

RESEARCH METHODOLOGY
RESM8419

Creating Brand awareness through the production of cheese

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Declaration

I hereby declare that the Research Report submitted for the Research degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

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Abstract

Attention to environment has become increasingly important in human life, as a key element in political decisions, organizational structure and alternatively the well-being of a country. Both businesses and consumers are concerned about the environment and the future of our planet. In the business arena, this concern has translated into environmental or green marketing. This research uses a qualitative approach to green marketing strategies and what green marketing strategies are and how brands could practice green marketing strategies to the theories and recommendations in the area of green marketing with the aim to gain competitive advantage. The increase in pollutions and environmental damage, and thus increasing public concern in relation to their surrounding natural environment, has started to show off their purchase and consumption behaviors and lead to the creation of a new group of consumers as the green consumers. Green consumers or environmentally friendly consumers refer to those consumers who have examined the effect of goods production and consumption in their purchasing behavior and relevant activities in the markets and decide accordingly.

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CHAPTER ONE: INTRODUCTION

1.1 Background & context

According to Department of Water and Sanitation City of Cape Town (Town, 2018) Agriculture in the Western Cape is the 3rd largest consumer of water, reaching 5.8 million liters last year (2017). During the process of cheese products, dairies discharge 85% of the water intake as effluents. Effluents generate by dairy factories are high in organic proteins and the possibilities of using dairies as a recycle or conservation water platform is hugely possible. This research is associated to the possibilities of expanding and enhancing brands contributing towards environmental concerns and the possibilities factories or business can make to shift the consumer purchasing process to be more environmentally beneficial (Tommy G. Thompson Governor George E. Meyer, 1998)

In addition, creating a greater awareness to dairies, may open to new brand opportunities and strategies. Using this solution or water conservation plan as a strength to build brand awareness, one needs to understand green marketing before influencing green conscious consumer behavior. The key aspects of green marketing are the impact green advertising and branding have together when trying to influence consumer purchasing patterns (Jansson, 2011) it is essential for this study to analyze green buying behavior of green consumers in order to understand what drives the consumer purchasing patterns, including the intention of purchasing and actual purchase behavior of green products. Consumers are the biggest stakeholder in green marketing. Therefore, this research becomes valuable and relevant, because Cape Town is experiencing its worst drought, modern solutions and alternatives need to be made. The amount of water dairies can conserve or use, could better serve the environment and community surrounding them. On the issue of conservation, this proves for great opportunity to investigate the influence of green marketing could have for dairy factories to increase its brand awareness for green consumers. Its focus to understand individual influences to green marketing and the consumer behavior purchasing process, that can add value to understand how to influence and impact the subconscious of consumers.

1.2 Rationale

This topic was created based on the interest surrounding the water crisis and how much water does manufactories and agriculture consume, in the profits of consumerism. Milk has different component, but is mostly made of water, 85% of low fat milk, to be exact is made of water (Carpenter, 2017). Dairy factories have different processes depending on size, location and function, but ultimately all using water separated by milk during the process of making cheese. This make this research relevant, as it offers solutions to conservation and all dairies without an alternative, which would create better response and reputation amongst its community (Steffen, 2009). 85% of dairy effluent water can be saved and used for better purposes, like agriculture, land spreading, feeding livestock and irrigation. This having a considerable impact on the environment allowing further knowledge and alternative solutions to problems. This topic was also selected to understand how environmental conscious brands could be used to influence consumer behavior towards brands and to determine if that could expand the brand in some regard. This allows insight into theories like Mayer and Salovey Four-Branch ability model (Mayer-Salovey, 2009) and Blooms Green consumerism theory (Bloom, 2004) to assess the level of awareness caused by green marketing and advertising to determine its influence on consumer behavior and purchasing process, also to understand further emotion of purchasing satisfaction.

This topic is relevant and supported, especially around creating alternative solutions towards the water crisis. Although this research is to better understand consumer behavior, it will allow to further ask questions to how communities react to environmental conscious brands and how purchasing behavior could change depending on its influence and impact created through green marketing. Its relevance to industry allows for new technology and methods of conserving water in the 3rd largest water consumption sector, to create solutions and methods when using water, thus generating new knowledge of theories and practices.

1.3 Problem Statement

The problem arises when trying to understand the consumer purchasing process. Would a consumer actively seek products or a brand that is supporting an environmental concern because of awareness about the brand and issue or because society deems supporting a climate issue morally right. This research could help businesses and brands to reshape strategies and tactic towards advertising and marketing to better understand how people may subconsciously purchase products, opening to new theories and streams of marketing opportunities. The gap this address is knowledge of consumer behavior, purchasing processes and persuasion in Green marketing techniques. The question stands, how can one change consumer behavior to believe in benefit the environment?

1.4 Purpose statement:

The aim of this research is to make consumer more brand aware toward the manufacturing/ production of cheese at dairies, particularly now during the water crisis. Therefore, this research will investigate whether people are aware of what dairies contribute towards the drought, by creating brand awareness and gaining better understanding of emotional intelligence of consumers towards this brand. This research can also be used to better understand the effects of brand marketing and the durability, reliability of Brands loyalty through these strategy's.

According to (Tommy G. Thompson Governor George E. Meyer, 1998), dairies with large flow volumes have over 25, 000 gallons of water per day to use as effluence. The effects it could have to Cape Town can change the perceptions and attitudes of consumers in Cape Town who can have a better understand of cheese production process and the benefits of the water being used. According to (Brooks, 2017) there are both negative and positive perceptions towards cheese from consumers. Some argue dairy products don't have the right vitamins and minerals, high fat and cholesterol levels, sodium and digestion issues, whereas other suggest healthy benefits from diary. This Research will determine the effects of brand awareness and knowledge to contribute towards sales and creating a better brand awareness.

1.5 Research Question

- How can Green marketing strategies influences consumer purchasing process?
- Would consumers purchase products based on environment protection?
- What do environmental consumers purchase products based on?
- What Green marketing strategies can be used?

1.6 Research objectives

Description

- To determine how Green marketing would influence consumer
- To describe the consumer purchase process

Discovery

- Determine frequent customers
- What customers purchased products based on
- Identify methods to change consumer's perceptions on brand purchasing

Exploration

- Identify desired behavior changes of consumers

1.7 Conceptualization

- i. Green marketing – Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way (ward, 2018)
- ii. Green consumers – Green consumer refers to consumers who are concerned about the environment in their purchase behavior, activities associated with the marketplace and consumption habits and consider the effect of their behavior on the natural environment around them (Steffen, 2009)

- iii. Green product - In general, green products or environmentally friendly products are products that do not pollute the environment, do not waste resources or are recyclable (Zubair, 2014).
- iv. Green marketing strategy - Ginsberg and Bloom believe that no single green marketing mix and strategy can be prescribed for all companies. Instead, every company should develop an appropriate strategy based on the company's goals, resources, target market, competitive and conditions (Joshi, 2015).
- v. Qualitative data method - There are a variety of methods of data collection in qualitative research, including observations, textual or visual analysis and interviews (Jaju, 2016).
- vi. Green satisfaction - Marketing literature suggests that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the intention to purchase. Satisfaction is an outcome that occurs without comparing expectations. Customer satisfaction could also be defined as an evaluative response to perceived outcome of a particular consumption experience (Zubair, 2014).
- vii. Emotional intelligence – the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically (mayer, 2017)
- viii. Green consumerism – the situation in which consumers want to buy things that have been produced in a way that protects the natural environment (Cambridge, 2017)
- ix. Emotional management – The ability to realize, readily accept, as well as successfully control feelings in oneself (and sometimes others) is known as the emotion management skill. Very simply, emotion management skills refer to the ability to master your own emotions (Jaju, 2016).

- x. Brand awareness - Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction (Showme, 2005).

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter will focus on the key literature that has been studied surrounding the research topic of green marketing, impact of green marketing and theories to support consumer behavior. The purpose of this literature is to report the findings of a systematic reviews of literature in green marketing and advertising to propose directions for future research. Green marketing issues are defined from literature extending marketing positioning and marketing current frameworks. As society becomes more concerned with the natural environment, businesses can modify their behavior in an attempt to address society's concerns, especially to consumers on a larger scale.

2.2 Pollutant loads of Dairy effluent and its potential on growth performance

Water in the dairy industry is used during the processing of products, cleaning of office sale area and garage area. In product processing, water is used during pasteurization, production of different products such as dry products, cultured products, liquid products and cleaning, which is the most water consuming phase (Wellcome, 2015). In this research, it explains that "water shortages are becoming a major concern specifically in South Africa. According to (Wellcome, 2015) one sector that uses high volume of water in SA is the dairy industry, consuming about 5 to 6 million liters a year, of which 85% of water intake is discharged back as effluent. Now, effluent generated by dairy factories vary in organic loads, but (Wellcome, 2015) the possibilities of using dairy as a recycle or conservation water platform, could be the best option in feeding livestock and irrigation. Due to the combination of

ground water, soil nutrients, the use of dairy effluents for livestock drinking water becomes the most ideal strategy.

This research is focused on the possibilities of water usage in dairy factories. With large consumption of water, there should be an alternative to use technology and methods of conserving water. Such interventions could reduce the amount of water waste and utilize water being used in the production of dairy goods. The objective of this study focuses on assessing the level of awareness on water conservation across different size factories, and determine the effects of dairy effluents obtained from the washing tanks inside dairies. This research is linked to my topic based on the evidence of using and conserving water from dairy factories. According to (Showme, 2005) there are 27 known dairies around Cape Town who according to (Wellcome, 2015) in his hypothesis, water usage across different sizes of companies do not conserve water or have a current strategy, can create value in this research as it is possible to use the tools to green market their brand and create a new stream of green brand awareness.

The current issue with this is when more awareness is made, it will become competition for water between humans and manufacturing sector. According to (Africa, 2015) Africa is one of the leading continents with high population growth. Between 1994 to 2012, the population increased by 50 million people. As much as there is a possibility to increase brand awareness, it may create the wrong awareness about what the water should be intended for. As Africa or Cape Town continue to grow, the business sector also demands a high volume of attention when it comes to water saving solutions and alternatives. This shifting the reasoning to create brand awareness as it then becomes a social duty rather than an advantage to boost reputation and image of a brand through eco-friendly initiatives (Wellcome, 2015).

2.3 A study of the impact of green marketing

Green marketing is becoming a popular research area and many theories have been proposed in the context of green marketing and consumer behavior. The key aspects of green marketing, green consumer behavior and consumer responsiveness on

green advertising and green branding will be examined primarily based on the impact of green marketing on consumer purchase patterns (Jaju, 2016).

The purpose of this research was to investigate the impact of green marketing on consumer purchasing and their decision making. this research used surveys as a way of qualitative data collection to understand the impact green advertising had on recipients and how their behavior changed in accord. The main objectives of this research investigate the direction and strength of the relationship between environmental belief factors and environmental behavior also to analyze the correlations between environmental beliefs factors to the environmental behavior of consumers (Jaju, 2016).

This is linked to my research as it needs to understand the influence green marketing has on consumers, how they react and feel towards this type of advertising. Its relevant as brand awareness is the main focus point on my research, and this investigate looks at the factors resulting in creating this awareness through green marketing, green consumerism and understanding the relationship between the two. Although, the area of this research that is unknown is the sampling size, especially its influence to different demographic. It is essential to analyze green buying behavior of green consumers in order to identify the factors that are driving the consumer purchase patterns, including the intention of purchase and actual purchase behavior of green products. Green marketing is on the rise. According to (Global Industry Analysts, 2011) the report further suggests that awareness about ecological issues amongst developing countries have inclined themselves in decreasing their negative impact on the ecosystem. Ultimately this shows that there is an increase in environmental awareness. This research is relevant as it uncovers aspects of consumer purchasing to green advertising. The literature suggests that consumer is the biggest stakeholder in green marketing and hence there is a need for more research around the consumer.

2.4 Green Advertisement and Green Brand Awareness on Green Satisfaction

Green marketing is a broad concept and involves the promotion and advertising activities of products and companies with environmental concerns. Some of the most common expressions which consumers associate with the green products are bacteria-free, recyclable, ozone friendly, renewable and eco-friendly. Green

marketing also includes a wide range of activities like modification in products, changes in the production process and packaging changes (Zubair, 2014).

This research aims to investigate the impact that green satisfaction is created among environmental customers, with the impact of green advertisement and green brand awareness. According to (Zubair, 2014) each individual green purchase process is influenced by situational factors like location and retail setup that has given green products according to travelling distance. This research is interesting to understand individuals' influence on green marketing and the physical evidence that adds up to physical purchasing and awareness of a brand. This research gives valuable insight into the emotion of green purchasing by customers as stated "when the customers have knowledge of green products based on the factors of strong green values, green purchase experiences and affordability of green products".

This research also looks at possible strategies to green marketing and my research looks at aspects of strategies that influence consumers on situations like environmental green products. (Zubair, 2014)

The issue with this research is that it didn't look at specific products or brands, it focused on general green products. My research focuses solely on cheese dairies creating green brand awareness. The literature in this research has insufficient literature available on the pre-purchasing behavior that leads to customer satisfaction.

The literature provides great advice for strategies that influence brand awareness, but nothing on the psychology of purchasing behavior and the driving force to create impact through green marketing. Creating brand awareness is a big part of purchasing behavior. Of course, it's different for normal persuasion advertisement, but green marketing is more complex in approach when trying to manipulate the interest of the environment onto customers. On the basis of this study, there is a strong association of brand awareness on consumer buying behavior that ultimately leads to purchasing behavior and green customer satisfaction.

The literature suggests that consumers are the biggest stakeholders and there is a need for more research around consumers. Several studies have shown that consumers are well informed about ecological and environmental benefits, issues or concerns leading to their growing desired environmental behavior. However, different research suggests that even though consumers are more environmentally

concerned, they do not necessarily dive into using green products. This has been contradicted by other studies and a significant gap is found between consumers concerns for environment and their green purchases, thus encouraging further investigation into this matter.

2.5 Theory of Reasoned Action

The theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen as an improvement over Information Integration theory (Ajzen, 1980) There are two important changes. First, Reasoned Actions adds another element in the process of persuasion, behavioral intention. Rather than attempt to predict attitudes, as does Information Integration theory, Reasoned Action is explicitly concerned with behavior. However, this theory also recognizes that there are situations that could limit the influence of attitude on behavior in case. Reasoned Action predicts behavioral intention, a compromise between stopping at attitude predictions and actually predicting behavior. Because it separates behavioral intention from behavior, Reasoned Action also discusses the factors that limit the influence of attitudes on behavior. Reasoned Action uses two elements of attitudes and norms to predict behavioral intent. That is, whenever our attitudes lead us to do one thing but the relevant norms suggest we should do something else, both factors influence our behavioral intent. Reasoned Action predicts that behavioral intent is created or caused by two factors. Our attitudes and our subjective norms.

According to (Sheppard Bryce H, 1988) the attitude of a person towards a behavior is determined by his beliefs on the consequences of this behavior, multiplied by his evaluation of these consequences. Beliefs are defined by the person's subjective probability that performing a particular behavior will produce specific results. This model therefore suggests that external stimuli influence attitudes by modifying the structure of the person's beliefs. Moreover, behavioral intention is also determined by the subjective norms that are themselves determined by the normative beliefs of an individual and by his motivation to comply to the norms.

2.6 Linking research problem to conceptual frameworks

2.6.1 Four-branch ability model

The research problem is trying to understand the consumer purchasing process. Would a consumer actively seek products or a brand that is supporting an environmental concern because of awareness about the brand and issue or because society deems supporting a climate issue morally right. This statement is linked to two key theoretical foundations, that question the emotion and perceptions of consumers. The first model is the Four-branch ability model.

According to (Mayer-Salovey, 2009) the Four-branch ability model looks firstly at, the emotional perceptions and expressions. Secondly, the use of emotions. Thirdly, the emotional understanding, and finally emotional management.

Emotional perception and expression is the ability to accurately identify and express feelings it also includes the ability for self-awareness of your own feelings as they are occurring, especially the ability to become emotionally literate. The problem in this theory, is that not enough concern has been made towards water wastage in dairies, but by creating brand awareness, you invite emotions to consumers, through language, sounds, image or behavior.

The use of emotions is the ability to use your feelings constructively. To be able to let your feelings guide you to what is important to think about and to use your feelings to help your decision making. In this case, emotions are vivid and available to generate judgement and concern in consumers. Consumers need to identify their own emotion towards products or companies that lean towards manipulation in the use of pro-environmental advertisement. This persuasion opens the heart strings of humans, allowing access to different components of emotion and this behavior response will help understand the influence or aspects of advertisement with emotion.

Emotional understanding is the ability to understand the meanings of emotions and how they can change. This includes the ability to understand the purpose of

emotions and the relationships between emotions how and why they can change from one feeling to another. Understanding and analyzing emotions help to label and recognize relations among words and emotions themselves. It allows the research to interpret the meanings that emotions convey regarding relationships between components of a green product to the meaning of green activism in consumers.

Emotional management is the ability to manage emotions for personal and social growth. This includes the ability to take responsibility for one's own feelings and happiness and turn negative emotions into positive learning and growing opportunities. Reflective regulations of emotions to promote emotional and intellectual growth is emotional management. This relates as the ability to stay open to feelings, both negative and positive in nature and being able to filter that information accurately. (Mayer-Salovey, 2009) Green advertisement is persuasive in emotion connection to consumers, but can either promote them to do something actively about the situation or scare them away. This model defines emotional intelligence as involving the abilities to be accurately perceive emotions in oneself and others, use emotions to facilitate thinking and understand emotional meanings and manage emotions.

2.6.2 Green Consumerism

The second theoretical foundation forms the bases of green consumerism and understanding the effect of green marketing in the marketplace and consumption habits. According to (Joshi, 2015) green consumerism refers to consumers who are concerned about the environment in their purchase behavior, activities associated with the marketplace and consumption habits.

Bloom explains it as consumer's green behavior can be placed into two categories. The first is behavior related to reduce energy resources consumption and this is called truncation behavior (Bloom, 2004). The second consists of the buying decision and behavior that are called green purchase behavior. With reference to this research it mainly focuses on green purchase behavior through green consumerism. Green purchasing behavior can be translated to the act of consuming products that are conservable, beneficial for the environment, and responding to environmental

concern (Bloom, 2004). According to (Joshi, 2015) he found that socially conscious customers feel strongly towards the possibilities of doing something towards bettering the environment when trying to consider the social impact of the purchase of products. A green consumer can be identified to be one who avoid products which harmful manufacturing processes and consumption of large amounts of non-renewable energy. According to (Kaufman, 2012) factors that have been shown to exert influence on the ecological behavior of individuals have been classified as external, being educational, media, family and culture. Internal being knowledge, attitude and awareness to concerns. Then situational being economic rewards and legislation. Developing this behavior process knowledge, can be used to measure and analyze the environmental behavior of consumers namely the pro environmental consumer behavior.

2.6.3 David Aaker Brand equity model

Thirdly, in the field of marketing brand equity means the value of a brand. The concept of the value of a brand is very interesting and deeper than what it looks like (Bhasin, 2017). Aaker Brand Equity model was developed by Professor David Aaker of the University of California. His model viewed the brand equity as a combination of brand awareness, brand loyalty and brand associations, which then combines with each other to finally offer the value provided by a product or service (Bhasin, 2017).

According to (Bachman, 2017) Stephen Wenc, president of UL Environment, the new green trend of advertising that is challenging markets today is the lack of credibility or trust by consumers and confusion regarding or sustainable product claims. These problems stem from the fact that consumers don't understand the reasoning behind the product. The story that gives it meaning, and the contributions brand are playing towards a greener future. This lack of brand awareness is the foundation to most green marketing strategies.

(Bachman, 2017) brand awareness means the ability of a consumer can recognize and recall a brand in different situations. Brand awareness is an important role on purchasing intention as consumers tend to buy a well-known, trusted product. Brand awareness helps consumers map familiar brands to product and that influences on purchasing behavior. Also, it categories your brands, in terms of strength,

positioning, image, and reputation. According to (Brown, 1999) a product with a higher level of brand awareness will receive higher consumer preferences.

According to (Fishbein, 2001) Brand awareness needs the qualities of perceived quality and brand loyalty in order to influence purchase intention. Brand awareness in relation to this study is critically important in order encourage consumers into green Brand loyalty and awareness. Dairies, who are making an environmental impact can create positive attention about the brand through this form of awareness. Green marketing to green conscious customers have to become familiar with the brand before they can trust the product or company that it represents. Brand awareness is considered as a dominant factor as customers show a higher level of response towards an aware brand irrespective of the quality and price differentials (Fishbein, 2001).

2.7 Conclusion

This research is aimed at examining the effects brand awareness has through the production of cheese that contributes effectively to the water crisis happening in Cape Town. Understanding the process of effluents in dairies and the positive effects that it has on livestock, conservation and agriculture could push their brand to a new level of interest then competing in a just the normal diary market. This form of influence or green marketing is a great strategy to increase brand positioning and awareness. In all aspects of the literature review it closely aligns to the influence green marketing can have on creating green brand awareness. From previous literature, it can be identified that there is a positive impact that green marketing has on consumer's behavior. Consumers need to know the importance of green products and what direct influence it has on the environment.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

Interpreivist research understand the world of human experiences. Interprevist paradigm allows researchers to view the world through the perceptions and experiences of participants, in terms of exploring their world by interpreting the understanding of individuals. This chapter is looking to understand and explore the experiences, consumers have with brands and the influence green marketing has on purchasing process. This approach has multiple outcomes, but to support the use of an Interprevist paradigm, more traits of Interprevist must be explained (Thanh, 2017).

3.2 Methodology approach

Although Interprevist paradigm is not a dominant model of research, it is gaining considerable influence as it can accommodate multiple perspectives and versions of truths. It believes an understanding of the context in which any forms of research are conducted is critical to the interpretation of data gathering.

According to (Thanh, 2017) interpretivist seeks to understand a particular context and the core belief is that reality is socially constructed.

Interprevist paradigm gives the opportunity for this research to be open minded, free and transparent with the idea of how consumer purchasing process happens.

Interprevist paradigm is deemed the most suitable for this research due to its potential to generate new understandings of an emerging concept in marketing and behavior studies arena. According to (Thanh, 2017) under an interpretive paradigm, identifies seven common qualities

1. Focusing on the wholeness of an experience instead, rather than its objects or parts
2. Formulating questions and problems that reflect the interest, involvement, interpersonal and personal commitment of the researcher
3. Obtaining first person accounts of experiences through (in)formal discussions and interviews

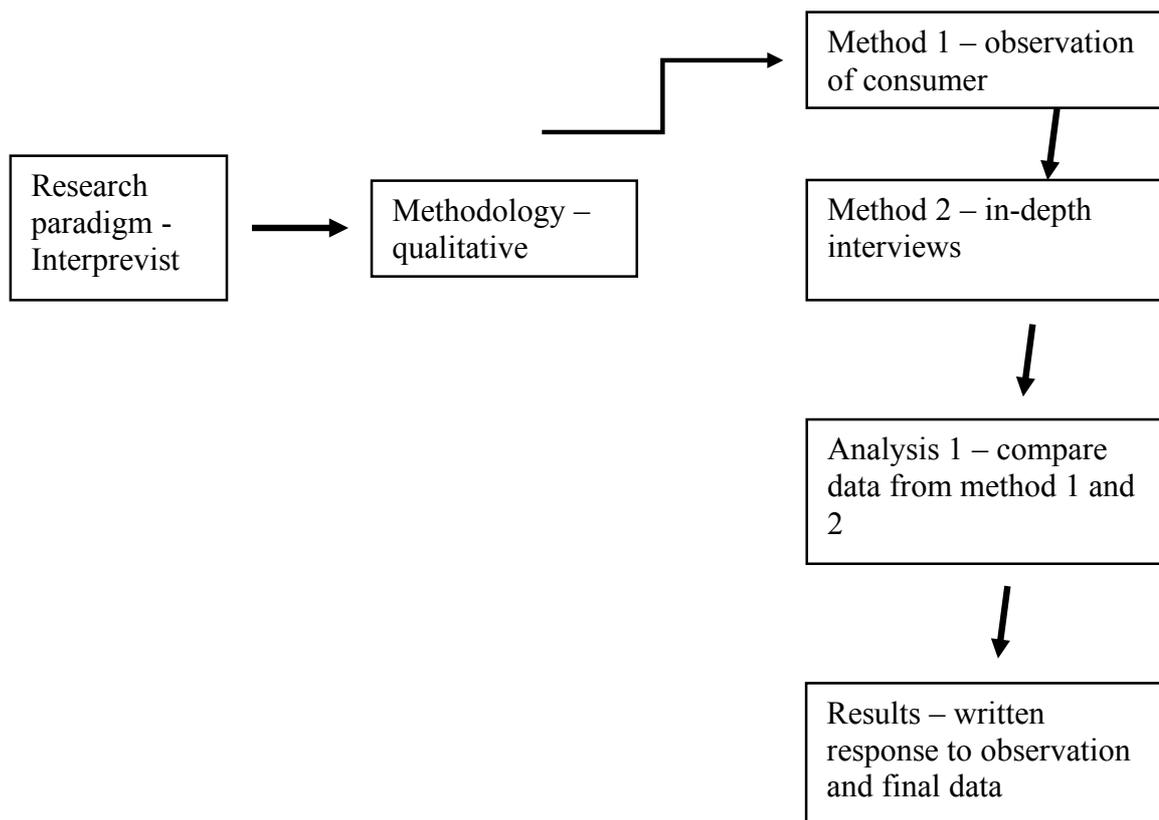
4. Putting value on qualitative designs and methodologies, are approaches to human experiences
5. The day of experience is imperative to understanding human behavior and can be used as evidence for scientific research
6. Searching for underlying meanings of experiences rather than simple measurements or explanations
7. Experience is integrated and an inseparable relationship between subjects, objects either in part or whole

Its focus on the wholeness of the experience relates to how consumer's perceptions are formed when they are exposed to advertising which influences them. Also, consumer's attitudes towards the advertisement itself and their beliefs towards the brand or the product (Walke, 2014). The study of consumer's attitude towards green advertising is very comprehensive. Consumers who are environmental concerned normally have positive attitudes towards green advertising and environmental concerns. An Interpretive approach also formulates problems and questions that engage with consumer's responses.

To understand how consumers, react or respond to green advertising is critical to understand the processes of green marketing. Alternatively, people create questions themselves and that allows for more insight and present questions about the credibility of products presented through green advertising (Methodology, 2011). This research puts value on Interpretive approach to a qualitative process as interviews and observation allows respondents to speak freely, engage with the product, have live emotion and concerns with regards to the medium of communication, the influence and message presented and processed by a magnified audience who have different attitudes and beliefs to green advertisement, and how a brand or product could address the issue to an audience who doesn't necessarily feel the same about this type of advertisement. This suggesting to further study and understand the alignment to consumer buying behavior and green brand awareness (Walke, 2014).

Using a qualitative research methodology under an Interpretivist paradigm. Figure 1 can represent the flow and methods towards analyzing and creating results to understand brand awareness and influences of green marketing.

3.2.1 Figure 1. – *The conceptual framework for analysis of finding and interpretations of this research.*



The above figure identifies the broad theoretical base of the study to allow further study and understanding of consumer behavior therefore through this lens the researcher will analyze and interpret the research results. The intent of the research is to understand if the dimensions of green marketing and its influences on consumer's behavior to investigate whether marketing practitioners could consider the application of changes to behavior and marketing strategies. Such intent fits with the intentions of philosophy and strategies of the interpretive research paradigm which is based on the epistemology of idealism. Stanford University (University, 2011) defines epistemology as the study of knowledge and justified belief.

Understood more broadly, epistemology is about issues having to do with the creation and dissemination of knowledge in particular areas of inquiry, whilst according to Johan Jansson (Jansson, 2011) argues that Idealism is the group of metaphysical philosophies that assert that reality, or reality as humans can know. It is fundamentally mental, mentally constructed, or otherwise immaterial. Epistemologically, idealism manifests as a skepticism about the possibility of knowing any mind-independent thing.

This type of research suggest that findings will emerge during interactions between the researcher and its participants. Therefore, the value is held by the researcher, questions and participants that will generate an interpreted finding that allow this research to be value bound. The decision of Interpretivist paradigm, will create a certain assumption and perspective needed to be accepted.

According to (mayer, 2017) exploratory and descriptive research can be the implementations of empirical work. Empirical research is based on observed and measured phenomena and derives knowledge from actual experience rather than from theory or belief (Joshi, 2015)

Exploratory research is an examination into a topic to attempt to gain further insight. With exploratory research, a researcher starts with a general idea and uses research as a tool to identify issues that could be the focus of future research.

Descriptive research is a study designed to depict the participants in an accurate way. Descriptive research is all about describing people who take part in the study. There are three ways a researcher can go about doing a descriptive research project, and they are, observational, defined as a method of viewing and recording the participants, case study, defined as an in-depth study of an individual or group of individuals or survey, defined as a brief interview or discussion with an individual about a specific topic (Joshi, 2015). This study will use other methods to gain further insight into the study, questions and problems with participants and the research involved. The methods of insight allow this topic to stand independent to other literature and investigation, as methods of understand green consumerism and green brand awareness are vague and few.

3.3 Unit of analysis

The unit of analysis for this study will use individuals from certain society groups. This research study focuses on consumer behavior to better understand the purchasing process which cannot be accurately measured or obtained in a geographical sense or emotional scale. Individuals allow this study to be centered and focused on particular individuals to understand their purchasing intent and what drives them towards specific brands. For instance, Parents, students, and working professional. In those categories individuals can be observed and controlled to assess any similar characteristics that would lead to the same purchasing intent. The purpose of this study is to discover the fundamental process between individual consumers and why and how they choose specific brands. Is it based on price, reputation, conveniences or accessibility to this market. The unit of analysis will help design and construct questions from observation of each society group. Taken together, information about individual and their personal experiences can reveal patterns and trends that can provide insight into consumer behavior and alternative methods to marketing to specific target markets.

3.4 Population

This research uses a qualitative approach of observation and interviews in the data collection process, using a guided set of questionnaires to assist in the interview process to avoid being biased to other sample groups in the findings. The population for this research is to observe shoppers/consumers in grocery stores who form part of the anonymous experiment to assess green marketing persuasion. The research wants to understand consumers and by watching what consumers purchase, and what fundamental principles do consumers follow towards brands or products when through the purchasing process. This population will allow for specific in-depth interviews to be developed during the course of observation to further examine reasons behind customer purchasing intent and decision making.

3.5 Sample

Quota sampling would best suit this research because, this sampling method decided while designing the study, how many people with which characteristic to include as participants (Berg, 2011). The characteristics of this research includes age, gender and profession. The criteria this study follows allows it to focus on people who would most likely have an experience with the investigation and who are most likely to shop. The age of this research focuses on middle, to high income earning. To rough estimate the age, participants have to be above 21 years of age to fully have an influence on the study. This can help to identify the different categories of consumers. Mothers/ fathers, students and professionals in the business sector. From this the focus on shop attendance can be narrowed down to frequent shoppers, who the most likely candidates of grocery shopping in everyday society. Interviews with support of questionnaire will aid both the researcher and consumer in guiding the conversation to an in-depth, meaningful understanding of their purchasing process.

Quota sampling method is a non-probability sampling and it can be defined as a sampling method of gathering representative data from a group or individuals from different groups (Berg, 2011). In order to achieve understanding consumers and research objectives, 15 to 20 consumers from each category group must be sampled in order to achieve roughly 60 responses by the end. The application of quota sampling ensures that sample groups represents certain characteristics of the population group (Harvery, 2017). According to (Alvesson, 2009) quota sampling is not dependent on the presence of the sampling frames. The sampling size has to be adequately enough to achieve sufficient information. Each group category must have 15 to 20 respondents to ultimately make up a conclusive result and feedback. Each group will be assessed on their level of awareness towards environmentally conscious products and from those readings we can rank from how aware they are to green marketing and brand awareness. This can create a comparison between the results, of how many customers from each social group actively seek products that are environmentally friendly, and those who don't notice it as much. Now, this allows to reate direction on brand marketing. Qualitative sample size should be large

enough to obtain feedback from all or most participants. By obtaining most perspectives will lead to the attainment research (Methodology, 2011).

3.6 Data collection methods

The data collection method will be done from two different perspectives. Firstly, an observation of the customers from each social group of Students, Parents and working professional will be conducted to analysis who are the most frequent customers and of those, who are purchasing cheese. Lastly, interviews with 5 to 10 individuals of each social customer group

The exploration of this observation will be assessed at an organic, sustainable and popular grocery store in Cape Town, Southern Suburbs that is close to Universities, schools and office spaces, and is also open to plenty of foot traffic from the passing train station, over 10 working days during peak hours to full understand, who are the main target audience that would be most influence by Green marketing strategies. The evaluation of this observation will allow more in-depth qualitative exploration of an individual's perceptions (Kaufman, 2012). Interviews offer the flexibility to adapt questioning to the responses of interviewees, to clarify questions, to explore issues that emerge from the respondents. Alternatively, questionnaire provide the researcher an opportunity to collect data from a large sample size with a low possibility of the responses distortion. With the intention to collect large amounts of data, this research will adopt the questionnaire instrument for the qualitative study to assist in interviewing consumers (Berg, 2011). The questions developed after observation will be specific and will allow customers the freedom to talk openly about the issues and influences of advertising and what impacts their purchasing process. These in-depth semi-structured interviews can provide a clear set of instructions that are reliable and comparable. Because this method is preceded by observation, it allows the research to be rich, clear and a precise understanding of the topic to develop relevant and meaningful argument to green marketing strategies. The inclusion of open-ended questions provides the opportunity for identifying new insight and understanding for customer behavior (Berg, 2011). Aiding in answering the research questions, specifically answering if consumers can change their behaviors that are beneficial towards the environment.

3.7 Data analysis method

Observation can help to identify common characteristics and traits best needed for this research to identify desired target markets for green marketing. Method 2 of interviews allows for more information and insight into the questions that need to be answered to fully understand the purchasing process and how to influence that. The comparison on behavior between questions one and two, will allow the study to better understand which target group is more susceptible to this form of advertising and what triggers purchasing intent.

The observational research, will help gather a collective profile of the customer and dive deeper into understanding our target market. The open-ended questions are specifically designed from the customer profile to direct the study specifically to social groups and their purchasing process without subconscious influence the customer responses, as this would make it impossible to accurately evaluate the study without being biased or unfair to other participants who haven't yet been assessed or alerted about the study. Having identified some collective traits in our customers, a second interview question will best suit to understand the process customers go through when deciding on brands and how to choose their brands or products. These questions will develop detailed customer insight into the effects of purchasing processes and the influence green marketing could have on society regarding environmental issues. Section 2 of the question will direct the research in looking for specific traits or processes people are doing once exposed to green marketing. The aim of green marketing is to make an influence on the hearts and emotions of humans. Once consumers have been exposed or informed of green marketing, will their customer attitude change towards brands and products, and to what extent?

A comparison between or observation of these results will give this research the opportunity it needs to assess the influences of green marketing on consumers and what behavior changes the green marketing can do for the world.

CHAPTER FOUR: FINDING AND INTERPRETATIONS

4.1 Introduction

Not all green consumers are equally green and do not tend to always buy green product. As a result, using targeted marketing strategy seems necessary for effective marketing of green products. This means that all green consumers cannot be targeted by a single marketing program; rather they should be divided into sections with similar characteristics. Then appropriate green marketing should be applied proportional to unique needs and characteristics of each part. (Beyrami, 2016)

In this chapter, the research will be observed and interviewed to understand and interpret the following outcomes by a means of understanding green marketing strategies. The qualitative research interview seeks to describe the meanings of central themes in the life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say. A qualitative research interview seeks to cover both a factual and a meaning level, though it can usually be more difficult to interview on a meaning level (Syeinar, 1996). This chapter will focus on the respondents in a standardised, open-ended interview so that the same open-ended questions are asked to all interviewees. This approach creates a faster interview that can be easily analyzed and compared.

The findings of this research will be discussed into three sections. Firstly, into an observational test, where initial examination of customers purchasing process, will allow to determine the most frequent consumers and who the suggested target audience of this research would be influenced by green marketing strategies. Secondly, the participants of each group will be asked the same questions and from that an observation and interpretation can assess each groups level of green brand awareness and to further understand the implications of green marketing and how specifically, Capetonians have been impacted from the recent Cape Town water crisis and methods to contribute to that.

Thirdly, a screening comparison from the initial customers purchasing observation and what the respondents of each group had to say to the open-end interview questions.

- i. Observational test
- ii. Standardised open-ended interviews
- iii. Screening comparison

The modern world has been caused increasing pollution and environmental problems and thus increasing public concern about the environment. These concerns have started to show off in their purchasing patterns, leading to the creation of a new group of consumers as green consumers (Rahman, 2015)

For effective marketing of green products, marketers require to divide green consumers into sectors with similar characteristics and use a distinctive green marketing mix for each target segment. Each key component of the green marketing mix has been described separately and practical advices has been presented for green products' marketers in each application. Then, the review of green consumers' characteristics and available green sectors in the market has been conducted according to previous empirical researches (Rahman, 2015).

4.1.1 Restatement of Research Question

The main purpose of the proposed study is to uncover the effects of green marketing and to better understand the target audience, susceptible to this persuasive marketing. As a result, this research will have concluded on the outlines of green marketing and strategies.

- How can Green marketing strategies influences consumer purchasing process?
- Would consumers purchase products based on environment protection?
- What do environmental consumers purchase products based on?
- What Green marketing strategies can be used?

4.2 Observation test

The observation of this research was conducted at a popular Cape Town grocery store, that believes in sustainable growth and using local farmers to support their industry and agriculture. This grocery store, is located in Cape Town's Southern Suburbs, and is close to nearby Universities, School, professional office spaces and a by train station allowing plenty of foot traffic. The observation was done for 10 working days, during peak hour of 4pm to 7pm, to identify who are the most frequent customers. For this research, the selected groups to identify are Students, Parents and Working professionals. Grocery stores in busy commuting areas on average, during peak hours' experience 200 to 500 customers through their doors, and of that number 43% shop again 2.5 times that same week (Williamsons, 2018). This is why the approach for this research had to be selected or categories by profession to accurately narrow down who are more influenced by green marketing target markets are.

The observation, as mentioned were selected to 3 social customer groups and only from those individuals who physically purchased something from this grocery store. How we defined Students, parents and working professionals was simple. Students, had to be identified with some form of academic, whether it be school books, student cards, back packs or some informal dress code. Parents had to have been shopping with their children to participated in this observation, and working professional had to have been professionally dressed and coming from work to their place of purchase.

Having identified the certain characteristic traits, it made the observation a lot clearer to address. The observation of target audiences was undertaken over 5 working, and can be represented in table 4.2.1. This table represents each day's recordings of the number of Students, Parents and Working professionals who had purchased something from this grocery store.

Table 4.2.1 – Observation test 5 working days

Days: 5 working days	Groups: 3	Students Average: 14	Parents Average: 28	Working professionals Average: 33
Day 1: 06/08/18 4:03pm - 6:55pm	Student Parents Working professionals	14	23	33
Day 2: 07/08/18 3:58pm - 6:58pm	Student Parents Working professionals	17	28	35
Day 3: 08/08/18 4:00pm - 7:00pm	Student Parents Working professionals	16	31	39
Day 4: 09/08/18 4:02pm - 7:01pm	Student Parents Working professionals	11	26	33
Day 5: 10/08/18 4:00pm - 6:40pm	Student Parents Working professionals	14	28	31

Table 4.2.1 additionally represents the average number of customers. 28 parents, 14 students, and 33 working professionals would have purchased items during peak hours every day. It was interesting to see, the relationship between professions and consumption. From the observation, it was recorded that parents would often fetch their children from school or afternoon sports and bring them with to weekly or daily grocery shopping. Were as working professionals, seem to only purchased small, convenient items that were necessary for daily consumption, although they were the most observed customers, they are the smaller consumer to product purchasing. Students, on the other hand seemed to prep and organize the items they purchased, focusing on the smaller detail when selecting brands, spending more time assessing the value or quality of the product.

Table 4.2.2 represents the next 5 working days during peak hours, at the same particular grocery store. This observation was constructed to watch how many, Student, Parents and Working professionals purchase the particular product of cheese. From this analysis, it was interesting to see that parents are the most likely to purchase the product of cheese, whilst working professionals were almost half of parents, yet working professionals are more frequent. This table has enough insight to identify, who are the most frequent customers, who of these groups consume the most and who would be suitable, to have a direct impact from green marketing strategies perspective, especially surrounding the Cape Town water crisis.

Table 4.2.2 – Observation of customer ‘cheese’ purchase

Days: 5 working days	Groups: 3	Students Average per day: 14 Cheese Average: 2	Parents Average per day: 28 Cheese Average: 10	Working professionals Average per day: 33 Cheese Average: 4
Day 1: 13/08/18 4:12pm - 6:52pm	Student Parents Working professionals	16 Students 3 Purchased	19 Parents 6 Purchased	34 Working P 2 Purchased
Day 2: 14/08/18 3:55pm - 6:50pm	Student Parents Working professionals	13 Students 2 Purchased	21 Parents 12 Purchased	30 Working P 4 Purchased
Day 3: 15/08/18 4:01pm - 6:55pm	Student Parents Working professionals	10 Students 2 Purchased	33 Parents 13 Purchased	31 Working P 11 Purchased
Day 4: 16/08/18 4:10pm - 7:01pm	Student Parents Working professionals	13 Students 1 Purchased	28 Parents 14 Purchased	29 Working P 3 Purchased
Day 5: 17/08/18 4:00pm -	Student Parents Working	17 Students 3 Purchased	29 Parents 9 Purchased	23 Working P 4 Purchased

6:30pm	professionals			
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4.3 Standardised open-ended interview

The following interview questions, have been designed in a structure to be efficient and useful to avoid being bias to other participants involved, especially since the interviewers are less aware and knowledgeable about the research problem. It is also important that a comparison must be made between the divided groups. The open-ended questions allow participants to speak freely and this choice is best for an evaluation of their customer insight when replying on their inexperience or knowledge of the topic. The following table outlines the interview questions asked to the 12 anonymous volunteers for this research. Four individuals from each target group have been questioned at different times, separately, to allow the feedback and answers to be uninfluenced by others opinion or knowledge of the study.

Q1. Has the water crisis in Cape Town affected you in anyway?

Q2. How many times a week do you general do shopping?

Q3. Are you aware of the products you are purchasing?

Q4. Do you feel you are environmentally conscious in your day-to-day life?

Q5. Are you environmentally conscious when purchasing products from different brands?

Q6. How do you place value on the products you purchase?

Q7. Would you support brands that are environmentally conscious with their products?

Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?

Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?

4.3.1 Participant Evaluation - Students

The interviews suggested, that students living in Cape Town have been effected by the water crisis at some degree. It was understood that students living with others in 'Digs' or shared accommodation had to really pay close attention to the amount of water consumption they all used on a daily basis, as suggested multiple individuals living in the same house all using water from the same source. Thus, it was evident students have been effected by the water crisis by regularly having to watch how much water they were using, as the Cape Town municipality increased water restriction tariffs and fines for over water usage.

The observation of students suggested they didn't frequently shop as much compared to Parents and working professionals, but are very conscious to the products and value of the product they want to purchase. The students felt as if they all followed environmentally conscious morals, installed from a younger age, but social media and the influence of global warming becomes more apparent, students felt they had more of an eye for eco-friendly products that contribution towards the environment in some way. Students felt very passionate about supporting local brands too, and this resonated strongly in the places they shop. Students have a key focus on value. They desire quality foods at an affordable price, but mostly judge the value or quality of the product on its price. If the price was too high or deemed unnecessary at the time, students avoided buying products that were organically made or resembled some overly priced value for what the product was.

An example of this, that come up the frequently with students was Himalayan pink Salt. The product was significantly more expensive than normal salt for the same value of product. Budget and organized purchase pricing seems to be the trend amongst students purchasing process.

Students as mentioned, resembled a strong responsibility to being environmentally conscious when selecting products and brands. Although students mostly purchased products based on budget and value, they still when choosing the brand or product, consider the environmentally impact. The question of supporting local brands that are contribution to the Cape Town water crisis got students excited, and had a positive reaction. Students felts it was significant to relate current issues to charitable

or organizations, that contribution towards environmental protection without having to much work. The issues came at increasing costs, students had a negative perception to an increased price on grocery products, as they felt it wouldn't be contribution to the water crisis, but rather to the expenses of maintaining quality foods from that organization during this water crisis.

Throughout the observation and interviews, students had a strong association to ecofriendly manufacturing or sustainable production. Although the water crisis had affected them in some way, students felt more responsible to creating a bigger impact than just to Cape Town. The influence of green marketing on students could influence them to resonate or proactively demonstrate commitment to green solutions and behavior. The study of students purchasing behavior process however, didn't reflect accurately to complete green product purchase. Students often, purchased products according to their budget, and not of the production or manufacturing process of the product or brand. Although they have a strong responsibility to be green conscious, budget does affect their purchasing process, and the expectation for green marketing strategies for students, might be short and few, but could be directed to influence them in another way.

4.3.2 Limitations of Students

Students as a group are inconsistent with purchasing, normally only needed the essentials and disregarding the factors like reputation, values, or different brands, but rather on price. Students have a limited buying interest, meaning they shop according to budget and wouldn't necessarily pay for a special brand or product that was contributing to the Cape Town water crisis. Often students are influenced by social or cultural groups to confirm, or feel responsible for environmental protection by their peer or classmates, ultimately misjudging believes or concerns they might have.

4.3.3 Participant Evaluation - Parents

Parents were interesting observation. As described, parents in this observation had to have children with them to accurately narrow down characteristics or common ground between all interviewers. The Cape Town was a common worry between parents, ultimately the concern of finances and health of their children. They resembled a high priority for the current water crisis and this was great customer insight into their response to local issues. Parents had problems with rising water tariff expenses and restrictions, especially when parents had 2 or 3 children to look after still. Bathing, dishes, cleaning and general hygiene was their biggest concern.

Parents, on average shopped 2.5 times during the week for necessary items, and are the most consistent consumers when purchasing the same items. It was suggested that parents are very aware of the products they purchase. Price isn't their final conclusion. Parents put emphasis on value, quality, quantity, reputation, ingredients and then price. Parents have a strong conscious to healthier eating and purchase goods based on lots of factors.

The participants each agreed they are environmentally conscious with their day to day living and purchasing products that contributed or support sustainable farming and environment protection. The interviews suggest parents argued on the question of contribution to the Cape Town water crisis, as they implied local government should be doing something about it, and not having the citizens pay already expensive to contribute to this cause. However, the response to supporting brands and products towards environmental protection or sustainable farming was agreed upon. Parents felt they have a responsibility to their children to leave something better behind, and also to teach and guide their children to protect the environment and contribute in any way possible.

The matter of environmental protection and sustainable farming is a great opportunity for green marketing strategies to Parents. The focus point for parents is to teach better behavior and responsibility to their children. The future of this planet was a high priority for parents. Green marketing strategies could be used to design concepts of brighter futures for generations and sustainable production that

could be left as a legacy from generations living now. Therefore, the final interpretation of parents would be describing them as assessable targets for green marketing, as they feel strongly responsible for the future of their children and price of supporting products or brands that are environmentally proactive was priceless. Detailing parents consume products, on value, quality and all factors that deem a quality products, parents would be in support of.

4.3.4 Limitations of Parents

Parents may have felt encourage to feel more responsible for the environment because of having their children with them. The subject is sensitive when discussing the future of the planet and generations to come, and emotions can mislead one's actual behavior.

4.3.3 Participant Evaluation – Working Professionals

The observation of working professionals showed, that this group is the most frequent customer to visit a grocery stores, showing an average of 3.5 times a week. The observation of working professionals was difficult to narrow down their purchasing behavior. As further studies showed, it describes two types of working professionals. The first, was working professionals purchasing on-the-go products, not paying much attention to price, quantity or reputation, but on quality of the product and convenience. The second type of working professional was as described a Savvy Shopper. Savvy shoppers are consumers who are coping with the difficult economic situation by shopping less frequently, spending less during each shopping trip and buying bigger packs for better value (Thompson, 2018). This Savvy shopper/working professional, would purchase daily groceries that seemed necessary for short term usage and convenience for better value and size. These working professionals are consuming different products at a larger quantity. This suggested that working professionals or savvy shoppers, might be susceptible to green marketing strategies by using quantity as a value trait to green consumerism

Working professionals felt the water crisis in Cape Town had affected them at work and at home. Offices blocks and businesses in Cape Town, had been placed under

water restrictions and some establishments had no running water. Other companies would spend thousands installing water solutions and portable toilet so that employees would have to leave work to just go to the bathroom. As mentioned, working professionals are the most frequent shoppers, and would be the likely candidates for green marketing strategies. Working professionals are often daily consumers and have said they are aware of the products they purchase, but not always aware of what contribution or effect that product is having to the environment. The convenience of small items doesn't seem like a major priority to check for ecofriendly products. although, with the water crisis as a contribution factor to supporting our community, working professionals say they would spend more money on products that are contribution to this issue, out of conveniences. Their time is important and can't always be aware of the products they purchase on a daily basis. They placed value of products on the quality, and this created the opportunity for green marketing. Green marketing could use convenience items to support local brands for this specific target market, using the benefit of "an extra buck" to promote brands or products that are specific to them and current.

4.3.3 Limitations of Working Professionals

Working professionals had different views on spending money. Some agreed that spending the extra cash on products or brands that support the environment should be consciously done, whilst others suggested that the economic situation can't allows them to always spend extra cash, when other product offer the same value to them, for less. This made the scope of grouping working professional rather difficult to accurately suggest or transcribe, what level of awareness they are to green marketing, or alternatively which working professional would best be influenced.

4.4 Green segment marketing profiles

To narrow down the interviewed consumers, Chan Yew Ling degrees of environmental concern, can suggest to segment the market into different shades of green. The Roper survey divides consumers into the following groups (Ling, 2013):

- i. Greenback Greens: Greenbacks differ from True Blues in that they do not take the time to be politically active. But they are more willing than the average consumer to purchase environmentally friendly products.
- ii. True Blue Greens: True Blues have strong environmental values and take it upon themselves to try to effect positive change. They are over four times more likely to avoid products made by companies that are not environmentally conscious.
- iii. Sprouts: Sprouts believe in environmental causes in theory but not in practice. Sprouts will rarely buy a green product if it means spending more, but they are capable of going either way and can be persuaded to buy green if appealed to appropriately.
- iv. Grouzers: Grouzers tend to be uneducated about environmental issues and cynical about their ability to effect change. They believe that green products cost too much and do not perform as well as the competition.
- v. Basic Browns: Basic Browns are caught up with day-to-day concerns and do not care about environmental and social issues.

Students in this research, could be referred to as Spouts Greens. They have a noticeable interest in being environmentally conscious, but would rarely buy sustainable products or support brands that did. But as suggested, would be persuaded to green products if marketed correctly.

Parents in this research, can be labelled as Greenback Greens. They have actively in support of being environmentally conscious and are willing to purchase, support and consumer specific products or brands based on their environmentally contribution.

Working professionals, although they have a mix of Sprout Greens and Greenback

greens, working professionals feel actively aware of being green conscious in their daily consumption, but also were reluctant to spend more on products just for the sake of being ecofriendly. Alternatively, if the product was the right price and aligned with their values, working professionals could also be persuaded to green marketing strategies.

4.5 Green Marketing Strategies

4.5.1 Green pricing

Greg M. Bohlen suggests that consumers associate green products with higher prices in comparison with the not green ones (Bohlen, 1993). Yes, it can sound true, if we for example, would compare the price of simple tomatoes from South Africa in retail store and the price of ecological tomatoes originated from the same country. So, the price of ecological tomatoes will be about 20-25% more expensive than regular tomatoes. What is the idea, that customers would choose ecological if there are cheaper? Do they experience the added-value of more expensive ecological tomatoes? Yes, they will do in long-run if they are well informed and have sufficient knowledge about the benefits of ecological food products to the health. Image can't play a vital role here, as long as nobody see what they buy or they do not spread this information to others in order to get recognition from other people (Bohlen, 1993).

4.5.2 Green logistics

Logistics is the integrated management of all the activities required to move products through the supply chain (Murphy, 1995). For a typical product, this supply chain extends from a raw material source through the production and distribution system to the point of consumption and the associated reverse logistics. The logistical activities comprise freight transport, storage, inventory management, materials handling and all the related information processing. The main objective of green logistics is to coordinate these activities in a way that meets customer requirements at minimum cost. In the past, this cost has been defined in purely monetary value, but as concern for the environment rises, companies must take more account of the external costs of logistics associated mainly with climate change, air pollution, noise, vibration and

accidents. There can be a lot of ways to minimize environmental costs within more effective logistics process: smaller packages with more concentrated products (Murphy, 1995).

4.5.3 Green Promotion

Modern society lives in the data overloaded world, so that marketing can be very careful in providing green communication. That is why before providing information regarding green products, or marketeering strategies should analyze what kind of environmental information is needed from its target audience. consumers want to receive information and understanding what channel they would prefer to be communicated by, and how much they understand of that what has been communicated is the ultimate achievement of persuasive marketing (Polonsky, 2016) The environmental conscious consumers have a lot of eco-knowledge before they decide to buy green products and they would be lees persuaded to green promotion then those who do not buy green products. That is why green promotion can be more oriented to the potential eco-consumers. Internet and social media can play an important role in green strategies as an alternative distribution channel and as an alternative communication channel, which all cause less harm to the environment, and creating a competitive advantage while saving total costs and seeking differentiation (Polonsky, 2016).

4.5.4 Eco-labelling

Eco-labels are considered to be a strong and effective tool to market greener products and services, thereby, making it easier for consumers to identify products and services that are kinder to the environment. This means that eco-labelling and eco-certification is a way to practically verify the green-message that has been communicated to the society. At the same time, eco-labels enhance consumers to trust in green products (Simon, 2006).

4.6 Trustworthiness of Research

Trustworthiness or rigor of a study refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of a study (Alvesson, 2009). In each study, researchers should establish the protocols and procedures necessary for a study to be considered worthy of consideration by readers

The criteria include credibility, dependability, confirmability, and transferability; they later added authenticity (Beck, 1994). Each of these criteria and the typically used procedures will be out- lined.

4.6.1 Credibility

Credibility of the study, or the confidence in the truth of the study and therefore the findings, is the most important criterion (Alvesson, 2009).

The study was conducted using standard procedures for qualitative research. The truth about this research is that it addresses modern day issues mixed with new theories and insight to consumer behavior and consumerism. The models both from (Mayer-Salovey, 2009) and (Kaufman, 2012) question the influence and impact modern subconscious has on our day to day purchasing. The truth in this study, is to identify how people respond to green marketing, whether practitioners can use this methods in future studies.

4.6.2 Dependability

Dependability refers to the stability of the data over time and over the conditions of the study (Beck, 1994). The world is constantly changing and to support this research, constant updates and new data have to be examined, to give this research meaning. Green marketing is a new trend and the world is let to see and feel the impact it can make. The dependability of this research comes down to consumer's reaction, and how that will affect the results over a longer period of time

4.6.3 Confirmability

Confirmability is the neutrality or the degree findings are consistent and could be repeated. This is analogous to objectivity in quantitative research (Beck, 1994)

Methods include maintenance of an audit trail of analysis. Qualitative researchers keep detailed notes of all their decisions and their analysis as it progresses. In addition, depending on the finding, the researcher can conduct member-checking with study participants or similar individuals.

4.6.4 Transferability

The nature of transferability, the extent to which findings are useful to persons in other settings, is different from other aspects of research in that readers actually determine how applicable the findings are to their situations (Beck, 1994). This research wasn't designed for one stream of interest, but for multiple researchers to dive into the process and function of green marketing. Hopefully this research is used for advertising purposes, large audience surveying and influence and business use this approach to shift product or brand naming to follow an eco-friendly path instead of harming the environment.

4.7 Conclusion

Chapter four is presented in a narrative to the overall findings and interpretations in relation to each research question and objective, which related to the observation and semi-structured interviews with participants. With the use of green marketing strategies, the research is able to facilitate how consumers feel towards green marketing products. With each interpretation gained from the participants, it has further assisted the research in establishing the best form or direction to influence common shoppers with green marketing, accompanied by strategies companies or brands can use in their advantage, to attract environmentally friendly behavior.

CHAPTER FIVE: CONCLUSION & RECOMMENDATIONS

5.1 Introduction

In this chapter, the research will be answering each research objective as stated in chapter one. Taking into consideration the finding and interpretations and current literature about the topic. Furthermore, once the research objectives have been answered, the research will make use of the solutions to each objective to answer the research problem. This allows the research to propose new recommendations and thus conclude the research topic.

5.2 Research Questions

5.2.1 Research Question 1: How can Green marketing strategies influences consumer purchasing process?

Green marketing tools, such as eco-label, eco-brand and environmental advertisement, will make perception easier and increase awareness of green products attributes and characteristics. The consequence of this will guide consumers into purchasing environmentally friendly products. Applying these policy tools plays an essential role in altering consumer purchasing behavior to buy environmental friendly products, therefore, reducing the negative impact of synthetic products on the environment.

5.2.2 Research Question 2: Would consumers purchase products based on environment protection?

The current rapid growth in the economy and the patterns of consumer's consumption and behavior worldwide are the main cause of environmental weakening. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakens developing countries to the green movement. Consumers who are aware of and interested in environmental issues are called green consumers. consumers accepted green products when their primary need for performance, quality, convenience, and affordability were met, and when they understood how a green product could help to solve environmental problems. The knowledge gap on the uses and values of

green products prevents consumers in committing themselves to any purchase decisions.

5.2.3 Research Question 3: What do environmental consumers purchase products based on?

Gathered from the initial finding and insight from customer interviews, the purchasing process of customers for green products can be based on 4 elements.

1. The influence of the company's performance on consumer's mindset
2. The consumers recycling behaviors
3. Prices tradeoffs between non-sustainable products compare to sustainable
4. Finally, the influence of information based on that's products environmental impact

5.2.4 Research Question 4: What Green marketing strategies can be used?

In recent decades, sustainability has become a priority for consumers, who are increasingly on the lookout for products that are high-quality, affordable and environmentally-friendly

Green Design

Companies can't resort to green-washing their entire business, because their products and services are not green to begin with. A take-out bag with a big recycle symbol on the front that was actually be made from renewable products, and not recycled paper

Green Positioning

A company should explicitly promote its sustainability performance and those of its products and services as a key component of its business activities. Everything a company does should reflect its sustainability values.

Green Pricing

A company should highlight how a green product or service can help consumers save key resources. This allows consumers to actively participate in sustainability. They become aware that their choice is about investing in something that will allow them to save money and resources in the future, rather than making a short-term purchase.

Green Logistics

In addition to a product or service being green, its packaging must also be green . Packaging is the first thing that consumers see. Unsustainable packaging has the potential to dissuade consumers from purchasing unsustainable products.

Green Disposal

An effective green marketing strategy takes into consideration every aspect of a product's life cycle. From production to disposal, everything must be sustainable. Unsustainable disposal practices can be hazardous to both the environment and human health if not properly done.

5.3 Ethical implications and Limitations

Firstly, since all respondents have to be categories, it could be biased an unlevelled, having more respondents for different groups Therefore, future studies should experimentally investigate the effectiveness of green advertisements containing various levels of greenness by showing them to different groups of respondents so that each respondent has to judge only one green marketing strategy instead of the whole process. Secondly, it would be interesting to investigate the impact of level of green brand awareness on other measures of ad effectiveness such as attitude towards the green advertisement (Walke, 2014)

Privacy and confidentiality. There is a particular issue with questionnaire inquiry, as in the case of using interviews to study issues between products and people using interviews to study consumer behavior can be threatened when the interviewer probes into areas that at least one interviewee would prefer to keep private. Confidentiality is threatened when the interviews reveal details between the pair that were previously secret.

Informed consent is extensively examined in this research. The issues of privacy and confidentiality are identified as reasons for its particular importance in interview research. Whilst it is desirable for the participant to know the privacy and confidentiality requirements before agreeing to the interview, the privacy issue suggests that this cannot be entirely assured.

Many interviews concern issues that are sensitive, this can make interviews emotionally intense. They might potentially harm both interviewees and interviewers. In this research, close examination to products and brand could lead to further harm of products or reputation than just trying to find out detailed information on purchasing processes (Carpenter, 2017).

5.4 Conclusion

This research was developed to provide insight into the effects green marketing could have on consumers and their purchasing process. The research has showed that green marketing can be effective, if utilized to the right target audience and supported by establishments that have followed green consciousness throughout their corporate image. This research has given valuable insight in green conscious mindsets and the processes to influence marketing strategies. Cape Town has been experiencing its worst drought, modern solutions and alternatives need to be made. The amount of water dairies can conserve or use, could better serve the environment and community surrounding them. On the issue of conservation, green marketing strategies could be used to address issues or concerns that play on the emotions of humans, this proves for great opportunity to understand the influence of green marketing and factories to increase brand awareness for green consumers. Thus, this research has focus to understand individual influences to green marketing and the consumer behavior purchasing process, that can added value to understanding how to influence and impact the subconscious of consumers.

Annexures

SECTION A:

Appendix A: Participant 1

Participant 1	
Group: Students	
Age: 21	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, washing mostly. Alternative options have to be made
Q2. How many times a week do you general do shopping?	1-2
Q3. Are you aware of the products you are purchasing?	Sometimes, but not always
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes, in my daily life I feel responsible for my own actions
Q5. Are you environmentally conscious when purchasing products from different brands?	No- the products are overpriced and I feel I can contribute in something else
Q6. How do you place value on the products you purchase?	Price Repuatation
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products	No, again to expensive when comparing to normal prices on small budgets

supporting the Cape Town water crisis even if they were more expensive than other products?	
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Appendix B: Participant 2

Participant 2	
Group: Student	
Age: 19	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes – stay in a huge digs with 6 flat mates, so showering and dishes take really long
Q2. How many times a week do you general do shopping?	1-2
Q3. Are you aware of the products you are purchasing?	yes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes, always
Q5. Are you environmentally conscious when purchasing products from different brands?	yes
Q6. How do you place value on the products you purchase?	Price, and quality mostly
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town	Yes

Water crisis?	
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes, if it was specific to the cape town water crisis, then yes because alternative plans need to be made and I am open to new ideas.

Appendix C: Participant 3

Participant 3	
Group: Student	
Age: 23	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, washing mostly, and 50 litres is almost impossible to live off every day for a long time
Q2. How many times a week do you general do shopping?	1 to 3 times maybe
Q3. Are you aware of the products you are purchasing?	Not always
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Not really, I could be better
Q5. Are you environmentally conscious when purchasing products from different brands?	Not really, but I do support brands that label that.
Q6. How do you place value on the products you purchase?	Price, student budget is tight
Q7. Would you support brands that are environmentally conscious with their products?	Yes

Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	No, the products are expensive and I would rather save the extra cash.

Appendix D: Participants 4

Participant 4	
Group: Student	
Age: 22	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, everything I o takes 20 minutes longer because of the crisis.
Q2. How many times a week do you general do shopping?	Once a week
Q3. Are you aware of the products you are purchasing?	Sometimes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes, but its hard to always be responsible about it
Q5. Are you environmentally conscious when purchasing products from different brands?	Not really
Q6. How do you place value on the products you purchase?	Reputation and quality
Q7. Would you support brands that are	Yes

environmentally conscious with their products?	
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes of course, anything to help the current situation

Appendix E: Participants 5

Participant 5	
Group: Parent	
Age: 35	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, the expesnive already for water have made living extremely hard
Q2. How many times a week do you general do shopping?	2 to 3 times
Q3. Are you aware of the products you are purchasing?	Yes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes, well atleast try to be
Q5. Are you environmentally conscious when purchasing products from different brands?	Yes, but not always
Q6. How do you place value on the	Quantity and quality

products you purchase?	
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes

Appendix F: Participants 6

Participant 6	
Group: Parent	
Age: 39	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, hygiene is a big factor in our house and we are struggling to look after 3 children with limited water usage
Q2. How many times a week do you general do shopping?	3 times a week
Q3. Are you aware of the products you are purchasing?	Yes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	No, children take up most of my focus
Q5. Are you environmentally conscious when purchasing products from different brands?	Try to be

Q6. How do you place value on the products you purchase?	Quality and Price
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes, but I would have to do more research on how it has contribution before I do anything

Appendix G: Participants 7

Participant 7	
Group: Parent	
Age: 39	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, the expenses of buying alternative solutions has been heavy.
Q2. How many times a week do you general do shopping?	Twice
Q3. Are you aware of the products you are purchasing?	Yes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes, always
Q5. Are you environmentally conscious	Yes, with all products

when purchasing products from different brands?	
Q6. How do you place value on the products you purchase?	Quality and reputation
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes,

Appendix H: Participants 8

Participant 8	
Group: Parent	
Age: 41	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, children washing and dishes seem to pile up over the weeks and nothing get clean
Q2. How many times a week do you general do shopping?	Twice
Q3. Are you aware of the products you are purchasing?	Yes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Not really, but I try to be for my children to learn

Q5. Are you environmentally conscious when purchasing products from different brands?	Not alwatys, but most the time I don't kow what differnt product are doing for the environment
Q6. How do you place value on the products you purchase?	Price normal
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes, anything to help Cape Town

Appendix I: Participants 9

Participant 9	
Group: Working Professional	
Age: 27	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, our work has had it water switched off
Q2. How many times a week do you general do shopping?	3 times
Q3. Are you aware of the products you are purchasing?	Not really
Q4. Do you feel you are environmentally	Yes sometimes

conscious in your day-to-day life?	
Q5. Are you environmentally conscious when purchasing products from different brands?	Not really
Q6. How do you place value on the products you purchase?	Conveniences and price
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	No, I would be broke everytime I purchased something from the shops

Appendix J: Participants 10

Participant 10	
Group: Working Professional	
Age: 31	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, our offices have buildt new water saving systems
Q2. How many times a week do you general do shopping?	Twice
Q3. Are you aware of the products you are purchasing?	Yes

Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes
Q5. Are you environmentally conscious when purchasing products from different brands?	Yes
Q6. How do you place value on the products you purchase?	Price and quality of the products depending on quantity too
Q7. Would you support brands that are environmentally conscious with their products?	Yes
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes, I have been effected both at home and work, so new methods I would be open to.

Appendix K: Participants 11

Participant 11	
Group: Working Professional	
Age: 29	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes
Q2. How many times a week do you general do shopping?	Twice a week

Q3. Are you aware of the products you are purchasing?	Yes
Q4. Do you feel you are environmentally conscious in your day-to-day life?	Yes, but I could be better. My work environment is very ecofriendly and they encourage us to be more user friendly at work and at home
Q5. Are you environmentally conscious when purchasing products from different brands?	Not really, don't enough information for me to purchase accordingly
Q6. How do you place value on the products you purchase?	Price normally, but quality is my main focus
Q7. Would you support brands that are environmentally conscious with their products?	Yes, if I was aware about it
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	Yes, because it will inevitably benefit me
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	Yes, but not hugely over priced

Appendix L: Participants 12

Participant 12	
Group: Working Professional	
Age: 30	
Q1. Has the water crisis in Cape Town affected you in anyway?	Yes, my expense has raised by 12%
Q2. How many times a week do you	

general do shopping?	
Q3. Are you aware of the products you are purchasing?	
Q4. Do you feel you are environmentally conscious in your day-to-day life?	
Q5. Are you environmentally conscious when purchasing products from different brands?	
Q6. How do you place value on the products you purchase?	
Q7. Would you support brands that are environmentally conscious with their products?	
Q8. Would you support local brands that are contributing towards the Cape Town Water crisis?	
Q9. If so, would you purchase products supporting the Cape Town water crisis even if they were more expensive than other products?	

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