

UNIVERSITY OF KWAZULU-NATAL

University of KwaZulu-Natal students' perceptions of Green Branding at Woolworths

BY

Vuyo Grootboom

Student number: 207527928

**A dissertation submitted in partial fulfilment of the requirements for the degree of
Master of Commerce by Coursework**

College of Law and Management Studies

School of Management, IT and Governance

Supervisor: Dr. Vannie Naidoo

2018

DECLARATION

I Vuyo Grootboom declare that

- i. The research reported in this dissertation/thesis, except where otherwise indicated, and is my original research.
- ii. This dissertation/thesis has not been submitted for any degree or examination at any other university
- iii. This dissertation/thesis does not contain other persons' data, pictures, graphs or other information, unless specifically acknowledged as being sourced from other persons.
- iv. This dissertation/thesis does not contain other persons' writing, unless specifically acknowledged as being sourced from other researchers. Where other written sources have been quoted, then:
 - a) Their words have been re-written but the general information attributed to them has been referenced;
 - b) Where their exact words have been used, their writing has been placed inside quotation marks, and referenced.
- v. This dissertation/thesis does not contain text, graphics or tables copied and pasted from the internet, unless specifically acknowledged, and the source being detailed in the dissertation/thesis and in the References sections.

Signed:



Date: 21/01/2018

Acknowledgements

To my loving parents, Busi and Dr. Mzukisi Grootboom – thank you for the inspiration and the exposure to what can be possible if you set your mind to your goals. Also, for your unerring support throughout my tertiary journey. It means the world to me and I love you both.

To my siblings, Zukisa and Nonkululeko – thank you for your continuous guidance and I hope your youngest brother has made you both proud. You guys continue to inspire and shed light on the correct path without even realizing it.

To my extended family – thank you and I hope you all get to read this, and understand that there is no limit to what can be achieved and also to thank you for the kindness and warmth whenever we cross paths. The lessons are invaluable.

To my supervisor, Vannie Naidoo – thank you for guiding me through this journey and it would have been a difficult task without having you behind me. Your grit as well as patience has been nothing short of appreciated and I hope I have made you proud.

To my friends – I hope you now understand the path I have chosen and see what great rewards can be gained from such small sacrifice. Onwards and upwards, the whole team needs to win.

To the College of Law and Management Studies (UKZN) – I appreciate the trust in my ability and being able to choose me to participate in this programme

Abstract

Environmental concern emerges as the most significant predictor of green purchase intention (Yadav, 2014). The purpose of the study was to ascertain the extent to which university students at the University of KwaZulu-Natal are open to the notion of green branding and green marketing by leading brands. This study chose to focus on UKZN students across various faculties in order to find out how their perceptions and purchase decisions making is affected by issues such as green marketing and if it at all influences their lives when choosing between brands and their loyalty to organisations such as Woolworths, which appears as one of the top 5 brands in terms of Grocery stores in the Top Brand Survey (“Sunday Times: Top Brands Survey”, 2015) When making food purchases in the past it has not always been a consideration of customers to be concerned with the effect that their consumption has on the environment. Data was collected through survey based method using structured questionnaires, where a hypothesized model was used. The researcher used a questionnaire which had a five-point Likert scale where the simple random sampling technique was used. This questionnaire was administered to a sample of 383 registered students. The study used the Theory of Planned Behaviour (TPB) as its theoretical framework and attempted to extend this further. The research aims to explore the state of mind amongst tertiary level students, in order to assist with managing effective brand communication through empowering consumers with knowledge and arming them with the ability to make the correct purchasing decisions for the future.

Table of Contents

| Description | Page |
|---|-------------|
| Title Page | i |
| Declaration | ii |
| Acknowledgements | iii |
| Abstract | iv |
| Table of contents | v |
| List of Figures | viii |
| List of Tables | ix |
| CHAPTER ONE: Introduction | |
| 1.1 Introduction and background | 1 |
| 1.1.1 A brief history of Woolworths Holdings Limited. | 2 |
| 1.1.2 The story behind Green Marketing | 3 |
| 1.2 Motivation for the study | 3 |
| 1.3 Focus of the study | 4 |
| 1.4 Research Objectives | 5 |
| 1.5 Research Questions relating to the study | 5 |
| 1.6 Scope of the study | 5 |
| 1.7 Research methodology of the study | 5 |
| 1.8 Contribution of the study | 6 |
| 1.9 Delimitations | 6 |
| 1.10 Summary | 6 |
| CHAPTER TWO: Literature Review | |
| 2. Introduction | 7 |
| 2.1 Brand positioning | 7 |
| 2.2. The needs for Green Branding and Sustainability | 8 |
| 2.3. Green Marketing | 9 |
| 2.3.1 what is green marketing? | 9 |
| 2.3.2 The importance of green marketing | 10 |

| | |
|---|----|
| 2.4 Fostering sustainable behaviour | 13 |
| 2.4.1 Behaviour | 13 |
| 2.4.2 Social diffusion | 14 |
| 2.5 Influencing the commercial sector | 14 |
| 2.5.1 Reducing waste | 14 |
| 2.5.2 Green Inspires Innovation and Cool | 15 |
| 2.5.3 Reducing energy use | 15 |
| 2.6 “Green” as a marketing strategy | 16 |
| 2.7 Green marketing in the contemporary South African context | 18 |
| 2.7.1 Woolworths | 18 |
| 2.7.2 Organic farming and going green | 19 |
| 2.8 Perceptions towards green marketing | 20 |
| 2.8.1 Influence on buying behaviour | 21 |
| 2.9 Summary | 24 |
| CHAPTER THREE: Research Methodology | |
| 3.Introduction | 25 |
| 3.1 Aims and objectives | 25 |
| 3.2 Participants and the location of the study | 25 |
| 3.2.1 Target Population | 25 |
| 3.3 Type of Sampling | 26 |
| 3.4 Sample size | 26 |
| 3.5 Research design and methods | 27 |
| 3.5.1 Description and purpose | 27 |
| 3.5.1.1 Construction of the instrument | 28 |
| 3.5.2 Pretesting and validation | 28 |
| 3.5.2.1 Item analysis | 28 |
| 3.5.3 Reliability | 29 |
| 3.5.4 Analysis of the data | 29 |
| 3.6 Ethical concerns | 29 |
| 3.7 Summary | 29 |

| | |
|---|----|
| CHAPTER FOUR: Analysis & Discussion of Results | |
| 4. Introduction | 31 |
| 4.1 Reliability analysis | 31 |
| 4.2 Descriptive analysis | 31 |
| 4.3 Inferential analysis | 36 |
| 4.4 Discussion | 47 |
| 4.5 Conclusion | 48 |
| CHAPTER FIVE: Recommendations & Conclusion | |
| 5.1 Introduction | 50 |
| 5.2 Review of major findings of the study | 50 |
| 5.3 Summary of the major findings pertaining to the hypotheses tested | 50 |
| 5.4 Outcome of research design | 51 |
| 5.5 Conclusions | 52 |
| 5.6 Recommendations | 53 |
| 5.7 Limitations of the study | 53 |
| 5.8 Directions for future research | 54 |
| 5.9 Summary | 54 |
| Bibliography | 56 |

List of Figures

| Number | Description | Page |
|---------------|---|-------------|
| Figure 2.1 | Theory of Planned Behaviour | 23 |
| Figure 2.2 | Theory for Green Marketing perception | 23 |
| Figure 4.1 | Statements regarding awareness of green branding | 33 |
| Figure 4.2 | Distribution scores for perception of green branding | 34 |
| Figure 4.3 | Frequency distribution – perception of green branding | 34 |
| Figure 4.4 | Overall scores for perception of green branding | 35 |
| Figure 4.5 | Statements for attitudes on green branding | 35 |
| Figure 4.6 | Distribution scores for attitudes on green branding | 36 |

List of Tables

| Number | Description | Page |
|---------------|--|-------------|
| Table 3.1 | Krejcie & Morgan Sampling Table | 26 |
| Table 4.1 | Reliability analysis output | 31 |
| Table 4.2 | Frequency distribution of socio-demographic variables | 32 |
| Table 4.3 | Association between age and green branding | 37 |
| Table 4.4 | Association between gender & green branding | 39 |
| Table 4.5 | Association between marital status & green branding | 40 |
| Table 4.6 | Association between employment status & green branding | 42 |
| Table 4.7 | Association between level of study & green branding | 43 |
| Table 4.8 | Association between College of study & green branding | 44 |
| Table 4.9 | Spearman correlation test output & green branding | 46 |

Appendices

| Description | Page |
|-------------------------------|-------------|
| Gatekeeper's letter | 60 |
| Ethical clearance | 62 |
| Declaration of Consent | 63 |
| Questionnaire | 67 |

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 Introduction and Background

The study to be undertaken aims to ascertain the perceptions of university students relating to the concept of green branding and green marketing by leading brands. When making food purchases in the past it has not always been a consideration of consumers to be concerned with the effect that their consumption has on the environment. What green marketers have tended to do is to target a new breed of consumer who is more educated on the benefits of being more environmentally aware, and caring of the effect of excessive consumption and the dangers it would have on the world they live in. The consumer needs to be one who is aware and willing to drive change in the marketplace. (Maheshwari, 2014: 3)

It is because of this that green marketing and green branding has come about to consist of a fair number of activities which include product modification, changes to the way goods and services are produced, safer and more durable ways of packaging goods and also the way in which advertising communications are conveyed. This study will focus on UKZN students across various faculties in order to find out how their perceptions and purchase decision making is affected by issues such as green marketing and if it at all affects their lives when choosing between brands and their loyalty to organisations such as Woolworths, which appears as one of the top 5 brands in terms of Grocery stores in the latest Top Brand Survey (“Sunday Times: Top Brands Survey”, 2015: 1). It is important to gauge how effective these messages are on getting through to the generation that will be soon entering the working world after their studies and will hold the purchasing power as they grow into their working careers where they are faced with a number of different options where each brand attempts to convince consumers with their range of benefits.

Green branding and sustainability are relatively new phenomenon which have caused a shift in focus of marketing communications by some of the largest global brands as there becomes a more visible shift towards a more sustainable environment due to the new knowledge that has become available to consumers. In the current information age that we currently reside and the facts that are readily available to the modern consumer we have begun to see a shift in the way consumers behave in terms of their purchasing decisions. The tendency to be more involved with being health conscious with the type of food they consume has led to them also being more concerned with the condition of the environment. Marketers have picked up on this and it has fed down to their entire operations, where they have looked for ways in which to find solutions to these new challenges. One of the other concerns marketers may have is to assess the extent to which young people consider aspects like green branding, brand loyalty and being health conscious when making purchase decisions.

The effect of ideas such as sustainable and green branding has led to the number of green branded products to multiply over the past 15 years. A Company such as Woolworths outlines sustainability and building for a better future as one of their seven key organisational values as a whole which shows how the focus has shifted by brands and companies alike ('Woolworths Holdings Limited: Good Business Journey', 2015: 11). This is further outlined throughout the remainder of their "Good Business Journey" document. The up and coming stature of students in the community outlines how an untapped market of new consumers is one which is important for marketers to be more aware of if they're to continue growing and have an opportunity to meet head on in terms of their needs and wants. This is a study which can shed some light of the prevailing perceptions of this group and if their ideologies are aligned with the goals and beliefs of the organization.

1.1.1 A Brief History of Woolworths Holdings Limited

The South African retail company known as Woolworths as it is known today specialises in food, homeware, clothing and general merchandise. The business had ordinary beginnings and has been prominent in the South African landscape for over 80 years. This journey started in 1931 where in Cape Town a man by the name of Max Sonnenberg opened up the doors to the first Woolworths store. Sonnenberg had a vision and model which he has borrowed from an Australian business which has been running successfully since 1924, coincidentally he also implemented the same name "Woolworths" from them (Thomas, 2012). Sonnenberg's main selling point and belief was that of being able to offer customers superior quality goods while keeping them at a competitive price point which was especially important in such a tough economic climate of the time as the grip of the Great Depression was still being felt. Sonnenberg was eventually able to expand the Woolworths Empire into a second location in Durban three years. Three more stores were opened a year later with two in Port Elizabeth and the first Johannesburg member of the chain opening. The value proposition that Woolworths has stuck to and implemented has seen the footprint grow to over 400 stores across South Africa, Africa and the Middle East. ('Superbrands ZA: Woolworths', 2010: 1)

Another major success of the Woolworths brand has been the commitment to technology, innovation and best practise as they are able to count a number of wins as notches on their belt. Woolworths in South Africa was the first to offer employee benefits among local retailers; Woolworths embraced technology by coming to a lease agreement with National Cash Registers (NCR) in the late 1960's and began using computerised merchandising systems by the early 1970's; Woolworths' forward thinking extended even further by being the first South African retailer to introduce 'sell by dates' on products and food product packaging.

One of the most important stories behind Woolworth's recent operations and the reason behind why they are so relevant to discussions on sustainability and green marketing links back to their forward-thinking and pro-active approach. This can be seen by the company's decision made back in 2007 to

embark on its 'Good Business Journey'. This entailed the switch in thinking of the brand towards growth that was more centred on sustainability and going into an uncertain future with limited resources. Their manifesto has four main focus areas: accelerating transformation, driving social development, enhancing the environmental focus and addressing climate change. ('Superbrands ZA: Woolworths', 2010: 1)

1.1.2 The story behind Green Marketing

In order to be a thriving and prosperous civilization, humans have often forgotten their responsibility to the environment. The truth of the matter is that although resources are abundant, they are not unlimited. It is the importance of this fact that has not been lost upon those who are enlightened and this dates back to ancient times whereby nations such as the Ancient Greeks, Elizabethans, Victorians and Marxists (Peattie, 1995: 93). As the world's population have advanced through the times and have been able to gain a greater foothold in terms of development and technology where we can assess the extent to which the lack of resources as well as ozone layer damage would become a crisis. Marketers are among the individuals and professions that have been blamed for the damage happening to the planet and it has in turn become their prerogative to influence consumers and push forward a 'green' or sustainable culture to a consumer who continues to acquire more knowledge and has further reaching access in terms of being able to demand a better and cleaner future for themselves and future generations. Marketers have many incentives to market green although this may differ depending upon the markets in which they choose to operate. By having a unique selling proposition allows an organization to compete alone in the minds of a growing green consumer as well as being able to charge a premium price for the products, which in turn allows the organization to be more profitable. An interesting view was expressed that "Both ecological marketing and green marketing start from the necessity of combining profit making for private companies with sustainable environmental quality for society in general. Ecological marketing focuses on the acknowledgment of an impending ecological crisis and the willingness and ability of marketers to assume the responsibility to assume the responsibility for avoiding this doom." (Tadajewski and Brownlie, 2008: 254)

1.2 Motivation for the study

One of the concerns around the subject of green branding and sustainability for marketers is whether investing all their time and other resources into developing improved ways of doing business are worthwhile. Some of the issues raised by this is the fact that it has taken companies from the hundreds of thousands to millions in currency to change the way in which they operate and this would mean there would be a need to be a significant return on the investment. A significant number of sustainability practices do in fact in the long run have cost benefits to the company and present a return on investment due to the fact that resources aren't endless. This has led to the study being undertaken with the objective being that of getting into the mind of the consumer who will be putting forward their money in order to

buy into the whole idea of green branding. It would be superfluous for marketers and brands to develop these methods in the hope of conserving the environment if the target consumer in their segment was indifferent to whether the environment suffers or not, as they choose to be brand loyal instead or whatever the case may be. The willingness of the consumer to switch brands, or brand loyalty, is one of these factors in the case of companies who may be slow to adapt to these methods. Health consciousness is also a contributing factor as it may influence a consumer's decision making when purchasing goods if they're aware of how products are produced and under what conditions. This is a common reservation across a number of industries locally, and globally as these perceptions may differ from one community of consumers to another. This would in turn affect an organisation's focus in a particular market, having prior knowledge of prevailing sentiment at the time. In this case the spotlight is put on students.

1.3 Focus of the study

The study's focus on students' perceptions of green marketing and consumptions leads to how these attitudes influence green consumption. It is this overarching concept which has led to the focus of the study to be based on the following themes or constructs:

- 1.3.1 Awareness – The basis of the study stems from the amount of knowledge the respondent has on the concept of green marketing. It is the ability to differentiate between the types of brands and products he/she is faced with that will inform their decision making. It is also important in order to be aware of the need for more education on the concept itself.
- 1.3.2 Positive and Negative Perception – Once it has been established whether the respondent has an acceptable knowledge on the subject it is imperative for the study to address whether the feelings towards green marketing are positive, negative or even indifferent. This will assist marketers in tailoring their communications accordingly in order to convert those who view the concept in a negative way or those who are still 'on the fence'. Fleming (2016: 20) is one of the authors who sheds some light on why there would be doubts about the green marketing concept as some consumers viewed it as being a gimmick.
- 1.3.3 Attitude toward Buying Behaviour – The final step in the process relating to this study is to determine whether with the relevant knowledge acquired and the perceptions laid bare, would positive perceptions result in an eventual purchase. This is important to note whether the consumer deems the concept worthy of them spending on this differentiated product.

The Research needs to be able to show how positive perceptions are more desirable than negative ones in the growing of positive buying behaviour, as these positive perceptions will eventually lead to the brands being viewed in a positive light and more of the target market being open to the category of products being offered. Negative perceptions need to be minimized as much as possible

1.4 Research Objectives

The study being undertaken will focus on the following objectives:

- To determine whether students are aware of the brands and organisations who are moving towards a more sustainable and green future;
- To ascertain whether the presence of various green and sustainable branding at Woolworths encourage students to become more environmentally friendly; and
- To understand whether the choice between a student's preferred brand and a 'greener' competing brand is at all influenced by the competitor's green status.

1.5 Research Questions relating to the study

- How aware are students of the brands and organisations who are moving towards a more sustainable and green future?
- To what extent does the presence of various green and sustainable branding at Woolworths encourage students to become more environmentally friendly?
- How affected is a student's choice between their preferred brand and a 'greener' competing brand influenced by the competitor's green status?

1.6 Scope of the study

The study involves registered students both full-time and part-time across all years of study. The study took place across all five of the campuses at the University of KwaZulu-Natal. These are the Howard College, Pietermaritzburg, Westville, Education and Nelson R Mandela School of Medicine.

1.7 Research Methodology of the study

The research design used was the probability method using simple random sampling, thus allowing an equal chance for each participant to be a subject in the study.

The population studied will be the students who attend the university where a sample of registered students will be drawn of 383 using Krejcie and Morgan statistical table.

The instrument used was a questionnaire which will be developed in line with the research objectives and questions. A 5 point Likert scale (1 being strongly agree and 5 being strongly disagree) will be used with 19 statements/items presented to the respondent to choose from and upon completion data will be analysed using descriptive and inferential statistics.

1.8 Contribution of the study

The study to be undertaken intends to fill a role of providing insight into both the effectiveness of green branding initiatives in terms of educating the youth on the environmental and scarcity of resources issues, as well as informing the community at large on the feelings held by the population still in their early adult years. The intention is also to allow for brands to be aware of how far they still need to go in delivering their message to an important stakeholder.

This study was conducted in order to assist marketers and manufacturers in effectively switching consumers over to more sustainable practices of consumption. The risk posed by not exploring this topics speaks to the long-term effects of possible leaving a segment of consumers unconvinced and this could be negatively impactful on the environment at large, as brands would be oblivious of the feelings behind any negative perceptions there might be.

1.9 Delimitations

The limitations in this study deal with the task of interviewing each of the 40000 students at the university via the questionnaire which would be prohibitive due to both the financial and time resources available. It is for this reason that a sample has been chosen of an equal number of students from each of the 5 campuses, in order to find a representative number from the 383 student sample size.

1.10 Summary

The introduction of this study outlined brief details surrounding the market the consumer finds themselves in as well as marketers and brands in the 21st century. The shift towards a forward-thinking approach towards productions of goods and services due to the knowledge, which we have acquired over the years with regard to scarce resources has allowed the pre-eminence of green branding and green marketing to the forefront. The importance of this and changing the way in which communications are delivered is the motivation behind this study. The focus of this study being on perceptions leads the overall theme which birth the research objectives and research questions. In closing the initial chapter, the outline of the scope of the study as well as the research methodology is touched on as well as what contribution to knowledge is made following the research being undertaken. The chapter closes by outlining any limitations which may have been present during the undertaking of the study.

CHAPTER TWO

LITERATURE REVIEW

2. Introduction

Brand identity concerns issues related to how brand marketers use different types of associations that it hopes to create and maintain (Aaker, 1992: 29). These are created for their stable of goods and services to have an easy identifiable nuance that speaks only to that brand when paired up against the offering of a competitor. If this identity has been marketed well and pulled off in its entirety then it will be easier for the targeted consumer to readily identify with the marketer's green offering (Hartmann, 2005: 19). The task for brand marketers is to make their customer's feel that these benefits are of use to them and will not prove to be a waste of time. It is imperative that these provide a benefit to the consumer, while also providing mutual benefit to the organization from the voluntary exchange between the two parties.

2.1 Brand positioning

A large part of choosing to market a *green* brand is the positioning of the product. This is described as how offerings are differentiated from another to give customers a reason to buy (Baines, 2014: 345). This often encompasses two definitive elements, the first of which being the attributes or the functionality and capability that a brand offers. The second positioning element that we come across concerns the way in which a brand is communicated and how customers perceive the brand relative to the competitor brands in the space. Organizations have in a sense been forced to amend the way in which they market their products in terms of the marketing mix which they have in place. This has come about due to the widespread prevalence of globalization and consumer protection awareness coming to the fore. Products now have had to be re-designed in line with the desires of customers to gain the most utility as alternative techniques and materials in production have been sought. *Green* branding is its own set of positioning measures which stand in the way of how brands attempt to give themselves a unique selling point by emphasizing their extra benefits related to being able to conserve the environment. Baines (2014: 351) goes on to state that it is this element of communication which is important as it is not what you do to an offering that is important, but 'what you can do to the mind of a prospect' (Ries and Trout, 1972: 113) that determines how a brand obtains its market positioning. It is the positioning stage which begins at the target market selection process. Successful positioning of a product or brand often relies on the attitude on the consumer and every consumer is different with their own views on the world. This is often measured by the extent to which the brand positioning elicits a positive response and feeling about the brand, and whether this strategy had a positive influence. This gives further credence to the fact that organizations require the developments of a green marketing positioning plan to reach targets outlined by their goals. Organizations are also able to position

themselves as being socially responsible when they actively engage in green brand and green marketing endeavours.

It is a commonly known fact that to be successful in business, there needs to be a concerted effort to focus on a singular target market or niche and that marketing and selling to this group is ultimately the key to an organization's success (Estes, 2009: 62). As discussed earlier in the chapter, this is being able to *effectively* meet the needs and wants of the potential customers. It is almost a balancing act to be able to achieve organizational goals while also predicting what an ever-changing consumer is looking for in a product.

2.2 The Need for Green Branding and Sustainability

Green branding and sustainability has its roots set within the issues which all inhabitants of the world face in terms of the scarce resources that we have at our disposal and the steps that need to be taken in order to take care of these. A quote from the pre-eminent leader of Indian nationalism, Mahatma Gandhi, outlines this when he said "The Earth has enough for everyone's need, but not enough for everyone's greed." Organizations both private and public have a responsibility to implement this agenda in the production and sale of their goods and this is where the notion of Green marketing and branding has become more and more prominent of late in terms of modern and contemporary marketing issues. The challenge for marketers is being able to position their products in such a way that they emphasize the benefits of green and sustainable products and how they are of benefit to the consumer themselves. After all consumers often put themselves first and want to gather the maximum perceived utility from their purchases and have that sense of peace of mind. Green marketing itself serves as a market generated pull and a law-driven push toward a more considered, environmentally friendly business performance. This has been described as a notion of a more sustainable form of marketing, which in its principles proves too intertwined with and in support of a sustainable form of economic growth and development. There are three concepts which work together in linking marketing to the environment, namely ecological, green and sustainability.

There are various schools of thought which point towards why we need additional green research. Some of this is caused by the theoretical concerns that today more than 75% of consumers routinely report that they are green or in fact prefer environmentally friendly products (Cronin, Smith, Gleim, Ramirez, & Martinez, 2010: 118). As a result, organizations introduce green products at an alarming rate year-on-year in order to meet the needs of the ever-increasing environmentally conscious customer. While we can see that several consumers claim to be part of the green community, green products make up less than four percent of the global product market share. It is for this purpose that we need to conduct research upon the topic as we attempt to ascertain whether consumers act upon these intentions. It is the need to address the disconnect between attitudes towards green products and organizations and actual intention to purchase. It is clear that various studies are conducted in order to assist in developing

the marketing discipline (Cronin: 120) and in doing so forming review the literature that is available on green initiatives.

2.3 Green Marketing

2.3.1 what is green marketing?

Insch (2011: 283) highlights a *green* brand as being a brand where environmental values constitute the brand's essence. The awareness and understanding of the number of issues relating to the planet is nothing new at all in terms of previous practises, however it is the emphasis upon this becoming more frequent which has led to the trends that we are seeing today. The increase in demand for several these natural products has expanded at a consistently high rate and has led to manufacturers and brands attempting to link their commitment to green branding to a better and more exclusive lifestyle choice for the consumer. Polonsky (1994: 6) makes the point that although environmental issues affect the masses and no person is exempt from this, there are only a small number of academic disciplines that have taken the importance of it on board and integrated green issues into their literature. Marketing is one of these disciplines that have embraced this.

There is a common misconception among the large majority of people that green marketing refers exclusively to the advertising or promotion of products with characteristics which one would associate with being environmentally friendly. Target markets and consumers alike often associate terms such as *ozone friendly*, *cfc free*, *refillable*, *recyclable*, *phosphate free* with green marketing. These are indeed some of the green marketing claims which one may encounter, however green marketing as whole cannot be defined in a manner as simple as that. The concept is one that can be applied in manner of functions including industrial/business-to-business goods, consumer goods and even services. An example of this is holiday resorts that claim to be a haven for an *Eco tourist*, implying that their way of operating causes minimal negative effects on the environments as well as their experiences being nature related. This further emphasizes that green marketing involves a vast range of techniques which may consist of product modifications, changes in the way goods are packaged, in addition to the modification of advertising. We will further discover that being able to define green marketing isn't the most enviable of tasks and this is exacerbated in the way the terms used to describe the phenomenon may vary, namely; Green Marketing, Environmental Marketing and Ecological Marketing. Polonsky (1994: 7) defines green marketing as "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment." This definition emphasizes the important point by including the protection of the environment by minimizing the effects of the exchange between buyer and seller. This is the crux of the entire issue as it can be argued that human consumption by its nature will prove to be destructive to the environment (products would be more accurately marked as being "less environmentally harmful" as opposed to "Environmentally

Friendly”). The goal of green marketing should therefore be to lean towards minimized harm of the environment, rather than eliminating it entirely.

2.3.2 The Importance of Green Marketing

Muller and Koechlin (1992: 88) have been among the writers who were of the opinion that we and our environment are in a more critical state of being than anyone would care to admit. These are some of the facts that affect managers of every firm. The authors go on to emphasize the importance of having solid leadership structure in place and how a good manager will be able to use their vast knowledge of environmental issues to forge a gap between themselves and those managers who are not as clued up as themselves. It is true commonly in modern times that all areas of a company can interact. Thus, it is imperative that knowledgeable managers understand the importance of being able to construct complex interrelated systems that are relevant to their particular field of business. It is when products are at the initial development stage in their life cycle prior to being full blown extensions or innovations that managers need to direct focus upon the ways and means of disposing the product at the end of their useful lives. It is this environmental consciousness which needs to be at the forefront of a modern manager’s thinking.

The conundrum around Green Marketing and its importance is said to be simple in that its basis lies upon the basic definition of economics according to Polonsky (1994: 6). This follows the notion that economics is the study of how people use their limited resources to try to satisfy unlimited wants. It is the fact that resources are scarce which brings us to the matter at hand where organizations are obliged to provide goods and services to the community as a whole while dealing with the fact that resources are scarce. It is accepted that freedom of choice allows for individuals and organizations to attempt to satisfy these needs. Organizations in the marketplace themselves face limited natural resources and it is because of this that there is the requirement to develop unique or alternative ways of satisfying these unrestrained wants. Once again, we point out how Green Marketing attempts to tailor marketing communications and activities engage with these scarce resources, while meeting the needs of consumers, be it industrials or individuals, as well as meeting the objectives that are the core functions of the organizations.

As addressed previously society has become more concerned with nature and the environment, forward thinking organizations have seen the need to adapt their behaviour in a manner which is congruent to these feelings in an attempt to address these new concerns. Several of these organizations have indeed been quick to address this and have adopted concepts such as environmental management systems and waste minimization, and have implemented environmental-focused techniques within their organizational endeavours. When reading upon the work of Hartmann, Apoalaza-Ibanez and Forcada-Sainz (2005: 19) it is evident that there is a certain school of thought which describes there being two distinct ways in which green branding is tackled. These are namely: functional and emotional. Both

approaches will appeal to different sections of the target market and result in marketing communications being tailored to each party specifically. When using the functional approach, brands often stress the facts and appeal to a more rational mind who use sound reasoning when making decisions regarding environmental benefits and the like. On the other hand, messages that use emotional appeals often use triggers which reach to people's emotional needs and being able to effectively reach out to their need for exclusivity and recognition by displaying their environmental consciousness to their own peers and family. As Hartmann (2005: 74) emphasizes, it is the combination of these two that is the most effective in its uses in shifting brand perception in the favour of *green* brands.

There is a school of thought that is based upon the notion of *Green consumer behaviour* which identifies with consumers who are aware of their environment and are willing to compromise. This study aims to discover if this is the case when it comes to young people studying in South Africa. In discussing green consumer behaviour, Tadajewski and Brownlie (2008: 363) identified that there has been a shift towards the downsizing of consumption levels and that it is not a new phenomenon. Indeed, there have been some groups that have strived at achieving an almost 'acceptable' level of consumption and move away from the run of the mill spaces of global capitalists and markets to the point where they refused the label of consumer entirely. The green consumer had been identified (Tadajewski & Brownlie, 2008: 370) as being that which is part of the major religions whose common thrust is of anti-materialistic sentiment where consumption and possession-driven hedonism finds no support and is in fact looked down upon. It is upon this viewpoint that marketer researchers strive to find to what extent this is still the case in modern society.

On the other hand, and going back to the earlier point, the focus needs to be on correctly positioning of a brand's products and offerings. This is imperative in order to justify the increased spending on development of green campaigns as well as the research and development that goes into changing the way in which products are produced. Organizations often should switch from previous ways of working and this can lead to inflated costs which are not always recouped unless a premium is placed upon these products such as organic food. Organic food processes encompass methods which include practices which strive to foster recycling of resources in order to promote a balance in the ecological system. This further implies that such practices are good for the consumer themselves and their environment and businesses can leverage on such. Similarly, Levinson and Horowitz (2010: 240) conclude that there is no need for marketing to be a tool to be a weapon of war where businesses think that to succeed they should climb over their competitors and fool their customers. Green marketing provides a basis of equal benefit for everyone.

Adding on the concept of social responsibility, Organizations are beginning to understand that they are affiliates of the wider community and are therefore encouraged to behave in a manner that is responsible to the environment. This continues to integrate into this new breed of organization which needs to form

an important balance between achieving environmental objectives in addition to profit making targets. Being able to pander to society in an environmentally-friendly sense often becomes the goal of organizations and becomes ingrained into the culture of the firm itself. We have seen more recent research providing an indication of socially responsible initiatives may not increase revenues for the firm, but instead decrease organizational risk (Cronin: 113). The threat of potential risks associated with lawsuits are such an example of those that are linked to being socially responsible as an organization. Furthermore, research has shown that the impact goes further and affects stock price as these are directly associated with any positive or negative effects of the initiatives.

Organizations can get a greater advantage over their competitors by being seen to be responsible and progressive. The organizations, firstly, will be free of lawsuits and other settlements which surround what would otherwise be negative business practise in the eyes of many and would destroy their intangible goodwill among stakeholders. Consumers who see this way of doing business by their favourite brands will further gravitate to them. Likewise, Levinson and Horowitz (2010: 250) agree that it is when customers fall in love with the way in which a company conducts itself they begin to recruit other customers. They then in turn become that particular firm's unpaid sales force which leads to larger profits. This is because one of the most important forms of marketing is that done by word of mouth. Customers will often listen to their peers who recommend a product as this goes beyond any benefit that they may receive as opposed to a company which is invested in making a profit and conveys marketing messages to them. The firm receives this type of marketing without having spent a cent and it is much more effective. Customers now are of the belief that the company has their best interests at heart which is important in being able to adequately convey and have a credible positioning. There are examples of firms who adopt a strategy which is at differing ends of the spectrum. An Organizations such as the Body Shop are known as and heavily promote the fact that they are environmentally responsible. This is the organizations competitive advantage and it is known that this is such an organization which was created to exclusively offer environmentally friendly alternative cosmetic products and this is in their DNA as a firm and is the backbone of their entire philosophy. Coca-Cola on the other hand does not actively promote its concern for the environment as a marketing tool even though they engage in a number of activities which promote this. Coca-Cola have invested money in numerous recycling activities as well as modifying their packaging to minimize its effect on the environment. This is similar to Walt Disney World and its partner resorts who have undergone waste management infrastructure changes in the past but this is not a key feature communicated in their marketing tools.

The Green Rush is found everywhere which builds upon the fact that all types of organizations need to embrace and take sustainability more seriously. This is clearly not a trend for a selected few customers who fit in a certain mould (Estes, 2009: 68). As consumers use their knowledge of how global warming is beginning to affect the world and that it is becoming a real phenomenon along with the increase in

energy prices, we can see how important and well-received green marketing communications are. The industry itself both in the United States as well as worldwide is growing continuously. Estimates have the marketplace reaching sums of \$300 to \$500 billion annually (Estes, 2009: 69). These are numbers too large to be ignored by leaders of global organizations with consumers hungry for products which will both meet their needs and minimise their effect on the environment. These are consumers with unlimited access to information, a more intelligent and knowledgeable consumer who trawls the internet and megabytes of data to empower themselves and learning about issues that have a direct effect on them and their world. These are important trends for organizations to take note of and be able to acquire market share. In one example of Proctor & Gamble, the organization intended to generate a minimum of \$20 billion in cumulative sales of product that have a reduced environmental impact in the five-year period until 2013 (Walsh, 2008: 1). The market has evolved from one which started as a niche market that has switched to mainstream.

2.4 Fostering Sustainable Behaviour

2.4.1 Behaviour

According to McKenzie-Mohr (2012: 340), the cornerstone of sustainability is being able to implement behaviour change. There are various ways in which to achieve this however these are not always equally as effective. Sustainability goals include those which affect areas such as increasing the efficiency of water and energy, protecting the quality of water through various projects, reducing waste and pollution, in addition to altering the way we get around and our transport choices. All these goals need to be supported in order for them to be achieved. The ways in which to achieve this as previously mentioned have involved a wide variety of techniques. The majority of initiatives to encourage these types of behaviours have mostly consisted of large-scale information campaigns that include the use of education and/or advertising to inspire the implementation of sustainable actions. While Education and advertising can be vital in developing awareness and in altering attitudes, a number of studies document that behaviour alteration rarely occurs as a result of simply providing information as information alone cannot address the diversity of barriers that exist for most sustainable behaviours (McKenzie-Mohr 2012: 341). On the other hand, community-based social marketing (CBSM) has proved and shown to be an attractive alternative to programmes which are more information intensive in nature. Numerous methodologies are beginning to adopt this form of methodology. When a company produces goods and services and in doing so uses natural resources intensively and produces large amounts of waste it runs the risk of being inefficient, which will have numerous negative effects on the costs that the organization incurs (Muller, 1992: 100). Techniques to achieve the aforementioned efficiency are part and parcel of modern day standard management science. As far as efficiency is concerned, it is an important building block when it comes to ecologically sound behaviour. It is often said to be the focal point which gets managers to move towards the expected goal of environmental management. Organizations have the

ability to save a number of costs related to waste management, lower purchasing costs due to more economical handling of materials, savings in the procurement of packaging, lower insurance costs; all of which are the resulting cost saving that stem from sound business behaviour. Organizational goals can be summed up to be able to do more or the same while using less one way of looking as what it means to be efficient.

2.4.2 Social Diffusion

A technique which is important to note is that of social diffusion which is very important for marketers and decision-makers to understand. This is a behaviour which describes the phenomenon of behaviours which are frequently adopted because friends, colleagues or relatives have done so. Sustainable actions have been said to be highly successful when applied using social diffusion, for example the implementation in homes of programmable thermostats and solar water heaters has been adopted by parts of communities who have followed suit from seeing the practises being applied (Darley and Beniger, 1981: 161). There are two ways to facilitate the adoption of behaviours:

Make the commitments of those who have already adopted behaviours public and durable. This is important as it creates visibility within the community and assists with the campaign which is being undertaken.

Implement the use of highly-respected and well-known people. This will form the function of having almost a spokesperson or brand ambassador that will be able to influence and impact your particular chosen target market. These people often have an inordinate impact on the adoption of new behaviours. These individuals often serve as role-models to their peers and will assist in the communication of the particular goals.

2.5 Influencing the Commercial Sector

2.5.1 Reducing Waste

One of the major issues with which green marketing is tasked is reducing waste. This is an issue which is important for organizations to be aware of as it is often looked upon by society in a harsh light if certain standards are not adhered to. What would be a useful and more capable technique would be a sort of change agent to be supplied for use by these organizations in order to assist them in identifying promising new practices and in turn establish benefits and be able to address any arising perceived and real barriers (McKenzie-Mohr 2012: 341). These agents are often provided by governmental agencies as well as nongovernmental organizations (NGOs) that often have missions that concern conserving the environment. Some of the change agents will highlight benefits such as monetary in terms of saving costs as well as those which are nonmonetary which include brand loyalty. There are, as mentioned, barriers which may or may not need to be addressed which include the lack of knowledge surrounding

waste reduction issues, requirements and related incremental costs for new systems and infrastructures that need to be put in place for the amended ways of working to be put in place. There would also potentially be a lack of data and tracking systems related to waste generation and the recovery of this (McKenzie-Mohr 2012: 339).

2.5.2 Green Inspires Innovation and Cool

One of the fundamental points of difference related to green products relates to the ease with which they inspire innovation (Ottman 2017: 39). There was a sense of mystery around green products in the initial stages of their entry into the market, however, this has since been replaced by a sense of “cool” around them. It has been said that these are the products that are purchased by the early adopters and leaders who often influence consumer behaviour. It is with the use of tastemakers such as celebrities which is further able to drive this home. In addition to this, green products often work equally or better – this assisting in justifying a premium price. Patel (2015: 1880) outlines that among the most significant positive influences on green purchase intention are improved product features and company image. These factors further emphasize the effect of innovation within newly launched green products. Thanks to advances in technology, this continues to be an important aspect as organics, hybrid cars and safer cleaning products now command a price premium. Innovative products and services assist in providing improved consumer value. Enhanced brands and the stronger company. The leaders in marketing and research and development departments now view the environment as investment that can pay back handsomely, as opposed to previous notion of presenting a burden

2.5.3 Reducing Energy Use

Going green is as much about the environment as it is about being able to be more efficient in all ways of working which often includes the conservation of energy. The majority of, if not all, businesses demand energy and it is essential for organizational goals to be achieved. Your favourite retail stores and their environment rely on this as they require optimum temperatures in order to ensure the comfort of and to attract customers. Modern office blocks require the correct amount of lighting in order to help maximizing productivity. Allied to this these offices require the correct technology and tools such as computing, printing, wireless networks and all other related necessities in order to function in the ever-expanding competitive corporate landscape. Businesses uses energy and more specifically electricity to complete a variety of functions and it is because of this there is a threat of scarcity as this grows through the years. In the commercial sector this includes businesses, institutions and service driven organizations.

The issue is that energy is the foremost cause of many of our environmental problems (McKenzie-Mohr 2012: 339). This is due to the issue of global climate change which stands at the pinnacle of why green marketing and green branding is such an important factor in our everyday lives. The links between

climate change and energy use are clear to see. Burning coal, oil or natural gas are the ways in which electricity is produced which are all examples of resources which are scarce and pose environmental threats. Carbon emissions, as discussed earlier, are said to be the key issues here as it is this that is produced through the burning of the substances used in producing electricity. Global warming is a direct consequence of human behaviour and particularly the ever-increasing need for electricity. The larger economies and industries grow it will be more difficult to avoid this issue, it is therefore important to find solutions and/or alternatives. Innovation is one way to do this and an example of this is to follow.

As a tool, we can use social and green marketing to aid in changing these behaviours which are hurting our limited and scarce resources and in turn causing harm to the environment. It is important to be able to find the answers with the particular target market in order to develop specific barriers and benefits associated with improving behaviours associated with energy conservation. In this case, however, it is not that simple to just say to organizations that they need to use less energy resources and put their own operations in jeopardy. It is alternative energy sources which need to be found. An example of that is the soon-to-be-completed dog food factory of RCL Foods (Pty) Ltd in Bronkhorstspuit, South Africa which features a vertical design where the manufacture of the food takes place. This allows for the product to fall through each stage of production by design without having to use power or resources to transport the unfinished good to the next phase. It is innovations like this which assist the needs of society as well as decreasing the electricity bill of the organization in the long run. The fact remains though that the commercial sector is the largest consumer of electricity, meaning that changes in behaviour need to take effect. Natural light from skylight and windows are an option to reduce the need for lighting via electricity as well as sensory lights which only switch on when there is movement in the room. Computers, electronics and ventilation systems can be more energy-efficient by purchasing lower energy options and turning these devices off at night. There are various ways in which to achieve such goals across the organizations in a commercial set up and it lies upon decision makers to implement these as they are aware of the consequences.

2.6 “Green” as a marketing strategy

Marketing research has shown that the key determinants of how a firm operates is dependent on its stakeholders. The key factors include environmental strategy as well as stakeholders’ analysis. A similar study which sought about evaluating green marketing strategies (Cronin, Smith, Gleim, Ramirez, & Martinez, 2010: 138) intimated that going green has begun to take centre stage in several boardrooms around the world. This is because heed has been taken regarding the potential gains associated with having strategies which are environmentally friendly as well as the pitfalls which result from non-environmentally friendly strategies. We have seen this come to the fore with a concept that has been coined by authors in this study known as the triple-bottom line. This has come about as it conveys the ideas of the newly-found tendency of key stakeholders among firms to assess business performance

using a three-pronged approach. These are viewed based on economic prosperity/profits, environmental quality and social justice. An example of the negative of the triple bottom line effect is the infamous BP oil spill in the Gulf of Mexico (Cronin, 2010: 21). This was accompanied by adverse effects on the organization's share price, credit rating as well as having led to BP experiencing numerous consumer boycotts.

This is another such real-life example at play of why it is important to see going green as being an imperative strategy which need to tie into the marketing activities of a firm as well. There are four main reasons why firms are inclined to commit to marketing strategies.

- Cost implications of materials and energy are forever increasing (Cronin, 2010: 22)
- Public pressure from consumer is becoming more of a factor
- An increasing number of organizations and stakeholders are aware that subscribing to the triple-bottom line concept results in stimulated consumer demand
- Consumers' growing antipathy to globalization is leading to strengthening NGO activity relative to green performance

In addition, while the costs of such efforts can be substantial, improved environmental performance has been linked to greater financial performance, competitiveness, and innovation benefits (Kassinis and Vafeas, 2006: 143). Product innovation is an important by-product of green product development and allows benefits to be seen with the reduction of waste, new packaging and production processes and coming up with unique ways in which to deliver goods and services to customers. It is true that motivating organizations into going green would be more difficult for practitioners and academics if there was nothing in it for them, and it is because of this that financial incentives are so important and inform the triple-bottom line benefits.

A walk the talk strategy can be key for any organization within the marketplace as this shows their commitment to any policy which they have displayed to their stakeholders in the green marketing sphere. Having a committed CEO who inspires and empowers employees with knowledge on issues such as climate change, clean technology and green consumer behaviour (Ottman and Mallen, 2014: 1). Organizations also need to be proactive as can be seen from the 2005 campaign from HSBC bank who became the first major bank to address climate change by becoming carbon neutral.

Having the ability to be transparent is an important way in which consumers will have more faith in an organization and will create goodwill for them going forward. Issues that are related to bad news should not be brushed under the carpet. (Ottman and Mallen, 2014: 1) using global reporting standards such as ISO is a way in which to do this and assists businesses to deliver their message at an acceptable level. This is commonplace across large organizations such as Unilever, Phillips IBM and Coca-Cola. Furthermore, organizations have a duty to instil and promote a culture of responsible consumption

throughout a products life cycle. This ties in to the use and disposal of products. The proper use and disposal of such products and the ease at which these are communicated to the consumer are ways in which an organization can affect change and win over the environmentally conscious consumer.

There are several ways in which brands can be creative in their support of environmental causes. This can come via the enlisting of third parties to be on board with a brand's message. In the case of Toyota with their 'green-friendly' vehicle, the Prius, the use of credible third parties in creating a halo effect upon the product. Toyota was endorsed by organizations such as the United Nations and the National Wildlife Federation to bestow awards and endorsements to reinforce the message behind the Prius brand. These are additional unique strategies which research has shown can be applied to further enhance marketing communications for global organizations as they attempt to gain a competitive edge over their competitors.

2.7 Green Marketing in the contemporary South African context

2.7.1 Woolworths

In the South African context and for organizations like Woolworths, the marketer has to be aware of how this will translate into the unique local market. When a nations population is faced with issues such as high unemployment and inequality, we need to determine if it is indeed the most important issue for our consumers to see green marketing and sustainability as an issue. They also need to determine if such contemporary marketing issues are something that will make customers come back again and again. Pollard (2008) supports this notion where he points out that organizations who are responsible only to their shareholders suffer lower ratings of trust in their general market as opposed to those who see themselves as responsible to all stakeholders' benefit from having the trust of all relevant stakeholders from those they employ to customers and neighbours. Levinson and Horowitz (2010: 232) further build upon this point with their assertion that the issue of trust goes straight into the organization's bottom line citing the presence of three-fifths of organizations on *Fortune* magazine's list of 100 Best Companies to Work for holding the trust of their stakeholders. This in turn brings about the argument that customers feel good about supporting such organizations and are willing to pay higher prices to support those that are both socially and environmentally responsible in their business practises.

2.7.2 Organic farming and going green

Faulkner (2011: 133) has stated how the demand for green product has itself emerged in the food sector. This includes mostly ready to go meals which previously one wouldn't associate with being environmentally friendly or with being healthy, however, the demand has spread to this sector which is one of the largest in today's urban society. This was aligned to the company's seeing their effect that they had on the environment as well as their own consumption patterns and lead to them seeing their

need to comply. This can be seen in Woolworths itself who have also taken to this mantra with their production of food and sourcing of product taking on a new strategic direction in the recent past (“Woolworths Holdings Limited: Good Business Journey Report”, 2015: 19). Food brands can be considered *green* based on the intrinsic characteristics of the product, the process by which it was made as well as the business practises that went into the whole process. It is for this reason why there is a particular focus on this market. *Green* branded food products are also seen as being healthier than regular food products and this is a stance which is pushed by the brand marketers coupled with their use of key phrases such as ‘organic’ and ‘free-range’ which consist of farming techniques which foster cycling of resources and other sustainability measures. This technique is one which is well-suited to the positioning of food brands in the minds of consumers as being beneficial to themselves both at a functional and emotional level, and allows them to have peace of mind.

Looking at the green marketing issue again in the South African context we have seen examples of the emphasis on sustainability becoming ever more focused. Baird (2013: 1) observes that urgent need for effective communications strategies that can educate and inspire greater acceptance and understanding of just what it means to be "sustainable" and why this is the most important trend of the next century for a business and social stability. Baird also highlights how the gap between intention and action needs to be closed and to draw a focus on how local South African advertising agencies need to adapt, no matter how late it may be, to integrating marketing and sustainability into one strategy. The question to be asked in her piece based upon research done by Ogilvy Earth is who actually knows what triggers a shopper to make a green purchase and whether certain products will be ignored for not meeting a certain ethical standard. In addition, there are some motives for an organization becoming more inclined towards ‘green’ practices and adapting their strategies towards being more environmentally appropriate which involve cost saving strategies and the market opportunity potential. This is important to grow a bigger market and make it more competitive in terms of being able to offer the consumer as many options as possible all offering and important core benefit.

Organic foods and organic farming have been and continue to be one of the fundamental issues in terms of global sustainability techniques. It is important to draw the consumer’s attention to this as it has been found that it may be lost upon your regular shopper. This needs to be done especially in your major supermarkets where these organic products may become lost among the clutter. Roitner-Schobesberger (2006: 8) also makes this point that it is often the specialized and niche grocery shops that have a better chance of selling these products which consumers often view as being more authentic. Consumers often have different drivers for wanting to know where their food comes from and it is often in this case of smaller stores and farmers market where the consumer can interact with and get advice from shop owners. Brands like Woolworths can therefore choose to position their offerings as being a more speciality experience than the regular grocery stores of their competitors to bring them in line with the study conducted in Thailand and Lebanon. This is allied to the fact that in the twenty years, the

American public has also become increasingly aware of the safety and the quality of the food which they buy (Deus, 2009: 5). Deus similarly concluded an important positive relationship between U.S. college students' perceptions and spending habits, meaning they were more likely to spend more money on organic products if they viewed them and their benefits in a more positive light. Likewise, there was a negative association between the price point and aesthetics of organic food and the students' spending habits. There is a sense that general attitudes overall were neutral due mainly a lack of knowledge in both studies. The key challenge would be to ascertain what the view would be among South African students.

2.8 Perceptions towards green marketing

When looking at green marketing as a whole it is imperative that perceptions are managed and organizations are on the right track. Furthermore, it is possible to see how Aggarwal (2014: 4) agrees with this by emphasizing the importance of brand image building listing that firstly consumers are aware of the campaign by the organization, they are also aligned to the issues which the marketing messages aim to address, they will feel that using the product will make a difference to themselves and society, they must believe in the campaign and that the product satisfies the claims that it makes. Similar changes are faced across the board for organizations relating mainly to the availability of green products as well as the fact that they are relatively expensive or at least perceived to be so. This ties back to the statement quoted by Yusuf and Fatima (2015: 6) that a green consumer is one *“Who is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it entails higher cost”*. The conclusion in this case was that large population thinks that green products are good for the environment and also come with health benefits to them. Green products are also seen as being good quality and the performances of these are better than the conventional products (Yusuf and Fatima, 2015: 6).

If one was to analyse developing countries this stance has a tendency to differ depending on the demographic from which one is part of. Conversely, Handriana (2016: 222) argues that there are a number of constructs which one needs to look upon; Familiarity, perception of the company, response to environmentally friendly products, experience of green product purchase, information resources, the type of purchased product, suggestions for the government, advice for companies, consumer affective factors, the surrounding people behaviour, and purchase intention. Across the board there is familiarity with the products while the companies undertaking such practices are held under high esteem. Purchasing is limited to professionals while housewives and teenagers are limited by full knowledge and disposable income respectively. There is also an intention to buy across all these demographics in these developing countries and in the case of housewives; once they have more knowledge about goods and services offering and in the case of the teenagers; once they begin working and have their own sources of income. On the other hand, Fleming (2016: 111) makes the assertion that her subjects were

often sceptical about the concept of green marketing as a whole and whether organizations merely use the term *green marketing* as a form of “green washing” and just using to market themselves or if it is something which they genuinely practice in the production of their respective goods and services. Green marketing initiatives therefore need to be effective and not serve as to cause a sense of distrust from the consumer. The labelling of these products is one which would assist in this issue, however, scepticism can still arise.

During the course of the studies which were analysed it seemed there was a familiar theme which related to respondents from urban areas who were classified as upper middle class tended to have a more favourable outlook on green marketing and purchasing green products. This goes back to the common theme that was picked up with regard to being able to ‘afford’ green products which were seen as more expensive. The access to knowledge and media supporting the information availability would also be accessed relatively simpler in urban areas than those in rural areas. Marketing organizations would need to be well versed in the different mediums used in order to overcome this.

2.8.1 Influence on buying behaviour

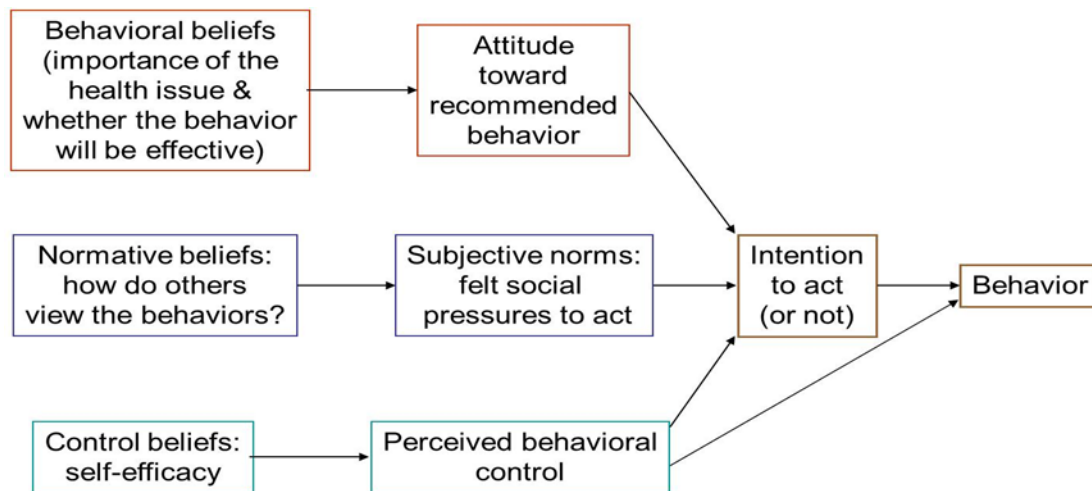
One of the main research questions in this study deal with whether a consumer is influenced to purchase based on green marketing initiatives. This is important as it underlines the effectiveness of the positioning and strategies of green products and how they affect the everyday consumer and their willingness to integrate these into their contemporary lifestyles. Mahmood, Siddiqui and Tahir (2014: 292) are of the opinion that the majority of consumers are aware of the state of the state of the environment and take great interest in it. It is upon executives to drive the notion of green branding and green marketing home and set up seminars and workshops in order to educate more consumers on the issues surrounding the issues which they are attempting to address. Effective strategies result in positive reactions to making a purchase. Mahmood (2014: 293) go on to emphasize that there is a strong suggestion for companies to continue to promote green branding, eco-labelling, and green packaging strategies in order to breed a more ‘pro-green’ society who have shifted their way of thinking and have bought into it. The green consumer is often seen as one who is willing to pay more for green products to preserve the environment. This is brought about by the concept of Green Perceived Value where the consumer is able to enjoy a product that meet and surpass their expectations which encompass the benefits, features and the way in which the product performs.

Murin, Markova, Zeleny and Jadudova (2015: 265) have been known to be of the opinion that environmental or green marketing’s main objective is to promote and popularize science knowledge in a way that they would result into responsible behaviour and result in a shift towards a ‘greener’ way of purchasing. This furthers emphasises and agrees with the point that in order to achieve the desired results then the education of the consumer needs to be undertaken. This particular point stems from consumers who are receptive to those organizations who use competitive advantages and selling points

which are to ecological marketing techniques. The education on sustainability, global warming, the rocketing price of oil and similar effects on natural resources are drivers towards purchasing of green products. This is further emphasised by marketing statements which trigger the mind of the consumer, which are strategically placed by an organization which praises the various benefits of their product.

An essential influencer on consumer purchasing behaviour could be the emphasis on his or her inherent values and beliefs. These values can be depicted as being enduring beliefs that a certain behaviour is desirable or admirable and would include aspects which include valuing the environment and having an interest in sustainability (Maheshwari, 2014: 13). Taking care of the environment is linked to doing 'the right thing' and therefore we can see how a person's values often influence their propensity to make green purchasing decisions. It is common that a consumer wants to be able to be seen outwardly to fellow shoppers to be making the right choice or alternatively they genuinely believe in their actions and it is these factors which a marketer would be able to feed upon when developing marketing strategies and communications, as these can be tailor-made to the different type of consumer. The behaviours are formed from attitudes and beliefs which have been derived from Ajzen (1988: 665) who was able to draw upon his Theory of Planned Behaviour which is also the theory which underpins the adapted theory used in this study. Ajzen derived his Theory of Planned Behaviour from the Theory of Reasoned action.

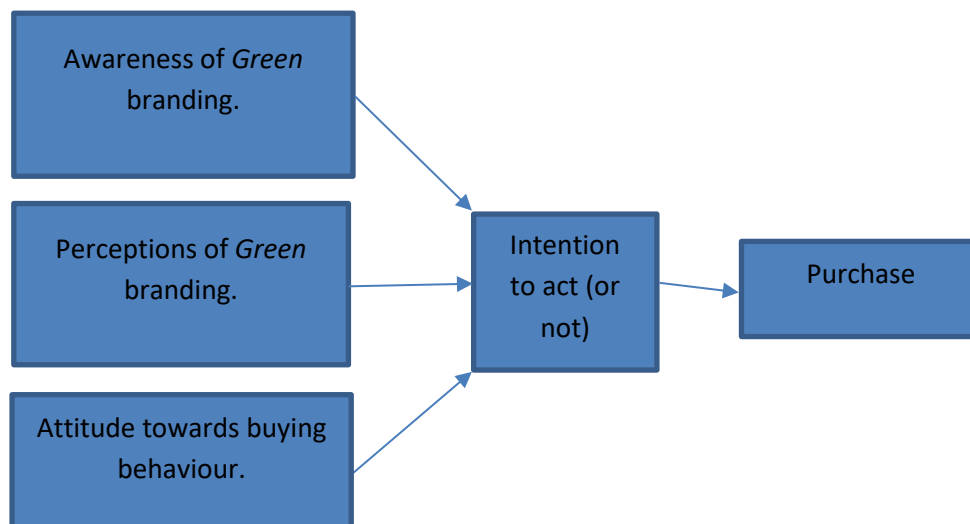
Figure 2.1: visual of how the Theory of Planned Behaviour moves through the stages.



(Moss, 2004)

The adapted model which forms the framework of this study mirrors the main underlying themes of that developed by Ajzen which focuses in on intention to act and purchase\behaviour. This model can be found below.

Figure 2.2: Adapted Theory for Green Marketing perception.



The Pro-environmental beliefs and values assist in underpinning these buying behaviours and purchase decisions. In addition, it is pertinent to be on top of these different techniques in reaching consumers as you become able to appeal to their various senses. Marketing will always have an influential role and solely holds the ability to adequately connect with this ‘green consumer’.

Across the number of pieces of literature, one which was rather more intriguing was that which stated that “Going green is for girls, but branding can make men eco-friendly” by the University of Notre Dame (2016: 1). The implication was that the consumer who is more open to going green and had a better sense of empathy towards the environment was a female consumer. The school of thought was that of studies showing that men were less environmentally friendly than women and this attitude could be overcome by branding techniques. The excerpt takes from the Journal of Consumer Research by John Wilkie and co-authors who have been able to ascertain that often green marketed products made shoppers become generalised as being more feminine and these shoppers often saw themselves this way. The challenge for marketers was to brand their products in a more ‘masculine’ way which is a technique which has been used across various forms of marketing communications. Examples provided could be seen in body wash and similar grooming products which were often not the domain of men until packaging, colours and fonts were adapted accordingly and a similarly masculine spokesperson adopted in order to drive home the male-only selling proposition. This similar strategy has in turned been applied to the marketing of green products and those eco-safe vehicles in terms of the phrasings used which would attract the attention of men to a product on one which they ordinarily wouldn’t be attracted to due to the lack of “manliness”. These are new contemporary techniques which have been applied and allowed for marketers to further their reach and influence buying behaviour when it comes to the differences between members of the opposite sex, by applying tried and tested approaches and apply them to the challenges that they face when it comes to green marketing.

2.9 Summary

What the study being undertaken aims to explore is the perception of the green marketing phenomenon when this is aligned to the student population at UKZN. This sample is an example of the broader South African student population. There is a significant amount of literature on the subject which has related to regional contexts in developing countries as well as first world countries. The issues of organic food as well as green marketing initiatives and green products have been covered without so much as a focus on the African cases, more specifically South African and organizations with a great focus on sustainability such as Woolworths. The aim is to be able to study young people’s perceptions who are studying either full time or part time who may have come across purchase decisions in their daily lives in terms of the products they buy, and how they perceive the subject and how it affects them and their purchase behaviour. It is one thing to support the notion of green marketing, but it is quite something different to actively buy-in to the concept with the purchase decisions that take place within one’s own household. The decision to purchase green and perceptions of the concept are important to compare across a range of cultures and nationalities as we have the ability to understand where the gaps are in each case. It is for this reason that one is able to gather a broad base of knowledge from different walks of life in order to compare these.

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

It is important that through the process of conducting a research study that one has applied the correct methodology and research design. This will inform the steps to take and outline the techniques which can vary such as the way in which the sample is drawn, the way in which data is collected, how the data is measured in addition the data analysing process used in the research project. In order to get the correct and most accurate results from conducting the study it is important the chosen instrumentation returns accurate, reliable and valid feedback.

The research project being undertaken here involves the perceptions of UKZN students towards green marketing at Woolworths, the different aspects of these needs to be accurately reflected in the resulting data. The importance of the questionnaire should not be lost upon, as it probes deeper into the different constructs required to answer to the research problem and research objectives.

3.1 Aims and Objectives

This research project sets out to ascertain University of KwaZulu-Natal Students' Perceptions of Green Branding at Woolworths. The focus is placed on determining how the students are able to perceive these green marketing techniques and what influence this may have on their purchase intention. The aim is to also determine how the students demographics is associated to these perceptions

The research objectives of the study are:

- 1) To determine whether students are aware of the brands and organisations who are moving towards a more sustainable and green future.
- 2) To ascertain whether the presence of various green and sustainable branding at Woolworths encourage students to become more environmentally friendly.
- 3) To understand whether the choice between students' preferred brand and a 'greener' competing brand is in any way influenced by the competitor's green status.

3.2 Participants and location of the study

3.2.1 Target Population

Lavrakas (2008: 3) defines a target population of a survey as the entire set of units for which the survey data are to be used to make inferences. Thus, the target population defines those units for which the findings of the survey are meant to generalize. In this particular study, the targeted population will be all registered University of KwaZulu-Natal students (Part-time and Full-time) who are studying towards

both undergraduate and postgraduate degrees. These students range from school-leavers to employed, married students who earn a salary via a full-time job.

The study is based on all five campuses that encompass UKZN which include Edgewood, Howard College, Pietermaritzburg, Westville and the Nelson R Mandela School of Medicine. The population was around 40000 students at the 5 campuses.

3.3 Type of Sampling

The sampling chosen for this research paper is categorised under probability sampling, which is known as simple random sampling. Thompson (2012: 13) asserts that using simple random sampling you are using “a sampling design in which n distinct units are selected from the N units in the population in such a way that every possible combination of n units is equally likely to be the sample selected”. In this case, the targeted population were UKZN students and each of them had an equal chance of being chosen as participants.

The questionnaires were self – administered and the data findings that emanate from the questionnaires can be best applied to the population, namely UKZN students.

3.4 Sample Size

The sample size for the study was made up of 383 registered students, drawn using Krejcie and Morgan statistics tables. This is drawn out of a student body of 40000 students. This method was developed in order to simplify the process of determining the sample size for a finite population. Krejcie and Morgan (1970) therefore developed a table using sample size formula for finite population.

| Table 3.1 | | | | | | | | | |
|---|----|-----|-----|-----|--------------------------------|------|-----|--------|-----|
| Table for Determining Sample Size of a Known Population | | | | | | | | | |
| N | S | N | S | N | S | N | S | N | S |
| 10 | 10 | 100 | 80 | 280 | 162 | 800 | 260 | 2800 | 338 |
| 15 | 14 | 110 | 86 | 290 | 165 | 850 | 265 | 3000 | 341 |
| 20 | 19 | 120 | 92 | 300 | 169 | 900 | 269 | 3500 | 346 |
| 25 | 24 | 130 | 97 | 320 | 175 | 950 | 274 | 4000 | 351 |
| 30 | 28 | 140 | 103 | 340 | 181 | 1000 | 278 | 4500 | 354 |
| 35 | 32 | 150 | 108 | 360 | 186 | 1100 | 285 | 5000 | 357 |
| 40 | 36 | 160 | 113 | 380 | 191 | 1200 | 291 | 6000 | 361 |
| 45 | 40 | 170 | 118 | 400 | 196 | 1300 | 297 | 7000 | 364 |
| 50 | 44 | 180 | 123 | 420 | 201 | 1400 | 302 | 8000 | 367 |
| 55 | 48 | 190 | 127 | 440 | 205 | 1500 | 306 | 9000 | 368 |
| 60 | 52 | 200 | 132 | 460 | 210 | 1600 | 310 | 10000 | 370 |
| 65 | 56 | 210 | 136 | 480 | 214 | 1700 | 313 | 15000 | 375 |
| 70 | 59 | 220 | 140 | 500 | 217 | 1800 | 317 | 20000 | 377 |
| 75 | 63 | 230 | 144 | 550 | 226 | 1900 | 320 | 30000 | 379 |
| 80 | 66 | 240 | 148 | 600 | 234 | 2000 | 322 | 40000 | 380 |
| 85 | 70 | 250 | 152 | 650 | 242 | 2200 | 327 | 50000 | 381 |
| 90 | 73 | 260 | 155 | 700 | 248 | 2400 | 331 | 75000 | 382 |
| 95 | 76 | 270 | 159 | 750 | 254 | 2600 | 335 | 100000 | 384 |
| Note: N is Population Size; S is Sample Size | | | | | Source: Krejcie & Morgan, 1970 | | | | |

These respondents being chosen was borne out of the need to ascertain students' perceptions of green marketing and green branding. The research undertaken was due to a gap being found in the South African youth context and thus the market of students, the bulk of which form part of the tertiary student age, can be assessed and future insight can be given for marketers to tailor messages accordingly.

3.5 Research design and methods

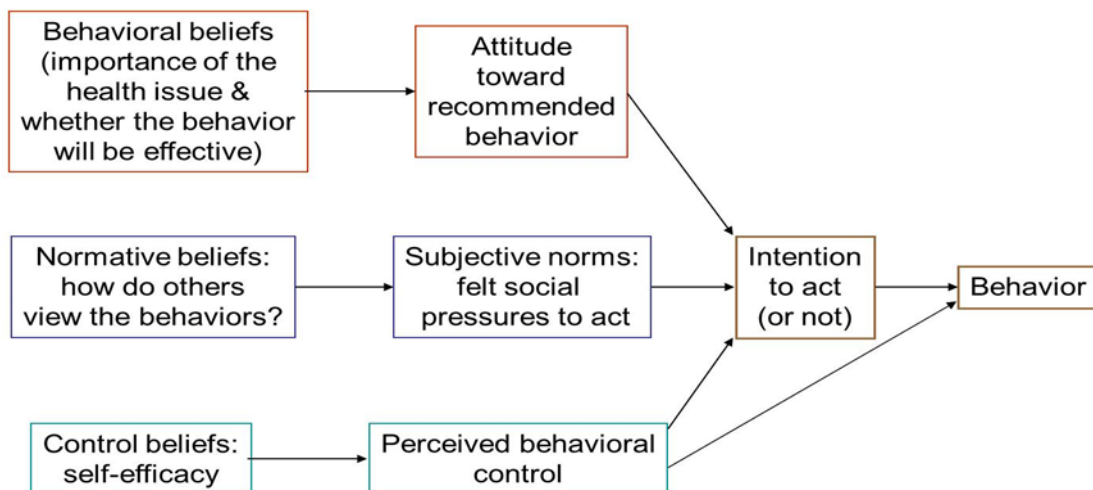
3.5.1 Description and purpose

The questionnaires that were administered to the student population were based upon a theoretical framework that had been adapted, the Theory of Planned Behaviour. The framework was developed by Ajzen in 1988. The theory proposes a model which can measure how human actions are guided. It predicts the occurrence of a particular behaviour, provided that behaviour is intentional. The model is out lined in the next figure and represents the three variables with which the theory suggests will predict the intention to perform a behaviour. The intentions are the precursors of behaviour. (Ajzen, 1991: 665)

Theory of Planned Behaviour (TPB) is derived from the Theory of Reasoned Action, which resulted from research.

TPB is below:

Figure 3.1: visual of how the Theory of Planned Behaviour moves through the stages.



(Moss, 2004)

The purpose of the framework was to investigate Awareness, Perceptions and Attitude from a set of 19 statements on Green Marketing and Woolworths. Respondents answered a set of statements written

under the five dimensions on a typical Likert scale from 1 – 5 (1 being ‘strongly agree’ and 5 being ‘strongly disagree’).

3.5.1.1 Construction of the instrument

Responses to the statements given to the students were recorded on a questionnaire as has been outlined. Of the answered questionnaires, a total of 383 were captured and analysed for data interpretation and analysis.

The questionnaire was structured as follows:

- **SECTION A** – Biographical data was presented to the respondents who had to choose their respective gender, age, marital & employment status and level of study. These questions numbered 1 – 6, and required the respondents to select the response that was best applicable to them as individuals.
- **SECTION B** – Respondents were presented with a 19 item based statements that they had to choose on a Likert scale ranging from 1 – 5 where 1 was strongly agree and 5 strongly disagree. The 19 item based questionnaires were segregated into the three dimensions of the adapted Theory of Planned Behaviour model, namely 1) Awareness 2) Positive and Negative Perception and 3) Attitude towards Buying Behaviour.

3.5.2 Pretesting and Validation

‘Goodness of measures’ in research methodology is an important concept for a researcher to have a firm grasp of. When undertaking the research, it is imperative that the instruments used are accurately measured and that they are able to produce accurate results, which will contribute to the scientific quality of the research. It needs to be ensured that the instruments used measure what is intended and does so accurately. The data collection method initially underwent a pilot study in order to ensure reliability and validity.

3.5.2.1 Item analysis

Item analysis is a process which examines student responses to individual test items or questions in order to assess the quality of those items and of the test as a whole. In research methodology, item analysis involves testing the means of a high score group and a low score group through the t-values and items with high t-value are included in the instrument. Thereafter, tests for the reliability and validity of the instrument are done and established.

3.5.3 Reliability

Cronbach's alpha is used in to test reliability in the study. Santos, (1999: 79) explained that summated scales are often used in survey instruments to probe underlying constructs that the researcher wants to measure. Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability. The ability of a measure to remain the same over time – despite uncontrollable conditions/state of the respondents is a good indication of its strong stability with a reliability percentage of 91% (Cooper and Schindler, 2010: 245).

3.5.4 Analysis of the data

The data is analysed through the following statistics:

Descriptive Statistics: Descriptive statistics are used to describe the basic features of data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. The descriptive statistics is concerned with the measures of central tendencies and there are three measures of central tendencies in statistics namely: Mean, median and mode. For the purposes of this study, the mean will be used along with standard deviation.

Inferential Statistics: Inferential statistics are those used to make a generalization or inferences from a chose sample to the population. This method is susceptible to both sampling error and sample bias, which are a result of the sample being different from (not representative of) the population from which it is drawn.

3.6 Ethical concerns

The foremost concern of the researcher is to protect the participants from any exposure to confidential information that may, in the process, harm their integrity or self-esteem. An ethical clearance was received and granted from the office of the Registrar at UKZN for this study. Furthermore, the questionnaire that was handed to the students contained cover letter stating the ethical integrity and the purpose of the study. Additionally, the ethical clearance proposal that was administered by UKZN highlighted that the research study will be kept in the university premises for a period of five years. All forms of ethical approval were disclosed to the participants and they were free to participate or withdraw from the study should they so wish.

3.7 Summary

The research was undertaken using a quantitative approach in order to use data that will inform the results of the overall perceptions that students have regarding green branding. As described in the objectives this involved the attempt to find out the awareness, perceptions and intentions that students

have when it comes to green branding. This is how the research was be conducted in order to first find out in the aforementioned order of the thought process experienced by students when analysing purchase intention. The above outline informs how the research methodology forms a crucial part of the research design. These techniques will serve as a guideline for the results and analysis of the data. The following chapter will present the research data gathered from the questionnaires that were filled out by the students.

CHAPTER FOUR

ANALYSIS AND DISCUSSION OF RESULTS

4. Introduction

The fourth chapter consists of an outline and an analysis of the questionnaires that were administered to the students. The findings are provided along with an interpretation of the descriptive as well as inferential statistics that were utilized to produce the results.

4.1 Reliability analysis

A total of 383 UKZN students completed the self-administered questionnaire. Data were captured, coded, and analysed using SPSS 24.0 version. Frequency distributions were conducted for categorical variable and descriptive statistics (mean, SD) was calculated for numerical variables. Chi-squared test was performed to find association between two categorical variables. Spearman's rank correlation test was done to determine the relationship between two ordinal variables. P-values <0.05 were considered statistically significant.

The reliability analysis showed that the data were reliable as the Cronbach's Alpha was 0.910 (Table 4.1).

Table 4.1: Reliability analysis output

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.910 | 25 |

4.2 Descriptive statistics

The study's use of descriptive statistics displays the description of basic data features in a study. The aim is to provide simple summaries about the sample selection used, in this case UKZN students, as well as the measures. Together with the graphical analysis which will be presented throughout, they form the basis of virtually every quantitative analysis of data.

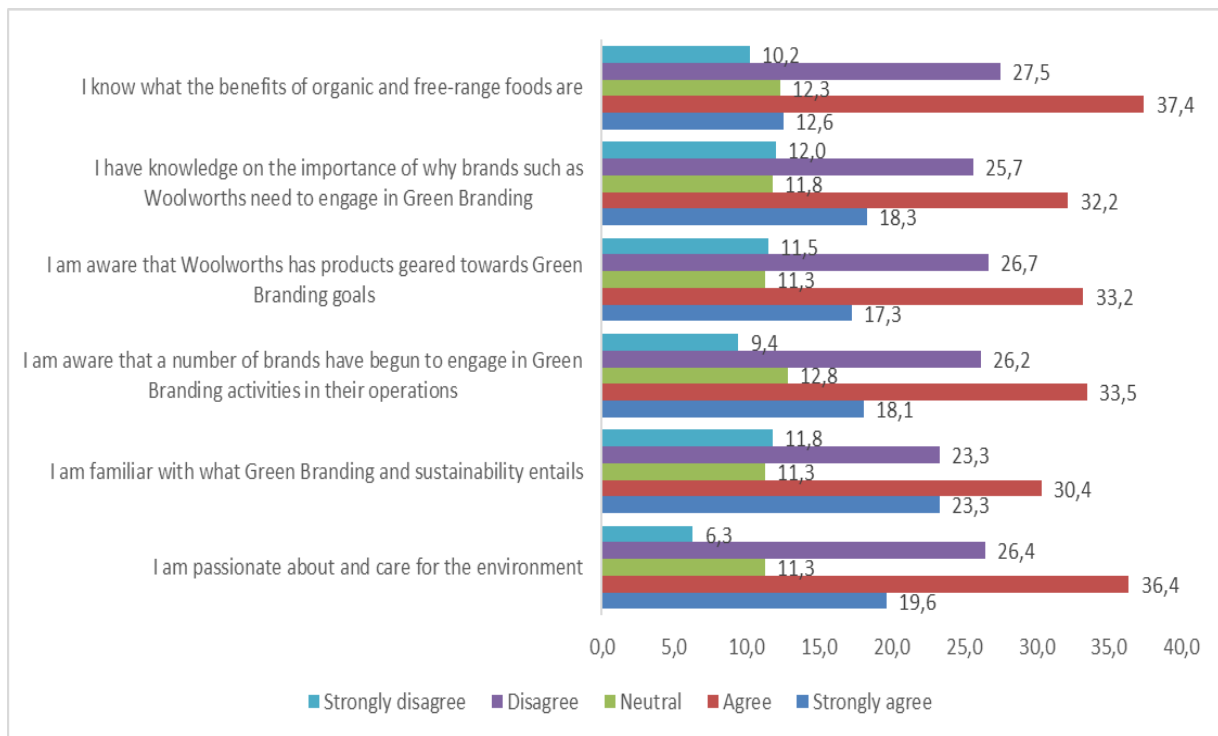
Table 4.2: Frequency distribution of socio-demographic variables

| | | Frequency | Percent |
|--|-----------------|-----------|---------|
| Age | 18-21 years | 155 | 40.5 |
| | 22-25 years | 144 | 37.6 |
| | 26-30 years | 53 | 13.8 |
| | 31-35 years | 20 | 5.2 |
| | >35 years | 11 | 2.9 |
| Gender | Male | 200 | 52.2 |
| | Female | 183 | 47.8 |
| Marital Status | Single | 310 | 80.9 |
| | Married | 65 | 17.0 |
| | Widowed | 1 | .3 |
| | Divorced | 4 | 1.0 |
| | Separated | 3 | .8 |
| Employment Status | Student | 273 | 71.3 |
| | Full time | 75 | 19.6 |
| | Part time | 35 | 9.1 |
| Level of current study at UKZN | Undergraduate | 252 | 65.8 |
| | Post graduate | 131 | 34.2 |
| College within the University that you study | Humanities | 98 | 25.6 |
| | Agriculture | 103 | 26.9 |
| | Health Sciences | 92 | 24.0 |

| | | | |
|--|--------------------|----|------|
| | Law and Management | 90 | 23.5 |
|--|--------------------|----|------|

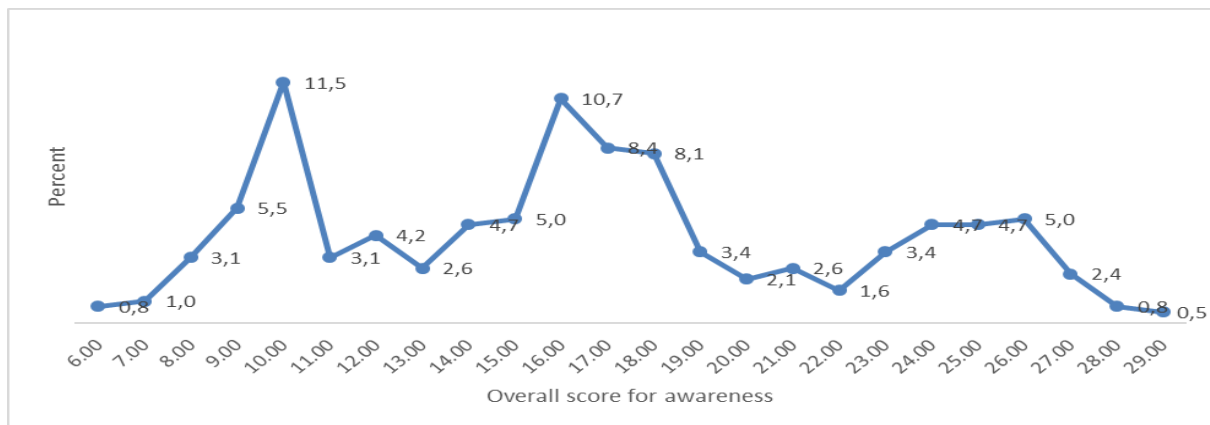
Table 4.2 shows the summary of participants' socio-demographic information. It was found that most of the participants (78%) were 25 years or younger, 53% were male, and 81% were single. Results showed that 71% were students followed by 20% were full time employed. About two-thirds (66%) were undergraduate students

Figure 4.1: Summary of statements regarding awareness of green branding



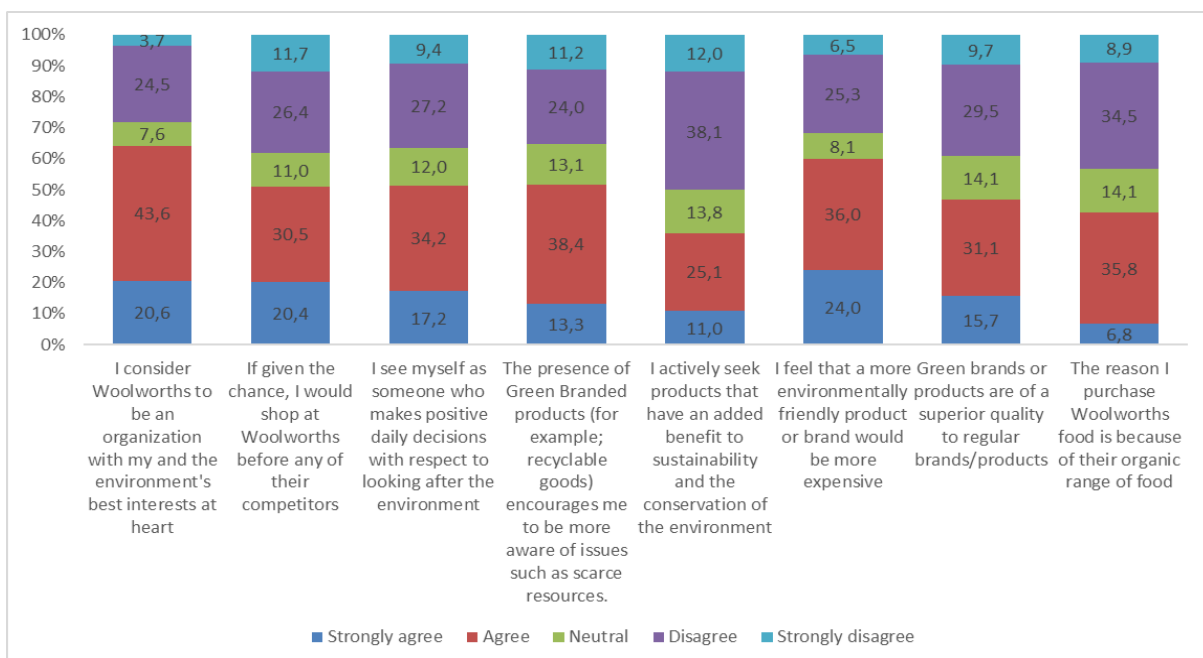
To determine participants' awareness of Green Branding, a total of six statements were asked to the participants. All the statements were five-points Likert type statements. It was found that more participants positively responded to all the statements. For example, 37% agreed that they know what the benefits of organic and free-range foods are, and 37% agreed that they are passionate about and care for the environment. It was also found that 27% disagreed with the statements "I am aware that Woolworths has products geared towards Green Branding goals" (Figure 4.1). This knowledge continued in that the subjects knew to a certain extent what organic foods are, and how these benefitted them and society. A similar conclusion was reached regarding knowledge of and positive attitudes towards organic foods in American Colleges (Dahm., 2010: 196).

Figure 4.2: Distribution of overall scores for perception of green branding



Adding all the scores of all the statements, it was found that 29% of the participants had scored 12 or less from six statements (Figure 4.2). This meant that they had positive perception of green branding.

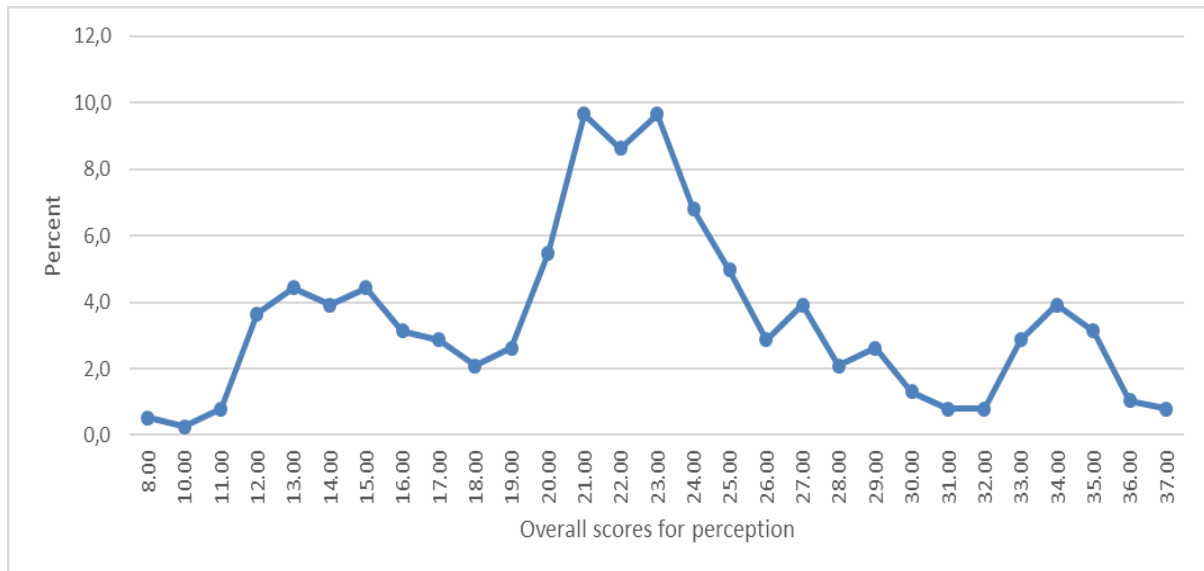
Figure 4.3: Frequency distribution of statements regarding perception of green branding



The extent to which perceptions guide opinions on green marketing are touched on by Bhatia and Jain (2013: 8). They found that respondents agreed that organizations who practice green marketing are not practicing this to gain an advantage and that they do care about the environment. This implies that the consumer is not sceptical about the claims that these organizations make. To determine participants' perception regarding green branding, a total of eight statements were asked to the participants. Results showed that more participants positively responded to most of the statements. For example, 24% strongly agreed that they feel that a more environmentally friendly product or brand would be more expensive, and 43% agreed that they consider Woolworths to be an organization with my and the

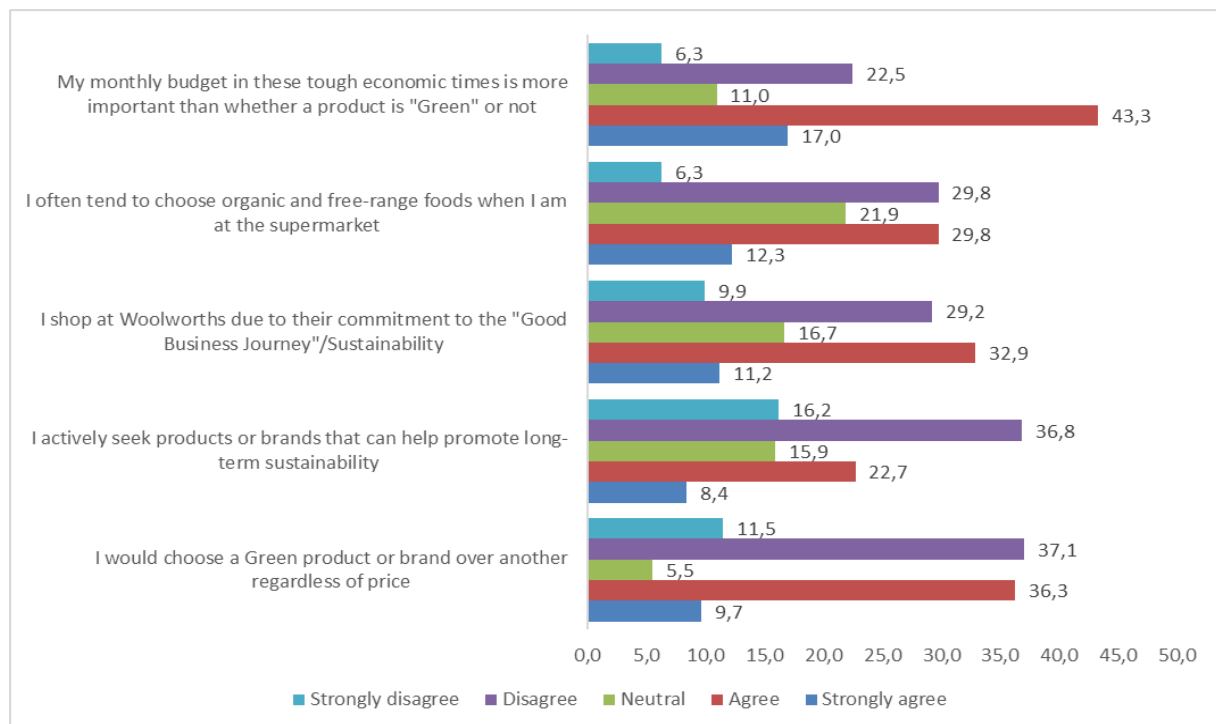
environment's best interests at heart. On the other hand, 50% of the participants negatively reported that they actively seek products that have an added benefit to sustainability and the conservation of the environment, and 43% negatively indicated that the reason they purchase Woolworths food is because of their organic range of food. Frequency distribution of all the statements are shown in figure 4.3.

Figure 4.4: Overall scores for perception of green branding



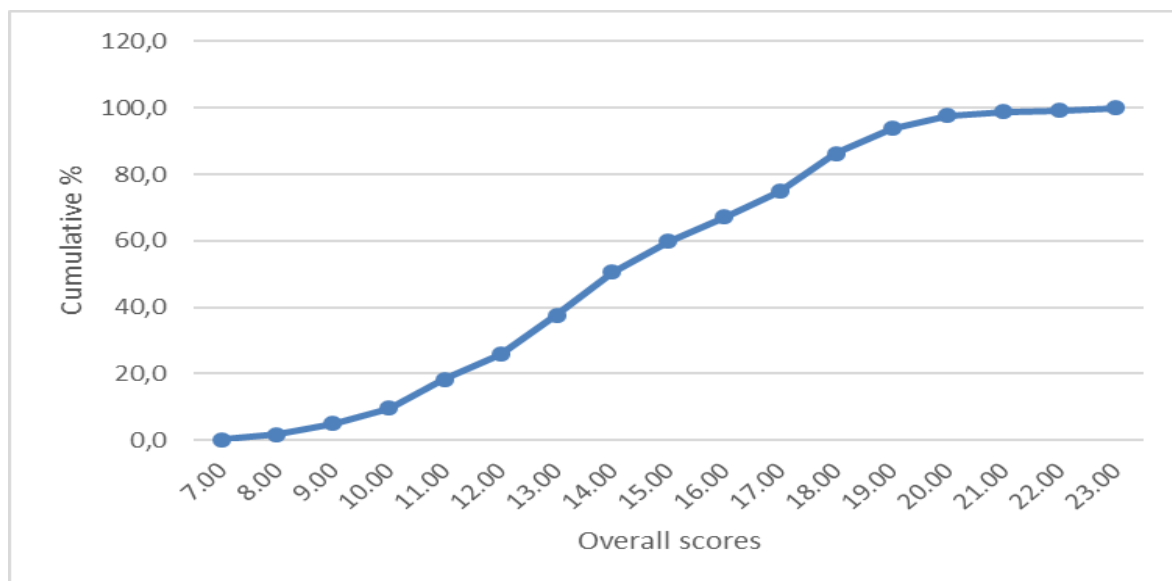
Adding all the scores, it was found that 21% of the participants scored 16 or less indicating positive perception towards green branding (Figure 4.4).

Figure 4.5: Summary of statements for attitudes regarding green branding



With regards to determine participants' attitudes, five Likert type statements were asked to the participants. Results highlight that more participants negatively reported to the following statements: "I would choose a Green product or brand over another regardless of price" (49%), and "I actively seek products or brands that can help promote long-term sustainability" (53%). It was also found that more participants positively responded to the following statements: I often tend to choose organic and free-range foods when I am at the supermarket (42%), and my monthly budget in these tough economic times is more important than whether a product is "Green" or not (60%) (Figure 4.5). Bhatia and Jain (2013: 8) found that consumers are of the school of thought that green products are priced higher than the conventional products that are used day-to-day and these consumers prefer green products over conventional products, however. The current study shares similarities with these price conscious consumers. Additionally, Aman's (2012) findings showed that there is was a significant relationship between environmental knowledge and environmental concern with green purchase intention and that it is a positive one.

Figure 4.6: Distribution of overall scores for attitudes regarding green branding



Considering overall scores from all the statements, it was found that only 10% had positive attitude about green branding as they scored 10 or less (Figure 4.6).

4.3 Inferential statistics

With inferential statistics in this study inferences have been used about populations using data drawn from the chosen population. This is done in our case with our chosen sample of UKZN students, which was then used to make inferences about the entire population using the sample.

Chi-squared test of association was conducted to determine the association for awareness, perception and attitudes of green branding with participants demographic variables. It was found that participants

age was significantly associated with attitudes towards green branding ($p < 0.05$). This could be seen that participants who were 18-21 years of age were more like to have negative attitude than positive attitudes (42% vs 24%).

Table 4.3: Association between participants' age and awareness, perception and attitudes of green branding

| | | | Awareness group ^a | | Pearson | p-value |
|-----|-------------|---------------------------|------------------------------|-----------------|------------|---------|
| | | | Negative | Positive | Chi-Square | |
| Age | 18-21 years | Count | 112 _a | 43 _a | 7.530 | 0.110 |
| | | % within Awareness group | 41.3% | 38.4% | | |
| | 22-25 years | Count | 104 _a | 40 _a | | |
| | | % within Awareness group | 38.4% | 35.7% | | |
| | 26-30 years | Count | 33 _a | 20 _a | | |
| | | % within Awareness group | 12.2% | 17.9% | | |
| | 31-35 years | Count | 17 _a | 3 _a | | |
| | | % within Awareness group | 6.3% | 2.7% | | |
| | >35 years | Count | 5 _a | 6 _a | | |
| | | % within Awareness group | 1.8% | 5.4% | | |
| | | | Perception group | | | |
| | | | Negative | Positive | | |
| Age | 18-21 years | Count | 124 _a | 31 _a | 4.131 | .389 |
| | | % within Perception group | 41.1% | 38.3% | | |
| | 22-25 years | Count | 111 _a | 33 _a | | |
| | | % within Perception group | 36.8% | 40.7% | | |

| | | | | | | |
|-----|----------------|---------------------------|------------------|-----------------|--------|-------|
| | 26-30 years | Count | 40 _a | 13 _a | | |
| | | % within Perception group | 13.2% | 16.0% | | |
| | 31-35 years | Count | 19 _a | 1 _a | | |
| | | % within Perception group | 6.3% | 1.2% | | |
| | >35 years | Count | 8 _a | 3 _a | | |
| | | % within Perception group | 2.6% | 3.7% | | |
| | | | Attitude group | | | |
| | | | Negative | Positive | | |
| Age | 18-21 years | Count | 146 _a | 9 _b | 14.173 | 0.007 |
| | | % within Attitude group | 42.2% | 24.3% | | |
| | 22-25 years | Count | 129 _a | 15 _a | | |
| | | % within Attitude group | 37.3% | 40.5% | | |
| | 26-30 years | Count | 48 _a | 5 _a | | |
| | | % within Attitude group | 13.9% | 13.5% | | |
| | 31-35 years | Count | 16 _a | 4 _a | | |
| | | % within Attitude group | 4.6% | 10.8% | | |
| | >35 years | Count | 7 _a | 4 _b | | |
| | | % within Attitude group | 2.0% | 10.8% | | |

The present study did not find any association between participants gender with awareness, perception and attitudes of green branding ($p>0.05$).

Table 4.4: Association between participants' gender and awareness, perception and attitudes of green branding

| | | | Awareness group ^a | | Pearson | p-value |
|--------|--------|---------------------------|------------------------------|-----------------|------------|---------|
| | | | Negative | Positive | Chi-Square | |
| Gender | Male | Count | 147 _a | 53 _a | 1.702 | .192 |
| | | % within Awareness group | 54.6% | 47.3% | | |
| | Female | Count | 122 _a | 59 _a | | |
| | | % within Awareness group | 45.4% | 52.7% | | |
| | | | Perception group | | | |
| | | | Negative | Positive | | |
| Gender | Male | Count | 155 _a | 45 _a | .387 | .534 |
| | | % within Perception group | 51.7% | 55.6% | | |
| | Female | Count | 145 _a | 36 _a | | |
| | | % within Perception group | 48.3% | 44.4% | | |
| | | | Attitude group | | | |
| | | | Negative | Positive | | |
| Gender | Male | Count | 183 _a | 17 _a | .704 | .401 |
| | | % within Attitude group | 53.2% | 45.9% | | |
| | Female | Count | 161 _a | 20 _a | | |
| | | % within Attitude group | 46.8% | 54.1% | | |

Results found significant association between marital status with attitudes of green branding ($p < 0.05$). More single participants had negative attitudes than positive attitudes (83% vs 60%). Also, more married participants had positive attitudes than negative attitudes (35% vs 15%). This was aligned to

a Canadian study by Laroche, Bergeron, Barabaro-Forleo, (2001; 503) which profiled green customers and found that the income associated with dual income homes allowed spending on ecologically-friendly products was more common and these customers were willing to pay a premium for this.

Table 4.5: Association between participants' marital status and awareness, perception and attitudes of green branding

| | | | Awareness group ^a | | Pearson Chi-Square | p-value |
|-------------------|-----------|---------------------------|------------------------------|-----------------|-----------------------|---------|
| | | | Negative | Positive | | |
| Marital Status | Single | Count | 222 _a | 88 _a | 1.248 | .870 |
| | | % within Awareness group | 81.9% | 78.6% | | |
| | Married | Count | 43 _a | 22 _a | | |
| | | % within Awareness group | 15.9% | 19.6% | | |
| | Widowed | Count | 1 _a | 0 _a | | |
| | | % within Awareness group | 0.4% | 0.0% | | |
| | Divorced | Count | 3 _a | 1 _a | | |
| | | % within Awareness group | 1.1% | 0.9% | | |
| | Separated | Count | 2 _a | 1 _a | | |
| | | % within Awareness group | 0.7% | 0.9% | | |
| | | | Perception group | | | |
| | | | Negative | Positive | | |
| Marital Status | Single | Count | 247 _a | 63 _a | 2.711 | .607 |
| | | % within Perception group | 81.8% | 77.8% | | |
| | Married | Count | 48 _a | 17 _a | | |

| | | | | | | |
|----------------|-----------|---------------------------|------------------|-----------------|--------|------|
| | | % within Perception group | 15.9% | 21.0% | | |
| | Widowed | Count | 1 _a | 0 _a | | |
| | | % within Perception group | 0.3% | 0.0% | | |
| | Divorced | Count | 4 _a | 0 _a | | |
| | | % within Perception group | 1.3% | 0.0% | | |
| | Separated | Count | 2 _a | 1 _a | | |
| | | % within Perception group | 0.7% | 1.2% | | |
| | | | Attitude group | | | |
| | | | Negative | Positive | | |
| Marital Status | Single | Count | 288 _a | 22 _b | 13.409 | .009 |
| | | % within Attitude group | 83.2% | 59.5% | | |
| | Married | Count | 52 _a | 13 _b | | |
| | | % within Attitude group | 15.0% | 35.1% | | |
| | Widowed | Count | 1 _a | 0 _a | | |
| | | % within Attitude group | 0.3% | 0.0% | | |
| | Divorced | Count | 3 _a | 1 _a | | |
| | | % within Attitude group | 0.9% | 2.7% | | |
| | Separated | Count | 2 _a | 1 _a | | |
| | | % within Attitude group | 0.6% | 2.7% | | |

This study did not find any association between participants employment status with awareness, perception and attitudes of green branding ($p>0.05$). This turned out to be in converse with the conclusion reached in the aforementioned study by Laroche (2001) as having access to a stable salary of the full-time nature would lead to a customer being in possession of more disposable income.

Table 4.6: Association between participants' employment status and awareness, perception and attitudes of green branding

| | | | Awareness group ^a | | Pearson | p-value |
|-------------------|-----------|---------------------------|------------------------------|-----------------|------------|---------|
| | | | Negative | Positive | Chi-Square | |
| Employment Status | Student | Count | 200 _a | 73 _a | 5.232 | .073 |
| | | % within Awareness group | 73.8% | 65.2% | | |
| | Full time | Count | 45 _a | 30 _b | | |
| | | % within Awareness group | 16.6% | 26.8% | | |
| | Part time | Count | 26 _a | 9 _a | | |
| | | % within Awareness group | 9.6% | 8.0% | | |
| | | | Perception group | | | |
| | | | Negative | Positive | | |
| Employment Status | Student | Count | 217 _a | 56 _a | .231 | .891 |
| | | % within Perception group | 71.9% | 69.1% | | |
| | Full time | Count | 58 _a | 17 _a | | |
| | | % within Perception group | 19.2% | 21.0% | | |
| | Part time | Count | 27 _a | 8 _a | | |
| | | % within Perception group | 8.9% | 9.9% | | |
| | | | Attitude group | | | |
| | | | Negative | Positive | | |
| | Student | Count | 251 _a | 22 _a | 2.820 | .244 |
| | | % within Attitude group | 72.5% | 59.5% | | |

| | | | | | | |
|-------------------|-----------|-------------------------|-----------------|-----------------|--|--|
| Employment Status | Full time | Count | 65 _a | 10 _a | | |
| | | % within Attitude group | 18.8% | 27.0% | | |
| | Part time | Count | 30 _a | 5 _a | | |
| | | % within Attitude group | 8.7% | 13.5% | | |

This study did not find any association between participants level of study with awareness, perception and attitudes of green branding ($p>0.05$). Although no relationship was found between level of study and attitudes towards green branding in this study, the findings of the 1995 study (Shrum, McCarty, Lowrey, 1994; 71) emphasize one of the common themes through a number of studies which find that attitudes are based on perception of advertising and communications where certain consumers either trust or distrust the messages that they receive based on a multiple influencing factors and not necessarily whether they are educated or not or how highly educated they are. These factors have been mentioned throughout the study, chief among them being the consumer's environmental concern.

Table 4.7: Association between participants' level of current study at UKZN and awareness, perception and attitudes of green branding

| | | | Awareness group ^a | | Pearson Chi-Square | p- value |
|---|-------------------|--------------------------|------------------------------|-----------------|-----------------------|-------------|
| | | | Negative | Positive | | |
| Level of current study at UKZN | Undergr aduate | Count | 185 _a | 67 _a | 2.511 | .113 |
| | | % within Awareness group | 68.3% | 59.8% | | |
| | Post graduate | Count | 86 _a | 45 _a | | |
| | | % within Awareness group | 31.7% | 40.2% | | |
| | | | Perception group | | | |
| | | | Negative | Positive | | |
| Level of current | Undergr aduate | Count | 199 _a | 53 _a | 0.006 | 0.938 |
| | | % within Awareness group | 65.9% | 65.4% | | |

| | | | | | | |
|---|-------------------|--------------------------|------------------|-----------------|-------|-------|
| study at UKZN | Post graduate | Count | 103 _a | 28 _a | | |
| | | % within Awareness group | 34.1% | 34.6% | | |
| | | | Attitude group | | | |
| | | | Negative | Positive | | |
| Level of current study at UKZN | Undergr aduate | Count | 232 _a | 20 _a | 2.509 | 0.113 |
| | | % within Awareness group | 67.1% | 54.1% | | |
| | Post graduate | Count | 114 _a | 17 _a | | |
| | | % within Awareness group | 32.9% | 45.9% | | |

This study found significant association between College within the University at UKZN with perception of green branding ($p < 0.05$) as more participants from humanities (37%) had positive perception than negative perception (23%). But, more participants from law and management had negative perception (26%) and positive perception (15%).

Table 4.8: Association between Participants College within the University at UKZN and awareness, perception and attitudes of green branding

| | | | Awareness group ^a | | Pearson Chi-Square | p- value |
|---|--------------------|--------------------------|------------------------------|-----------------|-----------------------|-------------|
| | | | Negative | Positive | | |
| College within the Universi ty that you study | Humanities | Count | 65 _a | 33 _a | 1.336 | 0.721 |
| | | % within Awareness group | 24.0% | 29.5% | | |
| | Agriculture | Count | 75 _a | 28 _a | | |
| | | % within Awareness group | 27.7% | 25.0% | | |
| | Health Sciences | Count | 67 _a | 25 _a | | |
| | | % within Awareness group | 24.7% | 22.3% | | |
| | | Count | 64 _a | 26 _a | | |

| | | | | | | |
|--|---------------------|--------------------------|------------------|-----------------|-------|-------|
| | Law and Manageme nt | % within Awareness group | 23.6% | 23.2% | | |
| | | | Perception group | | | |
| | | | Negative | Positive | | |
| College within the University that you study | Humanities | Count | 70 _a | 28 _b | 7.916 | 0.048 |
| | | % within Awareness group | 23.2% | 34.6% | | |
| | Agriculture | Count | 78 _a | 25 _a | | |
| | | % within Awareness group | 25.8% | 30.9% | | |
| | Health Sciences | Count | 76 _a | 16 _a | | |
| | | % within Awareness group | 25.2% | 19.8% | | |
| | Law and Manageme nt | Count | 78 _a | 12 _b | | |
| | | % within Awareness group | 25.8% | 14.8% | | |
| | | | Attitude group | | | |
| | | | Negative | Positive | | |
| College within the University that you study | Humanities | Count | 82 _a | 16 _b | 7.697 | .053 |
| | | % within Awareness group | 23.7% | 43.2% | | |
| | Agriculture | Count | 96 _a | 7 _a | | |
| | | % within Awareness group | 27.7% | 18.9% | | |
| | Health Sciences | Count | 83 _a | 9 _a | | |
| | | % within Awareness group | 24.0% | 24.3% | | |
| | | Count | 85 _a | 5 _a | | |

| | | | | | | |
|--|--------------------|--------------------------|-------|-------|--|--|
| | Law and Management | % within Awareness group | 24.6% | 13.5% | | |
|--|--------------------|--------------------------|-------|-------|--|--|

Finally, to determine the relationship between awareness, perception and attitudes, Spearman's Rank correlation test was performed. Results found that there were significantly positive correlation exists among awareness, perception and attitudes ($p < 0.05$) (Table 4.9).

Table 4.9: Spearman correlation test output for Awareness, Perception, and attitudes *regarding green branding*

| | | | Awareness | Perception | Attitude |
|----------------|------------|-------------------------|-----------|------------|----------|
| Spearman's rho | Awareness | Correlation Coefficient | 1.000 | .788** | .545** |
| | | Sig. (2-tailed) | . | .000 | .000 |
| | | N | 382 | 382 | 382 |
| | Perception | Correlation Coefficient | .788** | 1.000 | .620** |
| | | Sig. (2-tailed) | .000 | . | .000 |
| | | N | 382 | 383 | 383 |
| | Attitude | Correlation Coefficient | .545** | .620** | 1.000 |
| | | Sig. (2-tailed) | .000 | .000 | . |
| | | N | 382 | 383 | 383 |
| | | | | | |

4.4 Discussion: Research objectives

The preceding information presented relates to the discussions surrounding the objectives of the study.

4.4.1 Determining whether UKZN students are aware of the brands and organisations who are moving towards a more sustainable and green future

The students that were presented for analysis in this study reacted generally positively to statements surrounding being aware of the presence of green branding. Students were generally of the inclination towards displays of their care for their environment and understood this concept of holding their environment in a positive state. Woolworths as a brand was not foremost in the mind of consumers when it came to green branding and organic practices. There was a significant number of respondents who answered negatively to whether they were aware of the activities undertaken by Woolworths in their eco-friendly business efforts which is entrenched in their values.

Within the UKZN students' context, aged between 18 to 21 years, it was found that the responses towards perceptions and awareness were negative in comparison. This was not the case with gender as it was found that this had no impact on positive or negative attitudes.

Based on these findings it has become possible to deduce that based on these findings that it is in the interests of students to care for their environment and are aware of important matters such as scarcity of resources and moving towards a greener future. It is from this that we can make further suggestions to marketers in terms of education required on the topic. Students also have knowledge of organic foods, and it is the emphasis on the production of such in supermarkets which is important in order to bring the attention of potential customers to making the relevant purchase decision.

4.4.2 To ascertain whether the presence of various green and sustainable branding at Woolworths encourage students to become more environmentally friendly

Having displayed that consumers are aware of what green branding entails, it is important to be able to gauge the feeling towards it, negative or positive. In this research context, participants generally responded positively. Woolworths was an organization which has the best interests of consumers at heart, however, their reason for purchasing there was not due to their organic range of foods. Conversely, consumers also felt that a green product would be more expensive than the alternative and that they did not actively seek sustainable products because of this. Overall though, it was found the perceptions towards green marketing were positive which leaves marketers the opportunity to tailor their messages towards further education, specifically to those who run campaigns for Woolworths.

Demographic variables that further informed this study found that students from the School of Humanities had some significantly more positive perceptions towards green marketing than their counterparts from the School of Law and Management Studies.

Students generally feel that Woolworths is a brand which operates in a positive manner and one which has the interests of the consumer foremost in their mind. This can prove to be good leverage for Woolworths marketers in their goal to be recognised as a green and ecologically friendly organisation, which is what their values stand for. While students also were able in tune with the presence of green branded products bringing awareness of the issue, it is important that the price consciousness of the everyday student can be adequately addressed in emphasizing that the benefits far outweigh the negatives.

4.4.3 To understand whether the choice between a students' preferred brand a 'greener' competing brand is at all influenced by the competitor's green status

The current study in its local UKZN context found that highly priced green products receive a negative response from the consumer whose purchase intentions are ultimately governed by their overall wellbeing in such an economic climate. Although green products promoting long-term sustainability were not actively sought, there was a positive intention about the purchase of organic and free-range foods when confronted with the choice between the two in a supermarket.

Marketing companies and product developers need to be aware that in the current economic climate, it is a far tougher task for students to opt for green products if they do not make them more accessible. Similarly, it is for this reason why students didn't actively seek out these products when going shopping due to the notion they have of these items coming at a premium price.

The marital status of respondents of respondents had an impact on whether respondents had positive or negative attitudes. Single consumers who were much of the sample chosen, tended to lean to a more negative perspective while those who were married had the positive attitudes.

4.5 Conclusion

Chapter Four provided an analysis and discussion of the resultant findings based on the responses from the students. There has been a reference to similar studies on the topic of green marketing in order to compare results from a different number of sources. A discussion has also been provided surrounding the research objectives in the chapter. From the above results and interpretations, the data quantified allowed the research to provide crucial and practical recommendations for green marketers and organizations that play in the same sphere as Woolworths. The ensuing Chapter Five introduces these essential and practical recommendations and solutions to brands and organizations on the topic of green

marketing. Additionally, there has been an examination into the benefits of the research as well as how the data answered the research questions is provided.

CHAPTER FIVE

RECOMMENDATIONS AND CONCLUSION

5.1 Introduction

The effectiveness of green marketing and branding for brands or organizations such as Woolworths in South Africa lies in the marketing communications' ability to firstly make the consumer aware of the issues surrounding scarce resources and the fragile environment within which we live. Once these risks are known of how our current behaviour will have a lasting effect on future generations it is then important for there to be a paradigm shift and a buy-in from the consumer themselves to change their purchasing intent and behaviour. Chapter Four displayed the results where the gaps were in terms of how the consumers without knowledge on green branding and organic foods could be reached. The researcher was also able to see at which age group, level of study and course which is being studied impacted upon a students' awareness as well as their empathy towards this issue. The consequences of phenomenon such as global warming is far-reaching and will affect the entire population and it is thus important that marketers make sure that everyone is involved and have been educated in that it is everyone's responsibility. The recommendations that are to follow are made as a method of bridging this gap in effective marketing communication and how the message can be tailored accordingly. Through the solving of these differing views an opinion which have been outlined in chapter four, the custodians of a greener future will be able to effectively reach our students as they move from their early adulthood and into their careers as homeowners and holders of household spending power.

5.2 Review of major findings of the study

The data that has been presented in chapter four has answered the research questions. There was, however, no statistical differences found in awareness, perception and attitudes\intention for demographic variables such as employment status, gender and level of study. Statistical differences were found for these questions when it came to age, marital status and the college within which the students studied.

5.3 Summary of the major findings pertaining to the associations tested.

The primary research objectives as outlined in Chapter four were achieved in this study. The points below emphasize how the conclusion is linked to the objectives:

Determining whether UKZN students are aware of the brands and organisations who are moving towards a more sustainable and green future: Chapter four drew attention to the notion that the awareness of the UKZN student population of green branding and marketing were assessed by using a 5-point Likert styled questionnaire and the finding was that students were both aware of green branding

and organic foods and cared about the environment. This is coupled with a number of students who felt the converse and still required adequate knowledge pertaining to the topic. This was particularly the case with knowledge of Woolworths and its focus on their Good Business Journey. The researcher contrasted the findings to the results of previous research studies.

To ascertain whether the presence of various green and sustainable branding at Woolworths encourage students to become more environmentally friendly: Chapter four highlighted that the perceptions of the UKZN students were assessed by using a questionnaire comprising of 8 statements presented on a 5-point Likert scale. It was found here that the majority of the participants agreed or strongly agreed to almost all the statements presented in this section. The ranking of the top 5 statements which scored from highest to lowest the largest positive score for perceptions were as per the following: “I consider Woolworths to be an organization with my best interests at heart”; “I feel that a more environmentally friendly product or brand would be more expensive”; “The presence of green branded products encourages me to be more aware of issues such as scarce resources”; “I see myself as someone who makes positive daily decisions with respect to looking after the environment”; “If given the chance, I would shop at Woolworths before any of their competitors”. These results further outlined that the participants held Woolworths in high regard, even if it wasn’t for their green products. Participants also displayed their positive perceptions of green branding.

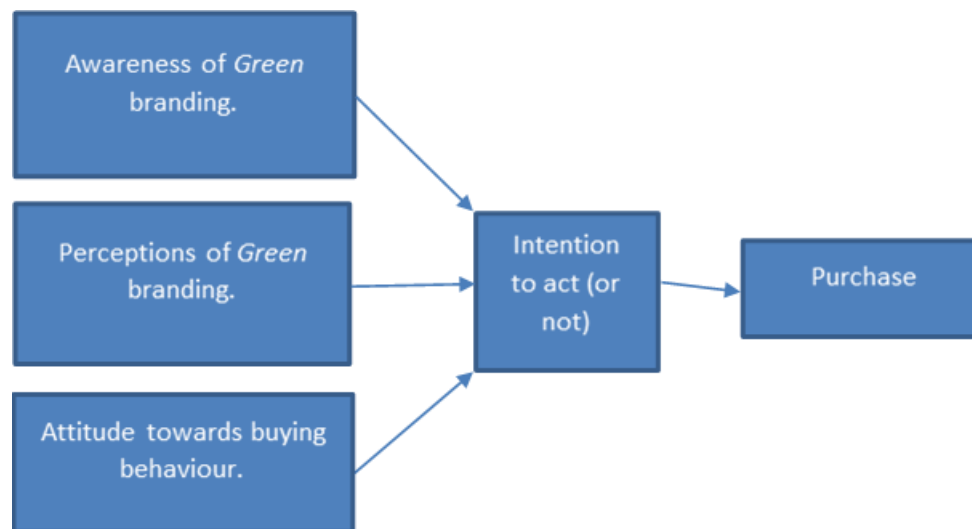
To understand whether the choice between a students’ preferred brand a ‘greener’ competing brand is at all influenced by the competitor’s green status: In a bid to ascertain whether there is purchase intention towards green products and whether perceptions and awareness resulted in an attitude change and a change in behaviour, it has to be determined what the participant’s reaction would be when faced with these two options. In this part of the research it was found that there was a concern amongst UKZN students surrounding costs involved and the current state of the economy in the country served as a deterrent from what are their tried and trusted brands and products. It is thus that the responses in the large part were negative. There was an unwillingness to choose a green product over another irrespective of price as the price-sensitivity factor came through. Due to the perception that these products were generally more expensive, they were also not actively sought after by the consumer. There was positive reaction to the purchase of organic foods in the supermarket. Overall the notion was dominated by the positive response to the statement: My monthly budget in these tough economic times is more important than whether a product is "Green" or not.

5.4 Outcome of research design

The framework used was that developed and adapted from the Theory of Planned Behaviour mentioned in chapter three.

The adapted model for the study indicated in figure 5.1

Figure 5.1: Adapted Theory for Green Marketing perception.



5.5 Conclusions

The recommendations provided for in this chapter all outlined practical solutions that can be done to improve the greater outlook for the environment and sustainability particularly in the South African case. It is important for the stakeholders to be aware of this and come to a way to improve the knowledge of the public and consumers on such a vital topic as well as developing cost-effective ways into achieving organizational goals and passing these benefits on down to the consumer. The youth or millennial market are the most profitable at this juncture while also being intelligent enough to understand the information which they are provided with. If this is achieved effectively then they will be on board in order to provide an inhabitable space for future generations, it is merely the knowledge and options which is currently lacking.

It is the responsibility, therefore, of the new product development and R&D of the various levels of organizations involved in consumer goods and retail to be able to provide the ultimate solution and to be able to receive the buy-in from the youth. This needs to come to a point where the use of green products becomes the rule and no longer the exception.

5.6 Recommendations

Assessing the awareness, perceptions and intentions of UKZN students on green branding at Woolworths has allowed for many insights into the thoughts of a certain sector of the South African consumer to be displayed. Now there is the ability to provide recommendations to the various stakeholders identified within the research. The contribution that the study has made to the marketing fraternity, particularly those who are specialising in green marketing, as well as organizations and brands in the similar industry as Woolworths will allow them to tackle issues surrounding a tertiary student and the marketing tools used. This will allow these marketers and organizations to effectively relook their product marketing and the specifics around pricing and how they can appeal to the customer while offering a cost-effective solution while simultaneously changing perceptions and purchase behaviour. This is important as it is the crux of being able to move into the future armed with the right strategy:

Woolworths: this is an organization which have clearly aligned their business and the way in which it operates towards growing towards a more sustainable future for all and have therefore geared for this change and have outlined this in their Good Business Journey. It is for this reason that there should be concern that this is at the forefront of the consumer's mind. It is for this reason that the company and any third-party marketing suppliers need to create emphasis on this and create goodwill for their good intentions. This study has helped illustrate that the company is perceived positively already and this would be a relatively simple task to educate the youth and other consumers just how much effort is being put into a green future.

Green marketers: another group that is relevant is all green marketing brands and manufacturers. The results are positive in the sense that the consumer is aware and perceives green branding positively. It is just that this knowledge needs to be spread to the younger, single demographic as a whole and is a learning that can be taken from what has been highlighted by these results. Once this has been achieved the negative perception of how the goods are priced needs to be shifted as this will always be a negative when it comes to operating in a market like South Africa. If the case is that these prices are on par, more attention needs to be drawn to this. R&D can be undertaken in order to find a way to produce goods more efficiently in terms of cost so that pricing can be competitive.

5.7 Limitations of the study

The study conveyed the following limitations

- The study was only conducted at the University of KwaZulu-Natal and would have been able to garner a further impact should it have been able to include other universities. In addition to

this there had to be a representative sample of 383 students taken as the task of interviewing 40000 students was prohibitive due to both financial and time resources available.

5.8 Directions for future research

- The study only included UKZN students whereas members of the youth such as high school students could be included as they would be able to give a holistic view of the relevant market segment and give an overview of future generations as they enter the tertiary study and the working world. In addition, the research was confined to UKZN only and did not include other tertiary education institutions. The reasoning behind this was the researcher's location within this province and their current place of study.
- Future research could include a much larger segment of millennials as well as including tertiary institutions spanning the greater Durban Area in order to be able to produce a comparative analysis of the different institutions.
- Further opportunities for research could include the monthly income levels of the students and whether this would influence purchase intent behaviours and attitudes
- Further research could investigate whether the consumer was aware of any current brands or organizations who focus on green branding and how these marketing communications relate to them, and whether they are effective.

5.9 Summary

The research highlighted critical key points in each chapter and formed a presentation on the topic. There is a summary of the points that were outlined in the research to follow:

Chapter one presented an introduction and a brief history of both green marketing and Woolworths Holdings Limited. This was coupled with the motivation as well as the focus areas of the study as presented by the researcher. The research objectives, research questions, scope, research methodology contribution of the study as well as the limitations of the study served as the backbone for Chapter one.

Chapter two presented a variety of supporting arguments from literature surrounding the topic of green marketing and branding as well as touching on Woolworths as an organization. Here the various definitions of green marketing were presented from journals across the world and how different

opinions were formed as part of similar studies that were undertaken. The history of the concept all the way to present day was outlined.

Chapter three presented the research design of the study and how it aligned to the data that was to be presented. Provided was a cross examination of the sampling design, target population as well as the reliability and the validity measurements. The chapter outlined important aspects such as the ethical concerns of the study, research methods followed as well as the reliability and validity of the data collated.

Chapter four presented all the data collated in the form of descriptive and inferential statistics that were used for the research. Reliability tests such as Cronbach's Alpha were used in order to provide the final results based upon the data collected from the questionnaires.

Chapter five followed by presenting a set of recommendations as well as the benefits of the research. Due to this being the final chapter, the recommendations provided were aimed at being a simple, practical guideline on the consumer and their prevailing attitudes on green marketing and Woolworths. The relevant stakeholders can either add or dismiss certain aspects of these recommendations as they see fit as they may not align to their values and/or strategy.

This study was an attempt to investigate the awareness, perceptions and attitudes of UKZN students on green branding and green branding practices of Woolworths. The study adapted the Theory of Planned Behaviour which was itself derived from the Theory of Reasoned Action. The participants, students at the University of KwaZulu-Natal's five campuses, completed a manual questionnaire that was self – administered in different locations across the relevant campuses over a period of 13 months. Based on the results that were obtained in the research, the intention or purchase behaviour was seen as the gap that needed to be addressed by green marketers as well as basic knowledge on the topic.

Bibliography

- Aaker, D.A. (1992) The value of brand equity. *Journal of Business Strategy*. 13(4). 27-32.
- Aggarwal, M. (2014) Customer perception of green marketing. *International Journal of Commerce, Business and Management*. 3(1). 1-9.
- Ajzen, I. (2002) Perceived behavioural control, self-efficacy, locus of control, and the theory of planned behaviour. *Journal of Applied Social Psychology*. 665-683.
- Baines, P., & Fill, C. (2014). *Marketing*. (3rd ed.). New York, NY: Oxford University Press. 343-378.
- Baird, M. (2013). *Green branding and 'sustainability' - the SA perspective*. Retrieved from the Biz Community Website: <http://www.bizcommunity.com/Article/196/82/96542.html>
- Bhatia, M. & Jain, A. (2013) Green marketing: A study of consumer perceptions and preferences in india. *Electronic Green Journal* 1(36), Retrieved from <https://escholarship.org/uc/item/5mc39217>. 6-13.
- Brownlie, D., & Tadajewski, M. (2008). *Critical marketing: Issues in contemporary marketing*. West Sussex, UK: John Wiley & Sons Ltd. 362-383.
- Cooper, D.R. and Schindler, P.S. (2010) *Business research methods*. New York, NY: McGraw-Hill. 240-277.
- Cronin, J.J., Smith J.S., Gleim, M.R., Ramirez, E., & Martinez, J.D. (2010) *Green marketing*. 112-139.
- Dahm, M.J., Samonte, A.V., & Shows R.S. (2010) Organic foods: do eco-friendly attitudes predict eco-friendly behaviors? *Journal of American College Health* 58(3), 195-202.
- Darley, J.M., & Beniger, J.R. (1981) Diffusion of energy-conserving innovations. *A Journal of the Society for the Psychological Study of Social Issues*. 37(2), 150-171.
- Deus, A.M. (2009) US students' perceptions of organic food products. Retrieved from: <http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1000&context=agedsp>. 5-45.
- Estes, K. (2009) *Smart green: how to implement sustainable business practices in any industry*. Hoboken, New Jersey: John Wiley & Sons, Inc. 60 – 72.
- Handriana, T. (2016) Mapping of green buying perception in developing country. *Mediterranean Journal of Social Sciences*. 7(3) DOI:10.5901/mjss.2016.v7n3p19. 221-240.

- Hartmann, P., Apoalaza Ibáñez, V., & Forcada Sainz, F.J. (2005). Green branding effects on attitude: Functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9-29.
- Hello, G.M., & Al Momani, N.M. (2014). Green marketing and its relationship to the purchase decision: an empirical study on students from king abdul aziz university in jeddah. *Researchers World-Journal of Arts, Science & Commerce*. 5 (2) 121-130.
- Insch, A. (2011). Conceptualisation and anatomy of green destination brands. *International Journal of Culture, Tourism and Hospitality*, 5(3), 282-290.
- Kassinis, G., & Vafeas, N. (2006) Stakeholder pressures and environmental performance. *Academy of Management Journal*. 49:1 145-159.
- Krejcie, R.V., & Morgan, D.W. (1970) Determining sample size for research activities. *Educational and Psychological Measurement*. 30, 607-610.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001) Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503-520.
- Lavrakas, J.P. (2008) Encyclopaedia of survey research methods. *Sage Research Methods*. doi: <http://dx.doi.org/10.4135/9781412963947.n571>. 1-10.
- Levinson, J. C., & Horowitz, S. (2010) *Guerrilla marketing goes green: Winning strategies to improve your profits and your planet*. Hoboken, New Jersey: John Wiley & Sons, Inc. 222-297.
- Lizawani Aman, A.H., Harun, A, & Hussein, Z. (2012) The influence of environmental knowledge and concern on green purchase intention the role of attitude as a mediating variable. *British Journal of Arts and Social Sciences* 7(2), 195-202.
- Maheshwari, P.S. (2014). Awareness of green marketing and its influence on buying behaviour of consumers: Special Reference to Madhya Pradesh, India. *AIMA Journal of Management & Research*, 8 (1) 1-14.
- Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*. 5 (1), 291-305.
- McKenzie-Mohr, D., Lee, N., Schultz, W., & Kotler, P. (2012) *Social marketing to protect the environment: What works*. London, United Kingdom: SAGE Publications 337-341.
- Moss, S. (2008). Theory of planned behaviour. *Psychlopedia – everything psychology*. [Graph] Retrieved from: <http://www.psych-it.com.au/Psychlopedia/article.asp?id=69>.

- Murin, I., Markova, I., Zeleny, J., & Jadudova, J. (2015). Green marketing as a tool influencing consumers' behaviour: Slovak case study of regional mark preference. *Procedia Economics and Finance*. 34, 260-267.
- Muller, K., & Koechlin, D. (1992) *Green business opportunities*. London, GB: Pittman Publishing. 85-109.
- Ottman, J., & Mallen, D.G. (2014) *GreenBiz. 5 green marketing strategies to earn consumer trust*. Retrieved from <https://greenbiz.com/blog/2014/01/14/five-strategies-avoid-taint-greenwash-your-business>.
- Ottman, J. (2017) *The new rules of green marketing: Strategies, tools and inspiration for sustainable branding*. New York, NY. USA: Routledge. 37 - 49
- Patel, C.P. (2015). The influence of consumer perception towards green advertising on green purchase intention. *Pezzottaite Journals*. 4 (3) 1865 – 1872
- Peattie, K. (1995). *Environmental marketing management: Meeting the green challenge*. London, GB: Pittman Publishing. 92-144.
- Pleming, K.J. (2016). *Consumers' perceptions and attitudes towards firms' green marketing initiatives: How do they influence green consumption?* (Master's thesis, Queensland University of Technology, Australia). Retrieved from <http://eprints.qut.edu.au/93575/>
- Polonsky, M.J. (1994). An introduction to green marketing. *Electronic Green Journal*. 1 (2), 1-7.
- Reis, A. & Trout, J. (1972). The positioning era. *Advertising Age*.
- Roitner-Schobesberger, B. (2006). *Consumers' perception of organic foods in bangkok, thailand*. (Degree thesis, University of Natural Resources and Life Sciences, Vienna). Retrieved from https://www.wiso.boku.ac.at/fileadmin/data/H03000/H73000/H73300/pub/DA_Diss/2006_Roitner_D_A.pdf 5-23.
- Santos, J.R.A. (1999) Tools of the trade: The journal of extension. *Cronbach's Alpha: A Tool for Assessing the Reliability of Scales*. 37 (2) 77-101.
- Shrum, L.J., McCarty, J.A., & Lowrey, T.M. (1995) Buyer characteristics of the green consumer and their implications for advertising strategy. *Journal of Advertising*. 24(2) 71-99.
- Sunday times: top brands 2015. (2015, August). *A times media supplement*. Retrieved from: <http://www.tmadroom.co.za/TopBrandsPDF/TopBrandsSup2015.pdf>

Thomas, S. (2012). *Against the odds: Woolworths' history*. Retrieved from the Financial Mail website: <http://www.financialmail.co.za/profiles/2012/11/28/woolworths-history>

Thompson, S.K. (2012) *Sampling*. Hoboken, NJ: John Wiley & Sons, Inc.

University of Notre Dame. (2016, August 25). *Going green is for girls, but branding can make men eco-friendly*. ScienceDaily. Retrieved October 12, 2016 from www.sciencedaily.com/releases/2016/08/160825102326.htm

Walsh, D. (2008) *Beyond the Green Wash: The Competitive Advantage of Green Marketing*. Retrieved January 17, 2017 from http://www.managesmarter.com/msg/content_display/marketing/e3i26f4ff48c6b4dae2e5485616323de261?imw=Y

Woolworths holdings limited: Good business journey. (2015). Retrieved September 16, 2016, from http://www.woolworthsholdings.co.za/investor/annual_reports/ar2015/whl_2015_gbj.Pdf

Woolworths. (2010). Retrieved August 13, 2016, from <http://www.superbrands.com/za/pdfs/pdf2010/woolworths.pdf>

Woolworths South Africa (2016). Retrieved July 29, 2016, from <http://www.fastmoving.co.za/retailers/woolworths-1/general-supermarkets-196/woolworths-south-africa-40>

Yadav, R. (2016) Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behaviour. *Journal of Cleaner Production*. 135(2) 732-739

Yusuf, S., & Fatima, Z. (2015) Consumer attitude and perceptions towards green products. *The International Journal of Indian Psychology*. 2(3) 1-7

5 green marketing strategies to earn consumer trust. (2014, January). *GreenBiz newsletter*. Retrieved from <https://www.greenbiz.com/blog/2014/01/14/five-strategies-avoid-taint-greenwash-your-business>

14 July 2016

Mr Vuyo Grootboom (SN 207527928)
School of Management, IT & Governance
College of Law and Management Studies
Westville Campus
UKZN
Email: vgrootboom137@gmail.com

Dear Mr Grootboom

RE: PERMISSION TO CONDUCT RESEARCH

Gatekeeper's permission is hereby granted for you to conduct research at the University of KwaZulu-Natal (UKZN), towards your postgraduate studies, provided Ethical clearance has been obtained. We note the title of your research project is:

"University of KwaZulu-Natal Students' Perceptions of Green Branding at Woolworths".

It is noted that you will be constituting your sample by handing out questionnaires to students on the Westville Campus.

Please ensure that the following appears on your questionnaire/attached to your notice:

- Ethical clearance number;
- Research title and details of the research, the researcher and the supervisor;
- Consent form is attached to the notice/questionnaire and to be signed by user before he/she fills in questionnaire;
- gatekeepers approval by the Registrar.

Data collected must be treated with due confidentiality and anonymity.

Yours sincerely



MR SS MOKOENA
REGISTRAR

Office of the Registrar






Postal Address: Private Bag X54001, Durban, South Africa

Telephone: +27 (0) 31 260 8005/2206 Facsimile: +27 (0) 31 260 7824/2204 Email: registrar@ukzn.ac.za

Website: www.ukzn.ac.za



1910 - 2010
100 YEARS OF ACADEMIC EXCELLENCE

Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville



18 October 2016

Mr Vuyo Grootboom (SN 207527928)
School of Management, IT & Governance
College of Law and Management Studies
Westville Campus
UKZN
Email: vgrootboom137@gmail.com

Dear Mr Grootboom

RE: PERMISSION TO CONDUCT RESEARCH

Gatekeeper's permission is hereby granted for you to conduct research at the University of KwaZulu-Natal (UKZN), towards your postgraduate studies, provided Ethical clearance has been obtained. We note the title of your research project is:

"University of KwaZulu-Natal Students' Perceptions of Green Branding at Woolworths".

It is noted that you will be constituting your sample as follows:

- with a request for responses on the website. The questionnaire must be placed on the notice system <http://notices.ukzn.ac.za>. A copy of this letter (Gatekeeper's approval) must be simultaneously sent to (govenderlog@ukzn.ac.za) or (ramkissoonb@ukzn.ac.za).

Please ensure that the following appears on your questionnaire/attached to your notice:

- Ethical clearance number;
- Research title and details of the research, the researcher and the supervisor;
- Consent form is attached to the notice/questionnaire and to be signed by user before he/she fills in questionnaire;
- gatekeepers approval by the Registrar.

Data collected must be treated with due confidentiality and anonymity. You are not authorized to distribute the questionnaire to staff and students using Microsoft Outlook address book.

Yours sincerely

MR SS MOKOENA
REGISTRAR

Office of the Registrar

Postal Address: Private Bag X54001, Durban, South Africa

Telephone: +27 (0) 31 260 8005/2206 Facsimile: +27 (0) 31 260 7824/2204 Email: registrar@ukzn.ac.za

Website: www.ukzn.ac.za



100 YEARS OF ACADEMIC EXCELLENCE

Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville



16 September 2016

Mr Vuyo Grootboom (207527928)
School of Management, IT & Governance
Westville Campus

Dear Mr Grootboom,

Protocol reference number: HSS/0962/016M

Project title: University of KwaZulu-Natal students' perceptions of Green Branding at Woolworths

Full Approval – Expedited Application

In response to your application received on 01 July 2016, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol have been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

Dr Shamila Naidoo (Deputy Chair)

/ms

Cc Supervisor: Dr Vannie Naidoo
Cc Academic Leader Research: Professor Brian McArthur
Cc School Administrator: Ms Angela Pearce

Humanities & Social Sciences Research Ethics Committee

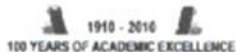
Dr Shenuka Singh (Chair)

Westville Campus, Govan Mbeki Building

Postal Address: Private Bag X54001, Durban 4000

Telephone: +27 (0) 31 260 3587/83504557 Facsimile: +27 (0) 31 260 4609 Email: singhs@ukzn.ac.za / senmanm@ukzn.ac.za / mohunp@ukzn.ac.za

Website: www.ukzn.ac.za



Fakurama Campus Edgewood Howard College Medical School Pietermaritzburg Westville

Information Sheet and Consent to Participate in Research

Date:

Greetings,

My name is Vuyo Grootboom, currently employed by RCL FOODS (Pty) Ltd. I am a Masters in Commerce student, at the UKZN Westville Campus. I am available on vgrootboom137@gmail.com and 0725973553 for any further questions

You are being invited to consider participating in a study that involves research involving university students such as yourself and their thoughts on Woolworths and other issues concerning Green Marketing. The aim and purpose of this research is to determine whether issues such as sustainability and maintaining scarce resources are issues that are at the forefront of the consumer, basically if their green marketing activities are worthwhile. The study is expected to include 380 students across all 5 UKZN campuses. It will involve this questionnaire which I would hand to each participant to read through and answer if they are comfortable with the content. The duration of your participation if you choose to participate and remain in the study is expected to be no longer than it takes for you to answer the questions in the agree/disagree format. Thereafter you may follow up with me if you have any questions.

The study may involve some personal opinions regarding the way in which you conduct your shopping and your thoughts on the environment. We hope that the study will leave you more informed in terms of knowing what green marketing is and the fact that brands and organizations are striving to be seen as more responsible every day, and hopefully you may apply these learnings to your life. We hope to see where the youth stands in terms of their belief in looking after their environment and their buy in to products and services which are more 'green' friendly.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number HSS/0962/016M).

In the event of any problems or concerns/questions you may contact me at vgrootboom137@gmail.com or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban 4000 KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or the research office at the numbers listed above.

Sincerely

Vuyo Grootboom 

CONSENT TO PARTICIPATE

I _____ have been informed about the study entitled **University of KwaZulu-Natal Students' Perceptions of Green Branding at Woolworths** by Vuyo Grootboom

I understand the purpose and procedures of the study.

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

I have been informed about any available compensation or medical treatment if injury occurs to me as a result of study-related procedures.

If I have any further questions/concerns or queries related to the study, I understand that I may contact the researcher at 0725973553/vgrootboom137@gmail.com

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban

4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557 - Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

Signature of Participant

Date

Signature of Witness
(Where applicable)

Date

Signature of Translator
(Where applicable)

Date

Section A: Demographic Data

1. Age

- ☐ 18-21
- ☐ 22-25
- ☐ 26-30
- ☐ 31-35
- ☐ over 36

2. Gender

- ☐ Male
- ☐ Female

3. Marital Status

- ☐ Single
- ☐ Married
- ☐ Widowed
- ☐ Divorced
- ☐ Separated

4. Employment Status

- ☐ Student
- ☐ Full time
- ☐ Part time

5. Level of study currently undergoing at University of KwaZulu-Natal

- ☐ Undergraduate
- ☐ Postgraduate

6. College within the University that you study.

- ☐ College of Humanities
- ☐ College of Agriculture, Engineering & Science
- ☐ College of Health Sciences
- ☐ College of Law & Management Studies

Section B: Perceptions of Students

Awareness

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----|--|----------------|-------|---------|----------|-------------------|
| 1. | I am passionate about and care for the environment | 1 | 2 | 3 | 4 | 5 |
| 2. | I am familiar with what Green Branding and sustainability entails. | 1 | 2 | 3 | 4 | 5 |
| 3. | I am aware that a number of brands have begun to engage in Green Branding activities in their operations | 1 | 2 | 3 | 4 | 5 |
| 4. | I am aware that Woolworths has products geared towards Green Branding goals. | 1 | 2 | 3 | 4 | 5 |
| 5. | I have knowledge on the importance of why brands such as Woolworths need to engage in Green Branding. | 1 | 2 | 3 | 4 | 5 |
| 6. | I know what the benefits of organic and free-range foods are. | 1 | 2 | 3 | 4 | 5 |

Positive and Negative Perception

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----|---|----------------|-------|---------|----------|-------------------|
| 7. | I consider Woolworths to be an organisation with my and the environment's best interests at heart. | 1 | 2 | 3 | 4 | 5 |
| 8. | If given the chance, I would shop at Woolworths before any of their competitors. | 1 | 2 | 3 | 4 | 5 |
| 9. | I see myself as someone who makes positive daily decisions with respect to looking after the environment. | 1 | 2 | 3 | 4 | 5 |
| 10. | The presence of Green Branded products (for example; recyclable goods) encourages me to be more aware of issues such as scarce resources. | 1 | 2 | 3 | 4 | 5 |
| 11. | I actively seek products that have an added benefit to sustainability and the conservation of the environment. | 1 | 2 | 3 | 4 | 5 |
| 12. | I feel that a more environmentally friendly product or brand would be more expensive. | 1 | 2 | 3 | 4 | 5 |
| 13. | Green brands or products are of a superior quality to regular brands/products. | 1 | 2 | 3 | 4 | 5 |
| 14. | The reason I purchase Woolworths food is because of their organic range of food. | 1 | 2 | 3 | 4 | 5 |

Attitude towards Buying Behaviour

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----|--|----------------|-------|---------|----------|-------------------|
| 15. | I would choose a Green product or brand over another regardless of price. | 1 | 2 | 3 | 4 | 5 |
| 16. | I actively seek out products or brands that can help promote long-term sustainability. | 1 | 2 | 3 | 4 | 5 |
| 17. | I shop at Woolworths due to their commitment to the “Good Business Journey”/sustainability. | 1 | 2 | 3 | 4 | 5 |
| 18. | I often tend to choose organic and free-range foods when I am at the supermarket. | 1 | 2 | 3 | 4 | 5 |
| 19. | My monthly budget in these tough economic conditions is more important than whether a product is ‘Green’ or not. | 1 | 2 | 3 | 4 | 5 |

Thank You for Participating.