



I AM A SUSTAINABLE CONSUMER.

(OR AM I?)

The degree of Influence Brands Sustainable Commitments have on
Consumers' Purchase Intentions.

By

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ABSTRACT

Due to shifting global viewpoints, brands have made significant investments in sustainability at a time when there is little information available about the extent to which brand commitments to sustainability have an impact on South African cosmetics consumers(Rafi, 2021).

The study aims to identify the factors which draw consumers toward purchasing from brands which act sustainably. This will indicate to Cosmetics Brands; which elements are reaching consumers, which elements are not positively affecting consumers purchase intentions, as well as elements which have not yet been identified or highlighted as significant.

Using the theoretical framework, Ajzen's (1991) TPB model, to test the factors impacting on the consumers intent to act out a certain task (Rana and Paul, 2017: 159). Additional variable elements identified which influence consumers purchase intentions were green marketing, price, and environmental concern.

Through the distribution of a cross-sectional closed-ended digital survey with scaled questions, a quantitative research method was employed to gather data, in accordance with the positivist paradigm, and distributed it digitally to obtain a minimum of 15 responses (du Plooy-Cilliers et al., 2014).

A deductive data analysis was done by categorically classifying the information gathered into topics; Social norms, attitude, green marketing, and environmental concern (Richards, 2013, Paul et al., 2016) since it is consistent with the study's positivist perspective (Maree, 2020,).

Finally, due to RH2 and RH1 being proven, it communicates to brand's operating in the South African cosmetics industry that sustainable initiatives do influence consumers purchase intent but those different variables have different degrees of influence of consumers purchase intentions. Therefore, brand's must be selective as to which elements they invest in.

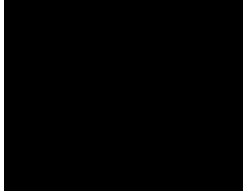
Key words:

Sustainability, Consumer purchase intentions, Ajzen's Theory of Planned Behaviour (1991), Positivist, Quantitative, Deductive Analysis.

DECLARATION

I hereby declare that the **research report** submitted for the **[Insert name of the qualification]** to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature



Date: 05 December 2022

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CHAPTER 1: INTRODUCTION

Introduction

Due to shifting global viewpoints, firms are increasingly recognising the need of sustainability (Rafi, 2021). It is becoming increasingly important for businesses to bridge the knowledge-to-action gap by implementing sustainable business strategies. Sustainability may be described as meeting current demands without jeopardising future generations' needs in the process (Rafi, 2021). It is supported by three pillars: economic, environmental, and social concerns (Rafi, 2021).

Contextualisation

In South Africa and increasingly throughout Africa, boards and executives are assigning sustainability a higher priority. In the past, businesses have taken an interest in social and environmental issues in response to legislative demands or as part of branding and marketing campaigns (Deloitte, 2022). But over the past ten years, we have observed organisations seeking the co-creation of economic and social value by integrating sustainability into their core business strategies (Deloitte, 2022). This, according to Nielsen research, adds brand value, a competitive advantage, and meets consumer demands as their results showed that 66% of customers would pay extra for a product if it originated from a sustainable brand, and 81% of global consumers feel businesses should help the environment (Rafi, 2021). Consumers are shifting their perspectives toward sustainability, and this tendency is only growing (Rafi, 2021). Though social and economic aspects of sustainability are important, environmental issues are at the forefront of the discussion (Rafi, 2021).

Large-scale examples of businesses reinventing themselves into better, healthier, and more environmentally friendly versions of themselves in order to gain a competitive advantage are quickly becoming more common (Deloitte, 2022). From pharmacy chains closing cigarette retail channels to packaged meats empires repositioning themselves as market leaders in plant-based proteins, doubling down on the health market, and a plethora of consumer product and fashion retailers offering sustainable product lines to the mainstream market in order to spur growth (Deloitte, 2022).

Instead of extensive redesigns, businesses in South Africa are gradually honing their sustainability strategies and creating ground-breaking programmes that connect societal and financial benefits (Deloitte, 2022).

1. A significant mining corporation started the Water Project with the goal of alleviating South Africa's underdevelopment and poverty. Through the provision of regional water, the project seeks to promote black economic empowerment and employment creation (Deloitte, 2022).
2. To raise awareness of the SDGs and advance the idea of environmental, social, and corporate governance (ESG) focused investment in Africa, a South African bank is issuing green bonds. Recently, the bank issued R1.7 billion worth of bonds to finance green energy projects (Deloitte, 2022).

3.
 - A significant South African packaging and paper company has started a programme to provide early childhood development services to outlying South African villages in collaboration with the government and NGOs. Every month, they visit 35 communities and about 400 youngsters (Deloitte, 2022).
4. According to its business impact model, a financial services company has pledged more over R100 billion to building an inclusive economy that will help it achieve the SDGs and benefit its investors (Deloitte, 2022).

What is meant by sustainability?

The World Commission on Environment and Development's 1987 definition of "sustainable development" was "development that meets the requirements of the present without compromising the ability of future generations to meet their own needs." (Deloitte, 2022). Sustainability in the context of business activity refers to the environmental, social, and governance (ESG) aspects of an organisation's operations (Deloitte, 2022). Activities that support or improve a company's capacity to generate value over the long term are also included. The Sustainable Development Goals (SDGs), a framework of 17 interconnected goals for governmental, business, and non-profit organisations to address sustainability, were developed more recently by the United Nations (Deloitte, 2022).

Rationale

Attitudinal changes about consumption of everyday goods, including environmental concerns, have led to consumer education on the matter of environmental-health (Tih et al, 2016). On a global scale, the modern-day consumer is attracted to brands which engage in ethical practices for both people and the planet. This has led to businesses to invest in sustainable practises (Tih et al, 2016). However, Brands have invested heavily in sustainability, when there is limited information available regarding the degree to which sustainable commitments, by brands, has an influence on South African cosmetics consumers. The study aims to identify the factors which indicate influencing consumers towards, or away from, purchasing from sustainable brands, thus, expanding the existing body of knowledge on the degree which sustainable commitments by brands influences consumer purchase intentions in a South African context. This will allow for Brands operating in South Africa, to understand the elements of sustainability that are worth investing in, and the elements which do not positively influence consumers.

Problem Statement

Environmental protection has increasingly become an important topic. Social challenges such as air pollution and deforestation have become a great concern and businesses have taken advantage of these challenges by developing sustainable commitments (Isiaka, 2018). Studies depict that 75% of consumers take into account sustainable practices from brands, which have an effect on their purchasing behaviour (Isiaka, 2018). However, the finding is not consistent when comparing revenue generated between Lush, a fully sustainable brand, and their competitor Avon, who is not fully sustainable. In 2021, Avon generated approximately 3.4 billion dollars in revenue (Statista Research Department, 2022), whereas Lush

generated 958.3 million dollars (Lush, 2022). The study aims to identify the factors which draw consumers toward purchasing from brands which act sustainably. This will indicate to Cosmetics Brands; which elements are reaching consumers, which elements are not positively affecting consumers purchase intentions, as well as elements which have not yet been identified or highlighted as significant.

Purpose Statement

The aim of the study is to determine the extent to which sustainable commitments by brands impact or influence consumers intentions using Ajzen's theory of planned behaviour (Ajzen, 1991) to guide the research. The researcher intends to determine the specific attitudes South African consumers have toward engaging with sustainable initiatives, the social norms which may exist in the South African market regarding purchasing sustainably, the perceived behavioural control, South African consumers have over their decisions, and the impact any influencing elements might have on South African consumers purchase intentions, as intentions are and indicator of behaviour (Ajzen, 1991).

Research Questions

The primary research question for this study is: Do brand's sustainable commitments influence consumers purchase intentions?

Based on the above, the following questions were derived:

- RQ1: What are the attitudes and social norms in south Africa toward purchasing from sustainable brands?
- RQ2: What elements influence Durban, South African cosmetics consumers to purchase, or not to purchase, sustainably?

Hypotheses

Based on the primary research question, the following primary hypothesis has been formulated: To explore the extent which South African Cosmetics consumers purchase intentions are influenced by brand's sustainable commitments

Based on the above RQ's, the following Related Hypotheses were derived:

- RH1: Durban South African consumers attitudes depict themselves as sustainable consumers and the social norm which exists is that consumers are admired for purchasing from sustainable goods, or for supporting sustainable brands, however, if they purchase unsustainably for convenience, or price purposes, this is seen as justification for their actions.
- RH2: The elements, other than those outlined in Ajzen's Theory of Planned behaviour, which positively or negatively influence Durban, South Africa cosmetics consumers to purchase, or not to purchase sustainably include green marketing, attitudes, social norms, environmental concern, and environmental knowledge.

Conclusion

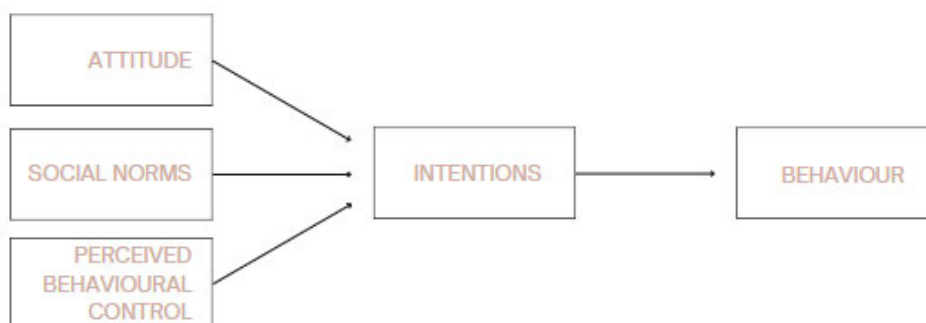
Brands have made significant investments in sustainability at a time when there is little information available about the extent to which brand commitments to sustainability have an impact on South African cosmetics consumers. The study's goal is to discover the variables that point to consumers shifting toward or away from buying from sustainable brands, adding to the body of research already known about how much sustainable brand commitments affect customer purchase intentions in a South African context.

CHAPTER 2: LITERATURE REVIEW

Introduction

This chapter includes the theoretical foundation and how it links to the research problem, as well as links between problem and current literature, and finally operationalisation of key concepts.

Theoretical Background



Ajzen's Theory of Planned Behaviour (1991)

The theoretical framework for this study was based on Ajzen's (1991) TPB study. The TPB theory was created as an expansion of the Theory of Reasoned Action (TRA) (Ajzen, 1991: 179). The Researcher will make use of the TPB model to test the factors impacting on the intent to act out a certain task (Rana and Paul, 2017: 159) with specific regards to the research field of sustainable commitments (Chen et al., 2018). The Theory discusses the various beliefs which make up Attitude, social norms, and perceived behavioural control, providing a complete outline of the main variables contributing to intentions which need acknowledgement when developing the questionnaires to be distributed to participants. Additionally, the theory is easily adaptable and allows for the implementation of specific influencing factors that are relevant to the field of study to which the theory is being applied. In this study, perceived behavioural control has been replaced by knowledge, as the level of knowledge will impact an individual's motivation to pursue their intended behaviour (Cheng and Deng, 2016: 3).

In this study, participants will be surveyed to determine the additional key factors, which will be evaluated to determine their impact on consumers attitudes and consequently on consumers purchase intentions, in a South African context.

Attitude

Attitudes are better predictors of pro-environmental behaviour than other variables (Padel and Foster, 2005; Tanner and Kast, 2003). The two main types of attitudes, which many studies have addressed throughout history, regarding environmental behaviour are Importance (perceived importance where consumers express concerns or feel that the ecological issues are important to them) and Inconvenience (level of inconvenience that consumers face when adapting or behaving in an ecologically friendly manner) (Laroche, Bergeron and Barbaro-Forleo, 2001). This will inform the study on consumers prioritisation of values. For example, if the consumer identifies global warming as an important topic to them, they are

more likely to drive to a second store to find a sustainable product that supports reducing global warming than a consumer who does not deem global warming as important to them. According to Laroche et al. (2001) Perceived level of responsibility (where consumers believe that businesses are not playing their role in production of eco-friendly consumption products) is also an attitudinal variable that determines consumers' level of environmental consciousness. Roberts (1996) also identifies selected attitudinal variables of ecologically conscious consumer behaviour. The first attitudinal correlate is Perceived Consumer Effectiveness which is an individual's judgement on his or her ability to have an impact on the environmental resource problems (Roberts, 1996). Lastly, Environmental Concern is the concern of social responsibility (Robert, 1996).

Social Norms

In mass media advertising reference groups have been rarely used in an association with green products, which is another reason for the niche green market and very few green products (Baker and Ozaki, 2008). Ajzen's Theory of Planned Behaviour (TPB) explains the factor of Subjective norms which are associated with social pressures to perform or not to perform a specific behaviour (Han et al., 2010). Han et al. (2010) also highlights the issue of referents where a consumer would act thinking whether their referent would approve or disapprove certain behaviour. Social influences have said to promote many recycling activities in consumers (Baker and Ozaki, 2008). Consumers are strongly affected by the coercive power of the group they belong to and are open to change more easily (Baker and Ozaki, 2008).

Grob (1995) also states that differences in environmental attitudes and behaviours may occur as a result of social group memberships and associations. Consumer socialisation is the process through which consumers gain knowledge, skills and form attitudes towards purchases in the marketplace (Bush et al., 2001). Celebrity role models or endorsers can also induce a social pressure but in the domain of materialistic, high status and expensive products (Bush et al., 2001).

Review of Previous Literature:

The following are elements identified in previous studies as influencing consumers purchase intentions.

Environmental Knowledge

Consumers' interest in being more conscious of environmental concerns when making purchases has been expanding over the past few years (Young et al., 2010). Positive environmental behaviour is associated with environmental knowledge (Tanner and Kast, 2003). The key to environmentalism is exposure. People will behave more favourably as their understanding of green behaviour increases (Roberts, 1996). Knowledge of the details and broader ideas pertaining to the environment and ecosystems is sometimes referred to as environmental awareness (Mostafa, 2007). This knowledge is often referred to as eco-literacy (Laroche et al., 2001). In environmentally conscious behaviour, abstract knowledge is likewise seen as crucial and significant, impacting all the many stages of the decision-making process (Laroche et al., 2001). A sizable majority of customers are ignorant of how their actions affect the

environment (Padel and Foster, 2005). This is a result of their inadequate exposure to the many green product messages that have been generated (Baker and Ozaki, 2008).

Green Marketing

The availability of natural resources has resulted in environmental degradation, which has given rise to green marketing. Green marketing is not a brand-new phenomenon, but socially conscious customers and the rise of green consumerism are clear signs of the green movement (Menon, Chowdhury and Jankovich, 1999; Sivadas, 1997). Similar to this, businesses are gradually integrating green marketing into their operations by minimising the environmental effect of production, manufacturing, and energy use (Grant, 2008). Additionally, businesses are adopting green marketing to gain a competitive edge (Han, Hsu, and Sheu, 2010). For example, Lush has invested in cruelty-free cosmetics, which are 100% vegan, 100% ethically sourced, and “100% fighting against animal testing” (Lush, 2021). The brand has also released Refillable Lipsticks. The product is described by Lush as the following: “These naked beauties can be popped into your old lipstick case -eliminating single-use plastic every time!” (Lush, 2021).

Even though there is a lot of information and awareness about green marketing, the market share of green products remains quite modest; just 4% of customers actually purchase green items, even though 40% of consumers say they will (Bartels and Hoogendam, 2011; Young, Hwang, McDonald and Oates, 2010). According to another studies, although customers profess care for the environment, this does not always transfer into green purchasing (Young et al., 2010; Roberts, 1996). Hughner, McDonagh, Prothero, Shultz, and Stanton (2007) reinforce this claim by stating that even while customers have a positive attitude toward green purchasing, this does not ensure that they would buy green items. As a result, there is a gap between customers' attitudes and behaviours, known as the attitude-behaviour gap. This study tries to pinpoint the elements that affect customers' capacity to follow through on their initial desire to make sustainable purchases. Marketers are challenged to create segmentation and targeting strategies for green products due to the attitude-behavior gap (D'Souza, Taghian, and Khosla, 2007). Therefore, it is crucial to look at the elements that affect customers' decision-making and choice processes, such as Attitudes that Shape Behavior (Baker and Ozaki, 2008).

Price

When it comes to purchasing sustainably, consumers are price sensitive (D'Souza et al., 2007). Price, according to Young et al. (2010), has been recognised as a deterrent to sustainable buying behaviour since it reduces the significance of any sustainable values and attitudes individuals have when deciding what to purchase. But compared to those who are less concerned and unwilling to pay extra, customers who care about the environment the most are generally prepared to pay a premium price for a sustainably produced product (Vlosky, Ozanne & Fontenot, 1999). When examining the concept of pricing in connection to attitude and behaviour, customer willingness to pay and price perceptions have been seen as two crucial elements (Oliver et al., 2011). A suitable model for comprehending favourable attitudes and willingness to pay for sustainable products in this study is the Attitude and Willingness to Pay model developed by Hansla, Gamble, Juliusson, and Garling in 2008. Laroche et al. (2001) describe two major

attitudes, namely the attitude of perceived inconvenience and the attitude of corporate social responsibility, in order to examine the link between attitude and price and the willingness of customers to pay, as this was used in a previous study to determine consumer willingness to pay for energy supplied from green sources. Recycling and purchasing environmentally friendly goods and services did not indicate willingness to pay extra for them. For instance, a consumer who regularly recycles and has a favourable attitude toward the practice would not be prepared to pay extra (Hansla et al., 2008). However, devoted environmentalists don't let cost play a significant role in dictating how they behave (D'Souza et al., 2007). But price will continue to be a barrier until discounts and promotions are highlighted, quality and product performance are made credible, and value for money is established (Gatersleben et al., 2002).

Operationalisation of Concepts

1. **Attitude:** is generated through consumers associations and their experience with a brand (Ajzen, 1991). The concept will be used to determine whether consumers have positive or negative associations or experiences with sustainable commitments and how this has consequently impacted their purchase intent.
2. **Social Norms:** refer to the opinions, values, and beliefs of family, friends, and society as a whole and how those opinions and beliefs might influence individual's behaviour (Ajzen, 1991). This will be used to measure the extent to which Durban, South African consumers are impacted by social forces and to determine what the social norm regarding purchasing sustainably in Durban is.
3. **Green Marketing:** highlighted that green marketing is concerned with all marketing activities that may serve to provide a remedy for environmental problems (Henion and Kinnear, 1976). Will be used to determine consumers attitudes toward sustainable communications made by brands. A key element of green marketing is Price.
4. **Price:** price is identified as a barrier to Green Purchase Behaviour by stating that it reduces the influence of green values and attitude in making purchase decisions (Young et al., 2010). Will be used to derive a deeper understanding of how much purchasing sustainably is valued in consumers mind's when compared with the amount they may have to spend. Is price a deterring factor?
5. **Environmental knowledge:** This is defined, in this study as being knowledge about the facts and general concepts relating to the environment and ecosystems (Mostafa, 2007). Will be used to assess individual's level of knowledge or information regarding environmental issues such as global warming.

Conclusion

This study's theoretical foundation was drawn from Ajzen's (1991) TPB study. The theory is flexible and enables the use of particular influencing variables that are pertinent to the field of study being researched. Knowledge has taken the place of perceived behavioural control in this study since knowledge will influence someone's motivation to engage in their intended behaviour (Cheng and Deng, 2016: 3). Environmental concern, green marketing, and price are among the variables that have been borrowed

from earlier literature and will be incorporated to determine the degree to which they influence Consumers purchase intentions.

CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

Introduction

This chapter includes an outline of worldview/paradigm/tradition, the research approach and design used to investigate the problem, and the population and sampling method used and its application, including details pertaining to the unit of analysis and sample group and size. Finally, data collection methods used and description of their application, relevance, strengths and weaknesses are discussed with details pertaining to procedures used during the collection of data, of materials/resources used during data collection, and data analysis technique used and how it was implemented to analyse the data.

Paradigm:

This research is based on the positivist perspective (du Plooy-Cilliers, et al., 2014). A positivist paradigm uses evidence-gathering procedures to establish an objective conclusion to a research challenge. Positivism emphasises facts discovered through data collected through reasonable and logical procedures, such as surveys (du Plooy-Cilliers, et al., 2014). The goal of this paradigm is to arrive at an objective answer to the research topic. Given the intention to acquire data to establish or refute the study's goal, the presumed positivist paradigm is most suited to elicit an objective result. Positivism, more precisely, the epistemological positivist paradigm, is a philosophy of knowledge, that holds that only information received via direct observation is true and reliable (du Plooy-Cilliers, et al., 2014). Factual data collection, such as observing people work, measuring produced goods, and measuring time in athletics, is considered objective and hence valid. According to the paradigm, observations should be quantified so that statistical analysis may be performed (du Plooy-Cilliers, et al., 2014). Adopting a positivist approach, the researcher assumes that there is a single objective reality that can be observed by a researcher who has little, if any, influence over the thing being viewed. Positivism suggests that there is objective, self-contained natural rules to which human life is subordinated (du Plooy-Cilliers, et al., 2014). The goal of research is to identify and define these objective rules. This perspective sees society as a collection of structures, concepts, labels, and connections (du Plooy-Cilliers, et al., 2014) which is precisely in line with the objective character of this study, which aims to investigate the link between Brand's sustainability initiatives and their degree of influence on consumers purchase intentions. In the research process, the positivist approach emphasises experimentation, observation, control, measurement, reliability, and validity. This necessitates a quantitative strategy (du Plooy-Cilliers, et al., 2014).

Population

All individuals that adhere to the established population specifications are considered to be part of the target population (du Plooy-Cilliers et al., 2014). The target demographic for this study comprises of all males and females between the ages of 18 and 35 who reside in Durban, South Africa. Screening questions were incorporated within the questionnaire to determine whether the subject is within the age range, and resides in Durban, South Africa.

The population segment that the researcher has access to and will be included in the study is referred to as the accessible population (du Plooy-Cilliers et al., 2014). Consumers who are based in Durban, KwaZulu Natal, and are followers or connections of the researcher on social media sites make up the accessible population for this study. They must also be between the ages of 18 and 35. These people were included in the accessible population as it was convenient for the researcher to contact them and ask them to participate in the study.

Unit of Analysis:

The unit of analysis is the entity under study, or who is being described or analysed. The unit of analysis in this study was an individual: Consumers. The individuals identified as the unit of analysis are the individuals who comprise the sample.

Sampling

This study used non-probability sampling, which denotes that the researcher did not utilise a random selection of population entities and that no element had an equal chance of being chosen (du Plooy-Cilliers et al., 2014). To achieve the specific goals of this study, and to overcome hindrances the researcher decided on non-probability sampling. These included:

- The researcher aimed to indicate if a particular trait or characteristic exists in a population (QuestionPro, 2022).
- The Researcher did not intend to generate results that will generalize the entire population (QuestionPro, 2022).
- The researcher had limited time to conduct research and had budget constraints (QuestionPro, 2022).

Non-probability sampling is quicker and less expensive to employ for data collection since the researcher is knowledgeable of the sample (QuestionPro, 2022). When compared to persons who were chosen at random, the respondents answer more promptly since they are more motivated to participate (QuestionPro, 2022).

In order to guarantee that all participants satisfy the population criteria that are crucial to the research and to facilitate easy access to the pertinent organisations, both purposeful and convenience sampling will be used (du Plooy-Cilliers et al., 2014).

Purposive sampling is the purposeful selection of sample components with certain attributes, the precise character features being selected by variables relevant to the research at hand (du Plooy-Cilliers et al., 2014). The study's key sample components have been determined. According to the inclusion requirements, respondents had to be between the ages of 18 and 35, and live in Durban, South Africa. For the purposes of this study, it is essential that respondents lived in Durban, South Africa since this will help determine whether respondents' buying decisions are influenced by the existence of brands sustainable commitments in this area. This will ensure that all respondents have access to the same

brands and, therefore, they should have had the same opportunity to interact with similar sustainable commitments made by brands in this area. This will help determine how much respondents were aware of or gave attention to brands sustainable commitments. As a result, the researcher is able to determine how sustainable commitments impact Durban, South Africa, Consumers purchasing intentions.

Convenience sampling involved choosing sample components that were simple for potential research participants to obtain; this had the benefit of enabling quick completion of the research project. This sample strategy was very helpful to the researcher given the time restrictions placed upon the research. Additionally, convenience sampling made it so that the sample components adhered to the fundamental requirements (du Plooy-Cilliers et al., 2014). Gender and age were not considered in this study, an equal distribution of the data has no bearing on the study's goal. The information gathered is therefore sufficient for the goals of this research.

Extent

Data for this study was only gathered at one moment in time as it was cross-sectional (du Plooy-Cilliers et al., 2014). The research took place between 1 August and 1 September 2022. Distance was no longer a factor in the data collecting process as the survey was conducted online and the respondents' proximity to the researcher was irrelevant. A total of thirty responses were collected and analysed.

Data Collection Method

Through the distribution of a digital survey, a quantitative research method was employed to gather data. In order to measure the data gathered, the survey was presented as a closed-ended questionnaire with scaled questions. Digital surveys have the advantages of being affordable, preserving respondents' identities, and allowing them to answer the questions at their own leisure and in a location of their choosing (du Plooy-Cilliers et al., 2014).

The researcher employed a cross-sectional survey in the form of a questionnaire, in accordance with the positivist paradigm, and distributed it digitally to obtain a minimum of 15 responses (du Plooy-Cilliers et al., 2014). The researcher sent an access link to the survey, to their Instagram followers and WhatsApp contacts, seeking their participation in the study. Data collection occurred between 1 August and 1 September 2022, meaning the survey was accessible for a month. This ensured ample time for all respondents to complete the survey and to go back and adjust their answers if they wished to. The survey was created using Google Forms, an online survey tool (www.googleforms.com). The researcher chose this approach because digital surveys could be distributed quickly over internet networks and respondents could fill out the questionnaire at their own pace without having time constraints impairing their thinking (du Plooy-Cilliers et al., 2014).

Participants in the survey were given access to a URL, and each person was permitted to one submission of their answers before the survey was ended (1 September 2022), however, respondents were able to go back and adjust, or change their answers if they wished to. Based on the demographics of the available

population, the survey was only offered in English. This guaranteed the survey's internal coherence and made it easier for the researcher to analyse the results.

Research Instrument:

There were three sections to the survey. Four closed-ended screening questions in Section A will determine if each sample element satisfies the requirements for being relevant to the research (Maree, 2020). Participants were asked to identify their age group, whether they were from Durban, South Africa, and if they had ever used or purchased any sustainable products. Only matrix questions were included in sections B and C, and respondents had to choose the answers that most accurately reflected their own beliefs, attitudes, and behaviours. Each question used the same scale, a 5-point Likert scale, which was repeated (du Plooy-Cilliers et al., 2014).

The respondent was given fourteen statements to choose from in section B. In this section, they were asked to rate how much they agreed or disagreed with each statement using the provided 5-point Likert scale. This section aims to identify the impact that sustainable commitments have on consumers' purchase intention by addressing the factors that play a key role in the link between sustainable commitments and purchase intent and gathering consumers individual stance on these factors (Factors such as Price and Green marketing). The section B questions were derived from and modified based on earlier verified research investigations of a related nature. In addition to the questions from Richards (2013), secondary sources were examined for quantifiable question sets supporting pledges to sustainability. The question sets, sections, and scales were primarily obtained from research by Richards (2013).

The survey concludes with Section C. On a 5-point Likert scale, respondents were required to rank their level of likelihood in relation to the question in this section. As no qualitative data could be gathered, the final five questions were designed to gauge consumers attitudes and feelings towards specific sustainable activities, such as the degree to which consumers to sustainability had an influence on attitudes, social norms, environmental knowledge, and environmental concern. Given that the degree of influence that sustainable commitments possess on purchasing intent will be quantified for the purposes of this study, Likert scales have been deemed as effective measurement tools (Maree, 2020).

Given that attitude, social norms, and environmental concern all affect how much attention consumers will pay to sustainable commitments (Richards, 2013), questions were created to determine the extent to which these factors affect: how consumers perceive and respond to sustainable commitments. These inquiries were modified from publications by Richards (2013).

The strategy for gathering data was consistent with positivism and hence relevant to the purpose of this investigation. Additionally, Likert scales generate precise and objective data (Maree, 2020). This provided the opportunity to code the data gathered from the scales, which facilitates the interpretation of descriptive data. As stated in the purpose statement; "to determine the extent to which sustainable commitments by brands, impact or influence consumers purchase intentions", the researcher was able to describe the issue under investigation (du Plooy-Cilliers et al., 2014).

A draught version of the research instrument was sent to the research supervisor for evaluation prior to starting the research. The researcher was advised to make the language used in the survey questions slightly more common, and to add definitions, to ensure any respondent would understand what was being asked of them. This process established that the relevant topics were being measured accurately, demonstrating content validity, and that all applicable ethical standards were satisfied (Maree, 2020). The effectiveness of the survey was pre-tested on 5 participants after the research instrument has been approved; however, the results from this test will not be used in the final analysis. In order to establish the validity of the results, and to certify that participants could easily interact with the general survey and the questions asked, the research instrument's pre-test was carried out (du-Plooy Cilliers et al., 2014) one week prior to the actual data collection. Purposive sampling was used to choose the two participants (du-Plooy Cilliers et al., 2014). This is because the researcher had to make sure that the pilot test subjects correctly mirrored the characteristics of the targeted demographic, which were crucial for this study. Due to the researcher's decision to use Google Forms for the final data collection, this platform was also used for the pilot test. The full consent of each participant was obtained before beginning the pre-test. In order to guarantee that the participants have a clear knowledge of what the pilot test includes, they received an explanation of the study's nature as part of the survey's introduction. After doing a pre-test, it was obvious that the research tool's content and question flow made logical sense to both participants and the researcher.

Data Analysis Method

Academic research techniques were used for data analysis and testing. This entails categorically classifying the information gathered into topics; Social norms, attitude, green marketing, and environmental concern. Data gathered from respondents was then analysed using numerical comparisons and presented using pie charts (Richards, 2013, Paul et al., 2016).

A deductive analysis technique was used to analyse the quantitative data since it is consistent with the study's positivist perspective. The gathered items will be divided into groups and classified in line with the question sets prior to analysis. The pertinent questions were listed for each group. Each question had a 5-point entry box underneath it that was used to numerically record the answers. This guaranteed that the analysis was concise and consistent (Maree, 2020).

The researcher first divided the data into the several groups. Such categories helped the researcher attain an understanding of the connections between green marketing, attitude, social norms, and environmental concern. Additionally, this directed the researcher in finding any connections between the above topics that could affect customers' purchasing intentions.

The researcher will utilise the mean, median, and mode of the data ranges to determine the centrality of the data for each group. The possible relationships between the data groupings were determined and described using the measures of centrality. The researcher will then have an idea of the values that each component with which it is being tested has the potential to influence and how that influences purchase intent. (Maree, 2020).

Microsoft Excel will be used to record the data. The study's descriptive nature and goal of identifying the correlations between the pertinent concepts is supported by the use of descriptive statistics for the purpose of data analysis (Maree, 2020). Following a visual presentation of the data analysis, the researcher will evaluate the results in light of the pertinent collection of data sets. For ease of reference and to guarantee that the reader fully comprehends the resulting findings, data interpretation will come after the process of analysing the survey results by assembling numerical data values in table format (du-Plooy Cilliers et al., 2014).

The descriptive aspect of the study is supported by the use of descriptive statistics for data analysis. Pie charts will be used to graphically display the data after data analysis, allowing the researcher to determine the data's spread, mode, and median (Maree, 2020). To ensure that the reader has no difficulty understanding the data, both text and images will be used to represent it (Du-Plooy Cilliers et al., 2014). The quantitative data collected in the form of numerical values will be analysed using descriptive statistics, which will also serve to summarise the data (Maree, 2020). The data will first be condensed into a centrality summary using mean, mode, and median. The data will be analysed by the researcher in the order of each data grouping. For the entire sample and for each data group, the researcher will determine these centrality metrics (Maree, 2020). These descriptive statistical analyses will be performed using a variety of formulae in Microsoft Excel.

Conclusion

The positivist viewpoint serves as the foundation for this study (du Plooy-Cilliers, et al., 2014). The target population for this study consists of all males and females living in Durban, South Africa, between the ages of 18 and 35. To ascertain whether the subject is within the age range and resides in Durban, South Africa, screening questions were inserted into the questionnaire. In this study, consumers served as the analytical unit of analysis. The researcher did not use a random selection of population entities for this study's non-probability sampling, which means that none of the study's elements had an equal chance of being chosen (du Plooy-Cilliers et al., 2014). Data was gathered using a quantitative research method by distributing a digital survey. The survey was provided as a closed-ended questionnaire with scaled items in order to assess the data gathered. The method used to collect the data was in line with positivism and hence pertinent to the goal of this inquiry. Data analysis and testing were done using academic research methods. To do this, the information must be categorised into the following topics: social norms, attitude, green marketing, and environmental concern. Following the collection of data from respondents, it was analysed using numerical comparisons and shown using pie charts (Richards, 2013, Paul et al., 2016).

CHAPTER 4: FINDINGS AND INTERPRETATION OF FINDINGS

Introduction

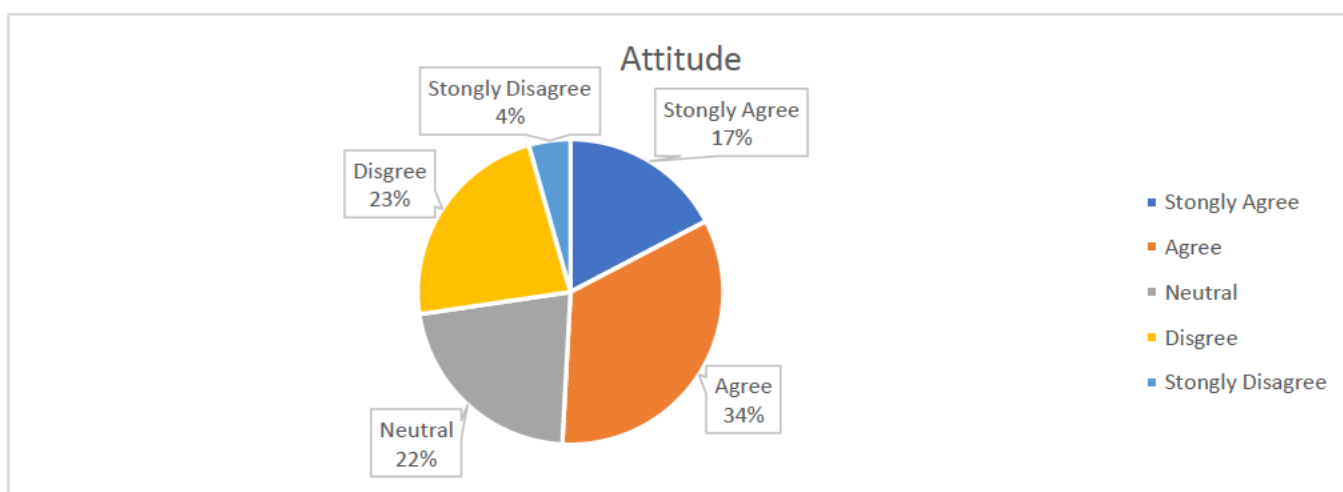
This chapter includes findings based on the analysed data presented in a statistical format, as well as an interpretation, a discussion and insights of the findings in terms of the broader context of the research problem and prior literature and theory. Finally, how the research question(s) was answered, the research problem was solved, and the research goal was reached is summarised.

Relating Findings to Previous Literature and Theory

Studies on attitudes are very important for predicting how customers will react to marketing commitments, such as sustainable products and green advertising. Reporting on the idea of attitude, environmental concern, and social norms is crucial in order to comprehend how green marketing might influence customers' perceptions of brands' commitments to sustainability and thus influence the consumers' purchase intentions. (Argyriou and Melewar, 2011: 431).

The completed statistical analysis led to the following conclusions. Four categories were identified from the data that had been gathered: attitude, green advertising, environmental concern, and social norms. In order to identify any potential trends among respondents, the study questions were initially addressed by looking at each survey respondent's unique response. Using a 5-point Likert scale, the researcher then ascertained the respondents' attitudes, their attitude about green advertising, the current social norms in Durban, South Africa, and the level of consumers environmental concern (Richards, 2013, D'Souza et al., 2005). In order to determine the degree to which consumer attitudes, green marketing, environmental concern, and social norms toward sustainable commitments impact consumers purchase intent, the data was analysed using Microsoft Excel. This was done by comparing the percentage of respondents indicating high levels of environmental concern and significant attitudes towards green advertising, against the percentage of respondents indicating low levels of environmental concern and insignificant attitudes towards green advertising.

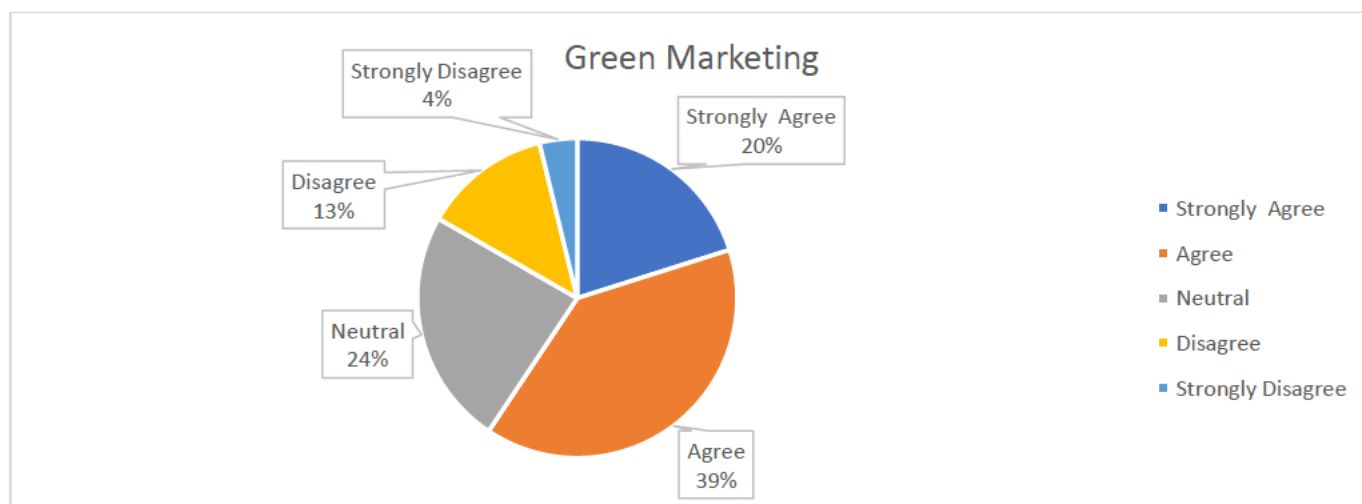
Attitude



With 33.5% of survey responses reflecting a favourable attitude and "Agreeing" with the provided statements, the sample group had a high degree of attitudinal intent to purchase sustainably. A total of 17,32% of respondents agreed with statements about good attitudes toward green advertising and sustainable buying intent. However, 22,9% of the population exhibited unfavourable sentiments towards brands sustainability commitments by selecting "disagree" to the statements. This indicates a little more favourable than neutral attitude toward sustainable commitments, as well as a probable positive effect on purchasing intent for sustainable products. The sample's median was four (Agree). For the statements concerning the measurement of attitudinal influence, the sample mode was 4 (Agree).

Considering the data wholistically, 33,5% of the sample responses agreed and 17,32% strongly agreed, for a total of 50,82% of the sample indicating that attitudes toward sustainable commitments had a moderate to positive effect on consumer purchase intentions. As a result, it is safe to conclude that there is a positive, association between consumer attitudes regarding sustainable commitments and consumer purchase intentions.

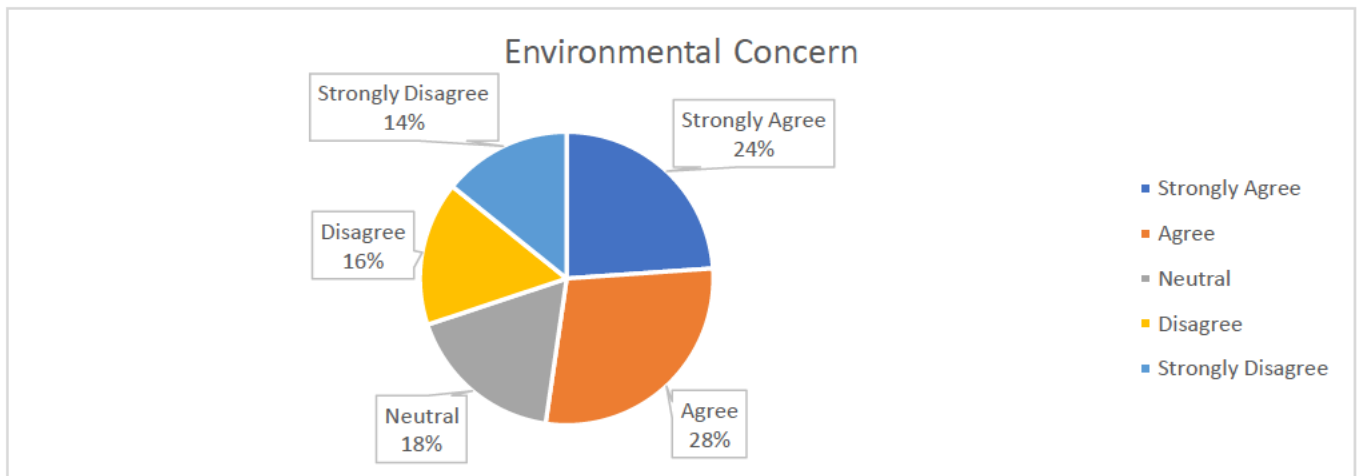
Green Marketing



The population's attitudes and purchase intentions are impacted by green marketing at a high level, with 20,1% of the sample's replies to statements about green advertising being strongly agree, a favourable reaction, and 39,2% of the sample's responses being agree. This is consistent with group 1's results of a good attitude toward green marketing. The sample's median was four (Agree). For the statements about measuring customers' attitudes toward green marketing, the sample mode was 4 (Agree).

Considering the data as a whole, 39,2% of the sample responses agreed and 20,1% strongly agreed, resulting in a total of 59,3% of the sample indicating that attitudes toward green marketing had a moderate to positive effect on consumer purchase intentions. As a result, it is safe to conclude that there is a positive, association between consumer attitudes regarding green marketing and consumer purchase intentions.

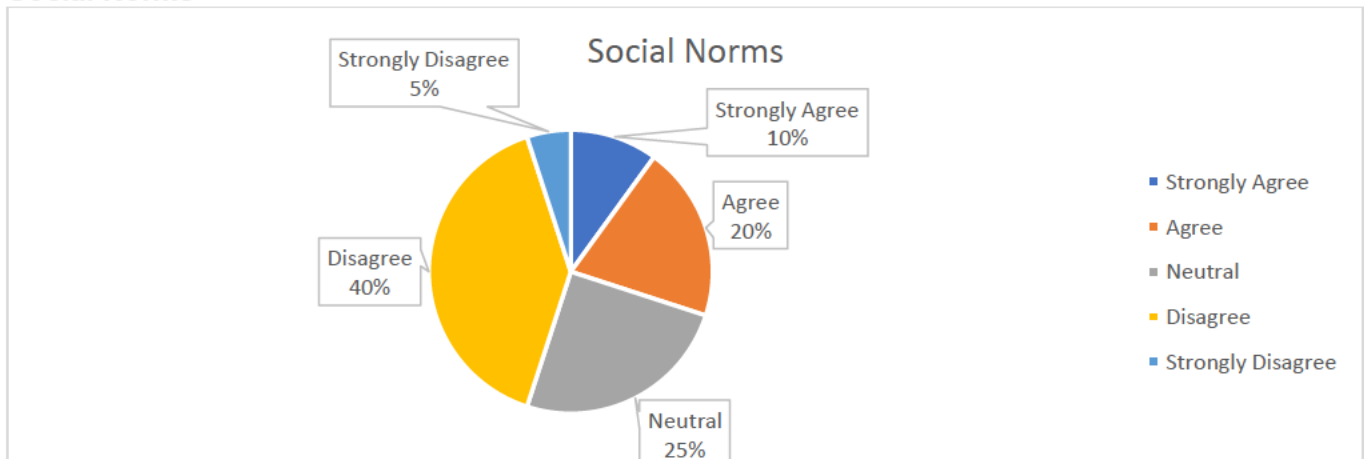
Environmental Concern



Since environmental concern is a key component of attitude, the potential effect of a brand's sustainability commitments on purchase intent should be evaluated. The population has high levels of environmental concern, with 28,4% of the sample's responses to environmental concern statements being "Agree," and 23,9% of the sample's replies being "Strongly agree." The sample's median was four (Agree). For the statements concerning assessing customers' attitudes toward green marketing, the sample mode was 4 (Agree).

Considering the data as a whole, 28,4% of the sample responses agreed and 23,9% strongly agreed, for a total of 52,3% of the sample indicating that attitudes toward environmental concern had a moderate to positive effect on consumer purchase intentions. As a result, without the need to explore deeper into the data, it is safe to conclude that there is a positive, yet moderate, relationship between consumer attitudes regarding sustainable commitments and consumer purchase intentions.

Social Norms



Given social norms are a significant component of customer purchasing intents, the potential effect of social norm on purchase intent should be evaluated. The public has a negative social norm for behaving sustainably, with 40% of the sample's responses to questions about social norms being "Disagree," 5% being "Strongly Disagree," and 25% being neutral. The sample median was three (Neutral). For the

statements concerning measuring consumers' attitudes toward green marketing, the sample mode was 2 (disagree).

Overall, 40% of the sample disagreed, 5% strongly disagreed, and 25% were neutral, resulting in 60% of the sample having a more unfavourable than neutral attitude toward sustainable commitments, which has a moderate to negative effect on customer purchase intentions. As a result, without the assumption to go deeper into the data, it is safe to presume that there is a negative, although moderate, link between consumer attitudes regarding sustainable commitments and consumer purchase intentions.

Additional Findings and Interpretations

According to the findings, Ajzen's (1991) study on Perceived Behavioural Control remains relevant when attempting to explain the extent of effect of consumer attitude toward intents. Environmental concern plays a key part in consumer decision making when evaluating attitude towards sustainable commitments (Chen et al., 2018), with special reference to purchase intent; nevertheless, the exact nature of the relationship between the presented concepts is yet to be determined (Ajzen, 1991: 179, Rana and Paul, 2017: 159). According to Dellarmelin et al (2018) and Paul et al (2016), attitude toward long-term commitments is an unavoidable factor in the purchase intent process. Furthermore, the gathered data is consistent with Hassan and Valenzuela's (2016) study, which found that attitude toward sustainable commitments is a major regulator of purchasing intents and decision-making (Hassan and Valenzuela's, 2016).

A notable point of interest is that the sample's intentions and frequent purchase behaviour were inconsistent. This statement supports Hassan and Valenzuela (2016), who discovered that while sustainable commitments may drive the desire to acquire sustainable items, actual purchasing behaviour may differ from intent (Hassan and Valenzuela, 2016). Thus, it can be assumed that consumer attitude is a predominant dictator of intentions (Ajzen, 1991: 179). However, the presented findings are not concurrent with previous literature which shows a positive and significant relationship between attitude towards green marketing and the intent to purchase sustainably (Kim et al., 2016).

This study found a moderate association between customers' attitudes about sustainable commitments and their purchasing intentions. As a result, the evidence appears to agree with Hassan and Valenzuela (2016) in admitting that dominant characteristics that contribute to purchasing intent, such as attitude and environmental concern, differ in their influential capacity (Hassan and Valenzuela, 2016: 171).

Similar to the findings of Dellarmelin (2018), the given figures show that exposure to and awareness of sustainable commitments, as well as personal views, influence purchase intent. Decoding individual replies revealed that respondents who reported that they often purchased sustainably also had a higher proclivity to be aware of green marketing. These people are likewise worried about the environment. This observation is consistent with prior study, which found that environmentally conscious buyers desire to buy more sustainably (Paul et al., 2016). In this regard, the data presented supports Hassan and Valenzuela's (2018) conclusion that customers must already be ecologically concerned in order to create an attitude toward sustainable commitments, which might subsequently favourably effect their purchasing

intentions (Hassan and Valenzuela, 2018: 176). This implies that consumers' attitudes regarding a brand's sustainable commitments are reflected in their purchasing intent (Junior et al., 2018: 184). Therefore, a consumer's intended purchases are determined by their general attitude toward environmental concern and sustainable commitments (Paul et al., 2016: 123)

Relating Findings to the Research Questions and Hypotheses

The primary research question for this study is: Do brand's sustainable commitments influence consumers purchase intentions?

According to the inferences made from the survey results, the main research question may have a positive response. The findings show that attitude substantially influences purchase intention (Ajzen, 1991). Customers' attitudes regarding sustainable commitments and the prevalence of environmental concern have been found to affect their purchasing decisions. The findings suggest that customers' attitudes regarding their commitment to sustainability have an effect on their inclinations to purchase (Hassan, 2016: 172). The results also show how several elements, such as consumer attitudes, environmental concerns, and the presence of green marketing, interact to influence customers' purchasing intentions. Therefore, disproving the primary hypothesis: "Sustainable commitments by brands do not influence consumers purchase intentions."

Based on the primary research question above, the following questions were derived:

RQ1: What are the attitudes and social norms in south Africa toward purchasing from sustainable brands?

As mentioned above, there is a positive attitude towards sustainable commitments. Respondents indicated that the social Norm towards purchasing sustainably in Durban, South Africa is negative. Meaning that there is no culture or expectation from society for individuals to purchase sustainably

Therefore, proving RH1: "Durban South African consumers attitudes depict themselves as sustainable consumers and the social norm which exists is that consumers are admired for purchasing from sustainable goods, or for supporting sustainable brands, however, if they purchase unsustainably for convenience, or price purposes, this is seen as justification for their actions."

RQ2: What elements influence Durban, South African cosmetics consumers to purchase, or not to purchase, sustainably?

The final results demonstrate that a number of factors, including consumer attitudes, environmental concerns, and the presence of green marketing, interact to impact customers' purchase intentions. Therefore, proving RH2: The elements, other than those outlined in Ajzen's Theory of Planned behaviour, which positively or negatively influence Durban, South Africa cosmetics consumers to purchase, or not to purchase sustainably include green marketing, attitudes, social norms, and environmental concern.

Conclusion

Four categories were identified from the data that had been gathered: attitude, green advertising, environmental concern, and social norms. In terms of Ajzen's Theory of consumer purchase intentions, looking at the variable Attitude, and considering the data wholistically, a total of 50,82% of the sample agreed to the statements, indicating that attitudes toward sustainable commitments had a moderate to positive effect on consumer purchase intentions. As a result, it is safe to conclude that there is a positive, association between consumer attitudes regarding sustainable commitments and consumer purchase intentions. If we look at the variable Social Norms, also an element of Ajzen's Theory, 60% of the sample has a more unfavourable than neutral attitude toward sustainable commitments, which has a moderate to negative effect on customer purchase intentions. As a result, without the assumption to go deeper into the data, it is safe to presume that there is a negative, although moderate, link between consumer attitudes regarding sustainable commitments and consumer purchase intentions.

The researcher then identified additional variables which surfaced in other study's and were replicated in this research are green marketing and environmental concern. In terms of green marketing, a total of 59,3% agreed to the statements in this section indicating that attitudes toward green marketing had a moderate to positive effect on consumer purchase intentions. As a result, it is safe to conclude that there is a positive, association between consumer attitudes regarding green marketing and consumer purchase intentions. When assessing Environmental concern, a total of 52,3% of the sample agreed to the statements, indicating that attitudes toward environmental concern had a moderate to positive effect on consumer purchase intentions. As a result, without the need to explore deeper into the data, it is safe to conclude that there is a positive, yet moderate, relationship between consumer attitudes regarding sustainable commitments and consumer purchase intentions.

Thus, proving RH2: The elements, other than those outlined in Ajzen's Theory of Planned behaviour, which positively or negatively influence Durban, South Africa cosmetics consumers to purchase, or not to purchase sustainably include green marketing, attitudes, social norms, and environmental concern.

CHAPTER 5: CONCLUSION

Introduction

To close, the research report discusses the findings' validity and reliability as well as their significance for future practises, ethical ramifications and considerations, and study limitations. The study's heuristic value is presented in the conclusions, which are then offered.

Reliability and Validity

Utilizing recognised measurement tools that have been tried and validated by established researchers supports validity and reliability (Du-Plooy Cilliers et al., 2014). This guarantees that the data being gathered was quantifiable in keeping with the orientation of this study and represents the particular content being measured (Du-Plooy Cilliers et al., 2014). The research technique should achieve internal validity by creating the questionnaire in accordance with prior studies and the specified research topics (Du-Plooy Cilliers et al., 2014). When a research tool is utilised at various times and by various researchers, reliability refers to the consistency of the results (Du-Plooy Cilliers et al., 2014). By duplicating previous studies of a similar kind, this study attest's reliability and validity by utilising 5-point Likert scales, which has been used by researchers of sustainable commitments. This study's ability to be duplicated by other researchers ensures its validity. The design of the research approach made it possible to answer and test the research questions. By using measuring scales that have been verified and utilised in prior research projects, the risk of flaws in the research instrument has been reduced (Maree, 2020). Data was gathered in a present and cross-sectional fashion, limiting the possibility that respondents' views or perceptions radically altered during their involvement in the study, and the short period of this study lowered the threat of inconsistency in respondents.

The Implications of Findings for Future Practices

This research seeks to document how consumer purchase intentions are impacted by brands sustainability initiatives by taking into account consumer attitudes, societal norms, environmental concern, and openness to green marketing. Consequently, this research may add to the body of information about the role of green advertising as a marketing strategy in the disciplines of consumer behaviour (Hassan and Valenzuela, 2016). By describing the connection that exists between consumer attitudes, societal norms, environmental concern, green marketing, and purchase intent, one can contribute to the study of consumer behaviour. Additionally, this study could contribute to the body of knowledge on the interrelationship between consumers' attitudes and how these affect their attention to sustainable initiatives, which in turn influences their intentions to make sustainable purchases (Kumar, 2016). (Maichum et al., 2016). Behavioural analysts working in the marketing industry, especially those interested in sustainable and green marketing, may find this to be useful. It's interesting to notice that the majority of respondents to this poll don't frequently buy sustainable brands. This validates other studies that found customers are aware of their sustainable footprint, but that their purchase decisions are

unaffected by environmental concerns (Joshi and Rahman, 2015: 128). For next consumer behaviour studies, this information may be useful.

Ethical Considerations

The ethical standards outlined by the IIE shall be followed in the conduct of this investigation. As stated in the survey's introduction, every research respondent must voluntarily decide to participate in this study. Respondents did not receive any incentives in order to avoid encouraging dishonest participation and potential data falsification. Participants were made aware that taking part in the study is voluntary thanks to the introduction to the survey. The participants' names are not be known to the researcher; however, they were free to withdraw at any time if they choose to contact the researcher at their own discretion. This enabled participants to do the survey at their own pace and in the environment of their choosing. Additionally, the data is kept on a secured external drive that is password-protected, accessible only by the researcher. The researcher further ensures that all statistics were correctly recorded and that no data has been intentionally distorted.

Limitations

There were several restrictions on this study. First, because of the word count and time constraints imposed by the assessment criteria, it is not possible to provide as much depth of information on a given phenomenon. Due to the cross-sectional design of this study and the small sample size ($n=15$) from which data will be gathered and analysed, the generalizability of data findings, also known as external validity, is of concern. As a result, data reporting is concentrated on a small audience and may not accurately reflect the target demographic (du Plooy-Cilliers, 2014). Each population element does not have an equal opportunity to participate when non-probability sampling is used for the sake of ease of access (Maree, 2020). A bigger sample size is not feasible due to time restrictions. This implies that the profile of the study participants' validity and reliability cannot be fully guaranteed (Maree, 2020).

The research findings cannot be generalised to a wide population because this study was conducted using a relatively small sample size. Any findings from this study do not apply to a population outside of South Africa because it was conducted in that country. Finally, the researcher's lack of experience with data analysis methods restricts the breadth of the statistical analysis that was performed as well as the ability to define the links between ideas.

Conclusion

By defining the relationship between customers' purchasing intents and sustainable commitments, the study may contribute to the understanding of consumer behaviour. Additionally, this study may contribute to previous research on the interaction sustainable commitments, which may influence consumer purchase intentions (Kumar, 2016). (Maichum et al., 2016). In the realm of marketing, behavioural experts may find this useful, especially those who are interested in sustainable commitments and sustainable offerings. To a limited extent, the study's findings discuss the phenomena of how much sustainable activities affect customers' propensity to make purchases. To completely understand the link in depth or

to identify influence, impact, or association between the numerous concepts, the statistical analysis—which was a thematic grouping of data used to create these findings—was not thorough enough.

The aforementioned is mostly caused by the scarcity of descriptive statistics. These results so merely demonstrate the statistical relationships between the pertinent concepts while assessing their relative potency. The study does not definitively show or explain the degree of influence that sustainable initiatives have on consumers' intentions to make purchases or the precise relationship between these notions.

Finally, due to RH2 and RH1 being proven

RH1

“Durban South African consumers attitudes depict themselves as sustainable consumers and the social norm which exists is that consumers are admired for purchasing from sustainable goods, or for supporting sustainable brands, however, if they purchase unsustainably for convenience, or price purposes, this is seen as justification for their actions.”

RH2

“The elements, other than those outlined in Ajzen’s Theory of Planned behaviour, which positively or negatively influence Durban, South Africa cosmetics consumers to purchase, or not to purchase sustainably include green marketing, attitudes, social norms, and environmental concern.”

This communicates to brand’s operating in the South African cosmetics industry that sustainable initiatives do influence consumers purchase intent but those different variables have different degrees of influence of consumers purchase intentions. Therefore, brand’s must be selective as to which elements they invest in.

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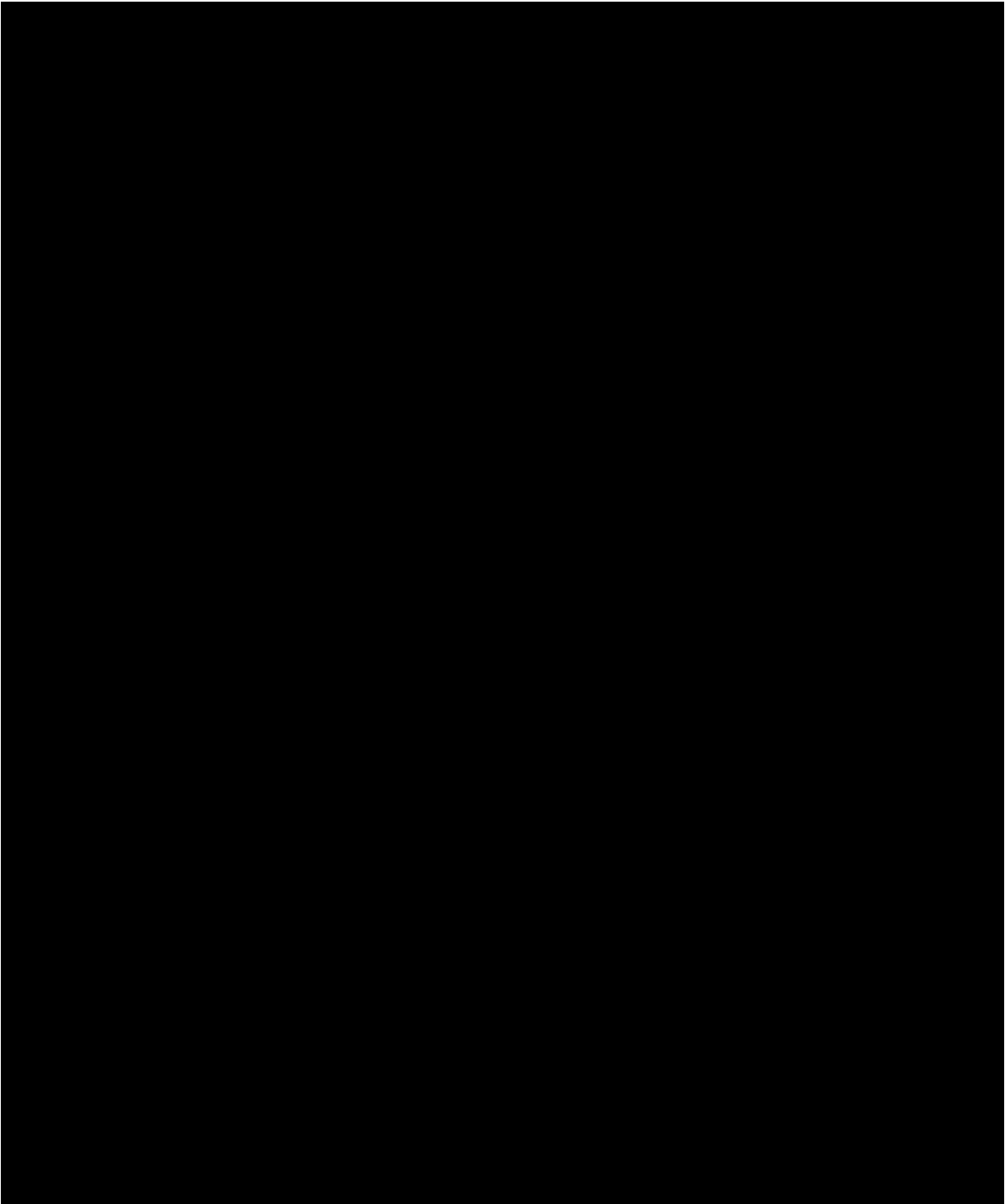
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[REDACTED]

[REDACTED]

[REDACTED]



APPENDIX B – Ethics Checklist

Vega Ethics checklist: RESE8419/p/w

Student Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First name(s)	Rachel											
Last name(s)	Wood											
Title of study	I AM A SUSTAINABLE CONSUMER. (OR AM I?) Determining the degree of influence sustainable commitments											
Qualification	BCom Honours in Strategic Brand Management											

Supervisor Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First and last names	Sarah Freestone											
Co-supervisor Details (if applicable)												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☒	Mr	☐	Mx	☐
First and last names	Carolanda du Toit											

Explaining your research process						
Philosophical paradigm	Positivism	☒	Interpretivism	☐	Constructivism	☐
	Realism	☐	Objectivism	☐	Pragmatism	☐
	Functionalism	☐	Subjectivism	☐	Humanist	☐
	Other:					
	Research design:					
	Interview	☐	Questionnaire (self administered)	☒	Focus group	☐
	Ethnography/ Observation	☐	Artefact analysis/website/ social media analysis	☐	Action Research	☐
	Case Study	☐	Design Research (Practice based)	☐		☐
Other (if so, state)	☐	Click or tap here to enter text.				
Brief explanation of the population and number of participants/items	Population criteria are as follows: - Between the ages of 18 and 35 - Live in Durban, South Africa - Have used or purchased Lush products in the past For the purpose of this study, it is essential that respondents had already used or purchased a Lush product since this will help determine whether respondents' buying decisions are influenced by the existence of sustainable commitments. A minimum of 15 and a maximum of 30 responses will be collected, according to the IIE Module requirements.					
Target group sampling methods/artefact (No under 18's or vulnerable groups allowed)	Purposive	☒	Random	☐	Snowball	☐
	Convenient	☒	Stratified	☐	Census	...
	Explain selection process		In order to guarantee that all participants satisfy the population criteria that are crucial to the research and to facilitate easy access to the pertinent organisations, both purposeful and convenience sampling will be used (du Plooy-Cilliers et al., 2014).			

Ethics	
Gatekeeper's letter (institutional consent)	☐



APPENDIX C – Research Instrument

Introduction and Explanation:

My name is Rachel Wood, student at Vega Durban. I am presently conducting research under the supervision of Sarah Freestone regarding the influence of Sustainable Commitments on consumer purchase intentions. If you consent to participate in the study, the following disclosure answers some questions you might have. If you decide to participate in this research, the next section contains a close-ended questionnaire to complete that will take roughly 10-15 minutes of your time. Participation in this study is fully voluntary, you may choose not to answer particular questions if they make you uncomfortable in any way. Research is collected anonymously and your private information will be protected. If you are uncomfortable with the line of questioning you may refrain from participating. Nobody but the researcher, will have access to your questionnaire information. I will perform data analysis and draw conclusions for my research report, which is a requirement to complete my BCom Honours in Strategic Brand Management.

My contact details are as follows: [REDACTED]

Thank you for your time. Once you have read and understood the disclosure, please select the appropriate option below.

☐	I give my consent to participate in this study
☐	I do not give my consent to participate in this study

SECTION A

Select the option that is most applicable to you.

DEFINITIONS:

Green products: Refers to but is not limited to any product which is eco-friendly, biodegradable, organic, or recycled.

Green Adverts: Any advert, social media post, or other which has advertised eco-friendly, biodegradable, organic, or recycled.

Green Information: Information that tells you how organic, recyclable, biodegradable etc a product is.

1. Please indicate your age

18 to 25 years	
26 to 35 years	

2. Are you located in Durban, South Africa?

Yes	No

3. Have you previously purchased any green products?

Yes	No

4. Have you ever purchased or used a Lush product?

Yes	No

Section B

For this section, please select the option which best indicates the degree to which you agree or disagree with the statements.

QUESTION	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I am aware of green products, adverts, and sales that brands create					
2. I am often exposed to adverts that promote green products					
3. I pay attention to green adverts.					
4. I find green marketing educational and useful.					
5. I know about environmental issues. (Such as climate change, or global warming)					
6. If there are products which are labeled as green, this will influence which product I buy					
7. I always buy green products					
8. I often question the information green adverts tell me.					
9. I actively research how green a product is.					
10. I read product labels for green information.					
11. I want to purchase green products but don't.					
12. My friends and family encourage me to purchasing eco-friendly products or to support eco-friendly brands.					
13. When shopping, I look for green products on sale.					
14. Words like "organic" "free-range" "biodegradable" "recycled" influence the products I buy.					
15. I find green products more expensive than normal products.					

Section C

Please indicate your opinion on the following questions on a scale of 1 to 5, with 5 being as positive as possible, 3 being neutral, and 1 being as negative as possible.

1. How likely much are the products you buy influenced by green marketing and green information?

	1	2	3	4	5	
Unlikely						Likely

2. How likely are you to buy green products based on your attitude towards green products?

	1	2	3	4	5	
Unlikely						Likely

3. How much does your concern about climate change, pollution, and global warming affect which products you decide to buy?

	1	2	3	4	5	
Unlikely						Likely

4. How much does green marketing affect which products you choose to buy?

	1	2	3	4	5	
Unlikely						Likely

5. How much do your friends, family, or social group encourage you to recycle, purchase eco-friendly products, or support eco-friendly brands?

	1	2	3	4	5	
Unlikely						Likely

A Big thank you for your time and participation in this study, it is definitely appreciated.

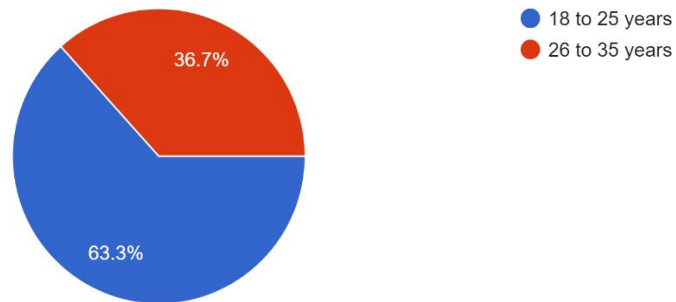
APPENDIX D – Answers to Questions

ANSWERS TO QUESTIONS

SECTION A:

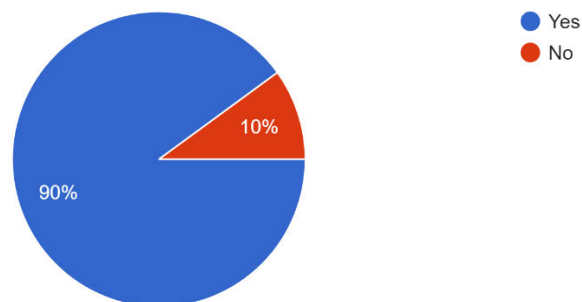
Please indicate your age

30 responses



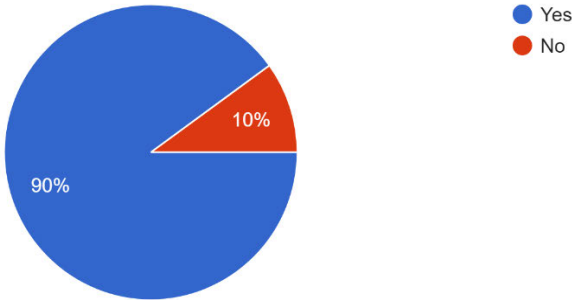
Are you located in Durban, South Africa?

30 responses



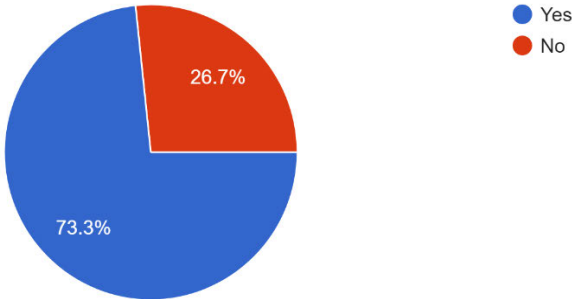
Have you previously purchased any green products?

30 responses



Have you ever purchased or used a Lush product?

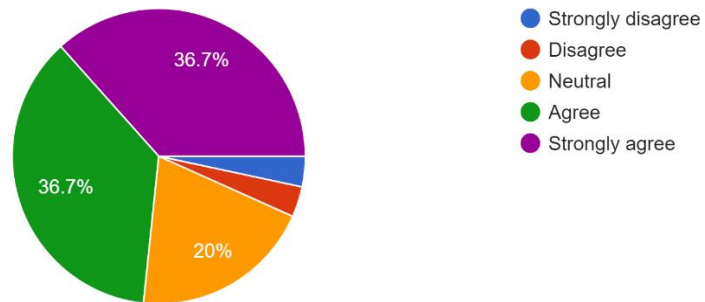
30 responses



SECTION B:

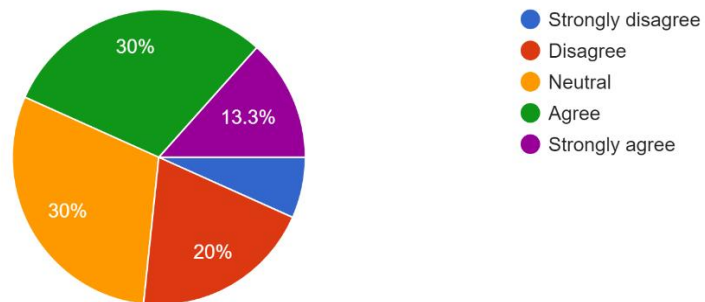
I am aware of green products, adverts, and sales that brands create.

30 responses



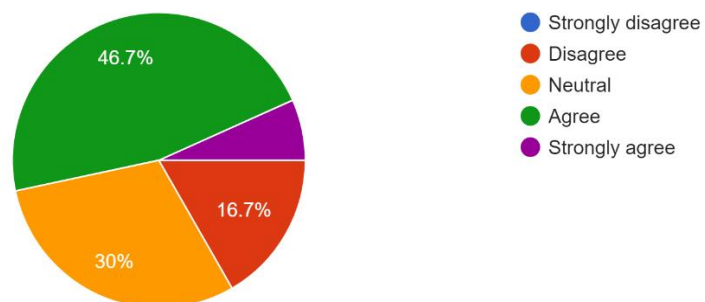
I am often exposed to adverts that promote green products.

30 responses



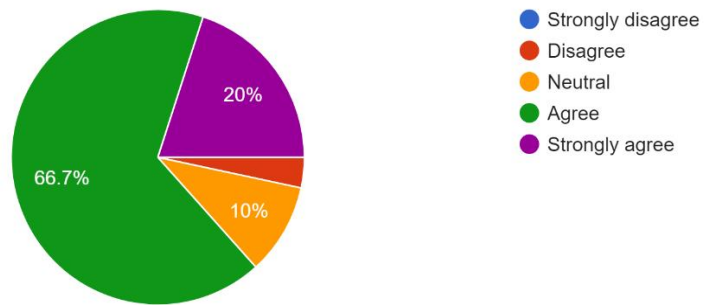
I pay attention to green adverts.

30 responses



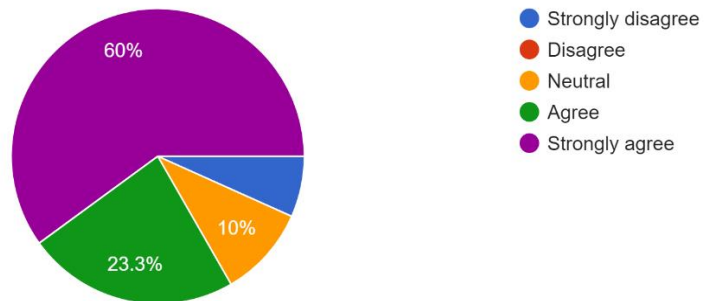
I find green marketing educational and useful.

30 responses



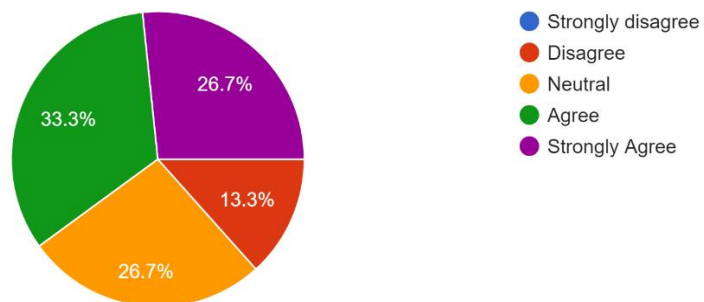
I know about environmental issues. (Such as climate change, or global warming)

30 responses



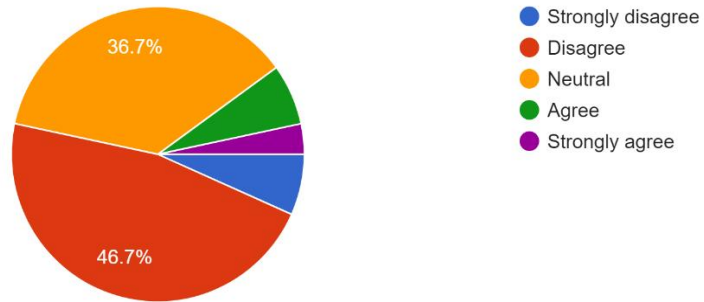
If there are products which are labeled as green, this will influence which products I buy

30 responses



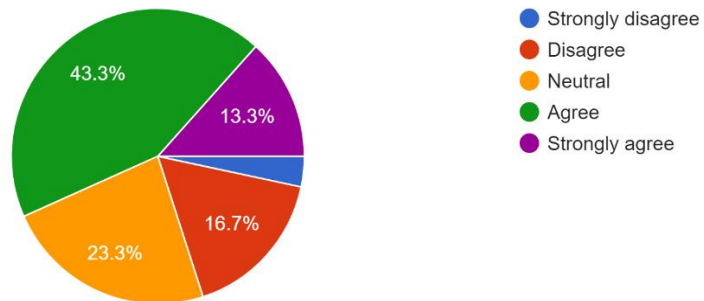
I always buy green products.

30 responses



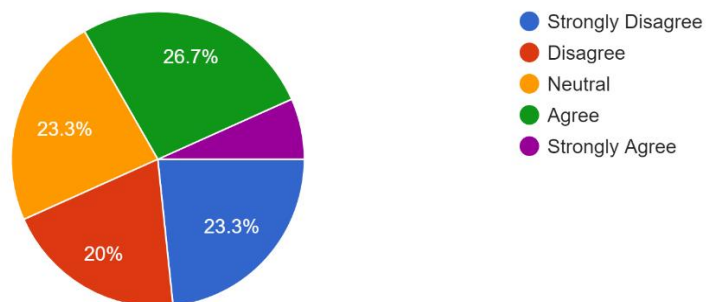
I often question the information green adverts tell me.

30 responses



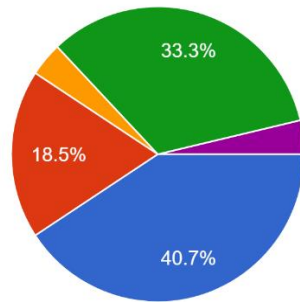
I actively research how green a product is. (if it is eco-friendly, biodegradable, or recyclable)

30 responses



I buy margarine.

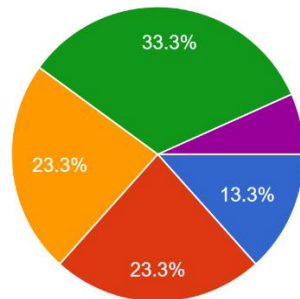
27 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

I read product labels for green information.

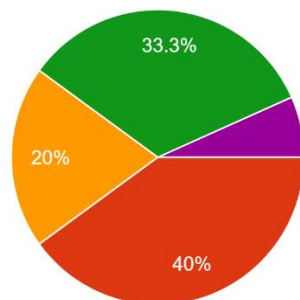
30 responses



- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I want to purchase green products but don't.

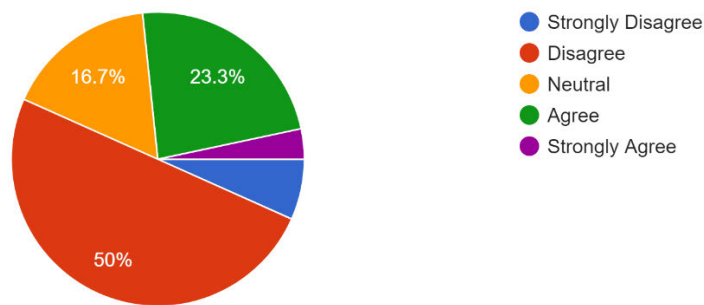
30 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

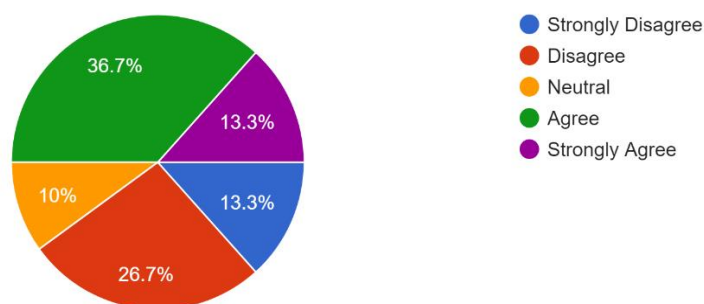
My friends and family encourage me to purchasing eco-friendly products or to support eco-friendly brands.

30 responses

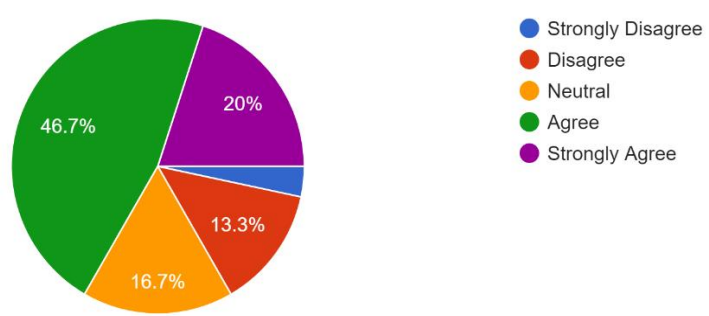


When shopping, I look for green products on sale.

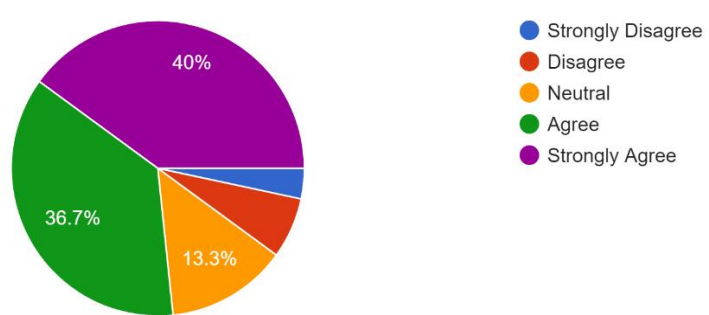
30 responses



Words like “organic” “free-range” “biodegradable” “recycled” influence the products I buy.
30 responses



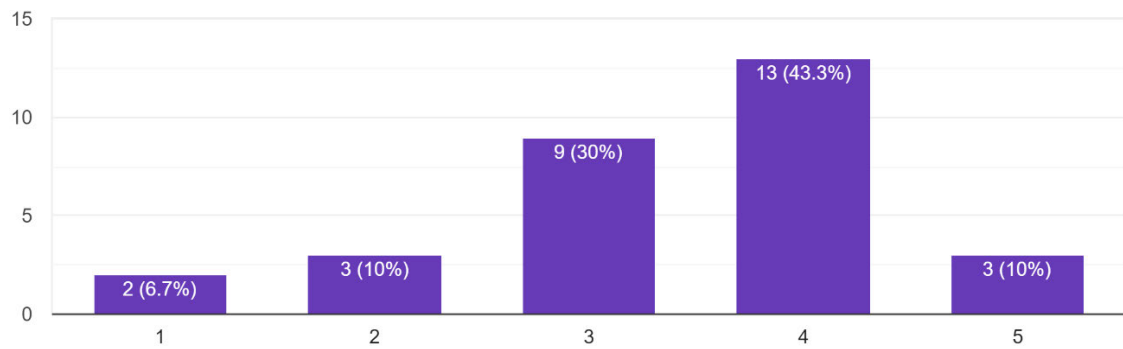
I find green products more expensive than normal products.
30 responses



SECTION C:

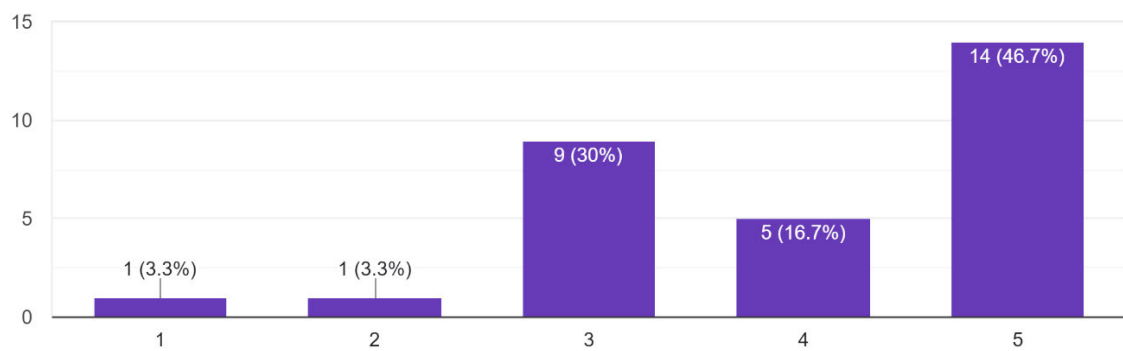
How likely are the products you buy, to be influenced by green marketing and green information?

30 responses



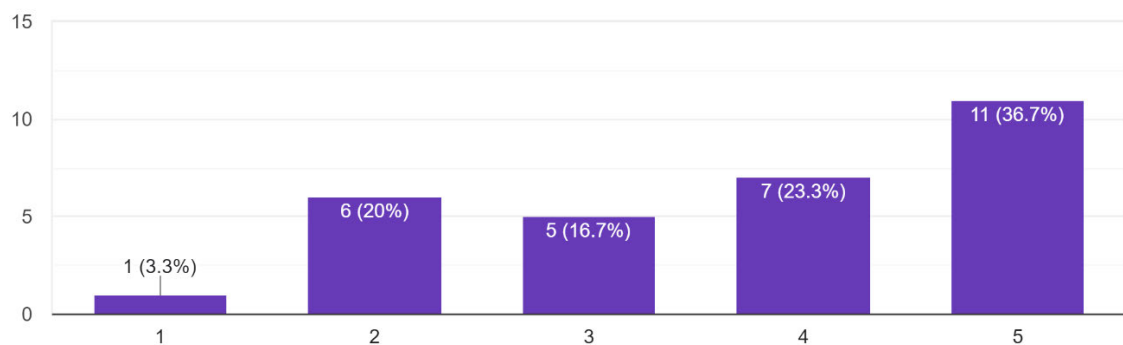
How likely are you to buy green products based on your attitude towards green products?

30 responses



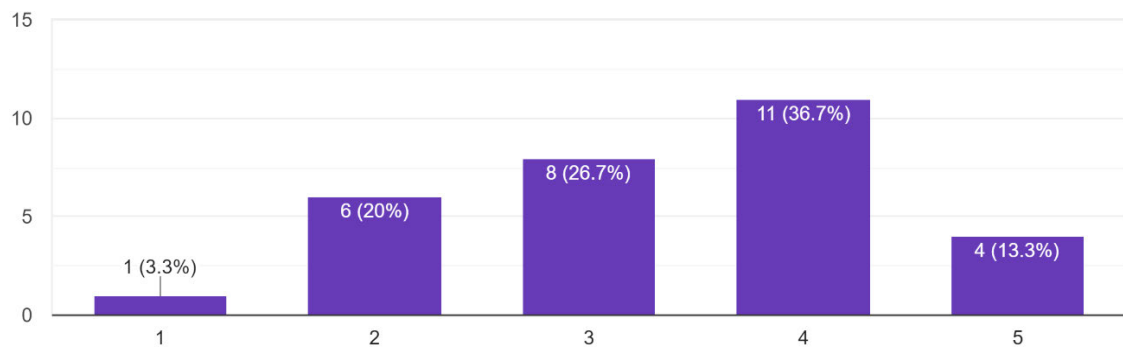
How much does your concern about climate change, pollution, and global warming affect which products you decide to buy?

30 responses



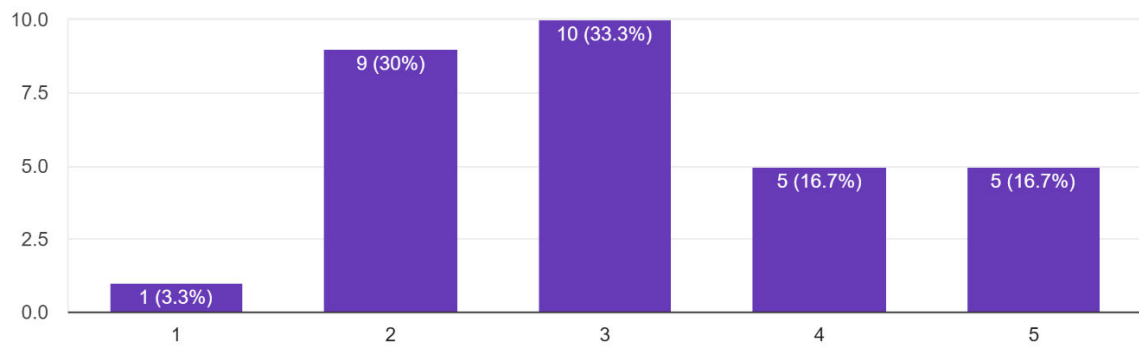
How much does green marketing affect which products you choose to buy?

30 responses



How likely are your friends, family, or social group encourage you to recycle, purchase eco-friendly products, or support eco-friendly brands?

30 responses



APPENDIX E – Data Analysis Table

Table 1.1 Group 1: Attitude

Group 1						
Attitude						
Question No.	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Total
4	0	1	3	20	6	
7	2	14	11	2	1	
8	1	5	7	13	4	
12	0	12	6	10	2	
14	4	8	3	11	4	
18	1	1	9	4	14	
Total Responses	8	41	39	60	31	179
%	4,4%	22,9%	21,8%	33,5%	17.32%	

Table 1.2 Group 2: Green Marketing

Group 2						
Green Marketing						
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Total
1	1	1	6	10	11	
2	2	6	9	9	4	
3	0	5	9	14	2	
15	1	4	5	14	6	
16	1	2	4	11	12	
17	2	3	9	13	3	
20	1	6	8	11	4	
Total Responses	8	27	50	82	42	209
%	3,8%	12,9%	23,9%	39,2%	20,1%	

Table 1.3 Group 3: Environmental Concern

Group 3						
Environmental Concern						
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Total
5	2	0	3	6	18	
6	0	4	8	10	8	
9	7	6	7	8	2	
10	11	5	1	9	1	
11	4	7	7	10	2	
19	1	6	5	7	11	
Total Responses	25	28	31	50	42	176
%	14,2%	15,9%	17,6%	28,4%	23,9%	

Table 1.4 Group 4: Social Norms

Group 4						
Social Norms						
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Total
13	2	15	5	7	1	
21	1	9	10	5	5	
Total Responses	3	24	15	12	6	60
%	5%	40%	25%	20%	10%	

[TOTAL MARKS: 200]