for an eco-friendly product (e.g.: +10%). About 41% of people agreed with buying a premium price for green products. Then 15.5% of people strongly agreed with this statement, which is higher than respondents who said disagree (12.4%) and strongly disagreed (4.9%). 26% was the number of consumers who were not able to decide to buy green and eco products. In short, the result indicated a high number of people who would want to buy climate-friendly products by choice.

What is more, the next two statements were showed the mean ratings of respondents' attitudes to ecological ads. From **Table 15**, consumers did have the interest in ecological ads (mean = 3.5, SD = 1.02); and they positively agreed that environmentally-friendly products are knowledgeable and informative (mean = 3.49, SD = 0.919). Generally, the result showed an acceptable level of Finnish consumers towards eco-friendly ads.

**Table 19** SPSS Mean scores and SD analysis of statement 5-6

<b>Part 4. Answer: Statement 5-6</b>			
	N	Mean	Std. Deviation
S5. I pay attention to eco-friendly advertisement	348	3,50	1,020
S6. I believe in the eco-friendly advertisement	348	3,49	,919

Likewise, **Table 16** presents the mean and S

tandard Deviation of the last three statements. The mean ratings of customers' attitude were that they were easily find climate-friendly products in a supermarket (Mean = 3.31, SD = 1.027); they listened carefully to their friends/family' opinion regarding green prod-

ucts and also thought about the environmental matters if they could minimize the ecological issues (Mean = 3.18, SD = 1.181); and they were willing to encourage relatives/friends to consume eco-products (Mean = 3.32, SD = 1.151).

**Table 20** SPSS Mean scores and SD analysis of question 7-8-9

Part4. Answer S7.8.9			
	N	Mean	Std. Deviation
S7. I easily find eco-friendly products in a supermarket	348	3,31	1,027
S8. I hear and I pay attention to my friends/family opinion concerning eco-friendly products	348	3,18	1,181
S9. I recommend eco-friendly products to my friends/family	348	3,32	1,151

As displayed in **Table 17** below, a high number of people will agree on recommending climate-friendly products to their friends and family, accounting for approximately 35% of the total. In short, it can be referred from it that the consumers not only purchase eco-products but also preferably suggest them to their family and friends.

**Table 21** SPSS frequency analysis of statement 9

**S9. I recommend eco-friendly products to my friends/family**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	29	8,3	8,3	8,3
	Disagree	54	15,5	15,5	23,9
	Undecided	92	26,4	26,4	50,3
	Agree	122	35,1	35,1	85,3
	Strongly agree	51	14,7	14,7	100,0
	Total	348	100,0	100,0	

**Table 18** under shows the overall Mean scores and Standard Deviation of attitude part:

**Table 22** SPSS overall Mean scores and SD of Part 4

<b>Part 4: Attitude answer</b>			
	<u>N</u>	Mean	Std. Deviation
S1. I appreciate the design/package of eco-friendly product	348	3,93	,831
S2. I understand the information on eco-friendly packaging	348	3,91	,781
S3. I believe in the information on eco-friendly packaging	348	3,58	,846
S4. I am willing to pay a premium price for an eco-friendly product (e.g +10%)	348	3,52	1,045
S5. I pay attention to eco-friendly advertisement	348	3,50	1,020
S6. I believe in the eco-friendly advertisement	348	3,49	,919
S7. I easily find eco-friendly products in a supermarket	348	3,31	1,027
S8. I hear and I pay attention to my friends/family opinion concerning eco-friendly products	348	3,18	1,181
S9. I recommend eco-friendly products to my friends/family	348	3,32	1,151
<b>Overall mean score</b>		<b>3,52</b>	<b>,98</b>

**Result:**

The analysis of the answers from the statements under hypothesis 3 indicates that Finnish consumers who are highly environmentally conscious tend to have a more positive attitude towards purchasing organic products and show further their strong intentions to buy organic products, with **the overall mean score of 3,52**. Green advertisement and their relatives/family have affected considerably to their attitude and are confident to pay a higher price for an eco-product. For that reason, the author believes the Null hypothesis is rejected and the alternative hypothesis is confirmed.

**H3:** Finnish consumers' behavior is willingly buying green products in order to save the planet.

**4.5 Respondents' Behavior on Lush-Handmade Cosmetic Company**

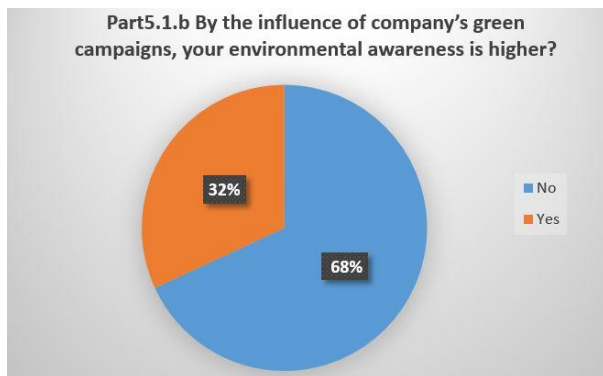
In this last part of the survey questionnaire, the author asked respondents whether they recognize or know about Lush-Handmade cosmetic company and its marketing product strategies on Social Media by questioning the 2 Yes/No and 2 multiple-choice questions. Also, the author said that if this brand is unknown to them, they can leave the box empty.

As shown below, 31% of the total 348 people saying "Yes" that they have purchased or intended to buy the Lush cosmetic brand, whilst the rest of them answering "No" for its a statement.



**Graph 13** Pie chart of question 5.1.a

On the one hand, there are 68% of respondents answering “No” when they think their environmental awareness is higher by the influence of the company’s green campaigns. On the other hand, 32% of people agreeing that their environmental consciousness is higher by the positive impact of Lush’s green campaigns. (N= 348)

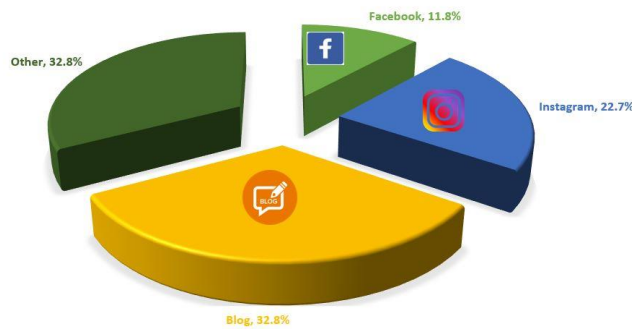


**Graph 14** Pie chart of question 5.1.b

For the next question, the majority of respondents replied that they recognize green content marketing mostly through the company’s blog posts (32.8%). Instagram is the second channel where consumers know about the company’s campaign (22.7%). The third one is from the Facebook platform (11.8%). The other reasons (32.8%) why consumers perceived about Lush’s green marketing campaigns are, in brief, firstly they hear from their family and friend; secondly is from YouTube video platform; and the final one is many

convenient and popular Lush stores where consumers can go to the store, receive marketing information and buy green products.

PART5.2. YOU KNOW AND PERCEIVE ABOUT LUSH GREEN CONTENT MARKETING THROUGH WHICH SOCIAL MEDIA CHANNEL OF COMPANY?



**Graph 15** Pie chart question 5.2

In short, Lush's blog website does active interaction and high engagement with its customers, posting blog posts regularly, and updating the company's product information which is beneficial to consumers. Moreover, Instagram is the second largest online place where Lush's cosmetic products and its brand value are taken spotlights and gotten the fondness from the huge and global audience. Since the company has opened about 446 stores internationally, consumers have had more chances to experience its fresh products and green marketing campaigns.

As mentioned above, if the Lush cosmetic brand is unknown to respondents, they can leave the box empty. Thus, there are **312** people in a total of **348** people answering for the 3rd question. The reason respondents chose to purchase Lush cosmetics is mostly because of its high quality products, accounting for 21%. The following is the reasons

for suggestion from family/friends (17%); ethical company (16%); and green-environmentally friendly brand image (14%). The two last lowest reasons are because of favorable in design/packaging and reasonable price (8%).



**Graph 16** Bar chart of question 5.3 (N= 312)

In a nutshell, the above answers of this part also strongly support Hypothesis 2, which is “Green marketing has a positive influence on Finnish consumers’ attitude towards environmental issues”. It indicates that green innovative marketings of Lush have had a good impact on the attitude of Finnish customers regarding environmental matters. Green campaigns on Lush’s website blog and on Instagram have successfully conveyed the message of protecting the green living planet, raising a higher environmental awareness.

Moreover, it also highly strengthens **Statement 4 in Part 4 (Attitude)**: “I am willing to pay a premium price for an eco-friendly product (e.g +10%)”. In other words, customers are willing to spend a higher price in order to use and experience a high-quality green product.

## 5 CONCLUSION

### 5.1 Final Conclusion and Reflections

This study described the environmental consciousness and attitude towards green marketing and green products among Finnish consumers in recent years. The paper used the quantitative methodology design to identify awareness among Finnish people of ecological issues as well as their willingness to take “green actions” in order to save the planet.

The research begins by mentioning a descriptive model integrating the following variables: general & core concept of marketing, marketing mix 4P&7P, green marketing, attitude and its tri-components, CSR.

The research analysis presented a high-level concern of consumers about environmental matters and the consumers’ responsibility for the planet when they purchase green products. It is seen from the empirical study under Hypothesis 1 that respondents of the survey are a high concern, take actions to fight climate change, and their general knowledge of green products are built concretely. More interestingly, the correlation between females and their ecological consciousness for environment and green products/marketing is strainer as for male respondents.

The result of Hypothesis 2 also showed that green marketing has a positive impact on Finnish consumers’ attitudes about raising their environmental awareness. Storytelling and educational green campaigns will be more effective among consumers. The respondents believe in green ads and would want to make more sustainable purchases and live a more sustainable lifestyle. Besides, they even recommend green products to their friends and family. This proves the significance of individual commitment for a better environment in shaping green consumption in Finland and this greening trend is becoming more widely embraced, contributing to ecological buying behavior.

For the result of Hypothesis 3, the behavior of Finnish consumers for the purpose of saving the earth is willingness. This result is the same as what the author expected before that the customers are willing to pay extra for the organic products. Also, the eco-design and packaging are very important for companies to convey their greening intentions into customers’ mindset.

The practical study also examined **the conceptual framework of green purchasing** by Yatish Joshi & Zillur Rahma. The authors can confirm that recycling pattern is the most

common behavioural activity of Finnish citizens in minimizing the effects of environmental pollution; then eco-labeling/design is very important for delivering green knowledge and green messages of companies. Respondents who frequently use Social Media will be inclined to the green purchasing option; participants' environmental knowledge is higher and more responsible; the positive attitude and behaviour are correlate with each other towards green purchasing intentions. Finally, social groups as family and friends have a huge influence in shaping the green consumption.

Findings from this study could support companies to change their business's mindset into a greener and more innovative strategy, not only in producing eco-products but also in the whole chain operation, suppliers, and production. Take the Lush company case as a typical example, the company chooses eco-ingredients from the ethical suppliers in order to create eco-products, then pack them with the eco-packaging and deliver those in an eco-logistic way.

## 5.2 Limitations and Suggestions

The research might face some main limitations due to restrictions on time and resources. Firstly, this study was limited to Finnish consumers, and the target group of consumers' behaviors was expected from all age groups, however, the respondent's result just shows up a certain age group of the total. Furthermore, the author acknowledges that, hence, there may be some other area of green marketing which are not sufficiently mentioned within this thesis. Besides, the choice of case company is just from the author's favorable side and the study concentrated mainly on Finnish consumer's behavior towards green digital marketing in general, not focusing on any specific Social Media platform. Thus, it could be supposed that this paper brought a general picture of the chosen topic, introducing a certain part of the opinions concerning green digital marketing in just the Finnish context. Lastly, the survey questionnaire should be designed shorter for respondents answering.

In terms of a recommendation for further research, this topic could develop and emphasize more on a specific type of green digital pattern toward current consumers and their process of acquiring behavior. Social Media platforms are now dominated in a way of doing business and in protecting our green living place. How to use and exploit the advantage of Social Media Marketing is very important in current and future technology.

**Commented [HC1]:** This paragraph has been much revised, there were a lot of mistakes and clumsy sentence structures, it would have been to much work to just comment in the margin and also it might have been difficult to understand my comments.

Another topic that should be studied further is planning and integrating the fulfilled CSR policies into the Finnish company's green digital marketing strategies. Since protecting the environment and mitigating its impacts are not only the responsibility of customers but also the mutual efforts between government and corporations taking actions.

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# APPENDICES

## APPENDIX Questionnaire.

**Tervehdys!**  
Olet Linn Hygien, Kolhannan tuotteen opiskelija Vaasan ammattikorkeakoulussa. Tämä kysely on tärkeä osa opinäytetyötäni, jossa tutkin kuinka ympäristöystävällinen digitaalimarkkinointi vaikuttaa suomalaisiin kuluttajiin. Oletko hyvin tietoinen, jos vastat ohjeita muutamia ottaessasi, onsa lausua vastaamalla, että olen kiitollinen.

### Osa 1. Vastajan taustatiedot

1. Mikä ikäinen olet? **Alle 18**

2. Mikä on sukupuolesi? **Mies**

3. Mikä on kansallisuutesi?  
 Suomalainen  
 Muu

4. Mikä on nykyinen tilanteesi? **Opiskelija**

5. Mikä on palkkatasosi kuukaudessa?  
 Alle 2000 euroa  
 2001 - 3000 euroa  
 3001 - 4000 euroa  
 4001 - 5000 euroa  
 5001 - 6000 euroa  
 Yli 6000 euroa

### Osa 2. Yleinen kuluttajanäkemyk ympäristöystävällisiä tuotteita ja mainontaa kohtaan

1. Valitse sopivin vaihtoehto:

	Kyllä	Ei	Jossakin määrin	En osaa sanoa
Oletko ympäristöystävällinen persoona?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oletko tietoinen "vihreistä tuotteista" tai "ympäristöystävällisistä tuotteista" tai "vihreistä markkinoinnista" yleisesti ottaen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Millaisin ympäristöystävällisiin tekoihin osallistut?  
 Säästän vettä tai energiaa  
 Kierrätän  
 Ostaa vain tarpeellisen  
 Suosin ympäristöystävällisiä tuotteita  
 En mihinkään

3. Mistä olet saanut tietoa, mikäli olet tietoinen "vihreistä tuotteista" tai "ympäristöystävällisistä tuotteista" tai "vihreistä markkinoinnista"?  
**TV**

Muuta, kuvalla tarkemmin

Osa 3. Kuluttajan käyttäytyminen ympäristöystävällisiä tuotteita ja vihreää markkinointia kohtaan

1. Kuinka monta kertaa olet ostanut ympäristöystävällisiä tai vihreästi tuotettuja tuotteita viimeisen kuuden kuukauden aikana?  
 Kerran viikossa tai useammin  
 2 - 3 kertaa kuukaudessa  
 Kerran kuukaudessa  
 Harvemmin kuin kerran kuukaudessa

2. Miksi epäilisit vihreän markkinoinnin olevan suosittu trendi?  
 Kuluttajat ovat tietoisia ympäristöystävällisistä tuotteista  
 Yritysten halukkuus taistella ympäristöongelmia vastaan  
 Yritykset haluavat edistää tavaramerkkiään ja tuotemarkkinointia  
 Kaikkiin näistä

3. Kuinka kuvallisit tyytyväisyyttäsi ympäristöystävällisiin tuotteisiin?  
**Erittäin tyytyväinen**

4. Olisitko valmis hyödyntämään enemmän sellaisen yrityksen palveluita ja tuotteita, jotka ovat ympäristöystävällisesti tuotettuja kuin yrityksen, joka ei tuota palveluita ja tuotteita ympäristöystävällisesti?  
**Kyllä**

5. Mikä seuraavista ympäristöystävällisten tuotteiden markkinointi strategioista vaikuttaa eniten ostopäätökseesi kuluttajana?  
**Vihreä sertifiointi**

#### Osa 4. Suhtautumisen määrittäminen

Valitse sopivin vaihtoehto:

	Vahvasti eri mieltä	Eri mieltä	Epävarma	Samaa mieltä	Vahvasti samaa mieltä
1. Tunnistat ympäristöystävällisten tuotteiden pakkausmerkinnät	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Ymmärrät ympäristöystävällisten tuotteiden tuoteselosteen pakkauksesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Uskon ympäristöystävällisten tuotteiden tuoteselosteeseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Olen valmis maksamaan lisähintaa ympäristöystävällisistä tuotteista (esim. +10%)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Kiinnitän huomiota ympäristöystävällisten tuotteiden markkinointiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Uskon ympäristöystävälliseen mainostamiseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Löydän helposti ympäristöystävälliset tuotteet kaupasta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Kiinnitän huomioita ystävien/perheen suhtautumiseen ympäristöystävällisiin tuotteisiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Suosittelem ympäristöystävällisiä tuotteita ystäville/perheelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Osa 5. Kuluttaja käyttäytyminen Lush - käsintehtyyn kosmetiikkaan

\*Jos et tunne tätä brändiä, voit jättää kohdan tyhjäksi (tai sinun ei tarvitse vastata siihen).

1. Valitse kyllä tai ei

	Kyllä	En
Oletko ikinä hankkinut tai aikonut hankkia Lush-tuotteita?	<input type="radio"/>	<input type="radio"/>
Lisääkö yrityksen vihreä markkinointi ympäristökäsitystä?	<input type="radio"/>	<input type="radio"/>

2. Minkä sosiaalisen median kautta olet tullut tietoiseksi Lush:in vihreiden tuotteiden markkinoinnista?

Muu, kuvaille tarkemmin

3. Miksi valitset ostaa Lush-kosmetiikkaa:

<input type="checkbox"/> Yritys on eettinen	<input type="checkbox"/> Suosin pakkaussuunnittelua
<input type="checkbox"/> Tuotteiden korkea laatu	<input type="checkbox"/> Ystävät/perhe suositteli
<input type="checkbox"/> Tuotteiden kohtuullinen hinta	<input type="checkbox"/> Yrityksen vihreys ja ympäristöystävällisyys
<input type="checkbox"/> Yrityksen harjoittama kestäväkehitys	