



The impact of greenwashing on H&M customer engagement behavior and H&M brand loyalty as perceived by French generation Z.

Survey in form of Quantitative Questionnaire

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Abstract

This research paper focuses on the impact of greenwashing on customer behavior and brand loyalty of H&M as perceived by French Generation Z. This is a relevant topic as it is one of the main issues today. Moreover, studying this generation specifically is important as they are the current and future consumers. To collect data from 18-29-year-old respondents belonging to Generation Z, a quantitative survey questionnaire was used. The survey questionnaire was in the form of a mono-method. The data was collected only once for each respondent, so the time horizon was cross-sectional. The research approach chosen is deductive, and the philosophy is realism. The results reveal that not every concept used in the questionnaire has a significant impact on brand loyalty. Only 3 hypotheses have been demonstrated as true on 9 hypotheses asked. The desired self-identity has a positive significant effect on Customer engagement behavior. The significance level is lower than $<.0.001$. Meanwhile, Green perceived value has a positive significant effect on Customer engagement behavior. The significance level is lower than $<.0.001$ and we can observe that when Green perceived value goes up of one unit, Customer engagement behavior goes up of about 0.362 units. Desired self-identity has a positive significant direct effect on Brand loyalty. The significance level is lower than 0.023 and we can observe that when Desired self-identity goes up of one unit, Brand loyalty goes up of about 0.201 units as a direct effect of change in Desired self-identity.

It would be beneficial for future studies to gather information regarding the nationality of participants. This would allow for a more thorough analysis and identification of potential regional differences.

Keywords/tags (subjects)

Marketing, Green Marketing, Greenwashing, Customer engagement behavior, Brand loyalty.

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1 Introduction

At a time of growing environmental awareness and concern about climate change. We need to reduce carbon emissions, which have never been more promising on Earth. While actors around the world are aware of the consequences of global warming, individuals, businesses, and governments are being forced to take steps to mitigate the crisis ... Only one solution is possible, the common effort for a specific purpose, reduce the global carbon footprint, to preserve our earth, our place of life. The phenomenon of "green marketing" appeared as a solution, an important strategy in this context. Green marketing encompasses various tactics used by companies to position themselves as environmentally friendly, socially responsible, and sustainable. By promoting environmentally friendly practices, products and values, companies aim not only to gain market share, but also to make different consumers understand their role for the land. This will serve to contribute, in the long term, to the most important mission of our time, which is to reduce the carbon footprint. Greenwashing is a falsified practice of making people believe that a product or service is environmentally friendly when in reality it has no impact on the carbon footprint. This practice is very bad for the honesty of other companies that are making real efforts to fight global warming. H&M is a global fast fashion giant, counted among the largest brands in the industry, carried out a greenwashing campaign to improve its image for consumers. This thesis aims to deepen the complex relationship between greenwashing and consumer behavior towards this practice. The study will be carried out mainly on French people who are part of the generation Z, this will aim to determine to what extent greenwashing initiatives are perceived by consumers and what images do they have of H&M and will they keep of H&M.

1.1 Background, motivation, and purpose

As a Generation Z individual, I feel more than concerned about carbon footprint, global warming and climate issues. Our land is our place of life and that of our children and grandchildren, morally I do not understand how we can live without worrying that our children will not be able to see a polar bear. I discovered a passion for marketing more than 2 years ago. I like the idea of learning to sell a product by having to face different issues such as the place of sale of the product with the analysis of consumer behavior where we want to sell the product but also the web side that I find

very interesting and totally in agreement with time. My objective of this thesis will be to understand the real impact of these practices on consumers, to understand their feelings about these practices.

1.2 Research objectives, questions and approach

The study aims to achieve three primary goals: Assessing the influence of influencer traits, including Desired self-identity, Green perceived value, and Altruistic value, on Brand loyalty. Examining the function of Customer engagement behavior as a mediator between influencer characteristics (Desired self-identity, Green perceived values, Altruistic value) and Brand loyalty. Investigating the impact of Greenwashing as a moderator on the direct and indirect influence of influencer characteristics (Desired self-identity, Green perceived values, Altruistic value) on Brand loyalty.

Using multiple research questions enables the author to cover a broader area of this topic. Indeed, the use of four research questions permits to cover the whole topic and understand it more precisely.

RQ1: How do influencer characteristics (Desired self-identity, Green perceived values, and Altruistic value) affect Customer engagement behavior?

RQ2: How do influencer characteristics (Desired self-identity, Green perceived values and Altruistic value) affect Brand loyalty?

RQ3: Is there a mediation effect of Customer engagement behavior in the relationship between influencer characteristics (Desired self-identity, Green perceived values, Altruistic value) and Brand loyalty?

RQ4: Is there an interaction between influencer characteristics (Desired self-identity, Green perceived values, Altruistic value) and Greenwashing?

The last objective of the last research is to examine the impact of greenwashing on brand loyalty among French Generation Z consumers of H&M, while considering their green and altruistic values. How do Green values and altruistic value moderate the impact of greenwashing on brand loyalty among French Generation Z consumers when considering H&M? This work will be carried out through surveys including measures of green and altruistic values among Generation Z French consumers. It will also be necessary to analyze these values that interact with greenwashing perceptions to predict brand loyalty to H&M. To illustrate its results it will be necessary to use statistical models such as graphs to determine the moderating effects of green and altruistic values in this relationship.

According to the answers obtained by the questionnaire, several hypotheses are plausible and will be demonstrated, or not in this thesis.

RH1: DSI has a positive effect on CEB.

RH2: GPV has a positive effect on CEB.

RH3: AV has a positive effect on CEB.

RH4: DSI has a positive direct effect on BL.

RH5: GPV has a positive direct effect on BL.

RH6: AV has a positive direct effect on BL.

RH7: CEB has a mediating effect between influencer characteristics and BL.

RH8: GW has a moderating effect for the relationship between influencer characteristics and CEB.

RH9: GW has a moderating effect for the direct relationship between influencer characteristics and BL.

1.3 Thesis structure

I will start by the introduction for enter in the subject explaining my goal and my purpose of taking this subject after that will be the literature review after its research methods and implementation, results, discussion and for end the conclusion.

2 Literature review

2.1 Marketing

Marketing plays a crucial role in business strategy by enabling the creation, communication, delivery, and exchange of valuable offerings to customers and stakeholders.

Marketing as a discipline has evolved over centuries, with its roots traced back to ancient civilizations where trade and barter systems were prevalent (Kotler & Keller, 2016). However, the modern concept of marketing began to take shape during the Industrial Revolution in the 18th and 19th centuries, with the emergence of mass production and the need to reach broader markets (Sheth & Sisodia, 2015). The early 20th century saw the advent of scientific marketing management, pioneered by scholars such as Frederick Winslow Taylor and Walter Dill Scott, who emphasized systematic approaches to sales and advertising (Baker, 2016).

The concept of Marketing encompasses a broad range of activities aimed at understanding customer needs and preferences, creating products or services that satisfy those needs, and delivering them to the target market effectively (Kotler, 1972). The meaning of marketing is, therefore, anchored on the aspect of the identification, prediction, and satisfaction of the needs of customers to make profits (American Marketing Association, 2020). This approach, therefore, underscores the importance of market research, market segmentation, targeting, and positioning in fulfilling the goals of a business (Kotler & Armstrong, 2020).

Some of the paradigms that have explained the marketing theory are the production orientation, product orientation, sales orientation, marketing orientation, and societal marketing orientation

(Kotler, 1972; Kotler & Levy, 1969; Levitt, 1960). Those frameworks demonstrate changes in viewpoints in the marketing role from production efficiency to customer satisfaction, societal well-being, and sustainability (Kotler & Lee, 2005; Kotler & Zaltman, 1971).

The present world of digital represents a technological advancement; globalization and the change in customer behavior have brought about a huge change in marketing (Smith & Chaffey, 2021). Digital marketing, social media, content development, and data analysis are marketing strategies by which the constituent enables the organization to reach its customers in a focused and individual manner (Ryan and Jones, 2012). Moreover, the focus is increasing towards ethical and sustainable marketing practices, as consumers seek transparency, authenticity, and CSR from the brand (Crane & Matten, 2016).

For conclude, it's worth noting how marketing has transformed over time, from its origins in trade and commerce to a complex and multifaceted discipline that incorporates a broad range of theories, concepts and practices. By delving into its historical development and conceptual framework, businesses can gain a deeper understanding of the ever-changing and highly competitive landscape of modern marketing, allowing them to make informed decisions and stay ahead of the curve.

2.2 Green Marketing

The marketing is borned after the glorious thirties, because for the first time in the history the demand and the supply are equal, so they will incite the consumers bought. For several decades has been born a new concept, green marketing, the goal being to promote green actions to give confidence and consumer by showing him that he makes the right choice to buy this product to this company.

While marketing by thought Kotler (1972) “plays a critical role in communicating, delivering, and exchanging offerings for consumers and society at large, it is essential to adapt it according to the economic and social environments’ profound changes to manage the sustainable imperative.”

The first environmental marketing event was arranged by the American Marketing Association (AMA) in 1975. AMA at that time defined green marketing as “the study of marketing activities’ positive and negative aspects on pollution, energy depletion and non-energy resource depletion”.

So it is in this situation that in the early 1990s, green marketing, which is Ecological marketing, sometimes referred to as "green marketing," is the practice of using a product's or brand's ecological positioning as a selling factor or communicating the company's environmental initiatives to improve its reputation. Polonsky, Chekima (2016) Expanding on the concept, Ottman et al. (2006) emphasize that green marketing involves not only promoting eco-friendly products but also integrating environmental considerations into various aspects of marketing strategy, including product development, distribution, pricing, and promotion.

Moreover, societal and consumer attitudes toward environmental issues have evolved significantly over time, influencing the trajectory of green marketing. According to Peattie and Charter (2003), contemporary green marketing strategies must align with shifting consumer preferences and societal values to remain effective and relevant in addressing environmental concerns.

In a similar vein, Sarkis (1995) underscores the importance of adopting a holistic approach to green marketing, emphasizing the need for organizations to integrate environmental considerations into their overall business strategies rather than treating them as separate initiatives.

Overall, the evolution of green marketing reflects a broader shift towards sustainability-driven practices in response to environmental challenges and changing consumer expectations. As highlighted by Polonsky (1994), it represents a strategic opportunity for businesses to not only meet regulatory requirements but also cultivate positive brand perceptions and contribute to environmental stewardship.

2.3 Greenwashing

According De Freitas Netto et al. (2020) greenwashing represents “a phenomenon that includes poor environmental performance and positive communication about it. Greenwashing is perceived as a deliberate corporate action that misleads consumers. When this phenomenon occurs, the element of accusation is important once this misleading claim is detected”

Delmas & Burbano explain how a greenwashing company engages in two behaviors simultaneously. Greenwashing is poor environmental performance and communication about falsified environmental performance. A company can be classified as poor environmental performance or good environmental performance. The poor the environmental enterprises are called "brown firms" and the good environmental enterprises are called «green enterprises». Moreover, a «vocal» company is a company that communicates its environmental performance.

While those who do not communicate are called "silent firms". Thus, companies with a sustainable performance that communicates positively about this can be defined as "green voice firms", while those who do not communicate about it can be defined as “silent green firms” Delmas, Cherkina (2016).

When used in misleading environmental advertisements, the Federal Trade Commission (FTC) has established certain criteria that define greenwashing.

These are following:

False in facts, There are several possible interpretations, only one of which is accurate; guilty of leaving out important details; true, but the evidence is erroneous; "Literally" true, but gives the wrong impression. Aji, Ghani, and others (2018).

2.4 Customer engagement behavior

The customer engagement behavior and their brand loyalty are linked but “the difference between awareness & attitude toward environmental issues and actual behavior is explained in various ways by different scholars. Education has a strong influence on awareness, which could be

related to the fact that consumers with a satisfactory level of income and positive attitude toward the environment are less sensitive to the price premium of green products (Chekima, 2016). Similarly, Bernard, et al. (2015) found that highly price-sensitive consumers' choices are not influenced by perceived environmental harmfulness regardless of their level of environmental concern. » (pp. 451-452)

The customer behavior is defined by Brodie et al. (2011) as "a psychological state that occurs by virtue of interactive, co-creative customer experience with a focal agent/object (e.g., a brand) in focal service relationships (pp. 152–153)."

On another hand we have (Hollebeek et al., 2023) who defined customer brand engagement as "a customer's motivationally-driven, volitional investment of focal operant resources (including cognitive, emotional, behavioral and social knowledge and skills), and operand resources (e.g., equipment) into brand interactions in service systems."

Furthermore, Ghani et al. (2018) explored the role of social media engagement in shaping consumer-brand relationships, highlighting the influence of online interactions on brand perceptions and loyalty.

Kim and Johnson (2016) investigated the impact of experiential marketing on customer engagement, revealing how immersive brand experiences can enhance consumer involvement and loyalty.

Kumar et al. (2019) examined the effects of personalized marketing strategies on customer engagement, demonstrating the importance of tailored communication in fostering meaningful brand connections.

2.4.1 Impact of Greenwashing on Customer Behavior

The Impact of Greenwashing on Consumer Behavior is a sad current notion Belk supports the idea of a strong and intimate relationship between a consumer and a brand." The work of Belk, who noted that people's ties with their goods have a substantial impact on their identity, social interac-

tions, and self-concept, lends credence to the idea of a close and robust consumer-brand relationship. Perceived value is shown to be a crucial component of consumer-brand connections in addition to desired self-identity. Ladik et al. (2015)

Through this, consumers can feel useful, but it works when evidence is present to acquire work done by the company. Here is the problem of greenwashing; the fact that companies can lie about their green act for the planet.

Environmental sustainability has become a central concern for consumers. It is a rising preference for eco-friendly products, evident from different studies. According to Griskevicius et al. (2010), congruence between their actions and self-image leads individuals to behave pro-environmentally. This phenomenon is referred to as the "green self-concept" to connote that consumers derive contentment and fulfillment from harmonizing their consumption choices with their environmental values.

This means companies that practice greenwashing jeopardize their behavior, harming consumer perceptions toward ecology and slowly eroding brand trust (Griskevicius et al., 2010). The effects of greenwashing on consumer behavior trickle from individual buying decisions to broader opinions on corporate responsibility and environmental management. As revealed in the research of Parguel et al. (2011), these practices can reduce consumer trust in companies and diminish the credibility of environmental claims. This erosion of trust impacts not only current consumer behavior but also has long-term implications for brand reputation and competitiveness.

2.5 Brand Loyalty

The relationship between behavior and attitude has been studied on several occasions, and the results have differed regardless of the subjects studied. Studies have shown positive, negative or neutral links. This inconsistency is known as the 'attitude-behaviour gap'. It represents the gap between what we say and what we do.

Oliver (1999) explained that brand loyalty is a multifaceted concept involving various elements like attitudes, perceptions, emotions, and past experiences. It's about a consumer's consistent commitment to buying a specific brand, often driven by positive attitudes and good past experiences (Jacoby & Kyner, 1973).

Recent research has highlighted a gap between consumers' attitudes toward a brand and their real-world purchasing behavior. While older studies suggested attitudes could predict buying behavior, modern research questions this assumption (Eagly & Chaiken, 1993; Kuchinka et al., 2018). Kuchinka and colleagues found that even when people intend to stick to a brand, it doesn't always result in actual purchases.

Several reasons contribute to this attitude-behavior gap in brand loyalty, including situational factors, other influences, perceived risks, and market changes (Verplanken & Holland, 2002). Personality traits, thinking styles, and cultural backgrounds also affect how attitudes translate into behavior (Schwartz, 2007).

Understanding this gap is crucial for marketers who want long-term customer loyalty. Bridging this gap may involve enhancing brand experiences, offering incentives for repeat purchases, and removing barriers to loyalty (Keller & Lehmann, 2006). Using advanced analytics and consumer insights can help marketers see patterns in consumer behavior, leading to better-targeted messaging and strategies (Noble et al., 2005).

2.6 Identified Research Gap

The influence of green marketing and greenwashing on consumer behavior has been widely researched. However, there remains a notable gap in understanding the intricate relationship between these practices, which are closely related but mainly differ in authenticity. Many studies focus on broad consumer demographics, neglecting the specific characteristics of Generation Z.

Known for being environmentally conscious, Generation Z represents a distinct group with unique attitudes toward sustainability and brand interactions. It's crucial to explore whether common beliefs about their environmental attitudes hold true.

Different studies have examined how consumer behavior interacts with green marketing across various countries, industries, and brands. For instance, Smith et al. (2018) investigated the effectiveness of green marketing strategies on consumer behavior in the U.S. fashion industry. Similarly, Jones and Lee (2019) looked at how green marketing influenced purchasing decisions in the British food sector

Researchers have used various methods, ranging from surveys to interviews. Chen et al. (2020) surveyed Chinese consumers to explore how green marketing impacts brand loyalty. On the other hand, Lee and Kim (2017) used interviews to understand Korean consumers' views on greenwashing in the beauty industry.

This thesis examines French Gen Z's attitudes towards green marketing and greenwashing. By employing a questionnaire survey methodology and focusing on specific keywords outlined in the framework, this research seeks to contribute valuable insights into the understanding of Generation Z's engagement with sustainability initiatives and brands.

2.7 Theoretical Framework

My theoretical framework highlights the use of greenwashing by companies to encourage consumers to increase their desire for the brand to encourage them to consume more in the future. The green perceived value, desired self-identity and the altruistic values are values that already belong to the consummators, they will then be influenced by the company that does green washing, which will lead to a possible change in consumer behavior, and their loyalty to the brand. This framework was taken by the work of Leckie et al., (2021) but is used for another subject who are: Promoting Customer Engagement Behavior for Green Brands

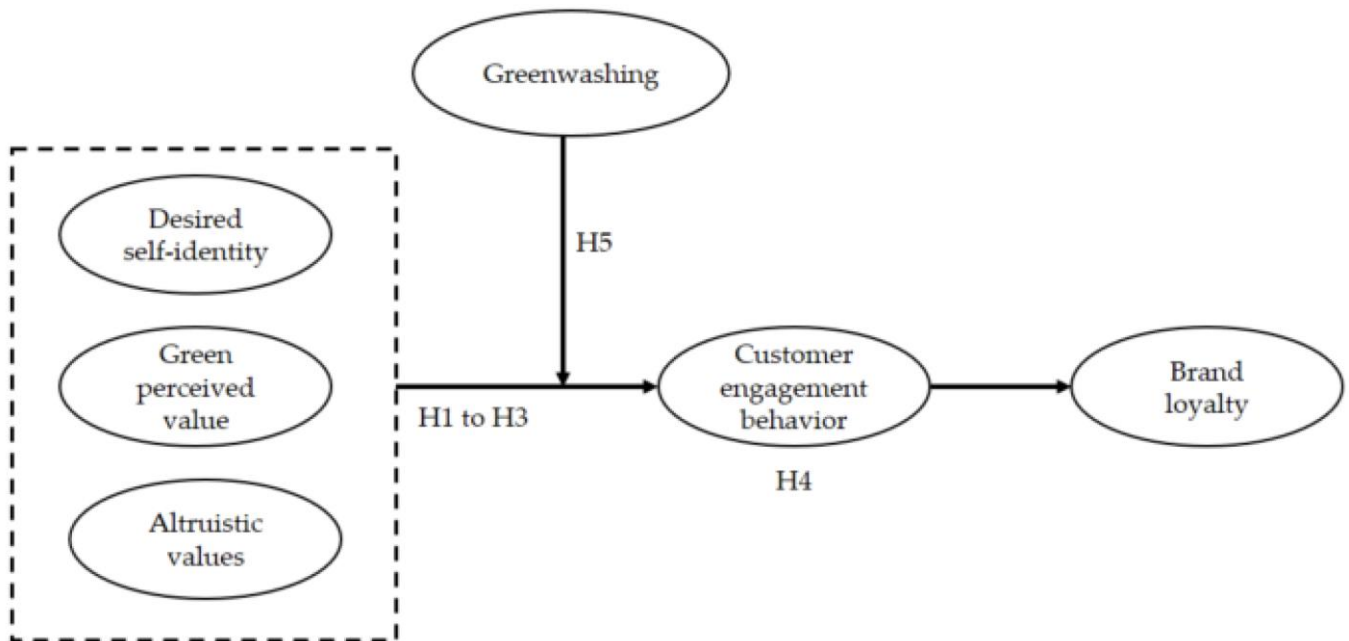


Figure 1 – Theoretical Framework

This framework is later on adapted in the form of four regression model, which allows to test the research hypotheses.

3 Research methods and implementation

3.1 Research context

During my Double's degree program at Jamk University of Applied Science in Jyväskylä, Finland, I conducted a study on the impact of greenwashing on H&M customer engagement behavior and H&M brand loyalty among French generation Z. To conduct this study, we used a survey that was answered by 109 individuals, predominantly from France (107 individuals), and mostly belonging to generation Z. The study was conducted in 2023, and you can find the survey in Appendix 1.

3.2 Research design

The research design concept can be understood through a concept map called the research onion. It was created by Mark Saunders, Philip Lewis, and Adrian Thornhill in 2009. This technique requires peeling away the layers of research, starting from the outermost layer of research philosophy to the deepest level of techniques for gathering and analyzing data. A strong research

study needs a complete framework that includes various elements.

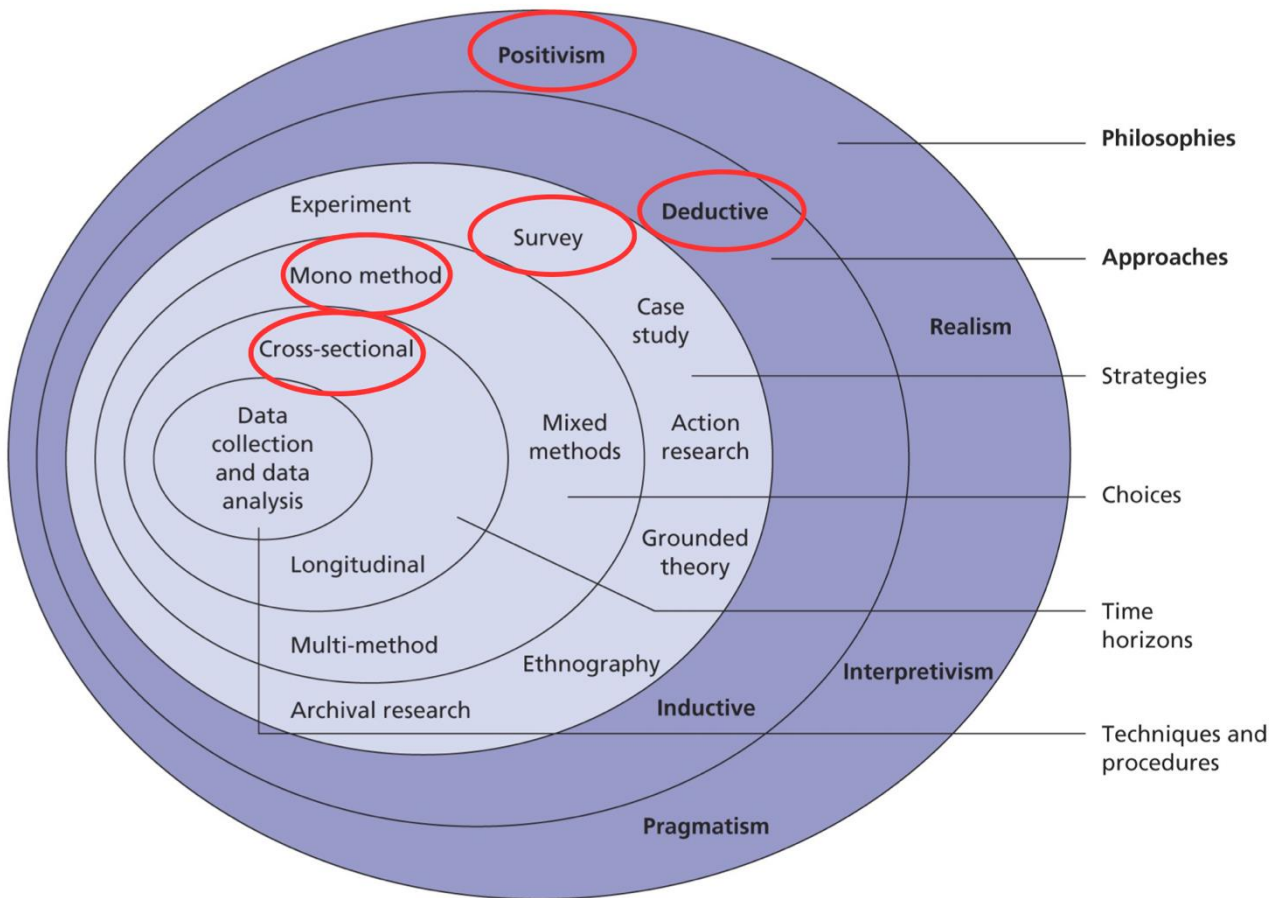


Figure 4 – Research Methods for Business Students Saunders et al. (2009)

3.2.1 Research purpose

This thesis aims to examine and comprehend the varying green values of consumers, which are influenced by the brand and in particular by the fraudulent practices of greenwashing and what impact this will have on consumer engagement and in particular on brand loyalty. So, my research purpose will be explanatory.

3.2.2 Research philosophy

To study the behavior and the impact of greenwashing on consumers, a realism philosophical approach is needed because it is a questionnaire that will be realized for this thesis, and therefore a most concrete determination will be expected.

3.2.3 Research approach

My research approach will be deductive. I will make a questionnaire and from the results obtained, I could answer the main question of my thesis.

3.2.4 Research strategy/method/s

The method to be used will be a questionnaire in form of a survey.

3.2.5 Methodological choice

Knowing that I will use a questionnaire to make my data collection (primary data), it will be a mono method.

3.2.6 Time horizon

For this search, I choose a cross-sectional time horizon. I will collect data from a sample of respondents at some point (French people), providing an overview of their current perceptions and behaviors regarding H&M's green marketing and greenwashing.

3.3 Data collection

The type of data I will obtain and analyze will be quantitative. I will use a questionnaire to collect numerical data structured by different important points of my thesis, which will then be statistically analyzed to conclude the impact of green marketing and greenwashing on the carbon footprint and therefore on customer behavior.

A comprehensive research study was conducted to gather insights from the young individuals of Generation Z. To obtain their valuable feedback, a well-structured questionnaire was distributed via Google Forms survey, which received an overwhelming response of 109 participants. The survey used a scale of 1 to 7, where 1 indicated "Extremely Disagree" and 7 indicated "Extremely Agree", to measure the opinions of the participants.

3.4 Data analysis

3.4.1 Quantitative data analysis

My thesis will be on a questionnaire and will therefore focus on the collection of first data on a sample mainly consisting of French generation Z.

3.4.2 Qualitative data analysis

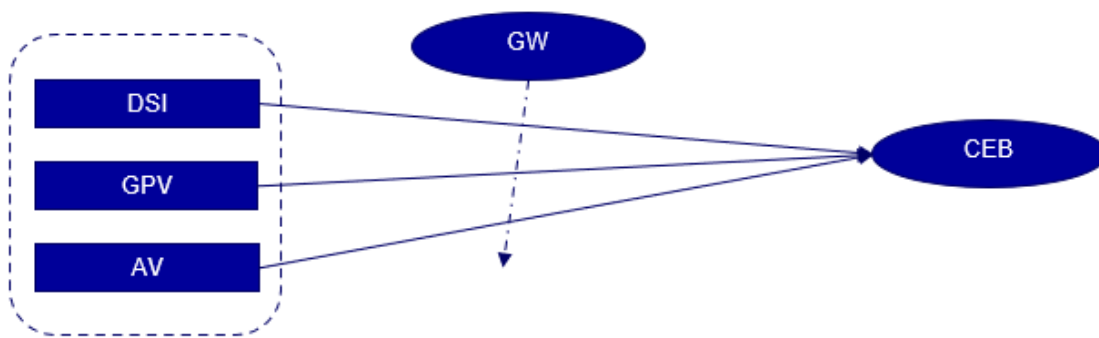
We will not conduct qualitative data analysis as our study focuses exclusively on quantitative data to achieve research objectives.

3.5 Ethical considerations

Stringent measures have been implemented to safeguard the privacy and confidentiality of the research participants throughout the thesis process. These measures include anonymizing records and aggregating individual responses. Additionally, all sources cited in this publication have been meticulously cross-referenced to their original authors. It is worth noting that the thesis text was not created using any form of artificial intelligence. However, AI technology was utilized for three specific functions: firstly, to verify the authenticity of the content using Turnitin; secondly, to manage APA reference style through Zotero; and thirdly, to check for errors in grammar, punctuation, and style through Grammarly.

4 Research Results

To perform a linear regression analysis, we chose to divide the proposed conceptual model into four sub-models. The first sub-model we will try to demonstrate represents the strength of the relationship between brand satisfaction in social media, brand trust in social media and brand engagement in social media with brand loyalty in social media. The third sub-model aims to show the same as the first model but with the impact of greenwashing in the equation.

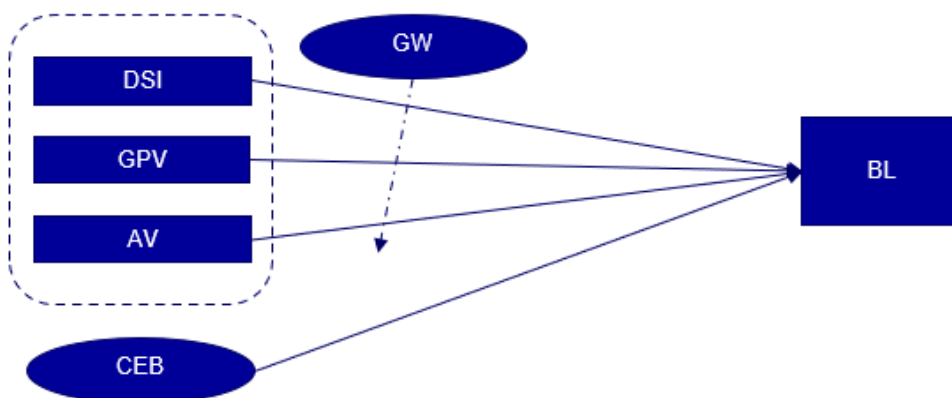


$$\text{Model 1: } \text{CEB}_i = \alpha_0 + \alpha_1 \text{DSI}_i + \alpha_2 \text{GPV}_i + \alpha_3 \text{AV}_i + \varepsilon_i$$

$$\text{Model 3: } \text{CEB}_i = \alpha_0 + \alpha_1 \text{DSI}_i + \alpha_2 \text{GPV}_i + \alpha_3 \text{AV}_i + \beta_1 \text{DSI_GW}_i + \beta_2 \text{GPV_GW}_i + \beta_3 \text{AV_GW}_i + \varepsilon_i$$

Figure 2 - Linear Regression Model one and three

The second proposed sub-model that we will try to demonstrate is to show the strength of the relationship between, social media brand satisfaction, social media brand trust and social media brand engagement and customer engagement behavior with social media brand loyalty. The last



$$\text{Model 2: } \text{BL}_i = \alpha_0 + \alpha_1 \text{DSI}_i + \alpha_2 \text{GPV}_i + \alpha_3 \text{AV}_i + \delta \text{CEB}_i + \varepsilon_i$$

$$\text{Model 4: } \text{BL}_i = \alpha_0 + \alpha_1 \text{DSI}_i + \alpha_2 \text{GPV}_i + \alpha_3 \text{AV}_i + \beta_1 \text{DSI_GW}_i + \beta_2 \text{GPV_GW}_i + \beta_3 \text{AV_GW}_i + \delta \text{CEB}_i + \varepsilon_i$$

and fourth sub-model aims to show the same as the first model but with the impact of greenwashing in the equation.

Figure 3 - Linear Regression Model two and four

The values of the constructs, which appear as variables in the linear regression models were calculated as averages of their underlying items. In this way it was possible to measure following constructs: Desired Self-Identification (DSI), Green perceived value (GPV), Altruistic value (AV), Customer engagement behavior (CEB), Brand loyalty (BL), Greenwashing (GW)

4.1 Demographic questions

This survey will focus on Generation Z, with the majority of respondents aged between 11 and 26. There are 92,7% of the people who are between 11-26 years old, 0,9% are between 27-42 years old, and 6,4% are between 43-58 years old. It appears that the vast majority of respondents, numbering at 101, belong to Generation Z.

Age

109 réponses

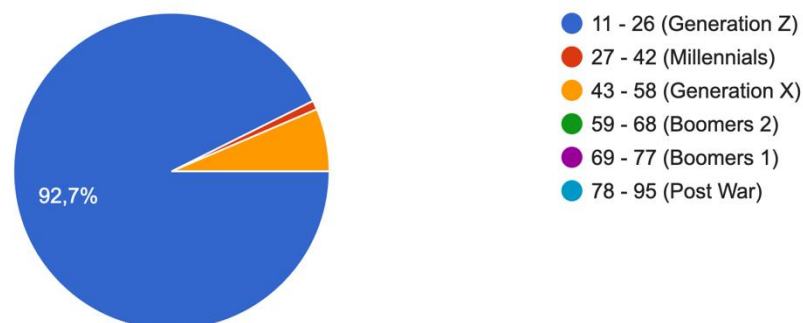


Figure 5 – Respondent's age

The research question must be as precise as possible, and it is for this reason that it had to be identified, in particular, the gender of those responsible who could have a certain impact depending on the field of research on the gendered quantity of respondents. 56% of the respondents are women (61 women) and 44% are men (44 men).

Gender

109 réponses

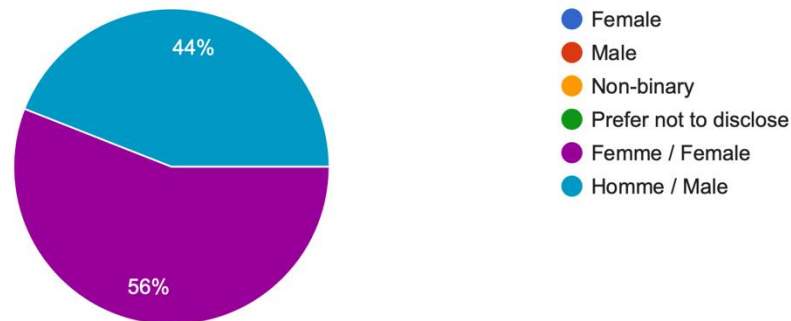


Figure 6 – Respondent's gender

One important aspect of demographic questions is determining the respondents' location. This is particularly relevant to my study, which focuses on the French generation Z. According to the survey results, it can be inferred that 93.6% of the respondents are French. Knowing that we can even consider that there is more French still because some people have not found (France) in the various possible choices have decided to put other terms such as (French Guiana 0.9%, French Polynesia 0.9% and French Southern and Antarctic lands 2.8%). There is also an Italian and a Portuguese respondent up to 0.9% respectively.

Nationality

109 réponses

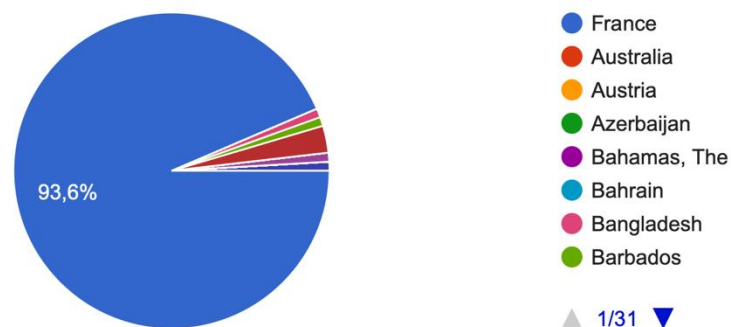


Figure 7 – Respondent's nationality

4.2 The causal effect of Desired self-identity, Green perceived value, and Altruistic value on Customer engagement behavior

Based on results from model 1 we can test research hypotheses 1, 2 and 3.

Desired self-identity (DSI) has a positive significant effect on Customer engagement behavior (CEB). The significance level is lower than 0.001 and we can observe that when Desired self-identity (DSI) goes up of one unit, Customer engagement behavior (CEB) goes up of about 0.399 units. Thus, RH1 is confirmed.

Green perceived value (GPV) has a positive significant effect on Customer engagement behavior (CEB). The significance level is lower than 0.001 and we can observe that when Green perceived value (GPV) goes up of one unit, Customer engagement behavior (CEB) goes up of about 0.362 units. Thus, RH2 is confirmed.

Altruistic Value (AV) has no significant effect on Customer engagement behavior (CEB), significance level is 0.256. Thus, RH3 is not confirmed.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.395	1.0359697027 61874

a. Predictors: (Constant), AV, GPV, DSI

Figure 8 - Model Summary for regression 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.809	3	25.603	23.856	<.001 ^b
	Residual	109.470	102	1.073		
	Total	186.279	105			

a. Dependent Variable: CEB

b. Predictors: (Constant), AV, GPV, DSI

Figure 9 - Anova for regression 1

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.252	.670		1.869	.065
	DSI	.399	.086	.399	4.648	<.001
	GPV	.362	.087	.355	4.157	<.001
	AV	-.115	.101	-.087	-1.143	.256

a. Dependent Variable: CEB

Figure 10 – Coefficients for regression 1

4.3 The causal effect of Desired self-identity, Green perceived value, and Altruistic value on Brand loyalty

Based on results from model 2 we can test research hypotheses 4, 5 and 6.

Desired self-identity (DSI) has a positive significant direct effect on Brand loyalty (BL). The significance level is lower than 0.023 and we can observe that when Desired self-identity (DSI) goes up of one unit, Brand loyalty (BL) goes up of about 0.201 units as a direct effect of change in Desired self-identity (DSI). Thus, RH4 is confirmed.

Neither Green perceived value (GPV) nor Altruistic value (AV) has a significant direct effect on Brand loyalty (BL), with significance levels respectively 0.814 and 0.665. Thus, hypotheses RH5 and RH6 are not confirmed.

Based on results from models 1 and 2 we can test research hypothesis 7.

The effect of Desired self-identity (DSI) and Green perceived value (GPV) is transmitted to Customer engagement behavior (CEB) (both variables are significant), but their effect is not further transmitted to Brand loyalty (BL). The significance level of Customer engagement behavior (CEB) on Brand loyalty (BL) is very high and equal to 0.973. Thus, research hypothesis 7 is not confirmed. There is no mediation effect of Customer engagement behavior (CEB). Additionally, we can see the effect of Altruistic value (AV) is not transmitted to Customer engagement behavior (CEB) (see model 1).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.288 ^a	.083	.046	.95783953687 4703

a. Predictors: (Constant), CEB, AV, GPV, DSI

Figure 11 - Model Summary for regression 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.353	4	2.088	2.276	.066 ^b
	Residual	92.663	101	.917		
	Total	101.016	105			

a. Dependent Variable: BL

b. Predictors: (Constant), CEB, AV, GPV, DSI

Figure 12 - Anova for regression 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.271	.630		2.017	.046
	DSI	.201	.087	.273	2.302	.023
	GPV	.020	.087	.027	.235	.814
	AV	-.041	.094	-.042	-.435	.665
	CEB	.003	.092	.004	.033	.973

a. Dependent Variable: BL

Figure 13 - Coefficients for regression 2

4.4 The causal effect of Greenwashing on Customer engagement behavior and his influencer characteristics

In this model 3, we use interaction variables to test the moderating effect of Greenwashing (GW) in the relationship between influencer characteristics and Customer engagement behavior (CEB). Moderating variables are Desired self-identity (DSI) times Greenwashing (GW), Green perceived value (GPV) times Greenwashing (GW) and Altruistic value (AV) times Greenwashing (GW).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.407	1.0259796847 24965

a. Predictors: (Constant), AV_GW, GPV_GW, DSI, AV, DSI_GW, GPV

Figure 14 - Model Summary for regression 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.068	6	13.678	12.994	<.001 ^b
	Residual	104.211	99	1.053		

Total	186.279	105		
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a. Dependent Variable: CEB

b. Predictors: (Constant), AV_GW, GPV_GW, DSI, AV, DSI_GW, GPV

Figure 15 - Anova for regression 3

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.520	.684		2.222	.029
	DSI	.477	.331	.477	1.441	.153
	GPV	-.166	.327	-.163	-.509	.612
	AV	.173	.203	.131	.852	.396
	DSI_GW	-.028	.063	-.139	-.438	.662
	GPV_GW	.102	.065	.479	1.566	.120
	AV_GW	-.056	.034	-.425	-1.646	.103

a. Dependent Variable: CEB

Figure 16 - Coefficients for regression 3

Based on results from model 3 we can test research hypothesis 8.

None of the interaction variables is significant with significance levels 0.662 for DSI_GW, 0.12 for GPV_GW and 0.103 for AV_GW. Therefore, we cannot confirm the moderating effect of Greenwashing (GW) in the relationship between influencer characteristics and Customer engagement behavior (CEB). Thus, research hypothesis 8 is not confirmed.

4.5 The causal effect of Greenwashing on Brand loyalty and his influencer characteristics

In this model 4 we use interaction variables to test the moderating effect of Greenwashing (GW) in relationship between influencer characteristics and Brand loyalty (BL). Moderating variables are:

Desired self-identity (DSI) times Greenwashing (GW), Green perceived value (GPV) times Greenwashing) GW and Altruistic value (AV) times Greenwashing (GW).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.367 ^a	.135	.073	.94429358231 3267

a. Predictors: (Constant), CEB, AV, DSI_GW, GPV_GW, AV_GW, GPV, DSI

Figure 17 - Model Summary fo regression 4

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.630	7	1.947	2.184	.042 ^b
	Residual	87.386	98	.892		
	Total	101.016	105			

a. Dependent Variable: BL

b. Predictors: (Constant), CEB, AV, DSI_GW, GPV_GW, AV_GW, GPV, DSI

Figure 18 - Anova for regression 4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.186	.645		1.838	.069
	DSI	-.115	.308	-.156	-.373	.710
	GPV	.292	.301	.389	.970	.335
	AV	-.151	.188	-.155	-.803	.424
	DSI_GW	.071	.058	.485	1.222	.225
	GPV_GW	-.048	.061	-.307	-.794	.429
	AV_GW	.014	.031	.148	.452	.652
	CEB	.038	.093	.052	.415	.679

a. Dependent Variable: BL

Figure 19 - Coefficients for regression 4

Based on results from models 4 we can test research hypothesis 9.

None of the interaction variables is significant with significance levels 0.225 for DSI_GW, 0.429 for GPV_GW and 0.652 for AV_GW. Therefore we cannot confirm the moderating effect of Greenwashing (GW) in direct relationship between influencer characteristics and Brand loyalty (BL). Thus, research hypothesis 9 is not confirmed.

5 Discussion

5.1 Limitations, reliability and validity

It is important to note that this study was carried out targeting a certain age group. However, some limitations must also be considered when interpreting the findings. Firstly, the sample size is relatively small ($n=107$), and the respondents are mainly from generation Z, aged between 15 and 25 and from France. This means that other age groups and regions are not well-represented in the study. It is therefore important to bear in mind that the results obtained will only be those of a tiny proportion of the population. For better results, a larger sample would have been required. Secondly, the data was collected using a specific method which could have led to biased results. For example, the respondents who chose to participate might have had a particular interest in the topic, or might have answered the survey to be part of a group, which could have influenced the results. To better understand the different values of the respondents, several questions were asked related to Desired self-identity, Green perceived values, Altruistic value, Brand loyalty, and Greenwashing. These variables were chosen to investigate the relationship between the respondents' values and their attitudes towards sustainable fashion practices.

5.2 Answering the research questions

RQ1: How do influencer characteristics (Desired self-identity, Green perceived values and Altruistic value) affect Customer engagement behavior?

The desired self-identity of a person affects their behavior in engaging with H&M as a brand. Customers tend to use H&M's clothing to represent their desired personality and reflect their individuality.

Additionally, the perceived green value of a product has a significant impact on customer engagement behavior. H&M's commitment to environmental sustainability aligns with the current green trends and this resonates positively with the majority of customers.

However, altruistic value does not have any significant impact on customer engagement behavior.

RQ2: How do influencer characteristics (Desired self-identity, Green perceived values and Altruistic value) affect Brand loyalty?

The desired self-identity of a consumer has a significant impact on their brand loyalty. This refers to the way in which a consumer sees themselves and the values they associate with their appearance. For instance, a consumer who perceives themselves as fashionable and trendy is more likely to be loyal to a brand that promotes such values. Conversely, a brand that does not align with a consumer's desired self-identity is less likely to engender loyalty.

However, it is worth noting that the green perceived value and altruistic values of a brand have no effect on brand loyalty. While these values are often touted as important characteristics of a brand, they do not seem to influence consumer loyalty. This suggests that consumers prioritize their desired self-identity over other values when it comes to brand loyalty.

Overall, the research demonstrates that a consumer's desired self-identity is a crucial factor in determining their brand loyalty. Brands that align with a consumer's desired self-identity are more likely to engender loyalty, while those that do not are less likely to do so.

RQ3: Is there a mediation effect of Customer engagement behavior in the relationship between influencer characteristics (Desired self-identity, Green perceived values, Altruistic value) and Brand loyalty?

There is no mediating effect of customer engagement behavior in the relationship between influencer characteristics (Desired self-identity, green perceived value, Altruistic value and Brand loyalty) Research Hypothesis 8 is as follows: Greenwashing has a moderating effect for the relationship between influencer characteristics and Customer engagement behavior is not confirmed.

RQ4: Is there an interaction between influencer characteristics (Desired self-identity, Green perceived values, Altruistic value) and Greenwashing?

There is also no interaction between influencing characteristics (Desired self-identity, Green perceived values, Altruistic value) and Greenwashing. I think a larger number of respondents would have been needed to obtain more attractive results.

5.3 Dialogue between key results and knowledge base

The obtained results, while not entirely comprehensive, merit careful consideration. They indicate that desired self-identity and green perceived value play significant roles in influencing customer engagement behavior. This finding underscores the inherent influence of individuals' values on their brand interactions. Surprisingly, our study suggests that only desired self-identity significantly impacts brand loyalty. However, it's essential to acknowledge that a larger sample size could potentially yield different insights.

Furthermore, the central role of brands in consumer behaviour cannot be overstated. Consumer behaviour is not really influenced by brands because they align directly with their values. Brodie and colleagues (2011) explain that this behavior is a psychological state acquired from birth where one experiences more or less interactive and co-creative brand experiences. It is therefore essential to foster meaningful interactions to promote engagement and loyalty. Sen and Bhattacharya (2001) stress the importance of corporate social responsibility (CSR) in building long-term relationships with clients. Their results showed us that brands that practice social responsibility and are therefore committed to the environment have more chance to retain consumers because this impacts more, especially nowadays. The company needs to align its brand values with its target audience. Dabholkar (2015) introduces the concept of customer engagement behavior, highlighting its multidimensional nature and importance in brand management. This highlights the complexity of interactions between consumers and brands.

Finally, Kim and Kim (2014) study the effect of green marketing on everyday consumer behavior. They reveal how environmental messages sent through the various actions of the company influence the consumer's brand perceptions and also the purchasing decisions. Thanks to the various research and research conducted, we can better understand the interaction between green marketing, consumer behavior, and brand loyalty.

5.4 Compliance with Research Ethics Guidelines

I've taken several stringent measures to protect the privacy and confidentiality of the research participants involved in my thesis. I anonymized all records and aggregated individual responses to keep identities confidential. Additionally, I cross-referenced every cited source back to its original author to ensure my research's accuracy.

Also, I want to clarify that I didn't use artificial intelligence to write my thesis. However, I did use AI technology for three specific tasks. First, I employed Turnitin to confirm the content's authenticity. Second, I used Zotero to manage the APA reference style. Lastly, I used Grammarly to check for errors in grammar, punctuation, and style. I hope this information helps you to better understand the process I went through to ensure the highest level of integrity and quality for my thesis.

6 Conclusion

6.1 Key Findings

Customers in the French Generation Z are intrinsically grateful for environmental sustainability and altruism, according to this thesis, and they are not swayed by external factors like greenwashing from companies like H&M. Despite their best efforts to project an image of environmental consciousness in their marketing campaigns, French Generation Z is not particularly impacted by these corporations' environmental consciousness. Since their education and upbringing have greatly influenced their environmental beliefs, this group is instead perceptive and suspicious. As a result, genuine sustainability and authenticity are more valuable to them than superficial marketing.

Authentic environmental projects and transparent communication strategies that align with the values and perspectives of French Generation Z are the main priorities for businesses looking to tap into this market.

6.2 Managerial implications

According to my research, the vast majority of young people hold green values due to the time in which they live. But, these values do not seem to influence their buying habits, they will even most of the time not even worry about whether they buy green or not. For example, many do not have a clear idea of H&M's sustainable or unsustainable practices. Companies like H&M, which aim to engage young consumers in sustainability, need to understand that these values are deeply rooted.

Brands must prove their true commitment through diverse and varied actions such as adopting green practices, reducing their carbon footprint and supporting ethical sourcing. It is also necessary to educate young consumers who will be the future spokespersons of this Earth because many may not be aware of the sustainable efforts that companies must make. Overall, companies like H&M need to be transparent and educational in their sustainability efforts. In this way, they will build trust with young consumers and build stronger and more meaningful relationships that foster positive change for all.

6.3 Recommendations for future research

Researchers should include more participants in their surveys in order to improve the caliber of subsequent study. More participants enable a more comprehensive and lucid understanding of the subject. It prevents prejudice and produces more comprehensive, trustworthy results. A more varied group also adds to the analysis by reflecting a wider range of demographic and cultural viewpoints. To put it succinctly, expanding the sample size will enable us to learn more about the topic.

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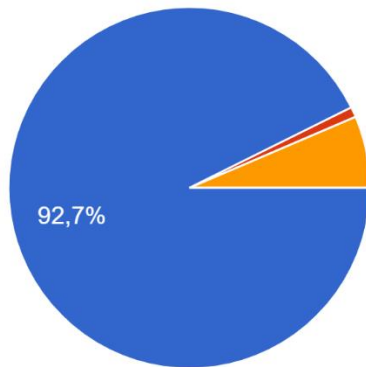
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Appendices

Appendix 1. Questionnaire in form of google FORM

Age

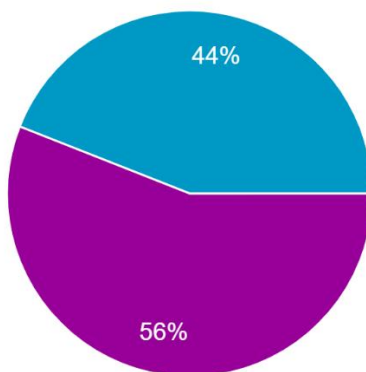
109 réponses



- 11 - 26 (Generation Z)
- 27 - 42 (Millennials)
- 43 - 58 (Generation X)
- 59 - 68 (Boomers 2)
- 69 - 77 (Boomers 1)
- 78 - 95 (Post War)

Gender

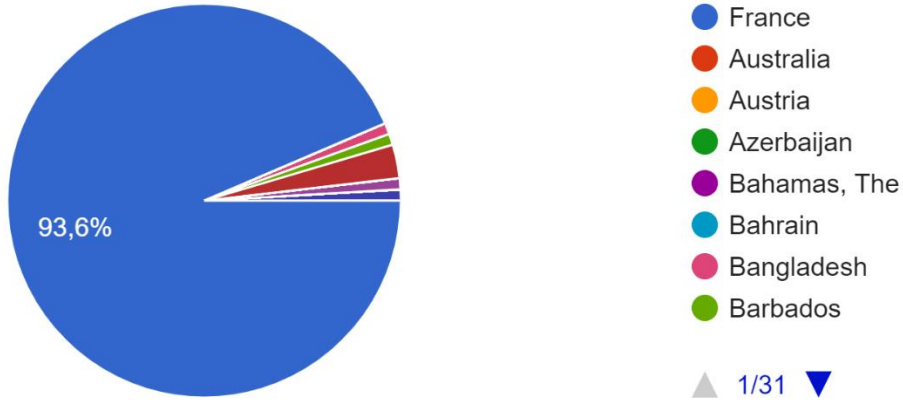
109 réponses



- Female
- Male
- Non-binary
- Prefer not to disclose
- Femme / Female
- Homme / Male

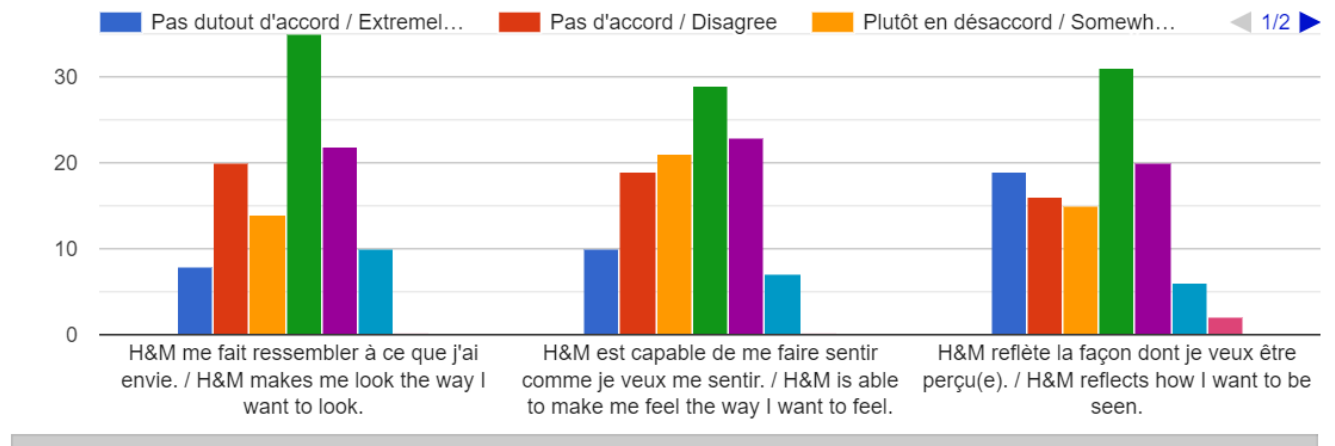
Nationality

109 réponses

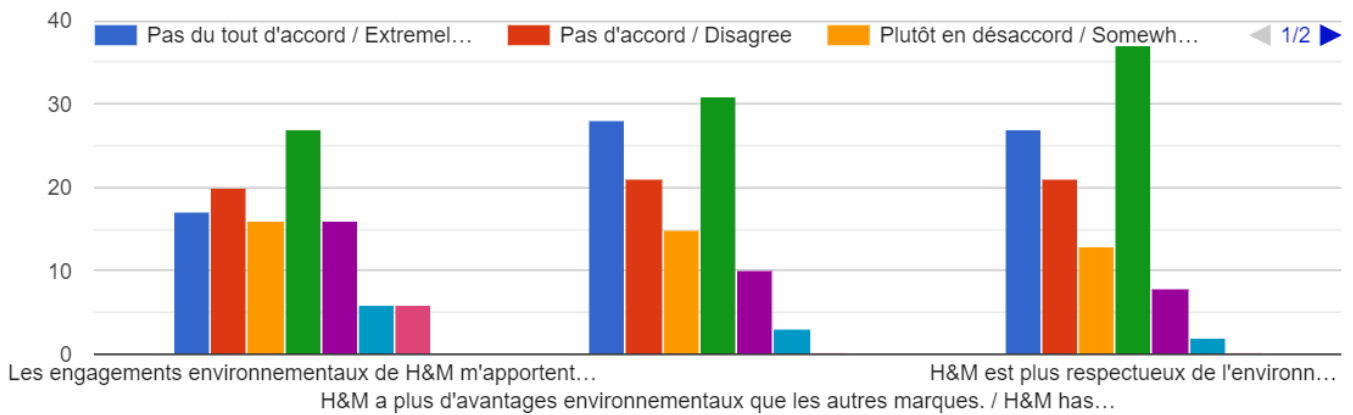


Identité personnelle souhaitée (IPS) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles. / **Desired self-identify (DSI)** Please read thought statements bellow and select the level you agree or disagree with them

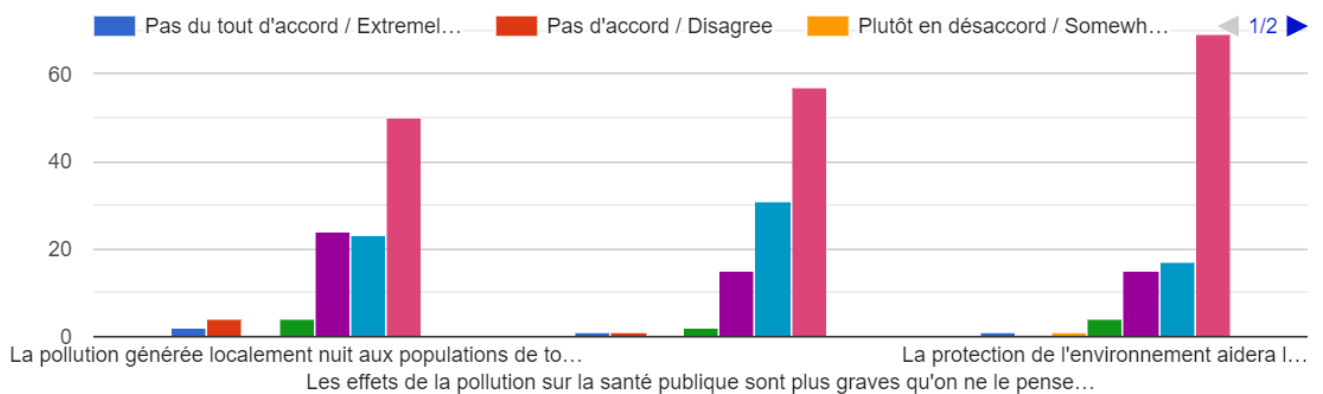
Copier



Valeur verte perçue (VVP) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles. / **Green perceived value (GPV)** Please read thought statements bellow and select the level you agree or disagree with them



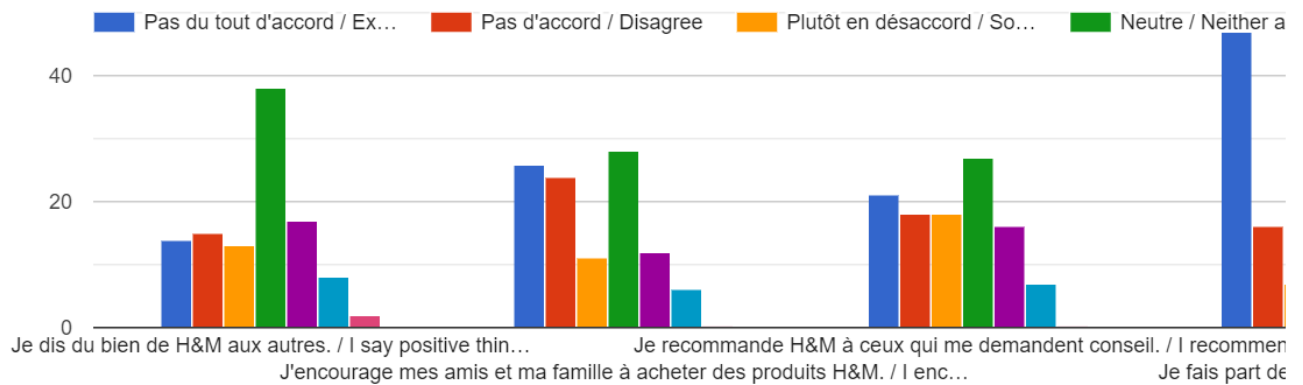
Valeur altruiste (VA) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles. / **Altruistic value (AV)** Please read thought statements bellow and select the level you agree or disagree with them



Comportement d'engagement du client (CEB) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles.



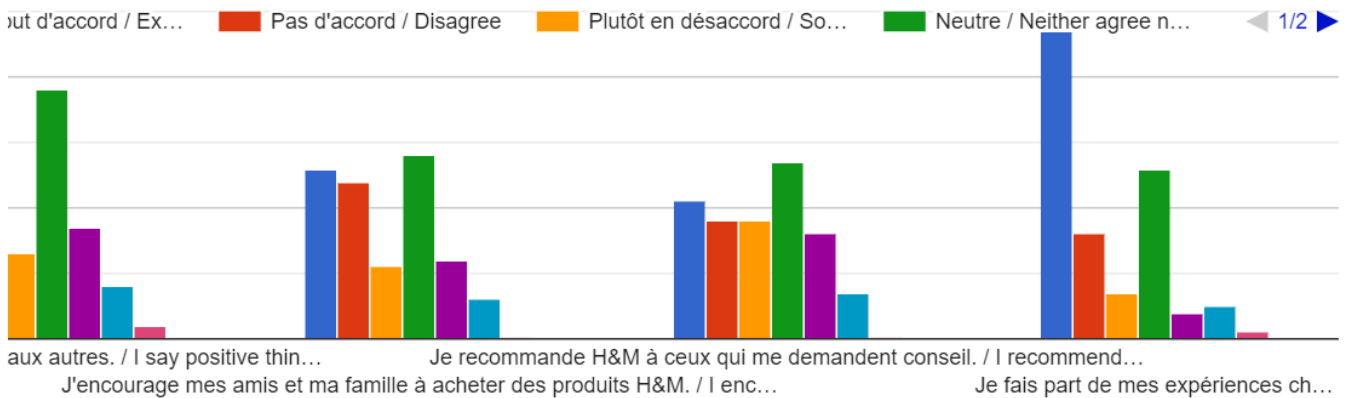
/ Customer engagement behavior (CEB) Please read thought statements bellow and select the level you agree or disagree with them



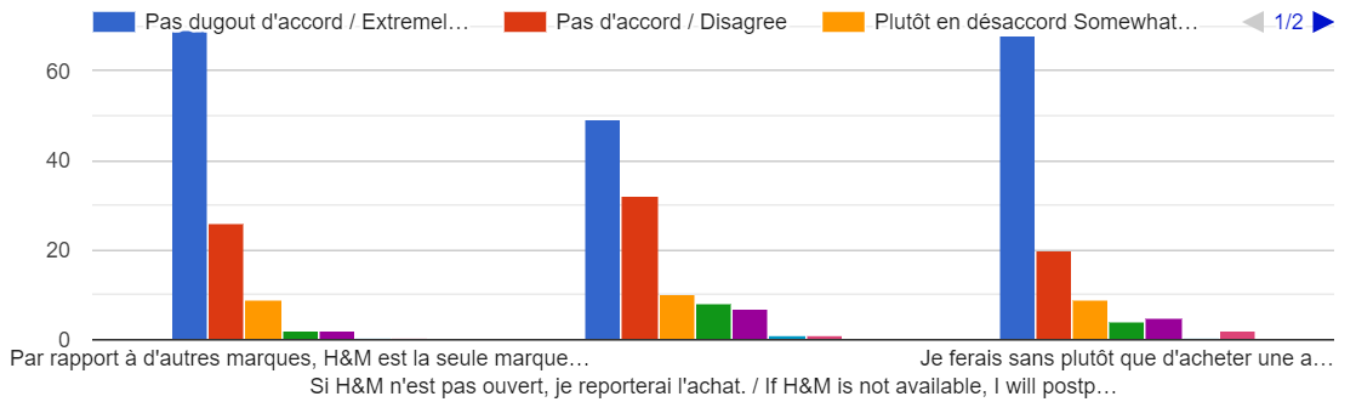
Comportement d'engagement du client (CEB) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles.



/ Customer engagement behavior (CEB) Please read thought statements bellow and select the level you agree or disagree with them



Fidélité à la marque (BL) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles. / **Brand loyalty (BL)** Please read thought statements bellow and select the level you agree or disagree with them



Greenwashing (GW) Veuillez lire les affirmations ci-dessous et indiquer dans quelle mesure vous êtes d'accord ou non avec elles. / **Greenwashing (GW)** Please read thought statements bellow and select the level you agree or disagree with them

