

Exploration of factors that motivate purchasing behaviour of green products by the millennial generation

Student: Kentse Setshedi

Student number: 18012248

Supervisor: Amalia van Schalkwyk

Module: Research Methodology: RESM8419

POE

Qualification: BA Honours in Strategic Brand Communications

I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communication 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.

Word count: **10 255**

ABSTRACT

Environmental protection has increasingly become an important topic as society has become conscious of social issues in the last few decades. Social challenges such as air pollution and deforestation have become a great concern. Businesses have taken advantage of these challenges by manufacturing and retailing green products/ environmentally friendly products. Consumers have shown interest in purchasing these products. One of the consumer groups, namely millennials, are considered to be the part of those who purchase green products, and are regarded as the most powerful in terms of spending power and the ability to influence other consumers' purchase behaviour. There is limited information on the South African millennials on factors that influence them to purchase green products. As a result, this research seeks to explore the factors that motivate South African millennials based in Gauteng Province to purchase green products. A qualitative research method was utilized in which data was collected through one-on-one semi-structured interviews. This research method allowed participants to comprehensively express themselves. The study found that price, convenience and visibility play a critical role in influencing the purchase of green products. These finding can assist marketers and brand managers in creating communication strategies that effectively target millennials.

TABLE OF CONTENTS	PAGE
1. INTRODUCTION	5
1.1 Contextualisation	5
1.2 Rationale	6
1.3 Problem statement	7
1.4 Purpose statement	7
1.5 Research question	7
1.6 Research objectives	8
2. LITERATURE REVIEW	8
2.1 Conceptualisation	8
2.1.1 Millennials	8
2.1.2 Green products	8
2.1.3. Green marketing	9
2.2 Theoretical foundation	9
2.2.1 Consumer culture theory	9
2.2.1.1 Consumer identity projects	10
2.2.1.2 Marketplace cultures	10
2.2.1.3 Socio-historic patterning of consumption	11
2.2.1.4 Mass-mediated marketplace ideologies and consumers' interpretive strategies	11
2.3 Review of literature	12
2.3.1 Millennials	12
2.3.2 Factors influencing purchase decisions of millennials	14
2.3.2.1 Individual and Situational factors	14
2.3.2.2 Green economy, consumers and products	16
2.3.2.3 Green marketing	17
3. RESEARCH DESIGN AND METHODOLOGY	19
3.1 Interpretivist paradigm	19
3.2 Research approach and design	20
3.3 Population and sampling	21
3.4 Data collection method	21
3.5 Data analysis method	23
4. FINDINGS AND INTERPRETATION	24

<i>4.1 Findings</i>	24
<i>4.2 Discussions</i>	31
<i>4.3 Recommendations</i>	31
<i>4.4 Trustworthiness</i>	32
5. CONCLUSION	34
<i>5.1. Response to the research question</i>	34
<i>5.2 Implications</i>	35
<i>5.3. Contributions</i>	35
<i>5.4 Future actions</i>	35
<i>5.5 Ethical considerations</i>	36
<i>5.6 Limitations</i>	36
REFERENCES	38
ANNEXURE A: CONCEPT DOCUMENT	58
ANNEXURE B: ETHICS CLEARANCE LETTER	59
ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS	60
ANNEXURE D: GUIDANCE QUESTIONS	64
ANNEXURE E: ORIGINALITY REPORT	66

1. INTRODUCTION

1.1 Contextualisation

More than 75% of the earth's land areas are substantially fragmented and degraded as a result of the dangerous impacts of human consumption lifestyles on the natural environment (Ramsar, 2018; United Nations Environment Programme, 2019). These consumptions are related to the unsustainable levels of agricultural expansion, natural resource and mineral extraction, and urbanization (Ramsar, 2018). Africa's current population of 1.25 billion is expected to double by 2050, placing further pressure on the continent's biodiversity (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), 2018). If our consumption trends continue, 95% of the earth's land areas could become degraded by 2050 (Leahy, 2018).

Globally, businesses had begun to realize these threats, took advantage of this and started working towards minimising impacts of businesses on the environment through various interventions (Joshi & Rahman, 2015). These interventions include manufacturing of products that are less harmful to the environment with the end goal of selling such products to consumers (IPBES, 2018; Leahy, 2018).

Stemming from the need to protect the environment and consume products that are least damaging to the environment, the research topic seeks to explore factors that motivate purchasing behaviour of green products by the millennial generation, also known as Generation Y (Gen Y). These factors include aspects of how green marketing plays a role in drawing in this group of consumers.

Selecting to focus on millennials originates from the realisation that they are considered the most powerful consumer group in the marketplace globally, having the greatest spending power and great influence over other generations (Barbic, 2018; Fromm, Butler & Dickey, 2015). As a result, they are likely to have an equally great impact on the environment and could play a key role in caring for the habitat through consumption habits that will benefit the natural environment. Understanding who they are and what motivates certain purchasing habits will go a long way in informing government and businesses on how to advertise to them in general thereby contributing to positive social change.

1.2 Rationale

In a study on factors affecting green purchase behaviour, Joshi and Rahman (2015) suggest that there is willingness among consumers to use green products but that does not translate to actual purchase. Leonidou and Skarmas (2017) support this view specifying that a business' genuine and altruistic environmental efforts can play a role in influencing positive consumption of green products by consumers thereby discarding green consumption scepticism.

Caring for the environment cannot be stressed sufficiently as humanity's existence and survival depends on it; hence eco-friendly consumption behaviour can contribute to environmental protection (Bhatt & Bhatt, 2015). The preservation of the environment is the primary responsibility of businesses as they are the dominant institution on the globe and must directly address the social and environmental problems that afflict humankind (Hawken, 2007). This can be resolved through sustainable development i.e. generate profit while at the same time protecting the environment (Danciu, 2017).

The attitude of consumers versus actual purchasing behaviour is a gap that has resulted in brand communicators and marketers facing a challenging task to develop communication strategies for green products that connect with the consumers (D'Souza, Taghian & Khosla, 2007; Interbrand, 2004). As a result, it is clear that there needs to be an understanding of factors that motivate purchasing behaviour of green products by consumers (Joshi & Rahman, 2015), in this regard millennials, with particular emphasis on advertising.

This study makes an academic contribution towards a better understanding of factors that motivate the purchasing of green products by millennial consumers from a South African perspective as most literature on millennial consumers is for developed countries (Naidoo, 2018). Also brand managers and marketers will benefit from the study being provided a clearer understanding on how their communication strategies can be tailored to attract millennials.

1.3 Problem statement

Gatersleben, Steg and Vlek (2002) suggest that people who spend the most on organic and green products are the young and affluent class. This cohort links with the millennial generation which constitutes about 27% of the South African population (Statistics South Africa, 2019). Millennials are well known for being tech savvy, and among other characteristics utilise social media to create a shared sense of identity (Berthon, Pitt & DesAutels 2011). These individuals are an important target market for the green movement, and remain under researched, specifically concerning their attitudes towards environmental issues (Lee, 2009).

In contrast, it has been documented that there is little evidence to suggest that purchasing of green products has increased despite environmental concern and positive attitude of customers towards sustainability and green products (Tseng & Hung, 2013). These factors compound the work that brand communication managers and marketers need to do to produce meaningful messages that will produce the end result of product purchase (Joshi & Rahman, 2015). Hence the need to explore factors that motivate purchase behaviour of green products by millennials, with particular focus on advertising as a factor.

1.4 Purpose statement

The purpose of the study is to explore the factors that motivate millennials to purchase green products. The results will add to the academic body of knowledge on the subject. The research will further provide relevant information to brand managers and marketing managers on motivations of green purchase behavior (Joshi & Rahman, 2015), specifically of millennials. This will assist them in tailoring marketing strategies better for green products towards millennials (Anvar & Venter, 2014).

1.5 Research question

What are the factors that motivate the millennial generation to purchase green products?

1.6 Research objectives

Objectives

1. To explore the attitude of millennials towards environmentally friendly behaviour.
2. To explore whether peer values influence purchase intentions of millennials of green products.
3. To explore whether green advertising is visible and understandable.
4. To explore whether green advertising influences millennials in their shopping habits.

Sub-questions

1. What is the attitude of millennials towards the environment?
2. Does peer values influence purchase intentions of millennial of green products?
3. Does green advertising influence millennials in their shopping habits?

2. LITERATURE REVIEW

2.1 Conceptualisation

2.1.1 Millennials

Millennials, also known as generation Y (Gen Y), is a generation of people born between the early 1980s and 1990s (Anvar and Venter, 2014; DeVaney, 2015). They are characterized by the use and adaptation of technology in their everyday lives, as well as values, life experiences, motivations, and common buying behaviours (Moreno, Lafuente, Carreón & Moreno, 2017). Research has concluded that on the globe only one of three generation Y members is Caucasian, Y being the most racially diverse generation in history (Talbot, 2012). The millennials support social causes and have a positive attitude towards those companies that are socially engaged (BUCUȚĂ, 2015).

2.1.2 Green products

Green product is a term that is used to describe environmentally friendly and sustainable products which are not only safe for consumption, but also their remains are degradable without any trace of chemicals (Sahni & Osahan, 2019). Lampo and Leong (2014)

describe green products as 'environmental protection', 'clean and not harmful', 'healthy', 'save the earth', 'reduce pollution', 'good or significant', 'recycling' and 'saving money'.

2.1.3. Green marketing

Green marketing entails the 'holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants (Mishra & Sharma, 2014). Polonsky (1994) defines it as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

2.2 Theoretical foundation

2.2.1 Consumer culture theory

Consumer culture theory has been defined as a stream of research that focuses on consumption patterns as a social and cultural practice i.e. as interpreted through different views of cultural meaning that is created by social and cultural forces such as myths, narratives and ideologies (Arnould & Thompson, 2005; Askegaard, 2015; Hannerz, 1992:16). Essentially the central focus of consumer culture theory is on the context, symbolic, experiential aspects of consumption as they occur during the consumption cycle i.e. from acquiring to consumption (Arnould & Thompson, 2005; McCracken, 1986). This theoretical framework threads through from the 1960s motivation research which sought to understand the deeper motivations underlying consumers' explanations of their behaviour (Arnould & Thompson, 2001).

Consumer culture refers to what consumers do and believe rather than an attribute of a consumer's character (Arnould, Press, Salminen & Tillotson, 2019). Also, consumer culture surrounds goods and activities with images which hold out the promise of self-expression, release and fulfilled desire (Featherstone, 1983). Culture in this regard is viewed as having a heterogeneous meaning with various layers of different cultural groupings rather than a homogenous construct (Arnould & Thompson, 2018).

Arnould and Thompson (2005) suggest four related areas on which the consumer culture theory can be built:

- *Consumer identity projects* that look into how modern consumers make use of market-related resources to create a coherent, complex and diversified self-identity.
- *Marketplace cultures* that look at how consumers forge a community identity, and how they share common value through interacting with the marketplace.
- The *socio-historic patterning of consumption* relates to institutional structures that shape consumption patterns e.g. gender, ethnicity, subculture.
- *Mass-mediated marketplace ideologies and consumers' interpretive strategies*. What message is commercial media transmitting regarding consumption? And how do consumers make sense of these messages and formulate responses?

2.2.1.1 Consumer identity projects

This category is based on the assumption that the market represents a source of symbolic resources through which consumers seek to build identity tales (Arnould & Thompson, 2005). Consumers choose identity positions they intend to constitute and represent, and integrate their different identity practices into a coherent narrative of identity (Arnould & Thompson, 2001; Fonseca, 2008). Joy and Li (2012) suggest that the predominant theme in identity projects is the flexibility of crafting identity. Furthermore, the ideology that a consumer is able to freely choose a mode of self-presentation has become widely accepted (Foster, 2007).

2.2.1.2 Marketplace cultures

In market place cultures consumers are viewed as producers of culture instead of just culture bearers (Joy & Li, 2012). Arnould and Thompson (2005) investigate how consumers forge community identity and how they share common value through interaction with the marketplace. In essence the research looks at how consumers create feelings of social friendliness, design distinct, fragmented, self-selected social worlds as they search for common consumer interests (Fonseca, 2008). The consumer's cultures,

subcultures and micro-cultures are studied (Fonseca, 2008). Joy and Li (2012) also add the question of how the emergence of consumption as a dominant practice reconfigures cultural blueprints for action as well as interpretation by consumers.

2.2.1.3 Socio-historic patterning of consumption

This body of research looks at institutional and social structures that influence and shape consumption such as class, ethnicity, community and gender (Arnould & Thompson, 2005). The objective is to determine what a consumer society is and how it is constituted and maintained (Fonseca, 2008).

2.2.1.4 Mass-mediated marketplace ideologies and consumers' interpretive strategies

Consumer ideology refers to the systems of meaning that direct and reproduce the thoughts and actions of consumers. As a result, these systems of meaning defend the dominant interests in society (Joy & Li, 2012). The approach by Arnould and Thompson (2005); Fonseca (2008) to these systems question messages commercial advertising transmit regarding consumption; and how consumers give meaning and formulate responses to these messages.

Linking to the consumer culture theory, the millennial cohort thinks highly of and considers peer review, networks for information gathering, socializing, forming and experiencing a sense of community (Valkenburg, Peter & Schouten 2006). Moreover, the use of social media by millennials allows for a shared understanding, shared norms and shared values among the cohort individuals (Ellison, Steinfield & Lampe, 2007). It also plays a role in shaping identity by what individuals share about themselves and, in turn, what others share and say about them (Christofides, Muise & Desmarais, 2009).

Millennial consumers select and consume brands that affirm who they are or aspire to be; that is to say they support brands that affirm their values and beliefs, and therefore engage them (Fromm, Butler & Dickey, 2015). They interpret and create meaning regarding brands in their cohorts in line with their beliefs and are able through socialization to

positively or negatively influence how a brand is perceived by other consumers (Halliday, 2014).

2.3 Review of literature

2.3.1 Millennials

Definitions vary of who the Millennial or Generation (Gen) Y generation is. DeVaney (2015) defines millennials as individuals born between 1980 and 1992; Fry (2018) suggests 1981 to 1996 and Ordun (2015), 1981 to 2000. Determining a fixed age range for millennials is difficult. As a decisive end point has not yet been established, the span of years defining millennials remains inconstant (Crawford & Jackson, 2019). The millennial generation is considered to be the largest generation ever (Tilford, 2018) and constitutes about 27% of the population (Statistics South Africa, 2019).

Millennials are well educated, optimistic, confident, culturally diverse and considered to be the first digital natives (Pike, 2017; Smith & Nichols, 2015). The youngest millennials probably cannot recall a world before cell phones (Smith & Nichols, 2015). Moreno *et al.* (2017) explain that as a result of world events, social and economic changes, technological integration in daily lives of millennials; they share culture and life experiences. Consequently, they have developed similar attitudes and beliefs.

However, Schewe, Debevec, Madden, Diamond, Parment and Murphy (2013) argue that although millennials may share some similar values and attitudes globally, those who live in countries that share a similar national culture have greater commonalities of attitudes and values due to their upbringing. This will impact on the language marketers use as they cannot use blanket approach strategies globally (de Mooij & Hofstede, 2011).

Millennial's high number and extensive use of technology is forcing change in the manner in which businesses engage with them and sell products and services (Gaudelli, 2009). Having marketing power and influence as their advantage, they are aware of options they have as consumers and take full advantage of this freedom of choice. They are also highly educated on the importance of caring for the environment (Gaudelli, 2009).

On the other end it has been noted that on the shopping front, despite high online traffic, when it comes to consumer habits, up to 50% of millennials still prefer to shop in brick and mortar stores (Business Wire, 2017; Kestenbaum, 2017). Although they have faced slow job market and debt, millennials are considered to increasingly become one of the most powerful consumer groups, impacting heavily the world's economy with increasing buying power (BUCUȚĂ, 2015; Moreno *et al.*, 2017).

Millennials' buying decisions are more affected by social media than any other generation (Duffet, 2015). They may trust the ideas of their virtual friends more than their real friends. Their use of technology allows them to expose their tastes and preferences around the articles they use constantly, such that they can even make a permanent promotion of what is attractive to them (Duffet, 2015; Moreno *et al.*, 2017).

On the other hand the millennial generation is considered one that prizes social value as they have the need for peer acceptance, conformity and affiliation (Dhanoa & Goyal, 2018). Purchasing certain products results in a sense of belonging and social approval from peers (Johnstone & Tan, 2015); however they are well known for their lack of brand loyalty (Babijtchouk, Dames, Gehan, Aleezer & Smith, 2018).

Nevertheless, millennial consumers want to be seen, known, and respected, and only those brands that invest in relationships through empathy, deep understanding and insight will prevail (Yarrow & O'Donnell, 2009). Millennials demand an authentic relationship based on a deep knowledge of who they are and what makes them buy (Yarrow & O'Donnell, 2009).

Millennial buyers select and consume products that help them define who they are, what is important to them, and what they value in life also serves to express some aspect of their own personality or image (Valkenburg, Peter & Schouten 2006). They use their considerable knowledge about the latest trends, images, and reputations of retailers, products, and brand names to be considered experts or leaders among peers. They have the desire to make the best decision regarding price and quality but also give consideration to making good investments for the future (Ordun, 2015).

It can be concluded that millennials as consumers are well educated on issues including caring for the environment as they source information from digital platforms, virtual friends and are able to form opinion about brands (Hall & Towers, 2017; Naderi & van Steenberg, 2018). They purchase brands that conform or help define who they are, and also value price and quality (de Kerviler & Rodrigues, 2019). Hence, green advertisers will need to speak a language that endorses the millennials' complete identity to be able to attract them (Debashish, 2017)

2.3.2 Factors influencing purchase decisions of millennials

2.3.2.1 Individual and Situational factors

Joshi and Rahmad (2015) have conducted an extensive review of 53 articles covering the subject of factors that motivate the purchase of green products. Their study looked at individual factors which are those directly related to an individual decision making, and situational factors. The situational factors are situational forces that affect the eco-conscious purchase decision of consumers (Joshi & Rahmad, 2015). These situational forces include price, product availability, social norm and reference groups, product attributes and equality, store related attributes, brand image, eco labelling and certification and exposure of the consumer to environmental media messaging (Joshi & Rahmad, 2015).

Joshi and Rahmad further concluded by summarising that out of the individual and situational factors identified the chief drivers positively influencing purchasing decision are environmental concerns, product attributes, environmental knowledge, and subjective norms. Conversely, the negatively impacting factors are high prices (Anvar & Venter, 2014), low availability of green products and lack of consumer trust in green products. Specific emotions e.g. guilt, store related attributes, advertising were identified as those lacking in literature requiring further exploration (Joshi & Rahmad, 2015).

Ng and Law (2015) support Josh and Rahmad's conclusion citing perceived environmental responsibility and the attitude of consumers toward green products as motivators of the consumers' intention to buy green products. Their increased environmental concern and positive environmental attitudes lead to higher buying intention of environmentally friendly

products (Lerro, Raimondo, Stanco, Nazzaro & Marotta, 2019). Care is related to the consumer's individual moral or ethical obligations and personal norms (Ng & Law, 2015). The stronger the motivating factor, the greater the purchase intention becomes (Ng & Law, 2015). Strong environmental values motivate consumers and increase their involvement in the purchase decision (Leszczynska, 2018).

Sarumathi (2014) presents a model of green purchasing behaviour where in addition to environmental knowledge, environmental awareness, environmental concern, he adds environmental beliefs. The factors stated in the model influence consumer attitude which leads to purchase intention and later to the actual purchasing of green products.

Anvar and Venter (2014) in a South African study on millennials point out that demographic variables are less reliable in determining consumer's pro-environmental behaviour; and Leszczynska (2018) adds that demographic variables seem to have less bearing on the actual purchase intention although care for the environment increases with age. However, it seems that males tend to be less environmentally friendly than females (Anvar & Venter, 2014).

Johnstone and Tan (2015) present other several inhibitors to positive decision making towards purchasing green products. Participants in their study indicated difficulty to go green, green stigma and green reservations. Difficulty to go green relates to the perception of consumers of external factors that make it hard to adopt greener consumption practices (Gleim, Smith, Andrews & Cronin, 2013). These consumers feel that insufficient income, lack of environmental knowledge and product knowledge, lack of sufficient time and self-discipline make it hard to commit to greener consumption practices (Johnstone & Tan, 2015). Some consumers also felt that living in urban areas made it harder to go green as cities were not viewed as having potential to be green spaces (Johnstone & Tan, 2015). In addition the consumers felt that people they live with or the government made it difficult for them to go green (Johnstone & Tan, 2015).

Green stigma relates to green messages and green consumers being viewed negatively (Tan, Johnstone & Yang, 2016). The social stigma includes viewing green consumers as not normal and unrealistic (Barnhart & Mish, 2016). It was observed that to avoid a negative self-concept, individuals would distance themselves from people or products that

might threaten their self-esteem and self-identity (Banister & Hogg, 2004). Other study participants also indicated that green consumers like policing, conducting green recruitment and think they are better than non-green consumers (Johnstone & Tan, 2015). This creates resistance and reinforces avoiding association with green consumption. Also, the feeling of being pressured into becoming green may be unwelcome (Johnstone & Tan 2015). Therefore green advertising needs to be done with awareness of these barriers and with care (White & Habib, 2018).

Green reservations – consumers who have these reservations do not see how they impact the environment negatively regarding product choice, have not had first-hand experience of negative consequences of using non-environmentally friendly products (Johnstone & Tan, 2015). Also, they do not see a significant difference between products being promoted as environmentally friendly and those that are not. It then becomes challenging for such consumers to adopt green behaviour (Lim, Ting, Ng, Chin & Boo, 2013). As a result, green behaviour is not yet a social norm (Johnstone & Tan, 2015).

2.3.2.2 Green economy, consumers and products

The origin of green economy was first heard of in the 1960s and 1970s as a result of environmental concerns becoming popular (Harper-Anderson, 2012). It has been defined as a system of economic activities relating to the production, distribution and consumption of goods and services resulting in the improvement of people's well-being while protecting the environment (Department of Environmental Affairs, [n.d.]).

Consumers who participate in the green economy are referred to as socially conscious consumers or green consumers (Bhatt & Bhatt, 2015). They are those that feel strongly that they can do something about pollution and try to consider the social impacts of their buying behaviour (Ali & Ahmad, 2012; Bhatt & Bhatt, 2015; Webster, 1975). Such behaviour is considered as environmental consumerism, green purchasing and consuming products that are caring towards the environment (Long & Murray, 2012). Examples of these green products include recyclable or reusable packaging, papers and plastics; energy-efficient light bulbs; and detergents containing ingredients that are biodegradable, non-polluting, and free of synthetic dyes or perfumes (Sarumathi, 2014).

2.3.2.3 Green marketing

Joshi and Rahman (2015) through the extensive sources they had studied, identified advertising, as a component of marketing, as an area lacking research with regards to being one of the factors that influence green product consumption.

The advertising landscape has changed considerably during the past two decades as digital media has become increasingly important (Acar & Puntoni, 2016). Dahlen and Rosengren (2016) as well as Schultz (2016) comment on the fact that there is still intense debate on how to accurately capture the definition of advertising taking into consideration the changes over the years. Despite this, Dahlen and Rosengren (2016) succinctly capture it as brand-initiated communication intent on impacting people.

The concept of green marketing has been viewed slightly different from traditional marketing. In its infancy the definition of green marketing, also known as ecological marketing or environmental marketing, dates back to the 70s when Henion and Kinnear (1976) highlighted that ecological marketing is concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems.

In later years green marketing has been defined as 'all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment' (Polonsky, 1994). Polonsky further clarifies that the definition is inclusive of the traditional components of the marketing definition. Of essence, he emphasises that green marketing should look at minimising environmental harm not necessarily eliminate it.

Govender and Govender (2016) identify four green marketing mix elements as product, price, green place and green promotion. They detail products as those produced in a manner that has minimal damage to the environment, and these green products are central to brand association, (Davari & Strutton, 2014).

Pricing on the other hand relates to the perception that some consumers view green products as expensive whereas others are willing to pay premium (Anvar & Venter, 2014; Aschemann-Witzel & Zielke, 2017). Green promotion entails the visual aesthetics of the product such as packaging which can be utilised as an effective marketing tool (Govender & Govender, 2016).

Lu, Bock and Joseph (2013) cite that when developing marketing communications, marketers ought to devote more attention to recyclability or re-usability, biodegradableness and positive health effects that stem from environmentally friendly product attributes. These characteristics share the strongest associations with millennials intent to purchase green products and affirms their values (Lu et al., 2013; Suntornpithug & Indiana, 2017).

Green price and green promotion were also found to significantly and positively relate to the perception of brand quality (Davari & Strutton, 2014). Also, research has found that when a business involves customers in their marketing processes, consumers identify more with the business and perceive the business as more customer oriented and innovative (Dahl, Fuchs & Schreier, 2015; Acar & Puntoni, 2016).

In an interview by Dicey (2016), HDI Youth Marketeers' Jason Levin explains that though research in the US has revealed that marketers spend up to 500% more on millennials than on any other group across platforms such as video, mobile, display and social, this is not the case in South Africa. Levin elaborates that local marketers are nervous about pleasing millennials and the incorrect view that they have less money to spend than their international counterparts is fairly prevalent still.

Based on the concepts discussed under the literature review it is clear that South African literature on the topic being investigated is limited. Schewe *et al.* (2013) had suggested that millennials with a similar culture have greater commonalities, attitudes and values. In South Africa the influence of culture on green purchase intentions by millennials is yet to be explored, considering the many cultural groups that exist i.e. race and religion.

In addition the literature also identified advertising as a big concern as it is lacking (Johnstone & Tan, 2015; Joshi & Rahmad, 2015). In the South African context the primary research for the research topic would need to assess whether advertising of green

products to the target group is visible, understandable, meaningful, and impactful, and leads to purchase intention and finally product purchase.

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Interpretivist paradigm

A paradigm is defined as a cluster of beliefs and dictates that guide researchers in a specific discipline what should be studied, how to go about conducting the research as well as how the results ought to be interpreted (Bryman, 2012). The interpretivist paradigm was selected for this study as the research sought to understand and interpret the meanings in human behaviour which reflect this paradigm. Humans change all the time and the environment in which they are in influences them (du Plooy-Cilliers, Davis & Bezuidenhout, 2014). The paradigm consists of epistemology, ontology, metatheory, axiology and methodology (Kawulich, 2012; du Plooy-Cilliers *et al.*, 2014; Scotland, 2012).

Interpretative research seeks to understand people's experiences in a natural setting where the individuals live (Kawulich, 2012). The study explored the millennial consumer; tied to this is their day to day environment, interpreting how they interact with it, experience it and create meaning (du Plooy-Cilliers *et al.*, 2014). The meaning ascribed to the world around them influences their consumption patterns and habits which further influences choices they make in purchasing and consuming green products; reflecting phenomenology.

The task was to interpret and gain understanding of the engagements of millennials with green products as described from their point of view conforming to the epistemology and ontological position of interpretivism. Epistemology enquires into the nature of knowledge and truth, viewing knowledge as subjective, dependent on the context and the people's interpretation of the information (du Plooy-Cilliers *et al.*, 2014). Ontology i.e. the nature of reality, explores the many social realities that exist due to varying human experience, including people's knowledge, views, interpretations and experiences (Kawulich, 2012).

The study sought to tell a story through understanding the detailed descriptions that participants provided. This assisted the researcher to formulate a theory regarding factors that influence millennials' green products consumption patterns based on the information and analysis supporting the meta-theoretical positioning of the paradigm (du Plooy-Cilliers *et al.*, 2014). In metatheory a story is weaved describing and interpreting how people live daily in a particular context using detailed description and direct quotes from the individuals being studied. The nature of the study was qualitative as the paradigm pursues subjective social reality that is also sensitive to context (Scotland, 2012). The method of conducting the study was through one on one in-depth interviews with participants.

The researcher formed part of the study becoming somewhat subjective in conducting the study i.e. empathising with participants sharing in their social values as data was being collected through the interview process (Kawulich, 2012). Axiology looks at the role of the researcher's own values at every stage of the research process (Kawulich, 2012). This meets the axiology criteria/ positioning of the paradigm.

3.2 Research approach and design

The research design selected for the study was the qualitative approach. This approach was appropriate as it stems from the interpretive approach, is idiographic in nature and aims to understand social life and meanings people attach to everyday life (Hancock, Ockleford & Windridge, 2009; Mc Roy, 1995). The approach allowed the researcher to understand the subjective experiences of participants i.e. see things from the participants' point of view (Neuman, 2011).

The study was cross sectional, exploratory and descriptive in nature. In exploratory research, data replication (reliability) and accuracy (validity) are usually not scientific criteria as the research design needs to be flexible to enable understanding of an unknown area of research (du Plooy-Cilliers *et al.*, 2014). Descriptive research on the other hand focusses on specific details of a social setting or relationship, asking the "how" and "why" questions (Kreuger & Neuman, 2006). Explorative research assisted in providing a better understanding of the research problem i.e. factors motivating the purchasing of green

products by millennials. Descriptive research assisted in describing the relationship between the millennials and their purchasing behaviour of green products.

3.3 Population and sampling

The target population were the millennial consumers in Gauteng Province, South Africa. The target population contains what is referred to as population parameters or population characteristics which include the nature, size and unique characteristics of participants (du Plooy, 2009). This involved the millennials as the unit of analysis whose unique characteristics included being 24-38 years old, tech savvy, educated and Gauteng based.

The ***accessible population*** is referred to as 'the final group of participants from which data is collected by surveying either all its members or a sample drawn from it' (Bartlett, Kotrlik & Higgins, 2001). The accessible population constituted millennials within the geographic area of Pretoria within reach of the researcher. Here they could be easily accessed for one on one in-depth interviews.

Non-probability purposive sampling method was utilised for the research. The sample size consisted of three (3) participants. The method was appropriate as the millennial participants selected were unknown and there had not been a probable chance of representing the target population (Acharya, Prakash, Saxena & Nigam, 2013; du Plooy, 2009). The list of characteristics of millennials enabled the purposive sampling method to be utilised as it is dependent on specific elements that needed to be included in the sample (du Plooy-Cilliers *et al.*, 2014).

3.4 Data collection method

The research data was collected through in-depth interviews which align with the qualitative approach (du Plooy-Cilliers *et al.*, 2014). The interviews were conducted in neutral venues, 1 in a restaurant and the other 2 at a local park during the day. The interviews were semi-structured which involved a number of open ended questions (Hancock *et al.*, 2009). This type of interview allowed for questioning that prompted the expression of views, opinions and beliefs of participants about a specific phenomenon (du

Plooy-Cilliers *et al.*, 2014); in this regard millennials' views, opinions and beliefs on the consumption of green products. The researcher was in a position to ask more in-depth questions and ask for clarity where needed, which allowed for more flexibility in the research process (de Vos, Strydom, Fouche & Delport, 2011). The interviews were transcribed and also recorded digitally on a cellular phone.

Before the interviews began, the participants were provided with a re-explanation of the purpose of the interview, why they were selected and how long the interview could take, and the use of a digital recording device. The participants had read through the explanatory information sheet days prior the interview. They also signed the consent forms. 15 semi-structured questions were posed to the participants that had been guided by questions from (Liao & Li, 2010; Mehta, [n.d.]; Mkik, Khouilid & Aomari, 2017; Polo, 2015), see Annexures C and D for consent forms and guidance questions.

It was noted and taken into consideration that semi-structured interviews do have strengths and weaknesses. When it comes to strengths, the semi-structured interviews have depth of information, the participants can influence the topic, meaning other unexpected issues/topics can emerge (Hardon, Hodgkin & Fresle, 2004). Also, the researcher can probe to understand perspectives and experiences, the topic guide makes sure that a core list of questions is asked to participants and due to the fact that the order of questions is not fixed, flow and sharing of views are more natural (Hardon *et al.*, 2004).

Semi-structured interviews were time consuming as the researcher and participants needed to travel and conduct the interviews at various neutral predetermined locations (du Plooy-Cilliers *et al.*, 2014). Also, besides taking down notes as the interviews were being conducted, additional recording devices were needed (du Plooy-Cilliers *et al.*, 2014) such as a cell phone. In addition, the researcher needed to be familiar with the local culture to capture the interviewees' real meaning; on the other hand analysis of the findings was complex and the findings difficult to generalize (Hardon *et al.*, 2004).

3.5 Data analysis method

The in-depth interviews were analysed through qualitative content analysis. It involved the systematic thematic analysis of texts i.e. analysis of stories in the transcripts of the open ended questions of the in-depth interviews (Du Plooy, 2009; du Plooy-Cilliers *et al.*, 2014) that were conducted with the millennials.

The eight steps of Zhang and Wildemuth (2009) were adopted in the analysis of the content of this study. They are:

1. Preparation of data:

The raw information from the interviews was transcribed into written text before analysis.

2. Defining the coding unit to be analysed:

The coding unit which are the concepts were used to group the data into various related themes.

3. Developing categories and a coding scheme:

The data was grouped into related units to form categories of codes.

4. Testing the coding scheme on a sample text:

A sample of one of the categories was selected to test for clarity and consistency in line with the objectives of the study.

5. Coding text:

The data was carefully scrutinised highlighting descriptive words, symbols which assisted in aligning information into sections that could be referred to when the data was analysed. The coded text was placed under section of themes for ease of analysis.

6. Assessing coding consistency:

The entire data set was rechecked for consistency of the coding.

7. Drawing conclusions:

Identified themes were concluded and inferences made and presented as reconstructed meanings deduced from the data.

4. FINDINGS AND INTERPRETATION

4.1 Findings

The information collected during the interviews was placed into themes which captured chunks of data that fit together (Maguire & Delahunt, 2017). The themes, interview questions and objectives that relate to the themes were all placed in a table to ease of referencing during the discussion of the findings.

All participants interviewed are within the age group of millennials and reside in Gauteng, Pretoria. They are well educated i.e. hold University postgraduate degrees.

Themes	Interview question	Objective
Theme 1: Awareness of environmental issues	6, 7	1
Theme 2: Practicing greening	8, 9, 10, 11, 14, 15	1, 2,
Theme 3: Green advertising	12, 13, 14	3, 4

Theme 1: Awareness of environmental issues

Findings

The first theme under analysis involved the awareness and understanding of environmental issues by participants. Environmental awareness entails understanding of the vulnerability of the environment and the importance of caring and preserving it (Mkik *et al.*, 2017). Linking this to green marketing, Adinyra and Gligui (2012) state that green marketing relies on the depth of knowledge that consumers have on environmental issues among other factors. All of the participants are well educated, and showed an accurate understanding of environmental degradation as a result of human activity, and the urgent need to heal and care for the environment. Gaudelli (2009) and Pike (2017) confirm the fact that millennials are well educated, even more than any previous generation; including on environmental and social issues.

An accurate example of one of the participants' definition or understanding of green products states that *"green products are products that are not causing harm to the environment such as organic pesticides and organic foods, the process that goes into how they are produced is not harmful to the environment, meaning the by-products of the process of production are not bad for the environment"*.

Another participant gave an example of the option of using recycled products such as paper straws which are biodegradable instead of plastic ones that are not biodegradable. Also, one other respondent mentioned beauty products manufactured in a manner that produces by-products that are not harmful to the environment. The key phrase used by all participants in explaining their understanding of green products is *"products that are not harmful to the environment"*.

During discussions one of the participants further cited *"the deplorable condition that the environment is in"* yet surprised by the extent to which they felt less informed/ conscious of environmental issues to a point of taking action. In essence the participant felt they should be taking issues more seriously and being much more active in doing their part in being environmentally friendly than just demonstrating knowledge of the environmental issues. In fact the participant was visibly upset at this awareness. Another participant shared a similar frustration citing ignorance in not taking environmental issues seriously enough to the point of action despite being knowledgeable. A study by Anvar and Venter (2014) and Kamaruddin, Ahmad and Alwee (2015) found similar results. They concede that even where consumers are ecologically aware and concerned, this does not guarantee that a green purchase will be made or participation in other green activities will occur.

One interesting outcome was that some of the participants indicated that the interview discussions were also assisting them in becoming even more aware and alert of environmental issues besides the knowledge that they already have.

Interpretation

All participants displayed detailed knowledge of environmental issues. However, over half of the participants indicated that their knowledge does not translate to the actual purchase of green products. Essentially, knowledge on its own is insufficient in influencing

purchasing intentions of millennials. Mei, Wai and Ahamad (2016) also agree with the other authors mentioned in the *findings*, that knowledge of the environmental issues does not convert into green products purchase.

Joshi and Rahman (2015) provide a possible explanation for the lack of green products consumption by consumers even with the knowledge of environmental issues. They suggest that 'a deeper understanding of the consequences of irresponsible consumption might prove to be more effective in making the consumer shift towards green consumption'. Other studies have found that a combination of environmental knowledge with environmental concern, environmental attitude, environmental awareness and environmental beliefs lead to the purchase of green products (Azami, Bathmanathan, & Rajadurai, 2018; Bhatt & Bhatt, 2015; Bischoff & Liebenberg, 2016; Sarumathi, 2014).

Theme 2: Practicing greening

Findings

Theme 2 looked into the purchase habits of the participants, including as to whether they read product labels. Furlow and Knott (2009) posit that individuals who are environmentally conscious, engaging in environmental practices are likely to pay attention to product labels. Over half of participants admitted that product labels are not really a concern when shopping for products in general. In that regard they do not even specifically or consciously enquire through the labels as to whether products are environmentally friendly or not. Another participant mentioned that their spouse is the one who pays attention to product labels which influences the choice of products to purchase for the family.

The participants also indicated that they do not seek out environmentally friendly products in shops, they simply purchase based primarily on convenience (in terms of the products being readily available) and affordability. Ordun (2015) supports the price concern stating that millennials desire to make the best decision regarding price as well as quality when it comes to shopping. Nonetheless, one participant hinted to the fact that as there is a child in the household, they do purchase environmentally friendly cleaning products and pesticides.

All respondents emphatically stated that pricing does play a crucial role in decision making when purchasing despite whether a product is considered eco-friendly or not. One participant motivated their stance by stating that *“If there’s a significant price difference between an environmentally friendly product and one that’s not, I’d choose the non-friendly one if it the cheapest. I need to spend within my means even if I want to save the environment”*. The respondent also mentioned that they generally view environmentally friendly products as pricy which the other participants agree with.

Although some studies have said that millennials are willing to spend a premium, (Anvar & Venter, 2014; Aschemann-Witzel & Zielke, 2017; Nguyen, Lobo & Greenland, 2017a) do support the opposite. Barbarossa and Pastore (2015); Dhari, Pang, Plish, Qiu and Walker (2018) confirm the price sensitivity factor by expressing that consumers including some millennials are not willing to prioritize environmental issues including climate change over personal income.

One of the respondents clarified that the perception is that in-store green products are not much more distinguishable than non-eco-friendly ones, and they are also not readily available. This makes it difficult for the respondent to be aware of the environmentally friendly products. Furthermore, if the products are more visible and readily available they would most likely be noticed more and consequently be purchased. Barbarossa and Pastore (2015) identify this issue of in-store invisibility of products in their research. They mention that the environmentally friendly products are placed among traditional products instead of on their own shelves or in their own departments. This became a barrier in being able to purchase green products as identified by their respondents.

There was strong emphasis by the majority of participants on the need of products to be more visible and readily available which could possibly influence their purchasing behavior of green products. Their opinion is that other consumers would likely be influenced too by visible and accessible products. Lack of availability would require participants to travel farther to other locations or specialized stores which can be time consuming and costly (Barbarossa & Pastore, 2015).

More than half of the respondents mentioned that they do consider their family and peer's opinion when it comes to shopping in general. They do try new products recommended by peers and family. However, all respondents could not recall having conversations with their peers or families specifically on environmental issues including green products, which could have played a role in influencing their views on green products.

All participants indicated that they would encourage other consumers to purchase green products despite the view that they are expensive and not readily available and visible. Smith (2010) confirms that millennials are eager to promote products that save them money and are environmentally friendly. The respondents also suggested that people can begin by adopting environmentally friendly habits that are easy to implement. Examples of these include purchasing energy efficient light bulbs, using water sparingly and recycling.

Interpretation

The findings point to fact that convenience and affordability is key in attracting millennials. Moreover, the green products must also be visible in shops to attract the consumer. Product labelling does not seem to have as great an impact as general visibility, unless the labelling forms part of providing prominent visibility. Joshi and Rahman (2015) also suggest that consumers have difficulty recognising environmentally friendly labels on products and distinguishing them from regular ones. Specific in-store shelves and promotions could potentially respond to this barrier (Barbarossa & Pastore, 2015).

The study participants had pointed out that usually opinions of peers play a role in influencing their shopping choices. Dhanoa and Goyal (2018), Duffet (2015) and Smith (2011) support this view stating that the millennial generation is influenced by opinions of peers. However in the instance of this study the social circles of the participants do not seem to have general discussions on green products or environmental issues. As a result there is no peer influence towards the consumption of green products.

As the study respondents stressed convenience, Govender and Govender (2016) posit that effective product positioning makes certain that the marketing messages resonate with targeted consumers and encourage them to take action. Kontic (2010) supports this by asserting that the location of, and the accessibility to goods or services have an impact

on consumers. Furthermore, most customers are not willing to travel far to purchase green products, they would rather choose products readily available nearby (Kontic, 2010).

The issue of pricing highlights the fact that the millennials are willing to purchase green products but only if they are affordable. Anvar and Venter (2014) as well as Govender and Govender (2016) found that millennials are not willing to pay a premium on green products; they would rather prioritize affordability.

Theme 3: Green advertising

Findings

When it comes to advertising, the participants complained mainly of limited visibility, which was alluded to under Theme 2. The respondents stated that “*advertisers can do better*” for more aggressive and visible advertising on mass media and in-store. Another felt that “*visibility is there although limited; but the problem is the actual purchasing of products*”. The participant emphasized the lack of in-store advertising which could be more convincing to shoppers than on mass media. However, the participant also said that in-store advertising could also complement the marketing on other platforms as consumers would easily remember the products that they see in-store from the advert they saw on other mediums. In addition, it has been found that in-store experiences of consumers affects store image and trust; and consumers respond positively to stores that meet their expectations (Ng, Butt, Khong & Ong, 2014; Ngobo & Jean, 2012).

Furthermore, Nguyen, Phan, Cao and Nguyen (2017) add that inadequate and unattractive point-of-purchase presentation causes consumers to spend more time searching for green products. In the end consumers ‘associate green purchases as being time consuming thereby requiring extra effort’ (Nguyen *et al.*, 2017). Essentially, this discourages them from pursuing green products. Gittell, Magnusson and Mirenda (2015) and Govender and Govender (2016) further confirm that when green products are easily accessible green purchasing is encouraged.

Another participant mentioned that advertizing of green products should be frequent and visible because “*if people see them often and get used to them then they will purchase*

them". 'Lack of visibility of green advertisement' seemed to be a recurring phrase by all respondents. In essence, in terms of the media square (Koekermoe, 2004), the respondents would prefer to see a higher frequency and impact, where the audience would see the adverts often and as a result have increased awareness of green products being advertised. Then consequently be influenced to purchase green products.

Adding to advertising, Nguyen *et al.* (2017) express lack of educational and communication programs; which results in consumers being unaware of how the production and consumption of green products helps prevent environmental deterioration and saves natural resources. Moreover, accuracy, relevance and timeliness of in-store information also contribute to the shopping experience of consumers (Kumar, 2014; Yoon, 2013).

Interpretation

Lack of visibility remained a recurring phrase regarding advertising of green products. The respondents' individual views were in agreement that marketers can do better. In-store visibility was also an important factor in attracting the millennials.

Meise, Rudolph, Kenning and Phillips (2014) state that 'research has shown that retailers can influence consumers' green shopping behaviour by informing consumers inside the store through point-of-purchase information displays and other components in the physical store environment'. Guyader, Ottosson and Witell (2016) add on by indicating that retailers can influence consumers' green shopping purchase intentions by displaying relevant information and orienting them inside the store. Examples include signalling environmentally friendly products with green price tags and offering an eco-friendly product assortment (Guyader *et al.*, 2016).

Amin, Uthamaputhran and Ali (2015) postulate that combining the functional attributes and emotional benefits of green products in terms of advertising, produces more concrete strategy in determining customer's intention to purchase. Smith and Brower (2012) on the other hand suggest that companies should consider devoting advertising expenditures to build a strong pro-environment reputation which can have a major impact on the millennial consumers who are environmentally conscious.

4.2 Discussions

The study sought to explore factors that motivate purchase behaviour of green products by millennials, with particular focus on marketing. The research found that millennials are knowledgeable on environmental issues; some have purchased environmentally friendly products while others have considered doing so. It was established that the environmental knowledge does not necessarily lead to green products purchase. Of importance to millennials is product pricing and convenience in terms of ease of access and availability in-stores. There is a general reluctance to pay premium on green products and to seek products further away from the primary location.

Product labels do not attract the millennials to consider purchasing green products. On the other hand peer influence also does not seem to play a significant role in influencing green products purchase as peer conversations do not address or debate environmentally conscious consumption behaviors. Advertising of green products rated poor for both on media and in-store. It was noted that the advertising is not visible or is minimal.

4.3 Recommendations

Education and communication programs are crucial for overcoming the lack of data and information that is necessary for consumer decision making (Nguyen *et al.*, 2017). Marketers need to raise awareness in order to influence attitudes of consumers by incorporating the awareness in their integrated brand communication plans (Anvar & Venter, 2014; Govender & Govender, 2016).

Marketers should deliver persuasive messages about specific benefits, including environmental claims associated with green purchasing behaviour (Nguyen *et al.*, 2017). Information that will assist consumers to recognize various eco-labels and accurately understand their meaning should also be incorporated in the educational programs (Liu, Wang, Shishime & Fujitsuka, 2012). To bring greater attention to products in-store, marketers need to ensure effective usage of product labelling to convince the consumers to make a decision at point of sale (Govender & Govender, 2016). This can include the

use of big bold letters on products as millennials can digest the story of a product at first glance (Donoughe, 2016).

Additionally, Guyader *et al.* (2016), suggests utilisation of reward systems such as loyalty programs to influence consumer's intentions.

Price on the other hand provides marketers with the opportunity to implement more affordable pricing strategies for green products due to the sensitivity of the consumers towards the high prices of green products (Anvar & Venter, 2014). To reduce the perception that green products are expensive, manufacturers could for example practice temporary discounted prices (Hi-Low promotions) to encourage trial uses of these products (Barbarossa & Pastore, 2015).

Conversely, Biswas (2016) suggests that 'willingness to pay the green price premium can be fostered through enhanced environmental awareness programs'. This may help consumers to understand that the manufacturing process that ensures products with zero environmental impact is expensive (Biswas, 2016).

Govender and Govender (2016) encourage greater geographic distribution of green products by marketers resulting in ease of access by consumers.

4.4 Trustworthiness

Validity, reliability, and objectivity are criteria used to evaluate the quality of research in the conventional positivist research paradigm (Zhang and Wildemuth, 2009). Qualitative content analysis as an interpretive method differs from the positivist paradigm in its fundamental assumptions, research purposes, inference processes thereby making the conventional criteria unsuitable for judging the research results (Bradley, 1993). Four criteria for evaluating qualitative research work have been proposed by (Lincoln and Guba, 1985), which this study will employ. Namely: credibility, transferability, dependability, and confirmability under the criteria of trustworthiness.

- Credibility

Credibility has been defined as the confidence that can be placed in the truth of the findings of the research (Holloway & Wheeler, 2002; Macnee & McCabe, 2008). Credibility determines whether the research findings represent plausible information drawn from the participants' original data and is an accurate interpretation of the participants' original views (Graneheim & Lundman, 2004; Lincoln & Guba, 1985). The researcher spent a fairly considerable amount of time with the participants during the interviews (Lincoln & Guba, 1985), which assisted in the researcher gaining a better understanding of their lives and environment (du Plooy-Cilliers *et al.*, 2014). The participants found the research findings plausible (du Plooy-Cilliers *et al.*, 2014).

- Transferability

Transferability refers to the ability of the finding to be applied to a similar situation, delivering similar results (du Plooy-Cilliers *et al.*, 2014), meaning the results can be generalised within the interpretive approach (Lincoln & Guba, 1985). The behaviour and experiences of participants were captured in the interviews including their context as well, so that the behaviour and experiences become meaningful to an outsider (Lincoln & Guba, 1985).

- Dependability and Confirmability

It involves participants evaluating the findings, interpretation and the recommendations made to ensure that they are all supported by the data received from the study participants (Cohen, Manion & Morrison, 2011; Tobin & Begley, 2004). Confirmability refers to how well the data that has been collected supports the findings and the interpretation of the researcher (du Plooy-Cilliers *et al.*, 2014). It needs the researcher to have described the research process sufficiently so that others are able to scrutinise the research design (Lincoln & Guba, 1985). The research steps were described thoroughly from the start of the study to the development and reporting of the findings (Lincoln & Guba, 1985). The records of the research path have been kept.

5. CONCLUSION

5.1. Response to the research question

The research findings provide response to the research objectives is as follows:

Research objectives:

1. To explore the attitude of millennials towards environmentally friendly behavior.
 - There is a positive attitude towards caring for the environment by millennials through purchasing of and/or consideration of purchasing environmentally friendly products. The positive attitude is partly informed by knowledge on environmental issues.
2. To explore whether peer values influence purchase intentions of millennials of green products.
 - Peer value does not play a role in influencing green purchase intentions as conversations do not include environmental issues.
3. To explore whether green advertising is visible and understandable.
 - Green advertising is minimal, marketers can do better.
4. To explore whether green advertising influences millennials in their shopping habits.
 - As green advertising is minimal, it has not significantly influenced shopping habits of millennials.

The research question asked 'what are the factors that motivate the millennial generation to purchase green products?'

The findings of the study have indicated that the millennials are motivated to purchase green products by a combination of factors. These factors are (a) the knowledge of the environmental issues combined with (b) visible, (c) accessible, (d) well marketed green products that are (e) reasonably priced.

5.2 Implications

The intervention strategies aimed at mitigating the barriers of consumers inclusive of millennials to purchase green products require careful planning, effective implementation and long-term dedication (Nguyen *et al.*, 2017).

Manufacturers should persuade retailers to carry green products by offering support in terms of advertising and promotion allowances (Nguyen *et al.*, 2017). Also, manufacturers should cooperate with stores to allocate shelves for green products at the point of purchase or ensure better position if the green products share shelves with conventional products (Barbarossa & Pastore, 2015; Nguyen *et al.*, 2017). Retailers must ensure more clear and attractive signage in their stores (Barbarossa & Pastore, 2015). On the other hand, the price of green product should be affordable for the customer which encourages them to purchase (Yazdanifard & Mercy, 2011).

5.3. Contributions

The study contributes to the academic body of knowledge on consumer behavior and green marketing. It adds to the body of literature on factors that motivate purchase behaviour of green products by millennials. Also it assists marketers and brand managers in examining ways that they can effectively tailor their green messages to millennials. As millennials are considered one of the most powerful consumer groups, appropriate marketing strategies will go a long way in attracting them and increase revenues.

5.4 Future actions

In future, the research could extend geographically beyond urban areas to include peri-urban and rural millennials to broaden the scope of the study. Also, as South Africa has many languages and cultures, these could also be considered in future studies. The influence of these factors on the consumption behaviour of green products by millennial may produce results that paint a different picture.

5.5 Ethical considerations

Ethics are the moral and professional code of conduct that set the standards for attitudes and behaviour (du Plooy-Cilliers *et al.*, 2014). The primary stakeholders that were affected by the research are the participants and researcher. The study observed ethical considerations required.

- Ethics concerning participants

Participants in a study need to enter the research willingly with complete understanding of the obligations and potential consequences of the study (Irvine, 2010). In some instance the researcher can be viewed as an important person who can be intimidating to participants. One of the ways to deal with this concern is to allow the participants to select the venue for the interview where they feel comfortable (Irvine, 2010).

The interview information needs to be treated with confidentiality, protecting any sensitive information of participants (Resnik, 2011). As such the millennial participants were treated with respect, informed in detail about the study and were provided with the opportunity to select an interview location. Also, their information was documented with confidentiality.

- Ethics concerning the researcher

The researcher conducted the study honestly without fabricating, falsifying or misrepresenting data and remained objective avoiding bias (Resnik, 2011).

5.6 Limitations

Limitations are described as constraints in the research study that are out of the control of the researcher such as time, resources and access to information (du Plooy-Cilliers *et al.*, 2014). Limitations that affected the study are:

- Sample size and location

The sample size of the study was small, and as a result is not representative of the population. In addition the study location was Gauteng, Pretoria further reducing

representativity in terms of limited location. Also, the study cannot be extended to the wider population with the same degree of certainty that quantitative analyses can (Atieno, 2009). This is because the findings of the research are not tested to discover whether they are statistically significant or due to chance (Atieno, 2009). In addition a wider geographic area could not be covered as the study was conducted by one researcher. Future research could expand the geographic location.

- Time

As the study was cross sectional, time was limited in terms of the researcher being able to gather much more comprehensive information. Although time was limited, the participants were given ample time to freely express themselves, to enable the researcher to gain detailed and insightful information.

- Resources

The ability to cover more ground with several more researchers was not possible as the study was conducted by one researcher.

- Other limitations

Capturing the participants' exact meaning accurately in written text also proved to be tricky, requiring patience and rephrasing some of the semi-structured questions. Also guiding the conversations back to the topic had to be gently navigated without making participants feel limited or rushed. Grouping information into themes was also time consuming and verifying accuracy of capturing it (Queiros, Faria & Almeida, 2017).

REFERENCES

- Acar, O. A. and Puntoni, S. 2016. Customer empowerment in the digital age. *Journal of Advertising Research*, 56(1): 4-8. [Online]. DOI: 10.2501/JAR-2016-007 [Accessed 22 July 2019].
- Acharya, S., Prakash, A., Saxena, P. and Nigam, A. 2013. Sampling: why and how of it? *Indian Journal of Medical Specialities*, 4(2):330-333. [Online]. DOI: <http://dx.doi.org/10.7713/ijms.2013.0032>. [Accessed 30 July 2019].
- Adams, A. 2015. Digital word of mouth: motivating and engaging millennials with shareable content. [Online]. Available at: <https://scholarworks.uark.edu/cgi/viewcontent.cgi?referer=https://scholar.google.com/&httpsredir=1&article=1019&context=mktquht> [Accessed 24 July 2019].
- Adinyra, N. and Gligui, E. 2012. Green marketing potential as assessed from consumer's purchasing behaviors: the case of Ghana. [Online]. Available at: <https://www.diva-portal.org/smash/get/diva2:832821/FULLTEXT01.pdf> [Accessed 07 August 2019].
- Ali, A. and Ahmad, I. 2012. Environment friendly products: factors that influence the green purchase intentions of Pakistani consumers. *Pakistan Journal of Engineering, Technology and Science*, (2):1:84-117. [Online]. Available at: <https://www.journals.iobmresearch.com/index.php/PJETS/article/viewFile/697/151> [Accessed 16 May 2019].
- Amin, M., Uthamaputhran, S. and Ali, F. 2015. The effectiveness of green product positioning and marketing strategies towards purchase intention in Malaysia. *International Journal of Innovation and Learning*, 17 (4). [Online]. DOI: 10.1504/IJIL.2015.069634 [Accessed 10 October 2019].
- Anvar, M and Venter, M. 2014. Attitudes and purchase behaviour of green products among generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences*, 5 (21): 183 - 194 [Online]. Available at:

<http://wiredspace.wits.ac.za/bitstream/handle/10539/25120/Attitudes%20and%20purchase%20behaviour%20of%20green%20products%20among%20Generation%20Y%20consumers%20in%20South%20Africa%20SEBS.pdf?sequence=1&isAllowed=y> [Accessed 16 March 2019].

Arnould, E.J. and Thompson, C. J. 2001. Consumer Culture Theory: A short history of a young sub discipline (or the tale of the rebellious offspring). [Online]. Available at: https://www.researchgate.net/publication/318258513_Consumer_Culture_Theory_A_SHORT_HISTORY_OF_A_YOUNG_SUBDISCIPLINE_Or_the_Tale_of_the_Rebellious_Offspring [Accessed 08 July 2019].

Arnould, E.J. and Thompson, C. J. 2005. Consumer Culture Theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31 (4): 868-882. [Online]. Available at EBSCOhost: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=3&sid=f6e1e1c-eea1-4402-8b53-548881d3d683%40sessionmgr103> [Accessed 20 May 2019].

Arnould, E.J. and Thompson, C. J. 2018. *Consumer Culture Theory*. London: Sage. [eBook]. Available at: https://uk.sagepub.com/sites/default/files/upm-binaries/93533_Arnould_CCT.pdf [Accessed 27 May 2019].

Arnould, E., Press, M., Salminen, E. and Tillotson, J.S. 2019. Consumer Culture Theory: Development, critique, application and prospects. *Foundations and Trends in Marketing*, 12 (2). [Online]. DOI: 10.1561/17000000052 [Accessed 26 May 2019].

Aschemann-Witzel, J. and Zielke, S. 2017. Can't buy me green? A review of consumer perceptions of and behavior toward the price of organic food. *The Journal of Consumer Affairs*, 51 (1): 211–251. [Online]. DOI: 10.1111/joca.12092 [Accessed 24 July 2019].

Askegaard, S. 2015. Consumer culture theory. *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies*. [Online]. DOI: 10.1002/9781118989463.wbeccs54 [Accessed 26 May 2019].

Atieno, O.P. 2009. An analysis of the strengths and limitation of qualitative and quantitative research paradigms. *Problems of education in the 21st century*, 13. [Online]. Available at: http://www.scientiasocialis.lt/pec/node/files/pdf/Atieno_Vol.13.pdf [Accessed 15 October 2019].

Azami, N., Bathmanathan, V. and Rajadurai, J. 2018. Understanding Generation Y green purchasing decision in Malaysia. *Global Business and Management Research: An International Journal*, 10 (3). [Online]. Available at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=0&sid=20523a0c-b1de-497a-84d3-3c9b00dd3c85%40sessionmgr103> [Accessed 09 October 2019].

Bartlett, J. E., Kotrlik, J. W. and Higgins, C. C. 2001. Organisational research: Determining appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, 19(1), 1-8. [Online]. DOI: 10.1.1.486.8295&rep=rep1&type=pdf [Accessed 30 July 2019].

Babijtchouk, O., Dames, D.D., Gehan, S.D., Aleezer, A. and Smith, E. 2018. The millennials: insights to brand behavior for brand management strategies. *Journal of Management and Strategy*, 9 (3). [Online]. DOI: 10.5430/jms.v9n3p1 [Accessed 26 July 2019].

Banister, E. N. and Hogg, M. K. 2004. Negative symbolic consumption and consumers' drive for self-esteem: The case of the fashion industry. *European Journal of Marketing*, 38(7): 850–868. [Online]. Available at: <https://www.emeraldinsight.com/doi/abs/10.1108/03090560410539285> [Accessed 20 May 2019].

Barbarossa, C. and Pastore, A. 2015. Why environmentally conscious consumers do not purchase green products A cognitive mapping approach. *Qualitative Market Research*, 18(2): 188-209. [Online]. DOI 10.1108/QMR-06-2012-0030 [Accessed 22 October 2019].

Barbic, K. 2018. A millennial board makeover. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=0&sid=c6bbfdc7-8d6b-4f76-a159-d6ff33aa3fc6%40sessionmgr4006>. [Accessed 17 July 2019].

Barnhart, M. and Mish, J. 2016. Hippies, hummer owners, and people like me: stereotyping as a means of reconciling ethical consumption values with the DSP. *Journal of Macromarketing*, 37(1): 57–71. [Online]. DOI:10.1177/0276146715627493 [Accessed 21 September 2019].

Berthon, P., Pitt, L. and DesAutels, P. 2011. Unveiling videos: Consumer-generated ads as qualitative inquiry. *Psychology & Marketing*, 28(10), 1044-1060. [Online]. DOI: <http://dx.doi.org/10.1002/mar.20427> [Accessed 02 August 2019].

Bhatt, R. and Bhatt, K. 2015. Analysing psychographic factors affecting green purchase intention. *Journal of Contemporary Research in Management*, (10) 1:45-55. [Online]. Available at: <https://search.proquest.com/openview/4850423d08b0ea1378bfcd5416264972/1?pq-origsite=gscholar&cbl=816381> [Accessed 02 May 2019].

Bischoff, C. and Liebenberg, P. 2016. Identifying factors that influence green purchasing behavior in South Africa. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=6&sid=f9d9be384-43ae-4996-9460-6124febf244a%40sessionmgr4010> [Accessed 05 May 2019].

Biswas, A. 2016. A study of consumers' willingness to pay for green products. *Journal of Advanced Management Science*, 4(3). [Online]. DOI: 10.12720/joams.4.3.211-215. [Accessed 24 October 2019].

Bradley, J. 1993. Methodological issues and practices in qualitative research. *Library Quarterly*, 63(4): 431-449. DOI: /abs/10.1086/602620. [Accessed 31 July 2019].

BUCUȚĂ, A. 2015. Review of the specific characteristics of the Generation Y consumer. [Online]. Available at:

<http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=3&sid=a54bfe6e-9056-4cb9-bd22-86c3bfdc8954%40sdc-v-sessmgr02> [Accessed 04 May 2019]

Business Wire. 2017. *Millennials prefer shopping in-store, according to new SmarterHQ survey*. [Online]. Available at: <https://www.businesswire.com/news/home/20170822006083/en/Millennials-Prefer-Shopping-In-Store-New-SmarterHQ-Survey> [Accessed 20 May 2019].

Christofides, E., Muise, A. and Desmarais, S. 2009. Information disclosure and control on Facebook: are they two sides of the same coin or different processes?. *CyberPsychology & Behavior*, 12(3): 341-345. [Online]. DOI:[10.1089/cpb.2008.0226](https://doi.org/10.1089/cpb.2008.0226) [Accessed 02 August 2019].

Cohen, L., Manion, L. and Morrison, K. 2011. *Research methods in education*. 7 ed. New York: Routledge

Crawford, E.C. and Jackson, J.J. 2019. Philanthropy in the millennial age trends toward polycentric personalized philanthropy. *The Independent Review*, 23(4). [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=6&sid=728f2b62-1a6e-405f-946c-747c9b7da5df%40sessionmgr4006> [Accessed 27 May 2019].

Dahl, D. W., Fuchs, C. and Schreier, M. 2015. Why and when consumers prefer products of user-driven firms: a social identification account. *Management Science*, 61 (8): 1978–1988. [Online]. DOI: doi/10.1287/mnsc.2014.1999 [Accessed 23 July 2019].

Dahlen, M. and Rosengren, S. 2016. If advertising won't die, what will it be? toward a working definition of advertising. *Journal of Advertising*, 45(3): 334-345. [Online]. DOI: [10.1080/00913367.2016.1172387](https://doi.org/10.1080/00913367.2016.1172387) [Accessed 22 July 2019].

Danciu, V. 2017. The changing focus of green marketing: from ecological to sustainable marketing (I). [Online]. Available at: <http://www.rejournal.eu/sites/rejournal.versatech.ro/files/articole/2017-12-27/3496/8-danciu.pdf> [Accessed 18 July 2019].

Davari, A. and Strutton, D. 2014. Marketing mix strategies for closing the gap between green consumers' pro-environmental beliefs and behaviors. *Journal of Strategic Marketing*, 22 (7): 563-586. [Online]. DOI: [10.1080/0965254X.2014.914059](https://doi.org/10.1080/0965254X.2014.914059) [Accessed 24 July 2019].

Debashish, S. 2017. *The Life of Y: Engaging millennials as employees and consumers*. India: SAGE Publications. [eBook]. <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/ebookviewer/ebook/ZTAwMHh3d19fMTYyODY4N19fQU41?sid=833e952d-8af6-4bd4-992b-8d4950f5d0b1@pdc-v-sessmgr05&vid=5&format=EK&lpid=navpoint23&rid=0> [Accessed 04 September 2019]

De Kerviler, G. and Rodrigues, C.M. 2019. Luxury brand experiences and relationship quality for Millennials: The role of self-expansion. *Journal of Business Research*. [Online]. DOI: 10.1016/j.jbusres.2019.01.046 [Accessed 03 September 2019].

De Mooij, M. and Hofstede, G. 2011. Cross-cultural consumer behavior: a review of research findings. *Journal of International Consumer Marketing*, 23:181–192. [Online]. DOI: 10.1080/08961530.2011.578057 [Accessed 03 September 2019].

Department of Environmental Affairs. [n.d.]. *About Green Economy*. [Online]. Available at: <https://www.environment.gov.za/projectsprogrammes/greeneconomy/about> [Accessed 14 May 2019].

De Vos, A.S., Strydom, H., Fouche, C.B. and Delport, C.S.L. 2011. *Research at grass roots*. 4th ed. Pretoria: Van Schaik.

DeVaney, S.A. 2015. Understanding the Millennial Generation. [Online]. Available at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=0&sid=118d305c-622c-4b39-87b0-fee09c15f473%40sessionmgr103> [Accessed 22 March 2019].

Dhanoa, R. and Goyal, N. 2018. Millennial generations' susceptibility to interpersonal influence: a case of personal care products purchases. *International Journal of Management Studies*, 2(6). [Online]. DOI: 10.18843/ijms/v5i2(6). [Accessed 26 July 2019].

Dicey, L. 2016. South African millennials different from US millennials. [Online]. Available at: <https://www.businesslive.co.za/redzone/news-insights/2016-01-13-south-african-millennials-different-from-us-millennials/> [Accessed 27 July 2019].

Donoughe, L. 2016. What millennials want. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=0&sid=711fdf33-03cb-474d-ad88-12a47e339b6c%40sdc-v-sessmgr02> [Accessed 10 October 2019].

D'Souza, C., Taghian, M. and Khosla, R. 2007. Examination of environmental beliefs and its impact and its influence on the price of price, quality and demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(2): 69-78. [Online]. DOI:10.1057/palgrave.jt.5750039 [Accessed 20 July 2019].

Du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R. 2014. *Research Matters*. Claremont: Juta and Company Ltd. [eBook]. Available on EBSCOhost at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/ebookviewer/ebook/bmxlYmtfXzc0NjlxN19fQU41?sid=0cd3eed9-7b90-4665-aa38-203008dd7dca@sessionmgr103&vid=2&format=EB&rid=1> [Accessed 26 February 2019].

Du Plooy, G.M. 2009. *Communication research: Techniques, methods and applications*. 2nd ed. Cape Town. Lansdowne.

Ellison, N. B., Steinfield, C. and Lampe, C. 2007. The benefits of Facebook friends: social capital and students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4): 1143-1168. [Online]. DOI:10.1111/j.1083-6101.2007.00367.x [Accessed 02 August 2019].

Featherstone, M. 1983. Consumer Culture: An introduction. [Online]. Available at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1008.3650&rep=rep1&type=pdf> [Accessed 04 July 2019].

Fonseca, M. 2008. Understanding consumer culture: the role of food as an important cultural category. [Online]. Available at: http://www.acrwebsite.org/volumes/14134/la/v2_pdf/LA-02 [Accessed 04 July 2019].

Foster, R. 2007. The work of the new economy: brands and value creation, *Cultural Anthropology*, 22 (4), 707-31. [Online]. Available at: <https://www.jstor.org/stable/4497791> [Accessed 06 July 2019].

Fromm, J., Butler, C. and Dickey, C. 2015. How to engage millennials: Re-imagining the consumer as a partner, not a target audience, to increase engagement. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=3&sid=8c13a2f3-5357-4fde-b016-227254082a33%40sdc-v-sessmgr02> [Accessed 16 July 2019].

Fry, R. 2018. Millennials projected to overtake Baby Boomers as America's largest generation. [Online]. Available at: <https://www.pewresearch.org/fact-tank/2018/03/01/millennials-overtake-baby-boomers/> [Accessed 20 May 2019].

Fuchs, C., Prandelli, E. and Schreier, M. 2010. The psychological effects of empowerment strategies on consumers' product demand. *Journal of Marketing*, 74: 65–79. [Online]. Available at: https://www.wu.ac.at/fileadmin/wu/d/i/mm/paper/2010_CF_EP_MS_Journal_of_Marketing.pdf [Accessed 23 July 2019].

Furlow, N. and Knott, C. 2009. Who's reading the label? millennials' use of environmental product labels. *The Journal of Applied Business and Economics*. [Online]. Available at: <http://t.www.na-businesspress.com/JABE/Jabe103/FurlowWeb.pdf> [Accessed 03 October 2019].

Gatersleben, B., Steg, L. and Vlek, C. 2002. Measurement and determinants of environmentally significant consumer behavior. *Journal of Environment and Behavior*, 34(3): 335–362. DOI: [10.1177/0013916502034003004](https://doi.org/10.1177/0013916502034003004) [Accessed 20 July 2019].

Gaudelli, J. 2009. The greenest generation: the truth behind millennials and the green movement. [Online]. Available at: <https://adage.com/article/goodworks/truth-millennials-green-movement/136331> [Accessed 20 May 2019].

Gleim, M.R., Smith, J.S., Andrews, D. and Cronin, J.J. 2013. Against the green: a multimethod examination of the barriers to green consumption. *Journal of Retailing*, 89 (1): 44–61. [Online]. DOI: [10.1016/j.jretai.2012.10.001](https://doi.org/10.1016/j.jretai.2012.10.001) [Accessed 21 September 2019].

Govender, J.P. and Govender, T.L. 2016. The influence of green marketing on consumer purchase behaviour. [Online]. Available at: https://businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/7391/ee_2016_02_Govender.pdf [Accessed 01 May 2019].

Graneheim, U. H. and Lundman, B. 2004. Qualitative content analysis in nursing research: Concepts, procedures and measures to achieve trustworthiness. *Nurse Education Today*, 24(2): 105-112. doi: 10.1016/j.nedt.2003.10.00. [Accessed 31 July 2019].

Guyader, H., Ottosson, M. and Witell, L. 2016. You can't buy what you can't see: retailer practices to increase the green premium. *Journal of Retailing and Consumer Services*. [Online]. DOI: 10.1016/j.jretconser.2016.07.008 [Accessed 10 October 2019].

Hall, A. and Towers, N. 2017. Understanding how Millennial shoppers decide what to buy: digitally connected unseen journeys. *International Journal of Retail and Distribution Management*, 45(5): 498-517. [Online]. DOI: 10.1108/IJRDM1120160206 [Accessed 03 September 2019].

Halliday, S. V. 2014. Millennial cultural consumers: co-creating value through brand communities. [Online]. Available at: https://www.researchgate.net/publication/280201854_Millennial_cultural_consumers_co-creating_value_through_brand_communities/link/5ad67a0b0f7e9b285938d864/download [Accessed 14 July 2019].

Hancock, B., Ockleford, E. and Windridge, K. 2009. An introduction to qualitative research. [Online]. Available at: <https://www.rds-yh.nihr.ac.uk/wp->

content/uploads/2013/05/5_Introduction-to-qualitative-research-2009.pdf [Accessed 29 July 2019].

Hannerz, U. 1992. *Cultural Complexity: Studies in the Social Organization of Meaning*. New York: Columbia University Press. [eBook]. Available at: <https://books.google.co.za/books?hl=en&lr=&id=4Y78TGNAp78C&oi=fnd&pg=PP9&dq=hannerz+ulf+1992+cultural+complexity&ots=634wMCKoQL&sig=okNltmtYOGZ5IXag2QcNjhr-yl#v=onepage&q=hannerz%20ulf%201992%20cultural%20complexity&f=false> [Accessed 03 July 2019].

Hardon, A., Hodgkin, C. and Fresle, D. 2004. *How to investigate the use of medicines by consumers*. Switzerland: World Health Organisation and University of Amsterdam. [eBook]. Available on: <https://apps.who.int/medicinedocs/en/d/Js6169e/5.4.html> [Accessed 14 September 2019]

Harper-Anderson, E. 2012. Exploring what greening the economy means for African American workers, entrepreneurs, and communities. *Economic Development Quarterly*, 26(2): 162-177. [Online]. DOI: 10.1177/0891242411431957 [Accessed 14 May 2019].

Hawken, P. 2007. *Blessed Unrest. How the largest movement in the world came into being and why no one saw it coming*. New York: Viking Press.

Henion, K.E. and Kinnear, T. C. 1976. *Ecological Marketing*. Chicago: America Marketing Association.

Holloway, I. and Wheeler, S. 2002. *Qualitative research in nursing*. 2 ed. Malden, MA: Blackwell.

Interbrand. 2004. *Integrated Brand Communications: a powerful new paradigm*. [Online]. Available at: http://www.richmediahouse.com/RMH/integrated_brand_communications.pdf [Accessed 18 August 2018].

IPBES. 2018. *Summary for policymakers of the regional assessment report on biodiversity and ecosystem services for Africa of the Intergovernmental Science-Policy Platform on*

Biodiversity and Ecosystem Services. [Online]. Available at: https://www.ipbes.net/system/tdf/spm_africa_2018_digital.pdf?file=1&type=node&id=28397 [Accessed 27 May 2019].

Irvine, A. 2010. Conducting qualitative research with individuals with developmental disabilities: methodological and ethical considerations. *Developmental Disabilities Bulletin*, 38 (1 & 2): 21-34. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=4&sid=2a1ae065-dcbc-48b3-b825-a6064540fb2f%40sdc-v-sessmgr01> [Accessed 31 July 2019].

Johnstone, M.C. and Tan, L. P. 2015. Exploring the gap between consumers' green rhetoric and purchasing behaviour. [Online]. Available at: <https://www.jstor.org/stable/pdf/24703542.pdf> [Accessed 20 May 2019].

Joshi, Y. and Rahman, Z. 2015. Factors affecting green purchase behaviour and future research directions. [Online]. Available at: https://ac.els-cdn.com/S2306774815000034/1-s2.0-S2306774815000034-main.pdf?_tid=644d135c-d3f9-4791-ae3-9be56b0fab5c&acdnat=1551184490_86e44c3f332cf66f7cefd3df69fa997d [Accessed 26 February 2019].

Joy, A. and Li, E. P.H. 2012. Studying consumption behaviour through multiple lenses: an overview of consumer culture theory. *Journal of Business Anthropology*, 1 (1): 141-173. [Online]. Available at: www.cbs.dk/jba [Accessed 19 June 2019].

Kawulich, B. 2012. Selecting a research approach: Paradigm, methodology and methods.[Online]. Available at: https://www.researchgate.net/publication/257944787_Selecting_a_research_approach_Paradigm_methodology_and_methods [Accessed 26 May 2019].

Kestenbaum, R. 2017. This is how millennials shop. [Online]. Available at: <https://www.forbes.com/sites/richardkestenbaum/2017/06/14/this-is-how-millennials-shop/#3b50c491244c> [Accessed 20 May 2019].

Koekermoor, L. ed. 2004. Marketing Communications. Lansdowne: Juta.

Kreuger, L. W. and Neuman, W. L. 2006. *Social work research methods: qualitative and quantitative applications*. Boston: Pearson Education.

Kontic, I. 2010. Greening the marketing mix: A case study of the Rockwool Group. [Online]. Available at: <http://www.diva-portal.org/smash/get/diva2:329044/FULLTEXT01.pdf> [Accessed: 04 November 2015].

Lampo, A. and Leong, S.U. 2014. Attitude and perception towards green products in Macao: An exploratory study. [Online]. Available at: https://www.researchgate.net/publication/264048865_Attitude_and_perception_towards_green_products_in_Macao_An_exploratory_study [Accessed 01 August 2019].

Leahy, S. 2018. Life on earth is under assault but there's still hope.[Online]. Available at: <https://news.nationalgeographic.com/2018/03/ipbes-biodiversity-report-conservation-climate-change-spd/?beta=true> [Accessed 27 May 2019].

Lee, K. 2009. Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26: 87-96. DOI:10.1108/07363760910940456 [Accessed 20 July 2019].

Leonidou, C, N. and Skarmetas, D. 2017. Gray shades of green: causes and consequences of green scepticism. *Journal of Business Ethics*, 144 (2): 401-415. [Online]. DOI: 10.1007/s10551-015-2829-4 [Accessed 18 July 2019].

Lerro, M., Raimondo, M., Stanco, M., Nazzaro, C. and Marotta, G. 2019. Cause related marketing among millennial consumers: the role of trust and loyalty in the food industry. [Online]. DOI:10.3390/su11020535 [Accessed 04 September 2019]

Leszczyńska, A. 2018. Individual factors affecting green purchasing behavior intention in the light of the surveys of employees. [Online]. Available at: <https://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-c31067f7-0247-48a4-aa57-f7457ac3a651> [Accessed 06 May 2019].

Liao, C. and Li, J. 2010. Green consumption in China and green marketing options for Thule. [Online]. Available at: https://pdfs.semanticscholar.org/3b86/939b71666e3d87a48459f33ef2e926fbffd6.pdf?_ga=2.242203530.987681821.1568046026-1824438710.1558769521 [Accessed 13 August 2019]

Lim, W.M., Ting, D.H., Ng, W.K., Chin, J.H. and Boo, W. A. 2013. Why green products remain unfavorable despite being labelled environmentally-friendly? *Contemporary Management Research*, 9 (1): 35-46. [Online]. DOI: 10.7903/cmr.10209 [Accessed 21 September 2019].

Lincoln, Y. S. and Guba, E. G. 1985. *Naturalistic inquiry*. Newbury Park, CA: Sage.

Liu, X., Wang, C., Shishime, T., & Fujitsuka, T. 2012. Sustainable consumption: green purchasing behaviours of urban residents in China. *Sustainable Development*, 20(4), 293-308. [Online]. DOI:10.1002/sd.484 [Accessed 09 October 2019].

Long, M.A. and Murray, D.L. 2012. Ethical consumption, values convergence/divergence and community development. *Journal of Agricultural Environmental Ethics*, 26:351–375. [Online]. DOI: 10.1007/s10806-012-9384-0 [Accessed 21 September 2019].

Lu, L., Bock, D. and Joseph M. 2013. Green marketing: What the millennials buy. *Journal of Business Strategy*, 34 (6): 3 – 10. [Online]. DOI: 10.1108/JBS-05-2013-0036. [Accessed 24 July 2019].

Macnee, L. C. and McCabe, S. 2008. *Understanding nursing research: Using research evidence-based practice*. Philadelphia, PA: Lippincott Williams & Wilkins.

Maguire, D. and Delahunt, B. 2017. Doing a thematic analysis: A practical, step-by-step guide for learning and teaching scholars. *All Ireland Journal of Teaching and Learning in Higher Education*, 8 (3):3351-33514. [Online]. Available at: <http://ojs.aishe.org/index.php/aishe-j/article/view/335> [Accessed 20 August 2019].

McCracken, G. 1986. Culture and Consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research*, 13: 71-84. [Online]. DOI: 10.1086/209048 [Accessed 03 July 2019].

Mc Roy, R.G. 1995. *Qualitative Research*. Washington DC: National Association of Social Workers.

Mehta, P. [n.d.]. Questionnaire. [Online]. Available at: https://shodhganga.inflibnet.ac.in/bitstream/10603/100617/16/16_appendix.pdf [Accessed 13 August 2019].

Mei, N. S., Wai, C. W. and Ahamad, R. 2016. Environmental awareness and behaviour index for Malaysia. *Procedia - Social and Behavioral Sciences*, 222(07): 668–675. [Online]. DOI: 10.1016/j.sbspro.2016.05.223 [Accessed 09 October 2019].

Meise, J.N., Rudolph, T., Kenning, P. and Phillips, D.M. 2014. Feed them facts: value perceptions and consumer use of sustainability-related product information. *Journal of Retailing and Consumer Services*, 21(4): 510–519. DOI: 10.1016/j.jretconser.2014.03.013. [Accessed 10 October 2019].

Mishra, P. and Sharma, P. 2014. Green marketing: challenges and opportunities for business. *BVIMR Management Edge*, 7(1): 78-86. [Online]. Available at: https://s3.amazonaws.com/academia.edu.documents/39210570/document.pdf?response-content-disposition=inline%3B%20filename%3Dgreen_marketing.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIAIWOWYYGZ2Y53UL3A%2F20190801%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Date=20190801T154504Z&X-Amz-Expires=3600&X-Amz-SignedHeaders=host&X-Amz-Signature=8466089481efb562e348ffd37def3adc7255be2dae6df94934e47c49b1a4c4e8 [Accessed 01 August 2019].

Mkik, S., Khouilid, M. and Aomari, A. 2017. Green advertising and environmentally consumption: the level of awareness and Moroccan costumer's perception. *Journal of*

Business and Management, 19(8): 01-11. [Online]. DOI: 0.9790/487X-1908030111 [Accessed 13 August 2019].

Moreno, F.M., Lafuente, J.G., Carreón, F.A. and Moreno, S.M. 2017. The characterization of the millennials and their buying behaviour. *International Journal of Marketing Studies*, 9 (5). [Online]. Available at:

https://www.researchgate.net/profile/Flor_Madrigal_Moreno/publication/320131271_The_Characterization_of_the_Millennials_and_Their_Buying_Behavior/links/59cfbf76a6fdcc181ace054b/The-Characterization-of-the-Millennials-and-Their-Buying-Behavior.pdf

[Accessed 19 March 2019].

Naderi, I. and van Steenberg, E. 2018. Me first, then the environment: young Millennials as green consumers. Business Faculty Publications. [Online]. DOI: <https://doi.org/10.1108/YC-08-2017-00722> [Accessed 03 September 2019].

Naidoo, P. 2018. South African millennials' propensity to adopt voluntary simplistic clothing purchasing and consumption choices. [Online]. Available at: https://repository.up.ac.za/bitstream/handle/2263/67833/Naidoo_South_2018.pdf?sequence=1&isAllowed=y [Accessed 18 July 2019].

Neuman, W.L. 2011. *Social research methods: Qualitative and quantitative approaches*. 7th ed. Boston: Allyn & Bacon.

Ng, P.F., Butt, M.M., Khong, K.W. and Ong, F.S. 2014. Antecedents of green brand equity: an integrated approach. *Journal of Business Ethics*, 121 (2):203 - 215. [Online]. DOI: 10.1007/s10551-013-1689-z [Accessed 23 October 2019].

Ng, M. and Law, M. 2015. Encouraging green purchase behaviours of Hong Kong consumers. *Asian Journal of Business Research*, 5(2). [Online]. Available at: https://www.researchgate.net/profile/Mark_Ng3/publication/290511737_Encouraging_Green_Purchase_Behaviours_of_Hong_Kong_Consumers/links/56b2a54808aed7ba3fedec31/Encouraging-Green-Purchase-Behaviours-of-Hong-Kong-Consumers.pdf [Accessed 12 May 2019].

Ngobo, P.V. and Jean, S. 2012. Does store image influence demand for organic store brands? *Journal of Retailing and Consumer Services*, 19 (6): 621–628. [Online]. DOI: [10.1016/j.jretconser.2012.08.003](https://doi.org/10.1016/j.jretconser.2012.08.003) [Accessed 23 October 2019].

Nguyen, T.N., Lobo, A. and Greenland, S. 2017a. Energy efficient household appliances in emerging markets: the influence of consumers' values and knowledge on their attitudes and purchase behaviour. *International Journal of Consumer Studies*, 41(2): 167-177. [Online]. DOI: 10.1111/ijcs.12323. [Accessed 22 October 2019].

Nguyen, T.N., Phan, T.T.H., Cao, T.K. and Nguyen, H.V. 2017. Green purchase behaviour: mitigating barriers in developing countries. *Strategic Direction*, 33 (8): 4-6. [Online]. DOI: 10.1108/SD-04-2017-0064 [Accessed 22 October 2019].

Ordun, G. 2015. Millennial (Gen Y) consumer behavior, their shopping preferences and perceptual maps associated with brand loyalty. [Online]. Available at: https://www.researchgate.net/profile/Guven_Ordun/publication/298506301_Millennial_Gen_Y_Consumer_Behavior_Their_Shopping_Preferences_and_Perceptual_Maps_Associated_With_Brand_Loyalty/links/56e9b4b508ae25ede830b7e4.pdf [Accessed 28 May 2019].

Pike, K. 2017. Meet the millennials: Part 1: How they view money, banking and risk. [Online]. Available at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=13&sid=f767e547-e642-4904-9303-f83bceec8366%40sessionmgr101> [Accessed 18 May 2019].

Polo, O.O. 2015. Green conspicuous consumption: the effects of green marketing strategies on consumers' behaviour. [Online]. Available at: <https://www.modul.ac.at/index.php?eID=dumpFile&t=f&f=5232&token=45f03973fbe85756194f05d5f11b49fecfd25f147> [Accessed 13 August 2019].

Polonsky, M.J. 1994. An introduction to green marketing. [Online]. Available at: <https://escholarship.org/uc/item/49n325b7> [Accessed 25 May 2019].

Queiros, A., Faria, D. and Almeida, F. 2017. Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*. 3 (9). [Online]. DOI: 10.5281/zenodo.887089. [Accessed 15 October 2019].

Ramsar. 2018. *75% of Earth's land areas are degraded; wetlands have been hit hardest, with 87% lost globally in the last 300 years*. [Online]. Available at: <https://www.ramsar.org/news/75-of-earths-land-areas-are-degraded-wetlands-have-been-hit-hardest-with-87-lost-globally-in> [Accessed 27 May 2019].

Resnik, J.D. 2011. What is ethics in research and why is it important. [Online]. Available at: <https://www.veronaschools.org/cms/lib02/NJ01001379/Centricity/Domain/588/What%20is%20Ethics%20in%20Research%20Why%20is%20it%20Important.pdf> [Accessed 31 July 2019].

Sahni, S.K. and Osahan, M.K. 2019. Green lifestyle dimensions and cultural orientation of the users of green products: a conceptual analysis. [Online]. Available at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=5&sid=3ba36133-c5b3-4f5b-911b-4b03fe770961%40sessionmgr103> [Accessed 01 August 2019].

Sarumathi, S. 2014. Green purchase behavior: a conceptual framework of socially conscious consumer behavior. *Global Journal of Financial Management*, 6 (8), 777–82. [Online]. Available at: https://www.ripublication.com/gjfm-spl/gjfmv6n8_13.pdf [Accessed 02 May 2019].

Scotland, J. 2012. Exploring the philosophical underpinnings of research: relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5 (9): 9-16. [Online]. DOI: [10.5539/elt.v5n9p9](https://doi.org/10.5539/elt.v5n9p9) [Accessed 25 May 2019].

Schewe, C. D., Debevec, K., Madden, T.J., Diamond, W. D., Parment, A. and Murphy, A. 2013. If you've seen one, you've seen them all! Are young millennials the same worldwide? *Journal of International Consumer Marketing*, 25:3 - 15. [Online]. Available at: <http://web.b.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=12&sid=b68c0e09-2023-4a70-bf09-3e998f1fd691%40pdv-v-sessmgr01> [Accessed 23 May 2019].

Schultz, D. 2016. The future of advertising or whatever we're going to call it. *Journal of Advertising*, 45(3): 276–285. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=9&sid=e6bb6aa5d-e67e-4195-9fc1-f59dbae5a955%40sessionmgr4007> [Accessed 22 July 2019].

Smith, T.J. and Nichols, T. 2015. Understanding the millennial generation. *Journal of Business Diversity*, 15(1). [Online]. Available at: http://na-businesspress.homestead.com/JBD/NicholsT_Web15_1_.pdf [Accessed 21 May 2019].

Smith, T. K. 2010. An examination of marketing techniques that influence Millennials' perceptions of whether a product is environmentally friendly. *Journal of Strategic Marketing*, 18 (6), 437- 450, DOI: [10.1080/0965254X.2010.525249](https://doi.org/10.1080/0965254X.2010.525249) [Accessed 04 October 2019]

Smith, T.K. and Brower, T.R. 2012. Longitudinal study of green marketing strategies that influence Millennials. *Journal of Strategic Marketing*, 20 (6): 535–551 [Online]. DOI: 10.1080/0965254X.2012.711345 [Accessed 10 October 2019].

Statistics South Africa. 2019. *Mid-year population estimates 2019*. [Online]. Available at: <http://www.statssa.gov.za/publications/P0302/P03022019.pdf> [Accessed 15 July 2019].

Suntornpithug, N. and Indiana, S.K. 2017. Green marketing: millennials' perceptions of environmentally friendly consumer packaged goods products. [Online]. Available at: http://www.worldresearchlibrary.org/up_proc/pdf/910-15012367896-10.pdf [Accessed 24 July 2019].

Talbott, S. 2012. Generation Y and sustainability. University of Tennessee Honor Thesis project. [Online]. Available at: http://trace.tennessee.edu/cgi/viewcontent.cgi?article=2506&context=utk_chanhonoproj [Accessed 30 July 2019].

Tan, L.P., Johnstone, M.L. and Yang, L. 2016. Barriers to green consumption behaviours: The roles of consumers' green perceptions. *Australasian Marketing Journal*, 24 (4): 288-299. [Online]. DOI: [10.1016/j.ausmj.2016.08.001](https://doi.org/10.1016/j.ausmj.2016.08.001) [Accessed 21 September 2019].

Tilford, C. 2018. The millennial moment in charts. [Online]. Available at: <https://www.ft.com/content/f81ac17a-68ae-11e8-b6eb-4acfcfb08c11> [Accessed 02 August 2019].

Tobin, G. A. and Begley, C. M. 2004. Methodological rigour within a qualitative framework. *Journal of Advanced Nursing*, 48(4): 388-396. [Online]. DOI: 10.1111/j.1365-2648.2004.03207. [Accessed 31 July 2019].

Tseng, S.C. and Hung, S. W. 2013. A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, 59: 174-184. [Online]. DOI: 10.1016/j.jclepro.2013.06.050. [Accessed 21 July 2019].

United Nations Environment Programme. 2019. *Frontiers 2018/19: emerging issues of environmental concern*. [Online]. Available at: <https://www.unenvironment.org/resources/frontiers-201819-emerging-issues-environmental-concern> [Accessed 16 July 2019].

Valkenburg, P. M., Peter, J. and Schouten, A. P. 2006. Friend networking sites and their relationship to adolescents' well-being and social self-esteem. *Cyber Psychology & Behavior*, 9(5): 584. [Online]. Available at: <https://www.dhi.ac.uk/san/waysofbeing/data/communication-zangana-valkenburg-2006.pdf> [Accessed 02 August 2019].

Webster, F. E. 1975. Determining the characteristics of the socially conscious consumer. *The Journal of Consumer Research*, 2(3): 188-196. [Online]. Available at: <http://web.a.ebscohost.com.ezproxy.iielearn.ac.za/ehost/pdfviewer/pdfviewer?vid=3&sid=f9d9be384-43ae-4996-9460-6124febf244a%40sessionmgr4010> [Accessed 17 May 2019]

White, K and Habib, R. 2018. SHIFT - A review and framework for encouraging ecologically sustainable consumer behaviour. [Online]. Available at: <https://media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf> [Accessed 21 September 2019].

Yarrow, K. and O' Donnell, J. 2009. *Gen BuY: how tweens, teens and twenty-somethings are revolutionizing retail*. San Francisco: Jossey-Bass. [eBook]. Available at: <https://books.google.co.za/books?hl=en&lr=&id=Eg1IKXy8bwC&oi=fnd&pg=PA21&dq=Yarrow+%26+O%27Donnell,+2009&ots=OA0tli4G9o&sig=d4wwTNLYi1sIHnRcV4z7vAorkAw#v=onepage&q=Yarrow%20%26%20O'Donnell%2C%202009&f=false> [Accessed 20 May 2019].

Yazdanifard, R. and Mercy, I.E. 2011. The impact of green marketing on customer satisfaction and environmental safety. [Online]. Available at: <https://pdfs.semanticscholar.org/cb39/27334b3e89761d573caaf47cff55c22ec2d6.pdf> [Accessed 24 October 2019].

Yoon, S. 2013. Antecedents and consequences of in-store experiences based on an experiential typology. *European Journal of Marketing*, 47(5/6): 693-714. [Online]. DOI: [10.1108/03090561311306660](https://doi.org/10.1108/03090561311306660) [Accessed 23 October 2019].

Zhang, Y. and Wildemuth, B. M. 2009. Qualitative analysis of content. [Online]. Available at: <http://old-classes.design4complexity.com/7702-F12/qualitative-research/content-analysis.pdf> [Accessed 31 July 2019].

ANNEXURE A: CONCEPT DOCUMENT

Exploration of factors that motivate purchasing behaviour of green products by the millennial generation.

Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review- Conceptual Framework	Paradigms	Approach	Data Collection Method(s)	Ethics	Findings
- Explore attitude of millennials towards eco-friendly behaviour. - Explore if peer values influence purchase intentions of millennials of green products. - Explore whether green advertising is visible and understandable. - Explore whether green advertising influences millennials in their shopping habits.	What are the factors that motivate the millennial generation to purchase green products?	The study is important and worth studying because caring for the environment is important, more so for by businesses through selling of green products which will contribute to the decrease in the degradation of the ecosystem. Therefore factors that influence purchasing decisions of millennials need to be studied so that green brands can advertise more strategically to gain support from consumers.	Joshi & Rahman (2015); Ordun, 2015; Anvar & Venter (2014); Govender& Govender, (2016). Moreno, Lafuente, Carreon and Moreno, 2017.	Theme 1: Consumer dynamics and dynamic consumers.	Interpretivis m.	Qualitative method.	In-depth, one on one semi-structured interviews.	Ethical challenges involved gaining permission from participant and ensuring their anonymity and confidentiality.	Millennials have a positive attitude towards eco-friendly behaviour. However peer influence is not present; advertising is minimal and does not influence purchasing behaviour. Price, accessibility and visibility affect purchase behaviour.
						Population			
						Population: Pretoria Millennials Characteristics: Tech savvy, educated, peer influenced,			
Research Problem	Secondary questions	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution
Caring for the environment is critical for human existence. Consumption habits need to change so that the environment can be protected. Businesses selling green products need to continually attract millennials therefore understanding what motivates their purchasing behaviours will enable businesses to market more strategically to them. Millennials are considered one of the biggest consumer groups and able to influence other consumers.	- What is the attitude of millennials towards the environment? - Do peer values influence purchase intentions of millennials? - Does green advertising influence millennials in their shopping habits?	- Millennials, - Green products, - Green marketing,	Consumer culture			Non-probability <i>Sampling method:</i> Purposive sampling. <i>Size:</i> 10	Unit of Analysis: 24-38 years old, tech-savvy, advice-seekers, price picky, socially conscious.	The sample of the study was small and therefore not accurately representing the general population. Time was limited for the study; more could have been achieved with more time. Resources were limited i.e. one researcher.	Brand managers, marketers will gain knowledge on motivations of green consumption by millennials. This will assist them in creating tailor made marketing strategies for Millennials resulting in improved marketing strategies; thereby benefiting brands i.e. increase revenue.

ANNEXURE B: ETHICS CLEARANCE LETTER



August 27, 2019

Student name: Kentse Setshedi

Student number: 18012248

Campus: Vega Pretoria



Re: Approval of Bachelor of Arts (Honours Part Time) in Strategic Brand Communication Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.



Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

Amalia van Schalkwyk
Supervisor
Coordinator

Name: Kentse Setshedi
Campus Postgraduate

ADvTECH HOUSE

Inanda Greens
54 Wierda Rd West
Wierda Valley 2195
P.O. Box 2369
Randburg 2125

T. (011) 676 8021
F. (011) 789 2674
E. info@ie.ac.za
www.ie.ac.za



Directors: RJ Douglas (UK), JDR Oesch (Non-Executive), MD Ailken (Non-Executive) **Company Secretary:** DM Dickson

The Independent Institute of Education (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07.

ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS



To whom it may concern,

My name is Kentse Setshedi and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Amalia van Schalkwyk around the *Exploration of factors that influence purchasing behaviour of green products by the millennial generation*. I hope that this research will enhance our understanding of the relation between the factors that influence the purchasing decision of millennials of green products.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below. What will I be doing if I participate in your study?

I would like to invite you to participate in this research because your inputs will be valuable in providing an understanding of who the millennial generation is and what motivates them in purchasing green products. This will add value to the existing body of knowledge on the subject. As well it will assist strategic brand communicators and marketers in producing much more tailor made communication strategies that will improve the persuasion of millennials into buying and consuming green products. If you decide to participate in this research, I would like to give you a semi-structured interview that will take about 20-30 minutes of your time.



You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular questions in the questionnaire.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

Your inclusion in this study is purely voluntary. If you do not wish to participate in this study, you have every right not to do so. Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. Nobody else, including anybody at Vega, will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?



Please feel free to contact me regarding this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Kentse Setshedi, 083 664 2967, 18012248@vegaconnect.co.za



Consent form for participants

I, _____, agree to participate in the research conducted by (your name) about (insert aim of research/ brief summary of exactly what you are researching)

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

ANNEXURE D: GUIDANCE QUESTIONS

A. Demographics

1. Age?
2. Gender?
3. Educational qualification?
4. Employment status?
5. Province of residence?

B. Knowledge on environmental issues/ green products

6. What comes to mind when you hear the phrase “environmentally friendly products or green products”?
7. What are some of the green products that come to mind?

C. Purchasing of green products

8. Do you generally pay attention to product labels in the package of products when you shop? If “yes” why? If “no”, why?
9. Have you consciously bought or have considered buying green products? If “yes” why? If “no”, why?
10. Do you think green products are worth being purchased? If “yes” why? If “no”, why?
11. There are many green products across the world. Which green products do you think are suitable for our economy and location, and why?

D. Green marketing/ advertising

12. Have you come across advertisements of green products on any platform such as TV, radio, print media, social media, word-of-mouth? What did you think of them?
13. Do you hear and pay attention to friends, family and media including social media opinions concerning green products? Please elaborate on your response.
14. Company A considers green practices in their product development and informs consumers of this; and Company B does not consider green practices in the

manufacturing of their products. Choosing between the two, which company would you purchase from and why?

15. Would you encourage others to purchase green products and why?

ANNEXURE E: ORIGINALITY REPORT