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**Exploring generational perceptions of
pro-environmental packaging advantages:
A case study of the packaging innovation of
'compressed' deodorants in Germany.**

Research dissertation presented in partial fulfilment of the
requirements for the degree of
MBA in International Business Management (HETAC & NTU)

Graduate Business School
Griffith College Dublin

Susanna Besier

2015

CANDIDATE DECLARATION

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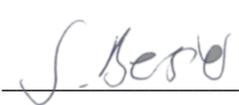
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others, due acknowledgement is given.

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LIST OF ABBREVIATIONS

Acronym	Explanation
FMCG	Fast Moving Consumer Goods
CSR	Corporate Social Responsibility
GRI	Global Reporting Initiative
LCA	Life Cycle Assessment
PCE	Perceived Consumer Effectiveness
PoS	Point of Sale
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TVC	Television Commercial

ABSTRACT

Over the past decades, public concerns about the environment have kept increasing. Conscious consumption has therefore become more and more important to consumers. Progressively, sustainable product advantages have become the decisive reason for buying a good. However, the actual influence of sustainable packaging innovation on consumers' buyer's decision has hardly been studied so far.

Therefore, this study aims to find out, if the pro-environmental advantage of a sustainably packaged personal care product can be the distinctive factor in a consumer's buying decision. The special case of Unilever's 'compressed' deodorants was used in order to examine consumers' motivators and barriers when buying a pro-environmental good. An additional key aim of the study was to explore, whether this newly packaged deodorant is seen as a trustworthy measure to promote sustainability or as being a greenwashing 'portion-shrink'. A single case study design with two embedded units of different age generations were used to conduct 22 qualitative interviews. The respondents belonged either to the Babyboomer generation or the Generation Y, also known as Millennials.

The data revealed that the main influencing factors in selecting a sustainable packaged deodorant were not pro-environmental advantages of the product's packaging, but aspects such as quality, convenience and price.

Relating to the sub-question, whether the 'compressed' deodorant could be seen as a credible measure to promote sustainability, it was found out that consumers needed additional information in order to be able to evaluate the correctness of the statement claimed 'same effect – smaller size'. If sufficient information is not provided, the smaller packaging cannot function as a more reliable measure to promote sustainability.

It seems that although the packaging innovation of 'compressed' deodorants could be seen as a proper measure to support sustainable consumption, consumers seem not yet ready to choose pro-environmental product-advantages in favour of convenience or quality aspects.

Keywords

Sustainable; package innovation; consumer buying behaviour; personal care products

1. Introduction and Objectives

1.1. Overview

This chapter will introduce the purpose of this study first, then elaborate the significance of this dissertation research and define the research objectives. Finally it will provide an insight into the structure of the dissertation paper.

1.2. Research Purpose

Over the past decades, public concern about the environment has kept increasing and with it consumers' awareness has been rising steadily (Chang, 2011; Hessami and Yousefi, 2013). According to many scientists, the highest environmental damage is degradation caused by private household consumption activities (see for example Nair, 2015). The Flash Eurobarometer 256 defines that the reduction of waste and recycling are the two most effective ways to solve environmental problems from the consumers' point of view (Papacostas, 2009). Packaging is furthermore seen as one of the major factors in the consumer buying decision process (MarketWatch, 2009; Ahmed, Parmar and Amin, 2014). Companies felt therefore obliged to support this pro-environmental demand and meet the needs of consumers by introducing, for example, innovative products that are less harmful to the environment (Esty and Winston, 2009).

One specific example used for this study was Unilever's new product line of 'compressed' deodorants¹. In 2013 this big player of fast moving consumer goods (FMCG)² launched its packaging innovation of compressed deodorant cans in the UK. One year later the smaller deodorant cans were also introduced to the German market (Unilever, 2015). This innovation meant a reengineering of the spray system, which had the effect of reducing packaging and gas whilst providing the same quality and effect as the conventional alternative. It was a measure comprised in Unilever's Sustainable Living Plan of 2010 (Unilever.co.uk, 2015).

¹ German webpage: <http://www.compresseddeodorants.de>.

² The term FMCG will be defined in greater detail in the second chapter.

While following the launch of this product, my interest in surveying the customer perception of this innovation was born. As I was sceptical, I wanted to know, if other consumers also felt ambivalent about this product or its promotion.

Therefore, the main aim of this study is to find out whether the pro-environmental advantage of a sustainably packaged personal care product could be the decisive factor in the purchase decision-making process of a consumer.

1.3. Significance of the Study

The increasing awareness of sustainability as well as the growing amount of sustainable products, has drawn significant attention from researchers, resulting in different studies about green consumerism and behaviour (such as Birgelen, Semeijn and Keicher, 2008; Deliya, 2009; Gielissen, 2011 or Kumaravel and Vikkraman, 2013). Of course, these studies also researched the influencing factors of a consumer's buying decision, but mostly dealt only with one factor at a time, rather than making a comprehensive comparison. Furthermore, none of these studies researched the effect of a pro-environmental packaging innovation on a consumer's decision-making process. This can be explained by the fact that this innovation has recently been introduced to the customer's market.

As the reduced, 'compressed' packaging was taken as an example for this research, another factor had to be considered. The FMCG industry changes fast and is constantly evolving to meet the needs of their target groups. This results in an extremely competitive surrounding, where companies ultimately have to act in an economical way. One common measure that occurred over the past years is the so-called 'portion-shrink'. With this method, manufacturers are able to shrink the product's contents whilst keeping the price unchanged and increasing profits. This method makes it possible for manufacturers to reduce the contents of their products in a subtle way, without having to change prices. At the end of the day, the result of this is increased profits (Carroll, 2015). One recent example of portion-shrink in Germany was the recent case of Colgate toothpaste. Here the most popular drug chain called

'dm' made its customers aware of the fact that Colgate had slightly reduced the content of the toothpaste, without informing the retailer or their customers (FAZ, 2015). The result of such practices is the loss of trust amongst consumers and their scepticism towards general improvements or statements made by companies concerning their products' advantages. As none of the recent studies have so far dealt with the explicit topic of packaging innovation as a sustainable measure, it is an additional key objective of this study to find out, whether the newly packaged deodorant is seen as a trustworthy measure to promote sustainability or solely as a 'portion-shrink'.

1.4. Research Objective

The aim of this research is to investigate and to provide an insight into the German consumption behaviour in order to find out about the consumers' motivators and barriers regarding the purchase of sustainably packaged personal care goods.

As a specific example I have used the packaging innovation of 'compressed' deodorants. Two age generations were explored in order to find out whether there are differences in attitudes or behaviour related to the customer's age.

The main research objectives of this study can be summarised as follows:

- 1) Identification of the main influencing factors in a consumer's buying decision when it comes to sustainable personal care products, in particular deodorants.
- 2) Exploration of the extent of how consumers perceive environmental innovation of packaging as an important decision-affecting factor, compared to other product characteristics such as price, convenience or functional attributes.
- 3) Exploration of the customers' scepticism towards the information given from the procuring company regarding the pro-environmental effects of the deodorant.
- 4) Definition of the aspects that are needed to overcome possible scepticism on the consumers-side.

1.5. Structure of the Study

In the beginning, the reader is provided with important definitions correlating to the topic of the study as well as a comprehensive literature review. The literature review explains determinants, motivators, reasons and challenges on both the vendor and consumer side. However, as the key purpose of this research is to gain insight into the influencing factors of consumers' decision-making when purchasing personal care goods, the consumers' view is studied in more detail. Therefore, the particular model of *Kotler's Black Box Model* is used to highlight the main influencing external and internal stimuli as well as the buying decision process. The findings of this literature review are finally summed up in a Conceptual Framework that serves as a base for the following methodology chapter.

This particular study follows an interpretive stance by using an inductive research approach. According to the selected explanatory research purpose, a qualitative research strategy by means of in-depth interviews was chosen. The study was limited to a single case-study method with embedded units, exploring in particular two different age generations located in the German capital, Berlin.

In chapter 4, the data conducted and analysed by thematic coding is presented and discussed.

The last chapter then comprises a summary of the findings and their implications on the research question. Two main results were found: First, the main influencing factor when it comes to the purchase of deodorants is not the pro-environmental advantage of its packaging but the aspects of quality, tolerability and price. Second, it could be explored that the provision of sufficient information can overcome consumer's distrust on sustainable measures performed by the producing company. Besides this summary of the findings, recommendations and limitations of the research as well as suggestions for further research on the topic are given.

2. Critical Literature Review and Conceptual Framework

2.1. Overview

In this chapter all main business areas relating to the topic will be introduced. After a brief presentation of common definitions and terminologies for the terms of FMCG and sustainability, the current literature on determinants, motivators, reasons and challenges facing vendors and consumers will be presented and discussed. As the consumer's perception on sustainably packaged personal care products and the accompanied advertising shall be explored in particular, the focus will be laid on the consumer's perspective, explaining the influencing factors on the consumer's buying process in more detail. Finally, a conceptual model, presenting the outcomes of the research, will be introduced.

2.2. Theoretical Framework

2.2.1. The German Market of Fast Moving Consumer Goods

According to Kumaravel and Vikkraman (2013: 1524), FMCG "include all consumables that consumers buy frequently at regular intervals. Generally, these products are meant for daily use of frequent consumption and facilitate to satisfy the different needs of consumers". These goods "are generally replaced or fully used up over a short period of time, that is a day, week, month or within a year". Following this definition, deodorants can clearly be subsumed under this category.

With a population of 82 million, Germany is Europe's largest, most affluent and most thriving consumer goods market. According to a report of German Trade and Invest (GTAI, 2010), German consumers spent a total of €147 billion on non-food consumer goods in 2009. Since then, the market has consequently been growing: 2.5 per cent only in 2013. Nevertheless it has to be mentioned, that this growth is only driven by the results of price rises, whereas the quantitative demand is structurally decreasing. "Higher raw material prices lead to increased retail prices. Though, higher retail prices only can be enforced through innovations and new product and service offers", the GfK and StoreCheck state in their report of 2014 (2014: 21).

Berlin is the first of three leading point-of-sale (PoS) locations with an amount of €17.2 billion, followed by Hamburg (€10.4 billion) and Munich (€9.6 billion). Concentrating on the deodorant market, the antiperspirant segment made 0.84 per cent of the total market volume of €12.82 billion (GTAI, 2010). The report of GTAI (GTAI, 2010) furthermore states, that German consumers follow the wellness trend more and more, looking for more custom-made and 'all natural' ingredients cosmetics.

The top concerns for FMCG companies are to reduce logistic costs and to build sustainability into their supply chain (Langley and Capgemini, 2010). Along with these goals, Unilever introduced their 'Sustainable Living Plan' in 2013. It comprises their vision to "double the size of the business, whilst reducing their environmental footprint and increasing their positive social impact" by 2020. Unilever's purpose here is to make sustainable living commonplace (Unilever.co.uk, 2015: 2). Therefore, as one measure, the so-called compressed deodorants were introduced. After six years of research, 30 prototypes and more than 40,000 hours of development, the first significant packaging reduction initiative for aerosol deodorants was introduced, since they were launched in the late 1960s in the UK (Wills, 2014). A reengineered spray system made it possible to compress the content of a traditional 150ml can to a 75ml one. Nevertheless, Unilever states that the smaller deodorant lasts just as long as the traditional, bigger one – but with half the gas and 25 per cent less packaging (Unilever, 2015). This means also, that 53 per cent more cans fit onto a pallet so fewer trucks are required, meaning a cut in transport emissions (Wills, 2014). Advantages for the customer are therefore not only a more convenient, portable design but also a pro-environmental packaged product. Unilever first announced a range of compressed aerosols in the UK in 2013 where within one year over 50 per cent of consumers chose to buy the compressed size. Since the launch on the German market in 2014 with the three brands of Rexona, Dove and duschdas, nearly 30 per cent of German consumers have followed (Unilever, 2015). Meanwhile, the system has been adopted in six more countries, by brands of Unilever³.

³ Status July 2015

2.2.2. Sustainability Defined

The concept of sustainable development was first defined in 1987, as the United Nations World Commission on Environment and Development released the report *Our Common Future*, also known as *Brundtland Report*. The publication of this report is considered to be the beginning of the global discourse on sustainability and sustainable development. Sustainability was outlined as “the development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987: 8).

Nevertheless, as this was rather a broad view, focusing mostly on natural resources, further models of sustainability took other parameters into account. One of the most common ones, referring to companies' behaviour in terms of sustainability, is the *Triple Bottom Line* concept of Elkington from 1994. This approach recognises that sustainability cannot only be limited to the natural resources, but should consider two additional aspects: a social and an economical side (Kyrö, 2015). The ‘Triple Bottom Line’ thus consists of 3 Ps: planet, people and profit. It aims to measure the financial, social and environmental performance of the corporation over a period of time. The environmental dimension here is based on the aforementioned definition of sustainable development of the Brundtland Report. Linking to the researched topic concerning sustainable packaging, it additionally adds that “the absorptive capacity of the environment to assimilate wastes should not be exceeded” (Sahota, 2014: Introduction). The social dimension aims not only for a unified society with common goals, but also focuses on the fact that individual needs are maintained. The economical pillar then describes whether the aforementioned two dimensions are financially feasible and therefore sustainable.

Referring to the topic, this approach will be taken and strongly linked to Wever and Tempelmann's (2014) presentation at the 24th IAPRI symposium on packaging. Here Elkington's *Tripple Bottom Line* was extended to 5 Ps, by including the packed product as well as the packaging. It acknowledges the impacts and gains of packaging in relation to the three components of sustainability. Their definition of sustainable packaging includes, among other

factors, that packaging is “socially and culturally appropriate (reflecting for example household sizes and lifestyles of the target group), a social enabler that stimulates consumers to find alternative uses of – or failing that, dispose of the packaging in an environmentally sound way”. According to this definition, the newly introduced package design of Unilever's compressed deodorants can be subsumed under sustainable packaging.

In general, it has to be mentioned that this summary of definitions on sustainability and the correlated sustainable packaging is only a partial portrayal on the literature to date. This underlines, that although the term of sustainability seems to be ubiquitous nowadays, there is still no consensus on how to define this term consistently. This should be especially taken into account in regard to how the general public defines this term in relation to marketing issues (Mohr, Webb and Harris, 2001; Bridges and Wilhelm, 2008).

2.2.3. Vendor Side - Motivators, Reasons and Challenges

The drivers for companies to perform Corporate Social Responsibility (CSR) actions are varied. However, as this thesis focuses on the consumers' point of view, the vendors' side will only be explained briefly.

In 2011, Accenture and the UN Global Compact conducted a comprehensive study among 1,000 CEOs, business leaders, members of civil society and academic experts of firms operating in the consumer goods field. The overall finding was that today's CEOs are more convinced than ever of the need to embed environmental, social and corporate governance issues within core business (Lacy *et al.*, 2010). The main reasons for acting in a sustainable way were among other things enhanced reputation, demand of the consumers, and the potential for revenue growth, i.e. cost reductions (Lacy *et al.*, 2010; Foster *et al.*, 2005).

This directly leads to the motto “Do good and talk about it”. According to Godfrey, Hatch and Hansen (2010: 318), the profitability argument asserts “that doing good (i.e. CSR) leads to doing well (i.e. improved financial returns)”.

Therefore, companies endeavour to promote their sustainability efforts through promotion and packaging strategies (Bridges and Wilhelm, 2008).

In the special case of innovative packaging, Esty and Winston (2009) outline the creation of a new eco-defined market space by developing breakthrough products and promoting innovation as the main competitive advantage. Especially successful, long-lasting companies, such as Unilever as the key driver in inventing a new package format, regularly have to redefine themselves. Esty and Winston (2009: 299) state: "environment-inspired innovation offers companies a new and exciting way to find fresh expressions for their capabilities".

Another important reason named by Willard (2012) is the reduction of waste expenses. A popular concept related to this part of product strategy is the *Cradle to Cradle Design* model. It is part of the so-called circular economy. Developed in the late 1990s by the chemist Michael Braungart and the architect William McDonough, this framework aims to create production techniques that are not just efficient but essentially waste free. Products are divided into biological or technical nutrients. The first are designed to re-enter the biosphere safely, either by decomposition or consumption. The latter recirculate at high quality without entering the biosphere, i.e. products can be recycled or reused with no loss of quality (Dictionary of Sustainable Management, 2015). One critique on the *Cradle to Cradle Design* concept is that this model certifies its own analysis and therefore does not comply with ISO standards 14000 under the Life Cycle Assessment (LCA). The LCA is defined by the US Environmental Protection Agency as "a technique to assess the environmental aspects and potential impacts associated with a product" (US EPA, 2014). The ISO 14000 Environmental Management System therefore in particular supports companies with standards for environmental labelling and declaration, along with standards for improvements in a product's environmental performance. Whenever a product is communicated as having more than one environmental benefit, it must be appraised by the LCA (Bridges and Wilhelm, 2008).

Nevertheless, companies have to be aware that CSR is often seen by consumers solely as a marketing strategy to create customer awareness, enhance a firm's profitability and improve product penetration into the market (Khamah *et al.*, 2015). In the study of Kharmah, Njehia and Njanja (2015), where the extent of CSR measures towards consumer buying behaviour in organisations was examined, an interesting aspect is stated. It claims that these kinds of company measures could also encourage consumer cynicism, as many consumers regard CSR initiatives as little more than public relations exercises.

One method to overcome this scepticism is accountability and transparency. In this context, the Global Reporting Initiative (GRI) can be mentioned, which, together with the United Nations Environmental Program, released their first draft of GRI guidelines in 1999. This initiative constitutes the base for 20 organisations to release sustainability reports based on these guidelines. Since then, the number of releasing companies has rocketed. In 2006, there were already more than 850 organisations (Bridges and Wilhelm, 2008) following the guidelines. From then to 2011, the yearly increase in uptake ranged from 22 to 58 per cent (Global Reporting Initiative, 2015). Following this initiative, independent, third-party organisations began recently to use these reports for publishing ratings or rankings of corporations based on their sustainability performance (Bridges and Wilhelm, 2008). Nevertheless, a recent Canadian study shows that only three per cent of the largest companies listed on the world's stock exchanges are disclosing the most basic sustainability information (Confino, 2014).

Other measures, such as labels, could be mentioned as well. But as they rather belong to the marketing field, they will be discussed in the following section in more detail.

2.2.4. Consumer Side - Determinants, Drivers and Barriers

The available literature shows, that not only companies, but also consumers are more concerned about environmental changes than they were in the past and often change their behaviour towards a more pro-environmental one (Hessami

and Yousefi, 2013; Hanss and Böhm, 2012). Therefore, the consumer's buying behaviour will be examined in greater detail.

Initially, the studies of consumer behaviour only focused on the economical side, as consumers were seen as rational decision makers only concerned with themselves. Many early models, such as the established *Utility Theory*, proposed that consumers made choices based on the expected outcomes of their decisions (Schiffman *et al.*, 2008). These models were solely focused on the act of purchasing.

However, contemporary theories consider a wide range of factors influencing the consumer and acknowledge a broad range of consumption activities beyond purchasing (Bray, 2008). According to Kotler (2009: 224), the study of consumer buying behaviour "is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants". This includes not only the reasons why consumers make specific purchases, but also factors that influence the patterns of consumer purchases, as well as the analysis of how these factors change within a society or due to other external factors. These factors reflect both the cognitive and emotional aspects of consumer decision-making (Schiffman *et al.*, 2008).

Nowadays, the field of consumer behaviour is therefore inseparably connected to the field of marketing that evolved in the late 1950s. Marketers started to use the techniques of consumer research in order to understand the drivers of consumers to buy certain products whilst avoiding others (Schiffman *et al.*, 2008). Since then, different approaches have been introduced, all relating to consumer decision-making.

Among many models of consumer buying behaviour, the *Kotler's Black Box Model* (1986) is considered to be the most revealing (Tyagi and Kumar, 2004). Although it is still set up within the psychological approach, it no longer focuses solely on the processes inside a consumer, but also acknowledges the relation between certain stimuli and the consumer's response.

The construct of *Kotler's Black Box Model* is shown in the figure below (Tyagi and Kumar, 2004):

External Factors		Buyer's Black Box		Buyer's Response
Marketing Stimuli	Other Stimuli	Buyer's Characteristics	Buyer's Decision Process	
Product Price Place Promotion	Economy Technology Politics Culture Demographics Nature	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem recognition, Information search, Alternative evaluation, Purchase decision, Post-purchase behaviour	Product choice Brand choice Dealer choice Purchase timing Purchase amount

Figure 1: Black Box Model of Consumerism

This model defines the consumer as 'The Black Box' who interacts like a processor in a system. The buyer's response therefore is considered to be a result of a conscious, rational decision process, which takes interpersonal (between people) and intrapersonal (within people) stimuli into account (Sandhusen, 2000). The outside stimuli consist of marketing factors, relating to the 4 Ps of marketing (product, price, place, promotion), whereas the other stimuli consist of major forces and events in the consumer's environment, for example of economical or cultural nature. All these external stimuli pass through the buyer's black box, consisting of the buyer's characteristics and decision-making process. The final buyer's response arises out of these two components.

In the following, the factors relevant to this study will be examined in more detail.

1st Stimulus: Marketing Factors

In their investigation of major factors influencing green purchasing behaviour, Hessami and Yousefi (2013: 590) found out that “one of the most important problems when it comes to consumers' green purchasing behaviour, is the lack of their awareness of green products and their features”. Although no attention has been directed at this factor in previous studies, it can be assumed that one alternative in order to overcome this lack of information is the use of marketing measures. With regard to this particular research, the marketing factors of promotion and product will be studied in particular.

Product-related variables that affect a consumer's buying decision can be either inherited in the product's package design or the product's advertising.

Especially in recent years, as the marketing environment became increasingly competitive, a product's packaging can be the determining factor when it comes to a purchase decision. According to Deliya (2009: 199) “package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions”. Companies can use packaging as a tool for differentiation and consequently stimulate customer's buying behaviour (Rizwan, Vishnu and Amin, 2014). Hanss and Böhm (2012: 679) pointed out, “many product attributes that consumers may consider important for sustainable products are not directly perceivable, but need to be inferred from information provided on the product's packaging or on shelf tags”. In a comprehensive study of 26,500 randomly selected citizens of the 27 EU Member States, it was found out that approximately 30 per cent of EU citizens would suggest retailers to promote environmentally friendly products by providing better information (Papacostas, 2009).

Although there are various opinions about packaging being one of the most important factors influencing the buying behaviour of a consumer (for example Rizwan, Vishnu and Amin, 2014 or Deliya, 2009), the influence of packaging innovation on consumers' perception has rarely been researched up to now. This is even though Rizwan, Vishnu and Amin (2014: 153) found out that “there

was a relevant correlation between buying behaviour and package innovation and that this aspect could definitely add value to the product if it met a consumer need such as portion control, or recyclability". Furthermore MarketWatch (2009, 10) stated that "an update on packaging could be a more credible way to state sustainability than using methods such as 'package shrink' or 'portion shrink' where a smaller amount of the product was sold at the same price".

Eco-labelling must also be mentioned when referring to packaging. In the Eurobarometer study of 2009, almost half of the EU citizens said that eco-labelling played an important role in their purchasing decisions. The most important information was whether it was possible to recycle or reuse a product. Information about the total amount of greenhouse gas emissions released by a product, i.e. the carbon footprint, was considered to be the least important (Papacostas, 2009). Therefore it will be interesting to find out, whether the green 'compressed' label of Unilever, presented on the product packaging, is of general importance to the consumer and further, if this label is seen as a sufficient measure to promote the pro-environmental effect of the new packaging.

Another important tool among the marketing mix is promotion. Advertising, especially, is a channel for every company to communicate messages to their consumers, which they think to be important. Unilever for example used a TV spot as an advertising measure to introduce the packaging innovation while explaining all advantages and novelties. Furthermore, they offered their consumers a 'money-back' option where the consumer is able to try out the product within a certain time period and, if not satisfied, receives a refund. However it is clear, that this measure can easily be seen by a customer as a clever marketing gimmick to generate data.

Especially when it comes to so-called green advertising, i.e. the highlighting of factors connected with the environment, consumers tend to be sceptical, "consumers are cynical about ads because of the prevalence of misleading green claim, a tactic which has been generalized under the term

greenwashing" (Matthes and Wonneberger, 2014: 116). This finding is supported by the results of the study from Chang (2011: 28) that "high-effort claims induce greater levels of discomfort among ambivalent participants, which encourage them to engage in motivated processing in which they discount the believability of the ad, as well as that of the green claims. As a result, evaluations of the product become more negative". Relating to this statement, Mohr, Webb and Harris (2001) surveyed in their exploratory, qualitative research, if a consumer possesses high environmental knowledge, the scepticism about the firm's environmental claims could negatively affect the purchase intentions. Another example stating the scepticism of green consumers is the study of Matthes and Wonneberger (2014) conducted in Austria. The authors found out that green consumers are people with high-involvement who put more trust in green ads compared to non-green consumers, as those perceive green ads to be less advantageous than green consumers. But if the provided arguments are convincing, these non-green consumers are likely to positively evaluate the ad. Therefore, the authors recommend that companies should use green claims only as long as "they are detailed, specific, unambiguous, and of course, truthful" in order for them to be useful.

2nd Stimulus: Other external Factors

Among the external factors, the political, cultural and technological influences will be briefly defined with regard to this specific research.

The increase in social and environmental awareness and concern amongst the population had led to the conceptualization of an 'environmentally concerned consumer' or 'green consumer' (Nair, 2015). This was exemplarily found out by Hanss and Böhm (2012), who investigated how Norwegian consumers' understanding of sustainability manifested itself in consumption decisions by conducting quantitative face-to-face interviews. Similar results were achieved by exploratory interviews of experts in combination with a questionnaire, conducted by Hessami and Yousefi in 2013 (Hessami and Yousefi, 2013). As an effect, consumers are becoming more sensitive in their environmental attitudes, preferences and purchases (Kaufmann, Panni and Orphanidou, 2012). Not only

advertisements, but also intensified media coverage on sustainable topics and the prominence of sustainability concepts in political agendas educate the consumers nowadays. Media can therefore be seen as a source that leads to a better-informed consumer, who becomes more and more aware of environmentally harmful topics.

Furthermore, there is a common consensus among researchers that culture is one of the factors with a significant impact on consumer behaviour. Yet, as this research will not deal with different cultures, but takes place amongst German consumers, particularly consumers living in Berlin, this point will not be emphasized in more detail. This limitation was not only made due to convenience and feasibility of conducting the interviews, but also because "Germany was once regarded as a pioneer in environmental policy and behaviour and can nowadays be considered representative for most Western-European consumption and recycling behaviours" (van Birgelen, Semeijn and Keicher, 2008: 126). For example, the National Geographic 'Greendex' stated that 81 per cent of Germans use their own bag when shopping (National Geographic, 2014).

When it comes to technology, engineering and innovation Germany is seen to be a world leader in this field (European Commission, 2012). Not many countries have contributed as much to science and technology as Germany, especially in the automotive industry and consumer goods. In 2011, PwC released their study 'Cities of Opportunities', comparing 26 cities in 66 aspects. The individual aspects were grouped into ten main categories. In the area of sustainability, Berlin finished in first place (PwC, 2011).

Referring to the particular case of deodorants, the Western-European region especially favours sprays over roll-ons or sticks. The volume of metal aerosol cans up to 100ml is highest here within this region. Globally seen, the top brands within the beauty and personal care sector are Rexona, Axe and Nivea (Euromonitor International, 2015).

3rd Stimulus: Buyer's characteristics (consumer related variables)

The third category of stimuli looks at characteristics that are unique to a particular person. These characteristics can be personal, psychological, social or cultural.

One way to measure personal factors can be the use of demographic variables such as age, sex, education, income and stage of life (i.e. single, newly married etc.). In their analysis of the most influential and commonly used analytical frameworks, Kollmuss and Agyeman (2002: 248) stated exemplarily that gender and years of education are “two demographic factors that have been found to influence environmental attitude and pro-environmental behaviour”. According to the study, women tend to be less informed about environmental issues, are more emotionally engaged and therefore more willing to change their behaviour towards a pro-environmental one than men. Furthermore, the authors found out that “the longer the education, the more extensive the knowledge about environmental issues”. However, most researchers agree that more education does not necessarily lead to increased pro-environmental behaviour (for example Nair, 2015). The third key socio-demographic variable is age (Matthes and Wonneberger, 2014). There is no common view among researches so far as to whether age has an impact on environmentally friendly purchase behaviour or not. For example, Fisher, Bashyal and Bachman (2012) found out with an online questionnaire among 316 students, that – contrary to many other research opinions – age has no impact on the pro-environmentally decision making of consumers.

Furthermore, the personality of each consumer affects his/her personal buyer decision. Personality is here defined in terms of traits, i.e. psychological characteristics “that lead to relatively consistent patterns of behaviour towards the environment” (Baines and Fill, 2014: 55). Within this field, there are various approaches to be read in literature. One earlier approach to be mentioned is the *Psychodynamic Approach*. It states that behaviour is determined by biological drives, rather than individual cognition or environmental stimuli. This approach is primarily based on the findings of Sigmund Freud (1856-1939). According to him, the facets of the human psyche, namely the Id, the Ego and

the Superego influence the behaviour of a human being (Bray, 2008). These psychoanalytic ideas of human personality were applied to marketing consumer goods and became known as motivation research, in order to understand people's motivations to purchase (Baines and Fill, 2014; Bray, 2008). Nevertheless, one criticism is that this view is too narrow, as the decision making process is not only influenced by biological drivers, but also by other factors, such as personal habits.

Another common approach is the *Trait Approach*. It groups people into the 'Big Five' personality types or so-called traits. These include the consumer's openness on a new experience, his/her conscientiousness, the degree of his/her extraversion, the consumer's agreeableness, and his/her neuroticism (Tanner and Raymond, 2012). One point of criticism on this approach is that the link between people's personalities and their buying behaviour is rather unclear.

A better linkage between peoples' self-concepts to their buying behaviour is given within the *Self-Concept Approach*. The self-concept is the reflection of one's identity, i.e. how a person perceives himself including attitudes, perceptions and beliefs. For example, there is an increasing belief that people buy brands that resemble how they perceive themselves (Baines and Fill, 2014).

Besides these personal characteristics, there are also psychological factors inherited in cognitive consumer behaviour models that focus on the consumer's motivation, perception, learning or beliefs (Bray, 2008).

Motivation consists of certain motives that urge the buyer to act in order to fulfil a goal or to satisfy a need/want. Related to this characteristic, the *Hierarchy of Needs* by Abraham Maslow suggested a hierarchical order of human needs with the more basic needs at the bottom (Baines and Fill, 2014). To achieve the upper point representing the need for self-actualisation, the other four levels had to be passed first. It is assumed that "people who have satisfied their personal needs are more likely to act ecologically because they have more

resources (time, money, energy) to care about bigger, less personal social and pro-environmental issues (Kollmuss and Agyeman, 2002: 244).

Within the motivational factor, there are two prevailing prescriptive cognitive models that are used within the field of consumer research to predict consumers' purchase intentions and purchasing behaviour (Bray, 2008: 10). The first one is the *Theory of Reasoned Action (TRA)*, introduced in 1975 by Icek Ajzen and Martin Fishbein. It refers to the environmental values and concerns of consumers and suggests that attitude and subjective norm of the individual jointly predict its behaviour.

The second one is the *Theory of Planned Behaviour (TPB)*, which is derived from the first theory. It was introduced by Ajzen in 1985 and expands the TRA insofar as it does not only focus on factors that are under the control of each consumer (i.e. a person's awareness, attitude and social pressure), but also considers the factor of perceived behavioural control (Saleem and Recker, 2014). This factor describes the extent to which a person thinks his or her own actions will have an impact on the situation as a whole (Baines and Fill, 2014). It is closely related to the degree to which consumers believe that their personal actions can benefit the environment, the so-called *Perceived Consumer Effectiveness (PCE)* (Vermeir and Verbeke, 2006). The literature shows consensus that PCE is a significant predictor of green buying behaviour, including the purchase of sustainable products (Vermeir and Verbeke, 2006), and green products (Kim and Choi, 2005). Saleem and Recker (2014: 17) stated also in their review on the effects of PCE in the context of green consumption behaviour that "perceived behavioural control, and in particular perceived financial capabilities and availability of organic personal care products, influences consumers' purchase intentions for organic personal care products." Additionally van Birgelen, Semeijn and Keicher (2008: 139) discovered in their online survey by 176 Germans that "consumers, who perceive their individual environmentally friendly packaging decisions to have a positive effect on the environment as a whole, are more likely to behave in a 'green' way with regard to their purchase decisions".

However these models have their limitations. Both theories assume that when a consumer forms an intention to act, he/she will follow this intention straight to execution, for example the purchase of a good, regardless of any constraints. But, as an example, at least two major inconsistencies within the consumer's behaviour will be mentioned in the following: the *knowledge behaviour gap* and the *attitude and behaviour gap*. The first one describes the discrepancy between what behaviour consumers think to be socially, environmentally sustainable and what behaviour actually is. A reason for this divergence can be the lack of knowledge about general environmental impacts of consumption (van Birgelen, Semeijn and Keicher, 2008). The latter one acknowledges the significant increase in consumers' environmental awareness, but finds out that this awareness is often not taken into consideration during the actual consumption choices and behaviours (Gust, 2004). In his survey in 2011, Chang gave reasons for the second inconsistency. He explored several factors that lead to consumers' ambivalent attitudes about green products. These can be either inherited in product related determinants, such as a perceived higher price or a perceived lower quality or in consumer related determinants, such as the PCE (Chang, 2011).

A widespread extension of the TPB and TRA is the *Technology Acceptance Model (TAM)* devised by Fred Davis in 1989. TAM has successfully proven that the factors 'perceived usefulness' and 'perceived ease of use' are the crucial ones in innovation's acceptance related to consumer behaviour. The first factor here relates to the perception of how advantageous the consumer believes the usage of the product is, whereas the second one reflects how much effort the consumer believes the usage will cost. In an earlier research, Averdung and Wagenfuerer used a revised TAM to explain the acceptance of environmentally sustainable innovations, focusing on the post-adoption behaviour of environmentally sustainable innovations. Their results showed that the consumers' willingness to pay more whilst integrating a sustainable product-service in the hydrogen market was predominately dependent on word-of-mouth intention as well as comfort of use (Averdung and Wagenfuehrer, 2011).

Besides these models, the process of learning has to be briefly regarded as an innovation that is connected to the consumer's confrontation with something new. Learning is seen to be the "process by which consumers change their behaviour after they have gained information or experience" (Tanner and Raymond, 2012: 84). In general making consumption choices is significantly related to the role of a consumer's habit and routine behaviour. When a consumer has only a slightly personal interest in the consumption of a certain product, the level of the consumer's involvement is seen as rather low. Purchases therefore are often made out of impulse buying decisions, without planning or previous thought. They can also result from routine response behaviour, i.e. the purchase decision is automatic and based only on limited information or information gathered in the past. On the opposite side, high-involvement decisions are usually more complex and therefore need extended problem solving. Whereas FMCG products are usually subsumed under the first mentioned category, a difference occurs, when talking about green or sustainable FMCG products (Tanner and Raymond, 2012). Several researchers assume that the consumption of green products is connected to purchase decisions, where the consumer gathers a significant amount of information before he/she makes a decision. This is also embedded within *Andreasen's Model of Stages in Behavior Change* (Mohr, Webb and Harris, 2001). This model assumes that consumers do not undertake high-involvement behaviours rapidly and in one step. They move toward the desired outcome in definable stages to learn about complex social issues and obtain information about the social responsibility resources of companies to purchase sustainable goods (Andreasen, 1995; Mohr, Webb and Harris, 2001). Therefore the green consumer purchases in a high-involved context (Matthes and Wonneberger, 2014). The question that arises is therefore, if the compressed deodorant will be seen by the interviewees in a high- or low-involvement context.

Another factor that can influence a consumer in his buying pattern is his social status. This comprises relationships with friends, family members and colleagues (Dudovskiy, 2013). Here, a steadily increasing factor is the Internet, where social media sites can be a crucial factor whether a buying decision is made or not. Nevertheless, not only the attitude of the single person plays an important role

here, but also the generation the consumer belongs to, i.e. whether it is a digital native that is used to new technologies and trusts them or an older consumer, that does not use these kinds of communication channels (eMarketer, 2014).

4th Stimulus: Buyer's decision process

In a next step of *The Black Box Model*, the buyer's decision process is defined. The process used here is the common *Five Stages Model*. Although different researches offer various tendencies towards the definitions of the certain stages, all of them have the description of the stages in common. Especially when it comes to high-involvement products, the stages model becomes relevant (Tyagi and Kumar, 2004). However, the chosen stages model within the Black Box ends with the post-purchase behaviour and does not take the product disposal into account. Therefore a more recent stages model with an additional sixth stage will be used instead, shown in the figure below (Baines and Fill, 2014: 42; Tanner and Raymond, 2012: 99).



Figure 2: Stages in the Consumer's Purchasing Process

The first stage of this psychological process is the initial recognition of the customer that some sort of need must be satisfied. Therefore the customer collects information about different alternatives on how to satisfy this need in stage two. This information gathering is followed by an evaluation of the proposition. Evaluative criteria help the customer to narrow down his/her choices. According to Tanner and Raymond (2012: 100) these evaluative criteria are "certain characteristics that are important to the customer, such as the price of the product or other specific product features". In terms of a sustainability aware consumer, an important attribute for consumers could exemplarily be the recyclability of the product packaging (Hanss and Böhm, 2012). The upcoming stage then consists of a possible re-evaluation of the original decision for example, if the original selected product is not available and is then followed by the actual acquisition/purchase of the selected

product. Stage five is closely connected to the theory of cognitive dissonance (Festinger, 2001), referring to the uncomfortable tension or feeling of a consumer, which occurs when he/she holds conflicting thoughts, attitudes or beliefs. The final stage then concentrates on the disposal of the product, as this matter is becoming extremely important to consumers and society in general (Tanner and Raymond, 2012).

Generally it has to be mentioned that not all decision processes lead to a purchase, and not all consumer decisions must include all five stages (Tyagi and Kumar, 2004). The buying behaviour is determined by different variables, either related to the product or to the customers themselves, as already explained in detail in the previous paragraphs.

2.3. Conceptual Framework

The following conceptual framework assists in the exploration of the influencing factors on a consumer's purchase decision. For that *Kotler's Black Box Model* was modified and provided with findings of the literature review. These findings and relevant topics were then linked to the buyer's decision-making process, i.e. the stages model of purchasing. The arrows indicate how internal and external factors influence the individual stages of the buying process.

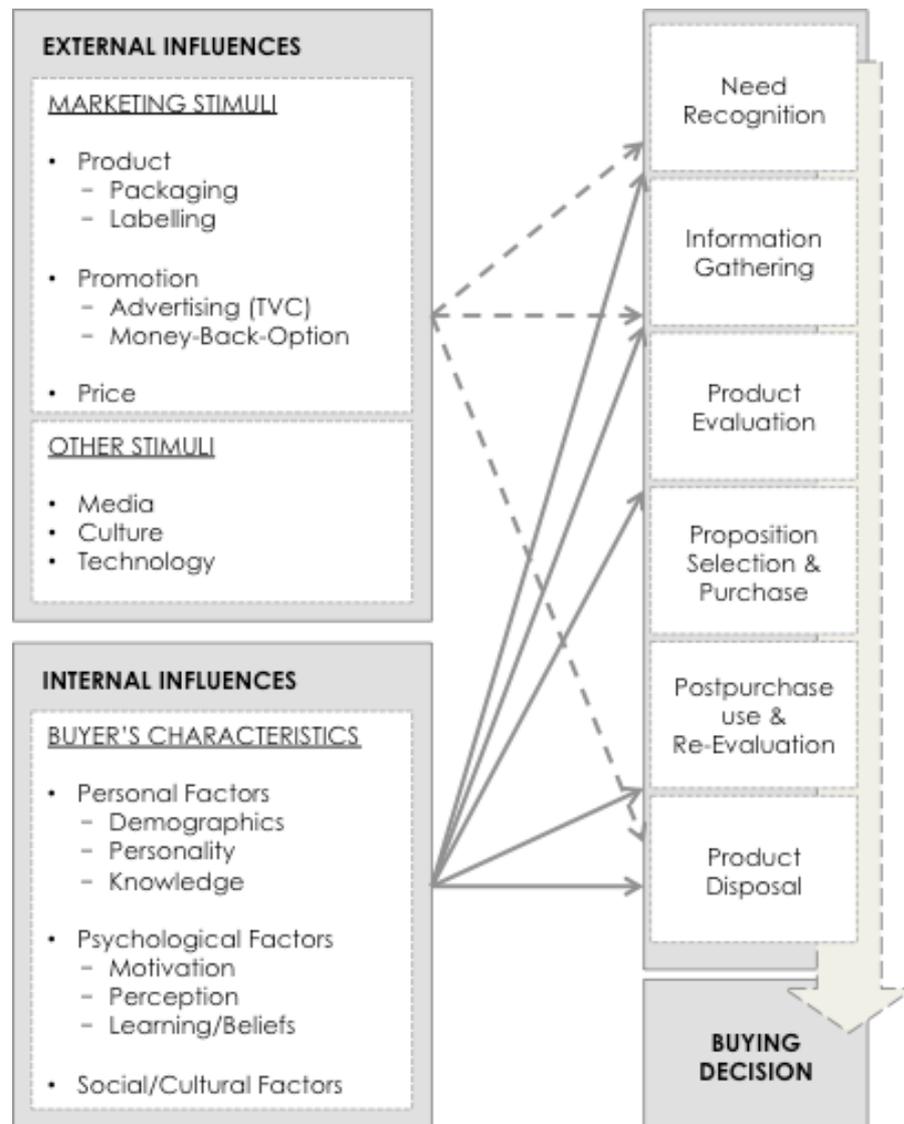


Figure 3: Conceptual Framework - Modified Black Box Model

2.4. Conclusion

Besides common definition and frameworks, the literature review focused specifically on *Kotler's Black Box Model* in order to explain the main factors influencing a consumer's buying decision. Internal and external stimuli as well as the buying decision making process were displayed in detail and in relation to the FMCG field. The conceptual framework, which was developed out of the findings of the literature review, will be used as a fundamental base for the following interview-questions.

3. Methodology and Research Design

3.1. Overview

This chapter presents a clear description of the research methodology adopted and the specific methods used to gather the relevant data. This includes details on data-collection methods, sampling procedures and analytical techniques.

3.2. Research Philosophy

The research philosophy focuses on the development of knowledge and the nature of that knowledge. It is based on certain assumptions including values, nature of reality and human knowledge (Bryman and Bell, 2015). These assumptions underpin the research strategy and the methods that are chosen as part of that strategy (Saunders, Lewis and Thornhill, 2009). Within this philosophical framework of research two main paradigms exist: positivism⁴ and interpretivism (Collis and Hussey, 2014).

For this particular research, I have chosen the interpretive stance. This view stresses that society does not exist in an objective, observable form. The social world is rather constructed through meanings. Social interaction is therefore based around the principles of consciousness, action and unpredictability (Livesey, 2006).

Since my research topic focuses strongly on the behaviour of consumers, the best way to explore it is to make those involved describe and explain their experiences. As consumption is always context-bound, generated facts out of this research will not be generalised (Livesey, 2006). Therefore, I have chosen to apply the paradigm of interpretivism.

3.3. Research Approach

In order to provide interpretive data of social phenomena within a particular context Collis and Hussey (2014) suggest choosing an inductive research

⁴ The positivistic approach is originated in the natural sciences (Bryman and Bell, 2015). It assumes that social reality is singular and objective, and is not affected by the act of investigating. Therefore researchers are likely to collect data on an observable reality and aim to find regularities and causal relationships that can be generalised. This often involves a deductive process where hypotheses out of existing theories are developed, tested and confirmed (Saunders, Lewis and Thornhill, 2009; Collis and Hussey, 2014).

approach. Kenneth F. Hyde defines this approach as “a theory-building process, starting with observations of specific instances, and seeking to establish generalisation about the phenomenon under investigation” (Hyde, 2000: 83). This means that theory is the outcome of research. The strength of this methodology is the development of an understanding of a phenomena rather than the investigation of its cause-effect links (Saunders, Lewis and Thornhill, 2009). This approach is used in particular, if only little is known about a problem so far (Bryman and Bell, 2015).

As emerged from the literature review the field of green consumption has already gained considerable attention from researchers. Hence different theories relating to consumers' purchase behaviour of sustainable products have been developed (for example Birgelen, Semeijn and Keicher, 2008; Deliya, 2009 or Gielissen, 2011). However, the influence of pro-environmental advantages of packaging innovations on consumers' perception has hardly been explored up to now. So this particular research anticipates that new themes will arise, extending and complementing previous results of present literature. Therefore, I selected an inductive research approach.

Closely related to the research process is the research purpose, to which the framing of the research question is linked. In primary research, three distinctive purposes exist: exploratory, descriptive, and explanatory. Exploratory research aims to develop hypotheses, models, or theories in order to gain insights into a particular phenomenon. As far as exploratory research is concerned, the research design and data collection methods are usually not specified in advance. Contrary to this, descriptive research uses reference theories or models that guide data collection and case description (Scholz and Tietje, 2002). Both of these research purposes were not seen as appropriate for my research design. As a consequence of this and in relation to the chosen epistemology, I preferred another research purpose category. The reason for this choice furthermore is that the existing theory is used to understand and explain the cause-and-effect relations (Collis and Hussey, 2014). Therefore, I will use the main influencing stimuli mentioned in the literature and presented in the

conceptual framework for testing their relations to consumers' buying behaviour.

3.4. Research Strategy

The inductive approach I have selected, of linking data and theory, is typically associated with a qualitative research strategy (Bryman and Bell, 2015; Livesey, 2006). According to Wheeldon and Åhlberg (2012: 7), "qualitative analysis through inductive reasoning [...] aims to build theory by focusing in more depth on individual cases and context-specific realities." Its purpose is the identification and understanding of underlying motivations, attitudes, opinions, perceptions, and behaviours (Baines and Fill, 2014).

In this context, I have chosen to work specifically with a case study method. This qualitative research method is especially used when a contemporary phenomenon shall be explored within its real-life context (Yin, 2009). As this research shall result in the exploration of consumer insights relating to their perception of pro-environmental aspects of sustainable packaging innovations, a case study was seen as appropriate in providing an in-depth analysis of this particular issue among a group of individuals (Wilson, 2010).

Although there is a common definition of the term 'case study', there are various types of case studies existing (Scholz and Tietje, 2002). I chose to work with a single-case study that can be understood as single experiments, where the conduction of an in-depth study is possible. The target group of this case study was initially limited to consumers living in the German capital Berlin. This should help to better illuminate the case and therefore result in an even richer analysis (Baines and Fill, 2014).

Within this single case study design there are again two different variants: the holistic and the embedded approach. Whereas the holistic approach focuses only on the global nature of phenomenon, the embedded approach "usually involves a wide range of information and possibly several different units of analysis" (Wilson, 2010: 108). One decisive factor that was mentioned within the literature, when it comes to different consumer perceptions towards green consumption, was age. Therefore I chose the embedded approach, selecting

two different age cohorts: 'Babyboomers' and 'Generation Y' (i.e. 'Millennials'). These two age generations were expected to be different in their perceptions towards pro-environmental effects of sustainable packaging innovations.

The first unit chosen was the generation of Babyboomers, born between 1945 and 1959. In Germany, they still represent numerically the strongest cohort (Deller et al., 2008). The Babyboomers grew up in the post-war-years and experienced the German economic miracle first hand. To succeed in these emerging economies, this generation had to work hard. Therefore they symbolise today's German meritocracy (Bund, 2014). Due to experiences made, high levels of discomfort and uncertainty describe this generation (Schroer, 2004).

The second unit consists of the Generation Y, also known as Millennials, born between 1980 and 2000. According to Accenture (2015) they "are both the 20th century's last generation and its first truly digital one". The letter 'Y' is linked here not only to the previous Generation X on but also refers to the English word 'why' and therefore describes the fundamental attitude of this generation, to question everything (Klaffke, 2014). This generation is seen as incredibly sophisticated, technology wise, and immune to most traditional marketing and sales measures. As they grew up among the speed of the Internet, this cohort is seen as immense flexible and changing. This leads for example to a lower brand-loyalty (Schroer, 2004).

The following figure, adapted from Yin (2009: 46) displays an overview of the chosen research strategy:

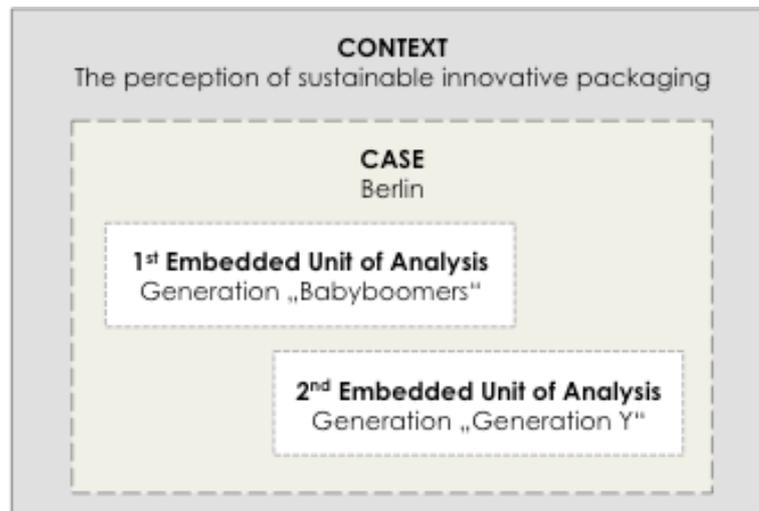


Figure 4: Chosen Type of Design for Case Study

Through the literature I was warned to be aware that especially as a novice researcher I could fail linking the individual subunits level to the global issue, which I initially set out to address (Yin, 2009). This difficulty actually occurred frequently during my evaluation of results, because age was not always the distinguishing factor in answers, but gender.

The selection of the analysis method also regulated the time perspective of the selected model. As I chose to perform an intensive study on a single case with two embedded units, all characteristics stated within the conceptual framework should be studied holistically. Therefore a synchronic, cross-sectional study with no temporal dimension was performed (Routio, 2007). Here the conduction of more than one unit at a single point in time is favoured (Bryman and Bell, 2015).

3.5. Collection of Primary Data

3.5.1. Method of Collecting Data

A hallmark of case study research is the use of multiple data sources, a strategy, which also enhances data credibility (Collis and Hussey, 2014). Therefore both, secondary and primary data are used in the dissertation. During the review of the relevant secondary data literature, such as statistical information and findings of previously published marketing research papers helped to build up the definitions, frameworks and base of my researched topic.

Nevertheless, the focus in my research has been laid on the collection of primary data, as the literature review revealed that no recent studies are available, dealing with the particular manner of age affecting consumer's perception towards innovative packaging designs.

According to Fischer, Castilhos and Fonseca (2014: 2) the most popular way when conducting qualitative research on consumers and markets nowadays "is through interviews, whether they are described as 'open-ended' 'in-depth', 'informal' or 'semi-structured'". I chose open-ended interviews, because this meant that respondents were not forced to answer in the same terms, as they would have been using with closed answers. Furthermore, open-ended questions allow unusual responses, which the researcher probably had not considered in the first place.

However, open-ended questions also contain specific disadvantages. Time is the crucial factor here. Open questions are often more time-consuming while conducting interviews, as respondents tend to talk longer than with a comparable closed-question interview. But also the coding of open questions involves further difficulties. In particular the following circumstance of the so-called *post-coding* occurred to me. Although I had already decided on several themes and codes that emerged from the literature before setting up the interview questions, new topics arose that were not considered in the first place, whilst reading through the answers. The post-coding method therefore implies that the coding frame should be designed after administering a survey instrument (Bryman and Bell, 2015). This was the reason why I decided to choose the process of thematic analysis, which will be explained in more detail in section 3.6 *Approach to Data Analysis*.

As already aforementioned, the interview questions were constructed based on the gathered main themes among the critical literature review and the developed conceptual framework. The interview therefore consisted of three distinctive parts⁵:

⁵ The complete *Interview Design* is displayed in the *Appendix* of this thesis.

Part one comprised questions around demographic information, relating to the personal factors among the internal stimuli of the consumers. Of course the question addressing the age cohorts⁶ was of particular importance here in order to be able to assign the aroused findings to the distinctive generations.

The second part continuously referred to the personal factors that influence the purchase decision of a consumer, but with more focus on the interviewees' knowledge on sustainable topics. The participants had to answer for example, how they would define sustainable, pro-environmental consumption.

The last part consisted in particular of external influencing factors. I structured the questions so that the interviewees first had to express their opinion on a certain topic in a more general manner, for example "How much and what do you know about the environmental impact of the products you buy or use, in general?" or "What do you think the main objectives of advertising are?". Then the respondents were prompted to disclose their deeper understanding on this certain topic, answering questions like "What do you think about the shown green 'compressed' label?" or "How did you perceive the TV spot of the 'compressed' deodorants?". Picture material⁷ and a video⁸ were used here in order to show the participants relevant material and to be brought up on the same level of knowledge.

In order to make it as simple as possible for the participants, three options were offered on how to join the study. They could choose from an interview in person, via Skype or by independently filling out an online-template, developed with Google Forms. The actual interview conduction then followed quite a strict structure that can be inferred from the *Interview Design* attached in the *Appendix* of this thesis. Still, whenever an answer was not clear I inquired and asked for a detailed answer or more information. Of course, this inquiry could

⁶ Generation Y: birth cohorts from 1980 to 2000; Babyboomers: birth cohorts from 1945 to 1959.

⁷ The two pictures showed the comparison of the 'compressed' deodorant and the traditional alternative. These pictures can be seen in the *Interview Design*, attached in the *Appendix* of this thesis.

⁸ The video was the 30" TVC that was shown in Germany in 2014, when the 'compressed' size was launched to this market. A link is given within the *Interview Design*, attached in the *Appendix* of this thesis.

only be performed during personal interviews, either via Skype or in person. The respondents who filled out the online form individually were restricted to the questions' template.

In general, the interview was reviewed in a pre-test prior to the start of the investigation. Here, the interview design was tested predominantly with respect to its total length, which answers could possibly be expected, and if the design and structure were understandable and stringent. After that the interview structure was revised and finally set up for conducting the interviews.

3.5.2. Sources of Data

A majority of researchers agree that sampling in case study research is largely purposeful. This means the selection of information-rich cases, where it can be assumed that issues of central importance to the purpose and phenomena of the study can be explored (Mills, Durepos and Wiebe, 2010). Therefore, to be able to generalise results, the ideal is not to realise statistical generalisation, but analytical ones.

Out of this, theoretical and convenient sampling was performed. Theoretical sampling was used to define the two aforementioned embedded units, convenient sampling in order to address enough participants among these units (Dawson, 2002; Gielissen, 2011). Besides the distinctive factor of age referring to the two embedded units, the participants were identified and selected solely on their involvement within the phenomenon of interest. This meant just the past experience of purchasing aerosol deodorants in particular, preferably the ones already 'compressed'. Furthermore, they had to be available and willing to participate, as well as able to communicate their experiences and opinions in an articulate, expressive, and reflective manner (Palinkas *et al.*, 2013).

Using the selection criteria, almost 40 people out of a circle of friends and acquaintances were addressed via email or in person to take part in the interviews.

3.5.3. Access and Ethical Issues

Ethical obligations of the researcher do not just start with the beginning of the actual research method, but already with the period prior to the initiation of the research project (Hair *et al.*, 2015). Firstly, participants should not be forced to participate in a research study. The research subject must be able to decide out of his or her own will, whether to participate or not (Hair *et al.*, 2015). Secondly, the participants should be informed about the purpose of the research and, if practicable, obtain their written consent to take part (Collis and Hussey, 2014). Therefore, whilst I addressed possible participants, an information sheet was handed out to all of them. This sheet informed them about the study extensively, naming for example aims and approximate duration of the interviews. Lastly, all interviewed persons had to sign a consent form.⁹

During the interviews, I tried to keep in mind (as suggested by Chambliss and Schutt, 2013) that questions should only be asked, if information is absolutely necessary, and if they are compatible with ethical constraints, such as privacy issues. That was the reason why I decided to re-define for example the question about income. Instead of asking for plain numbers, I asked my interviewees to only choose the social status with which they would most likely associate themselves.

Generally, all research studies should maintain privacy (Hair *et al.*, 2015). Therefore all data was treated absolutely confidentially. I changed names or extensive demographic information that would have allowed an identification of the respondents in the generated results.

3.6. Approach to Data Analysis

When it comes to highly qualitative data, thematic analysis is preferred. Especially for the exploration of the participants' personal world of beliefs, their constructs, and emotional experiences (Saldana, 2012), this analytic method can be taken into account. Therefore I decided that this approach was utmost appropriate for analysing my data.

⁹ Both, the participant information sheet and the consent form are attached in the Appendix of this thesis.

In particular, I applied the model of inductive category development by Mayring, displayed in the following figure (Kohlbacher, 2006: Inductive category development):

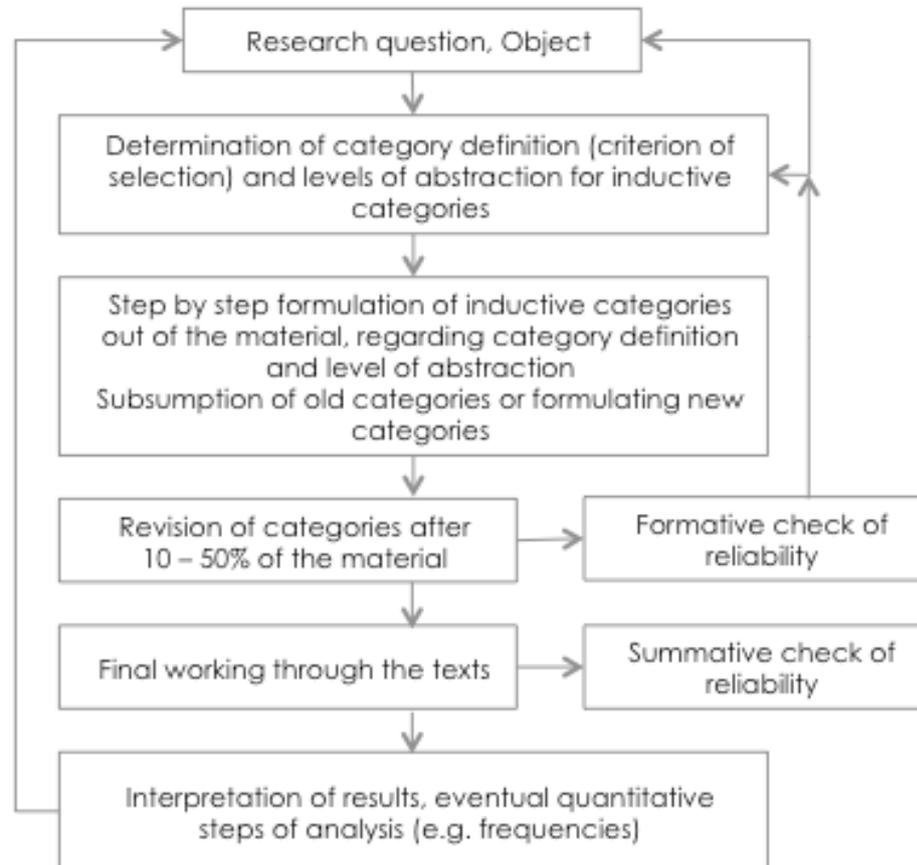


Figure 5: Step Model of Inductive Category Development by Mayring

According to Kohlbacher (2006: Inductive category development), “the main idea of this procedure is, to formulate a criterion of definition, derived from theoretical background and research question, which determines the aspects of the textual material taken into account”.

Auerbach and Silverstein (2003: 38) define a theme as follows: it “functions as a way to categorize a set of data into an implicit topic that organizes a group of repeating ideas”.

After having conducted all the interviews, I transcribed all the results into a standardized excel sheet. Then the initial reading of each individual transcript started. As aforementioned, I tried to cluster the interview questions initially by

the major themes that had emerged from the literature review. However, as the process of inductive category building is usually intuitive and takes place throughout the data collection, whilst reading through the answers for the first time, it became obvious that some of the themes had to be revised and checked in respect to their reliability. Therefore, these categories were specified while continuing re-reading the data. This process was repeated until satisfaction was given that no new issue would arise. In order to be able to state how often particular answers were given among the two age cohorts, some of the categories were coded. These codes, relating to each question, were then counted in a quantitative way. After this, the final writing up of findings was performed. Here quotation examples were selected and linkages to research objectives, the research question and the reviewed literature were drawn. The findings were then furthermore used for discussion in order to summarise thematic conclusions and stating key implications. An example of how I performed the thematic coding is displayed in the following table¹⁰:

		External Factors		Marketing Stimuli			
Category	Themes	Question	Codes	Amount			
				YY (f)	YY (m)	BB (f)	BB (m)
Product	Attitude <i>(Knowledge)</i>	Important product-related factors of personal care products	conscious consumption [buy only what you need]				1
			natural ingredients [no perfume, non-toxic, tolerability]	3	2	3	1
			experience; already known products				1
			price	4	1		3
			quality / effect	4	2	5	3
			packaging		2		
			brand		2		
Product	Perception product comparison <i>(Knowledge)</i>	[Pictures]: First impression of product comparison	handiness (amount)			1	2
			less packaging [recycling]	1		1	1
			classification / signs bears in mind	2			
			scepticism [same amount, less packaging]	3	3	2	1
			handiness (amount)	3	4	2	2
		need for more information			3	2	

Table 1: Example of Thematic Coding

¹⁰ The complete thematic coding spreadsheet will be attached on a CD to this thesis.

As aforementioned, it is often required to develop new codes, concepts or themes whilst comparing the already existing categories with the given data. Therefore the question occurred, when would enough data be collected that will answer the initial research question. Sappleton (2013: 217), among others, here recommends that new data shall only be collected until “the coders can develop no new themes from additional data”. Then the so-called *category or theme saturation* has achieved. In my particular research, the saturation of themes occurred after I had conducted 11 interviews on the Babyboomers-side. Therefore I decided to conduct exactly the same amount of interviews on the younger generation side in order to be able to fairly compare both age cohorts, before finally ending the conduction of the interviews.

3.7. Conclusion

As the field of consumer perception of pro-environmental effects of sustainable innovation packaging has barely been researched so far, I opted to use an explanatory research approach. I used a qualitative approach, and in particular a single case study design with two embedded units, focusing on the case of Berlin and the two age cohorts of the generations of Babyboomers and Millennials. In total 22 in-depths interviews were conducted, and their answers analysed by thematic analysis. The results that emerged out of the data conducted, will be displayed and discussed in more detail in the upcoming chapter.

4. Presentation and Discussion of the Findings

4.1. Overview

In the following the findings of the conducted data will be displayed. Hereafter main themes that emerged from the presentation of these results will be discussed broadly.

In total 22 qualitative interviews were conducted within two age groups. 11 interviews with the younger Generation Y (Millennials), aged from 15 to 35 years and 11 interviews with the older *Generation of Babyboomers*, aged from 56 to 70.

Concerning the group of Millennials, it has to be noted that no one younger than 20 years took part in the interviews. The reason for this laid in the feasibility to address such a young target group. However, this limitation must not be seen as restrictive, as this group of Generation Y is known to have the least purchasing power¹¹ (GTAI, 2010). Therefore one can conclude, that only a small amount of these people would have bought deodorants on their own anyway.

Within both groups the proportion of females was slightly higher than that of male participants. In general all participants showed a high level of education, either holding a technical school degree or a college degree. Most of the participants can be categorised in the middle class. Only three participants described themselves as upper class, and two interviewees as working class. While the Generation Y consisted mostly of employed individuals or students, the majority of the older age group was already retired.

The 22 interviews were collected within a time period of almost two weeks. Thereof 7 interviews were conducted in person, 11 through the online-form, and five via Skype.

After all answers had been transcribed into an excel spreadsheet, the data was analysed thematically, using the inductive approach of category building. The main categories comprised of external factors, such as marketing stimuli referring to the product and its advertising and internal factors, for example personal and psychological stimuli.

Within this data presentation, en vivo quotes were used, to reflect the particular findings. The interviewee's appropriate generation¹², his/her gender and – if possible – his/her working status were displayed under each quote in order to highlight the source.

¹¹ Millennials under 20 years hold only 1.1 per cent purchasing power of all Germans (GTAI: 2010).

¹² Abbreviations for generations: Gen. Y = Generation Y (Millennials); BB = Babyboomers

4.2. Summary of Empirical Findings

4.2.1. Internal Factors Influencing Buyer's Response

One of the main problems, when it comes to consumers' green purchasing behaviour, pointed out within the literature review, was the lack of consumers' knowledge of green products and their features (Hessami and Yousefi, 2013).

4.2.1.1. Participants' knowledge & attitude

Therefore, the exploration of my respondents' knowledge on sustainability in general and then in particular on the special case of 'compressed' deodorants was given priority. This investigation and the definition of my interviewees' inner motivations, as to why they buy pro-environmental products, made it possible for me to find out in the next step, whether the information provided by Unilever was sufficient to overcome a possible 'lack of knowledge' or not.

First of all, I asked my interviewees to define the term 'sustainable, pro-environmental, ethical consumption'. The two generations defined the term in a slightly different way. The younger generation related it to conscious consumption, i.e. 'buy just what you really need' and therefore related the term more to their individual needs. Among the women of this generation, the aspect of recyclability was mentioned in particular within this context. The older generation on the other hand defined sustainable behaviour more as a general responsibility towards the environment. Their reasoning was that sustainable behaviour focuses more on the conscious handling of resources, by means of not exploiting natural or human resources. This finding was also supported by the results of the Otto Trend-Study (Otto, 2013), where more than 80 per cent of the older generation answered that ethical consumption offers the opportunity of increasing the quality of life of other people. Women quantitatively better represented that attitude than man in that study, which was also the case in my research.

“Environmental awareness requires, as the word already implies, conscious handling of resources that the nature provides. However, one may not forget, that the tools that make our everyday life as pleasant as it is, may potentially damage the environment, for example the waste of water, exhaust or piles of garbage and packaging. Sustainability arises from the positive effects of our environmental awareness.”

Accurate Person (f), BB Gen., Retired (Former Teacher)

A reason for this stance of the elderly could be inherited in the *Hierarchy of Needs* by Abraham Maslow. According to this theory, “people who have satisfied their personal needs are more likely to act ecologically because they have more resources (time, money, energy) to care about bigger, less personal social and pro-environmental issues (Kollmuss and Agyeman, 2002: 244).

In a next step, I asked my participants, if they are fully aware of or know about the environmental impacts that are related to the personal care products they buy or use. Here it emerged that most of the respondents had difficulties in relating the term sustainability specifically to this field of goods. This finding was closely related to their answers, which were that they perceived it generally difficult to gain information on how ecological a product is. This conflicts with the findings of the Eurobarometer study, where the majority of EU citizens claimed that they were fully aware of the most significant ecological impacts of such products (Papacostas, 2009).

The question that followed was therefore, where my interviewees acquired their information on sustainable products from. One possible source that emerged from the literature was mass media. Several authors found out that intensified media coverage on sustainable topics and the prominence of sustainability concepts in political agendas lead to more and more concerned consumers (Hessami and Yousefi, 2013; Hanss and Böhm, 2012). When asked if they feel that sustainable topics had increased within the media coverage over the past years, all interviewees agreed unanimously. Especially the Babyboomers of my study stated that they believed that an actual change in society's view had

taken place already. Only one Millennial joined this point of view, stating in particular:

“For me, pro-environmentalism is no longer just an everyday phenomenon. It is already deeply embedded in society.”

Porsche-Fan (m), Gen. Y, Employee

Exactly these feelings were supported by the results of the Otto Trend-Study in 2013. Additionally, this study stated that consumers become more and more aware of the consequences of their consumption and therefore tend to accept ethical correct products with increasing frequency (Otto, 2013).

However, several of my younger respondents pointed out some limitations of this view. Not only does a person's educational background but also his/her purchasing power play an influencing role on whether he/she can behave sustainably or not.

“I believe there is an actual rethinking going on in society; but only in particular social classes. You have to distinguish between educated groups and ignorant ones. The former are definitely more concerned.”

Netherlands-Fan (f), Gen. Y, Teacher

The conscious decision to act sustainably, however, is also related to the purchasing power of each individual. If you only have €2000 per month available to purchase food for your 4-headed family, sustainability is hardly feasible”.

Porsche-Fan (m), Gen. Y, Employee

These feelings were also mirrored in the results of the Otto Trend-Study (Otto, 2013: 13), which claimed, “ethical consumption remains a prosperous phenomenon. The higher the education and income of the respondents, the more ethical aspects play a role in their buying behaviour”.

4.2.1.2. Participants' motivation & behavior

In a next step it was important for me to find out which factors my interviewees perceive as especially important when it comes to personal care products, such as shampoo or deodorants. My respondents pointed out several times that such products must be good quality. Especially in the case of deodorants, both age groups indicated, that such a product has to fulfil the desired effect. A study of Mintel among German consumers stated that the "long-lasting effective protection" was seen as the most important product feature of deodorant products by 60 per cent of the respondents (Woitalla, 2013).

If then the effect of the compared product versions is either the same or even better, the decisive factors for my respondents to choose a sustainable product among the conventionally alternative were either natural ingredients (named by the women) or the price (named by the men).

The female respondents named the product's tolerability, its non-toxic functioning or the waiver of perfume as factors of what they would expect from natural ingredients. Some respondents justified their answer by passing on their knowledge on how aluminium as an ingredient in deodorants could lead to breast cancer. Obviously, this topic has attracted increased attention within the media over the past years. More and more studies have linked aluminium as an ingredient in deodorants to breast cancer or Alzheimer's. Nevertheless, the research on this topic is still inconsistent (Musgrave, 2013; Donner, 2015). No previous research results could be found referring to the correlation of consumers' knowledge on harmful ingredients and their purchasing behaviour. My study shows that there is an impact on the consumers' side. Males from both generations answered that the price was the critical factor for them to favour the 'compressed' alternative, provided that the effect was the same or better than that of the conventional alternative. This price awareness can be correlated to findings of the 2009 Datamonitor of "Male Grooming Trends: Profiting in 2009 and Beyond". There, price was considered as a primary factor for men when purchasing their personal care products. With more than half of the respondents answering that price had either 'high' or 'very high' impact on their product purchasing, this reason was rated significantly higher than, for

example, 'ease of use' or 'habit/preferred brand' (Antoinette, 2009). This could also be the reason why both my male groups pointed out that the price difference between both product options should not exceed 20-30 per cent.

In general, it can be concluded, that the respondents were open-minded to choosing the sustainable version, if it could be proven that the quality of the sustainably packaged, 'compressed' version stays the same as of the conventional alternative. That's why my interviewees expected the company to provide certain information on this effect, which leads to the next part of the findings on how external factors influence the buyer's purchase decision.

4.2.2. External Factors Influencing Buyer's Response

According to the *Black Box Model of Kotler*, one of the main external factors influencing a consumer's buying decision is marketing. Marketing measures, relating either to the product itself or its promotion, can provide information to overcome the consumer's 'lack of knowledge' (for example Deliya, 2009; Rizwan, Vishnu and Amin, 2014; Hanss and Böhm, 2012).

In order to find out whether my respondents perceived the information provided by Unilever as satisfying, I showed them two pictures, displaying the size-comparison of both the 'compressed' can and the conventional versions. Additionally, my interviewees were asked to watch the German TVC that was aired in 2013 during the launch of the new deodorants, during the interview ¹³.

4.2.2.1. Product-related stimuli: Packaging

Both generations mentioned that the amount of packaging defines the ecological degree of a consumer good. Sustainable packaging was therefore seen as a distinctive factor when favouring a sustainable alternative to a conventional one. Thus, when it came to the question of what the actual reason would be to purchase the particular 'compressed' version of the deodorant, none of my interviewees named its ecological packaging. Instead, all participants agreed on the main advantage of 'handiness', i.e. that the product is easier to carry when it comes to travelling. This answer given by my

¹³ Both the product pictures, as well as the link to the TVC can be found in the *Interview Design*, displayed in the *Appendix* of this thesis.

respondents can be directly linked to their knowledge about the present travelling restrictions of airlines regarding carry-on luggage. Within the EU containers holding liquids may not be larger than 100 ml, otherwise travellers may not carry them in their hand luggage (Frankfurt Airport, 2015). Therefore the statement of Rizwan, Vishnu and Amin (2014) proved to be true that product features, which meet a consumer's need, can definitely put some relevance to the purchase making decision.

Nevertheless, although the mentioned 'handiness'-feature can be also related to the 'compressed' packaging design, it was surely not Unilever's intention to point out this factor as a major advantage of the innovation, rather than promoting its pro-environmental effects. However my respondents saw this ecological advantage of the 'compressed' product just as a favourable side effect for them to be a 'do-gooder' without the need to do more than just buying the smaller deodorant. One respondent of the younger generation made a wonderful comparison:

"For me, the handiness would be the main purchase reason. Moreover, I get the feeling, that as a customer I can do something good for the environment simply by buying the product. This is roughly comparable to the Warsteiner beer campaign, where Warsteiner donated €1 to the conservation of the rainforest for every crate of beer that was sold. You could say that 'compressed' deodorants can be seen as the Warsteiner campaign of 2015!"

Porsche-Fan (m), Gen. Y, Employee

The answers of my respondents about their first impression of both product alternatives correlated to the theme of handiness. The age groups stated consistently that the compressed version looks 'more practical. This answer was given in relation to the amount and related therefore straight to the handiness of the smaller product.

But suspicious opinions about the smaller size arose among Generation Y:

“In general I would think that the bigger can contains more deodorant than the smaller bottle. The smaller bottle seems to be practical for travelling.”

Cosmetic Junky (f), Gen. Y, Student

“This new deodorant is handy. Nevertheless, it is hard for me to believe, that it contains the same amount as the traditional alternative.”

World-Traveller (f), Gen. Y, Student

Although the older generation was not sceptical a priori, they mentioned that they would need additional information in order to make an appropriate evaluation about the different product variants and which one to select.

“I would rather choose the smaller packaging, but only if there is trustworthy information about its effect, either on the product itself or at the PoS.”

Ireland Lover (m), BB, Retired

This particular mind set can be derived from the fact, that people become increasingly risk-averse with age. Moschis and Mathur (2007: 154) stated, that older people spend a significant bigger amount of time examining products prior to purchase than younger generations.

Referring to the general distrust among my respondents, two further assertions reflect their sceptical opinions. First of all, my participants mentioned that they are well aware of the fact that the main goals of marketing are the increase of sales and the improvement of the company's image. Therefore they doubted that the newly introduced innovation was really based on pro-environmental aspects rather than just economical ones.

“Generally I doubt that a company whose main goal it is to make profit would implement an innovation just for reasons of sustainability.”

Entrepreneur (m), Gen. Y, Star-Up-Founder

Secondly, both generations had the impression that they only received poor information about the ecological influence of a product. The company either does not provide information at all, for example about how a product is produced (*“I know nothing about the actual production or transportation routes of a product”*; Netherland-Fan (f), Gen. Y, Teacher) or harmful aspects of a product (*“I do not know exactly what these products contain, because I usually do not understand the lists of ingredients due to the use of only technical terms”*, Working Mother (f), Gen. Y, Employee), or just communicates product benefits. This lack of knowledge could be seen as a negative aspect and be the reason why some of the consumers within both generations would tend to buy the bigger alternative.

“There must be a detailed information about the same effect. If I only pay attention to the packaging at first sight, I would compare the price of both options and check if both variants cost the same amount. I would tend to buy the bigger one as I would expect it to contain more.”

Do-Gooder (f), BB, Retired (Former Teacher)

Regarding sufficient information, both generations mentioned occasionally that packaging certainly could be a channel for communicating a product's sustainable advantages. Though these answers were more related to information about ingredients, rather than how the packaging design influences the ecological footprint.

4.2.2.2. Product-related stimuli: Labels

Another measure for providing additional information on a product packaging can be the use of labels. The Eurobarometer study of 2009 (Papacostas, 2009) stated, that nearly half of the EU citizens are aware of eco-labels. Therefore, the

respondents were asked whether they pay attention to labels and if the provided green 'compressed' label was satisfying their need for information.

My study revealed that the younger generation generally pays more attention to labels. But it has to be pointed out here again, that the focus of my respondents was not on the ecological advantage, but rather on the effect and tolerability of the product. One label that was mentioned more often by several interviewees was the *Stiftung Warentest*¹⁴.

The green 'compressed' sign used for the innovative deodorants was seen by both generations as one factor to bear in mind when looking at the product comparison pictures. However they also agreed on the point that this label was not adequate for convincing the consumer to favour the smaller can or to inform him/her about the pro-environmental effects of the product. The participants would have appreciated additional statements such as 'smaller size, same content'.

Furthermore, it was interesting, that both generations specified, that a company should not assume that every consumer is aware of the meaning of the English word 'compressed'.

"It would be helpful to provide more information, such as "same content, smaller size". Furthermore, many Germans probably do not understand what the English word 'compressed' means."

Athlete (m), Gen. Y, Student

The use of English expressions or slogans often leads to confusion on the consumers' side, if English is not their mother tongue. It was remarkable that not only the older generation but also the younger generation mentioned difficulties in understanding the 'compressed' label. This finding is supported by the results of Kick (2014) that no general assumption can be made that

¹⁴ Stiftung Warentest is a German foundation that was established by the German federal parliament in 1964. The organisation is involved in investigating and comparing goods and services in an unbiased way (Stiftung Warentest, 2015).

younger people tend to understand English better than older ones, even though one might think that they are used to English phrases.

Summing up the findings, the 'compressed' sign on the can cannot be seen as a standalone source for adequate information about the deodorant's sustainable advantage. Especially, as the main aim of a label should be the communication of relevant product-information that the producing company wants to point out in particular,

4.2.2.3. Promotion-related stimuli: Advertising

This led to the last part of product-related stimuli: the advertising. If the product itself could provide no sufficient details, this promotional instrument was seen as appropriate for further information provision. My interviewees here stated comprehensively, that this additional information should be given either via TVCs or on the shelf itself, i.e. the PoS.

I tried to find out about the influence that TVCs have in general on the purchase decision-making process of my interviewees and whether the aired commercial of the 'compressed' deodorants provided the additional information the consumers asked for.

When being asked, if TVCs influence their purchase decision in general, the majority of my respondents were either indecisive or denied any influence. Especially the older generation answered, that TV spots were only addressing them, if they were original, funny or informative. Among the younger generation there was a high incidence of answers stating that they do not watch TV any longer but choose their movie programmes in a more selective way, for example via video on demand offers through the Internet. This resonates with the findings of a qualitative study made in Thailand, where the researchers found out that Generation Y prefers creative media and unique themes through Internet rather than traditional media. Therefore, marketers "should [...] diminish the advertising on TV since this generation seems to be less attracted by this kind of media" (Phanthong and Settanaranon, 2011: 8).

In relation to these findings the Internet was also mentioned as an additional channel for conducting research on a certain product. However for research-purposes, this channel was named by both generations. Besides the TVC, Unilever also made an online campaign. This one comprised not only of its own web page for the 'compressed' topic¹⁵, but also YouTube videos providing extra information about the innovation. However it can be stated that especially when it comes to low-involvement products the need for additional information is minimal. This was also supported by the answer of one Millennial:

"It is quite interesting that the product innovation is explained in more detail on the Internet. However, I would not put any effort in visiting this site. Especially because this is 'only' a personal care product."

Entrepreneur (m), Gen. Y, Start-Up-Founder

As the aforementioned results had shown already, the younger generation tended to be sceptical when it came to the smaller packaging size, stating that they would assume less content. Therefore, I wanted to examine if this distrust also exists in relation to green advertising claims. Here three-quarters of my interviewees admitted that they are in general sceptical towards such claims when the producing company makes them. However, both generations perceived statements being made from an already well-known brand as more reliable than from a no-name brand. Especially Dove was exemplarily chosen more often for being a trustworthy brand. The degree of scepticism towards claims can therefore be strictly related to how reliable the image of a brand is. This goes along with the findings of Friedmann (2012) stating "consumers reduce their perceived risks by buying major, well-known brands". The "usage of green claims is [therefore] useful as long as they are detailed, specific, unambiguous, and of course, truthful" (e.g. Matthes and Wonneberger, 2014).

As already highlighted, positively evaluated green ads can therefore aid in driving out the distrust of a consumer, if they are informative and truthful. Following this reasoning I asked my interviewees, how they particularly

¹⁵ German Webpage: <http://www.compresseddeodorants.de>.

perceived the TV spot of the compressed deodorants. After showing the interviewees the short sequel of the German TVC, the opinion towards the advertisement was consistently seen as informative and appealing.

“Outstanding; precisely the information that I had demanded in advance.”¹⁶

Hedonist (m), Gen. Y, Student

This leads to the positive effect that the previously stated distrust in terms of ‘smaller size – same effect’ could be overcome. The majority of my respondents answered, that mainly a combination of the mentioned reasons within the TVC¹⁷ were the reason why they would now buy the new deodorant.

However, it has to be pointed out that another measure, which Unilever used within their TVC did not convince my interviewees. The offer of a ‘money-back-guarantee’ was seen by the younger age generation especially as an insufficient measure to create trust.

“I would not use the money-back-guarantee; and I don't think other consumers would. It is a marketing trick, because I believe that no one would take the effort to get back their €1.50.”

Hipster (m), Gen. Y, Employee

“For me, the money-back-guarantee is an idiotic action for a product that costs only €1.50. This is really just a marketing gimmick.”

Entrepreneur (m), Gen. Y, Start-Up-Founder

¹⁶ Additional note: The interviewee is referring to the situation, when the product-comparison pictures were shown and the label was discussed.

¹⁷ Within their TV commercial, Unilever named several reasons as advantages of the new product package design:

- The 75ml small compressed sprays keep as long and offer the same protection as the conventional spray.
- The spray head could be improved so that only half as much propellant is still needed to release the same amount of active ingredients.
- The demand for aluminium packaging was reduced by 20% - so there is less waste for the environment.

I would justify these statements by the very nature of this generation. They grew up in a period of rapid innovation of digital media and are well aware of the possibilities marketers have nowadays, for example how to acquire customer data. They know that most of the advantages advertising companies offer their consumers are not solely for the benefit of their customers but more to stimulate the business.

In general advertising can be seen as a factor to support the information provision of the other channels. However, to address both generations, a comprehensive marketing mix, comprising different promotion measures should be chosen by a company in order to be able to communicate relevant product information.

4.3. Discussion

One of the key findings of my study was that the provision of suitable information is the main reason to overcome consumers' scepticism towards green advertising and its products. In marketing, communication is based on the traditional communication model of "sender – medium – receiver" (Koekemoer and Bird, 2004). The producing company (sender) sends the marketing message via a certain medium, for example inherited in the product labelling or TVC, to the target audience, the consumer (receiver). This basis model will be used to discuss, which information Unilever wanted to deliver, and if this information is the one my participants (consumers) asked for. Furthermore it will show whether the chosen channels were adequate for communicating the information and if there are additional factors on the receivers-side that still could influence the information provision and therefore the consumer's behaviour.

4.3.1. The Message

Information is not equal to information: Which one is important for whom?

Advertising can provide a number of different types of information: explicit information on product existence and product characteristics, or highlighting information about the differential advantages of an article (Ackerberg, 2003; Riezebos; Kist and Kootstra, 2003).

The question that arises is therefore, whether the information the consumer asks for, is the same as the one the producing company wants to provide?

In general companies are encouraged by legal regulations, such as Article 169 of the *Treaty on the Functioning of the European Union*, to provide the consumer with "complete, unambiguous and explicit knowledge about the products" (European Commission, 2015). The aim of this legislation is to protect the economic interests of consumers. However, as one of the main goals of a company is to increase profit, information presented towards the consumer is well considered and selected (Albach and Brockhoff, 1997). Nevertheless, companies should try to operate with the greatest transparency possible when it comes to their business, product features or claims. In my particular case of pro-environmental personal care goods, a previous research of Mintel suggests that companies should enhance "consumers' knowledge about organic products as well as environmental and health issues [...in order to...] embrace increasing consumer interest in green products" (cited in Saleem and Recker, 2014: 2).

Particular information about the 'compressed' innovation along with its pro-environmental side effects may therefore not be the only information Unilever wanted to communicate, but also the information my participants wanted to acquire.

As far as my findings are concerned, the main information my interviewees asked for was not related to pro-environmental issues but rather to facts concerning the quality assurance and tolerability of the product.

This phenomenon can be closely related to the *Self-Concept Approach*. Here the perceived risk of a product is considered. In general, two factors affect this perceived risk: uncertainty and consequences (Friedman, 2012). Although a deodorant is classified as low-involvement product, two possible risks can be mentioned from a consumer's side of view. As the results showed, the performance of the product is the most important factor for all my respondents when deciding on a personal care product. Therefore a performance risk could

occur, if the 'compressed' deodorant would not be as effective as the traditional one. Hence, the consequence can be rated very low, as this type of product can easily be replaced and it would not have a huge impact, for example on the purchasing power of my respondents.

"Since it is only a low-involvement product, you do not possess it for years. You can just throw it away, when you are no longer happy with it."

Porsche-Fan (m), Gen. Y, Employee

However another risk, rated higher than the aforementioned, could occur: the physical risk. Besides the quality, the ingredients of deodorants were of utter importance to my interviewees. Especially within the field of personal care products, health aspects play a significant role for the consumer. This is understandable, since this a product that comes into frequent skin contact and health issues are of great importance (Konrad and Scheer, 2010). One ingredient that especially my female respondents mentioned was aluminium. Aluminium is used in antiperspirants to reduce the production of sweat in order to prevent underarm wetness and odour. That is why nowadays around 70 per cent of all deodorants contain aluminium. Over the past years, aluminium was mentioned within media and studies to be one factor that can increase the chance of breast cancer (Musgrave, 2013). However, there has been no clear evidence of a concrete relation so far. Nevertheless, people tend to take the worst consequences as granted. This was found out, for example, by Küster-Rohde (2010) stating that there is a curvilinear relationship between the amount of negative information and the attitude of a consumer towards the good involved. Another aspect that could be related to the enlarged awareness among my participants is the trend that the promotion of aluminium-free deodorants increased tremendously over the past months. Not only brands that are well known for their natural cosmetic products are no longer producing these antiperspirants, but also commercial brands, such as 8x4.

Besides that, it was obvious that the respondents are not interested in information about the pro-environmental effects when it comes to the

'compressed' deodorant. This goes along with the findings of several studies, that consumers are not willing to compromise hygiene and protection for environmental benefits (e.g. Datamonitor, 2010; Papacostas, 2009).

Another aspect that is important, when it comes to information provision is that the sender assures the receiver understands the message. My findings revealed, that the use of the English term 'compressed' was seen as not sufficient by my respondents to explain the pro-economical advantage. Both generations mentioned that a company should not assume that all users of the deodorant are familiar with a foreign language. In this context Moschis and Mathur (2007: 155) found out that "the inability to understand what one reads as well as the availability of overwhelming amounts of information can be equally frustrating for the consumer". That English terms can lead to misunderstandings when used in German marketing is not a new phenomenon either. A representative study focusing on Anglicism in German claims and slogans, conducted in 2003, found out that more than 80 per cent of Germans have problems understanding English claims (Leffers, 2004). Therefore it is no wonder that the expression 'compressed' did not lead to a clear translation within the interviewees. Nevertheless Anglicisms are still used by copywriters to reflect the modern image and the internationality of the company (Kick, 2014). In my particular case, Unilever stated in a press release, that the term 'compressed' was used for the following reasons: The use of the term 'concentrated' should be avoided, as this would merely express a smaller can with a stronger effect. Also, the term 'compact' was not seen as appropriate, because it should not only be focused on the reduced can size. Therefore 'compressed' was used to draw special attention to the environmental benefits of innovation (Unilever Deutschland, 2015).

However, all these findings show that either the information my participants wanted to receive were related to a different topic (health-related instead of ecological advantages) or were simply not communicated in a proper way (using the English term 'compressed'). It can be concluded that the information my interviewees asked for were different ones than those Unilever wanted to promote.

4.3.2. The Medium

What is the proper channel to communicate information?

The second part of this discussion deals with the question, how the aforementioned information should be communicated best. It will be discussed in particular, whether the chosen measures, such as the green 'compressed' label and the TVC, were perceived as proper channels for providing satisfying information about the pro-environmental product advantage.

In general my data revealed that both generations kept the green label in mind when having seen the TVC. Nevertheless, when being asked about how satisfying the information provision on the label was, the interviewees answered consistently that more information would be needed to actually understand the advantage of the 'compressed' meaning.

Therefore the question arose, how labels in general influence the purchase decision of a consumer and why this explicit green 'compressed' label seemed not to provide the information Unilever wanted to communicate?

In Germany, consumers are confronted in their consumption decisions with an increasing flood of labels. Many companies advertise with various labels in order to influence the purchasing decisions of consumers in favour of their offer. The label here should symbolise the 'proof' for the 'better choice'. However, different, representative studies showed that consumers are either often not familiar with the labels or do not perceive them as truthful (e.g. Grieger and Cie, 2013; Statista, 2013).

Consumers perceive labels to be most important when it comes to food. The need for a quicker orientation among the huge ranges of products and the trend towards healthy eating reflect this result. The study of Grieger and Cie stated that the 'Bio-Siegel'¹⁸ is the most popular label among Germans. Besides this label, well-known examples for signs that inform the consumer about

¹⁸ The organic label is a voluntary and free labelling of organic products. However, the terms 'bio' or 'eco' are protected by the EU legislation on organic farming. Therefore a product marketed with the term 'bio' or 'eco' must comply with the rules and the company must be checked and certified by an organic control (Ökolandbau, 2015).

performance characteristics, safety, quality, ingredients and harmful substances are 'Stiftung Warentest', 'Öko Test' and 'Der Blaue Engel'. It is obvious that the consumer already has to deal with a large number of labels, which often leads more to confusion than to clarification (Grieger and Cie, 2013). According to the findings of the 2015 Global CSR Study, companies "should focus [on their] engagement at the PoS through differentiating products and providing clear information, highlighting individual impact on-package" (Cone and Ebiqity, 2015).

Besides the relevance of labels, my results showed that TVCs are seen as one possibility by my respondents to provide further information on a product. In general, the majority of my respondents perceived the German spot as informative and appealing.

Nevertheless, companies must be aware of the following factor. The usage habits of the consumption of TV have changed over the years (Mikos, 2010). One reason for this is the increase of digital provided contents, such as video-on-demand platforms, where consumers can decide what they want to watch and when. This trend was also supported by some of my interviewees' answers. Especially the younger generation stated that they no longer consume traditional TV. Therefore television, print and radio are increasingly losing coverage; and thus the advertising platforms, too.

As some answers of Generation Y stated, the Internet could be an alternative for information provision. However, the Internet as an advertising medium cannot be seen as an equivalent substitute to traditional advertising mediums. More and more people install ad-blocker software. Simultaneously, the number of clicks on banners decreases, since these are usually seen as disturbing.

Companies nowadays should therefore use a well-balanced mix of media channels. This ranges from mass media, such as TV or Print ("paid media"), its own media, such as a website or a corporate blog ("owned media") as well as the use of social media, for example Facebook, Twitter, YouTube or Instagram ("earned media") (Koch, 2015).

4.3.3. The Receiver

The consumer's scepticism: Does an attitude-behaviour gap exist?

When the message communicated by the sender arrives at the receiver, one special factor can finally influence the purchase decision: the consumer himself. Scepticism towards pro-environmental products or its marketing measures can be the crucial factor why a consumer does not buy the sustainable version of a product. This distrust can be derived of the two models from Ajzen: the *knowledge-behaviour-gap* and *attitude-behaviour-gap*. Behaviour can either be interpreted as intention or motivation to make specific purchase decisions. These models are part of the *Theory of Planned Behaviour* that aims to predict an individual's intention to engage in certain behaviour at a specific time and place (Boston University, 2013).

Therefore all relevant answers were analysed once more in order to find out about my interviewees' attitude, knowledge and behaviour. Based on this comparison a conclusion about the participants' scepticism will be drawn.

Attitude is strongly connected with the *Perceived Consumer Effectiveness*, the degree to which consumers believe that their personal actions can benefit the environment (Vermeir and Verbeke, 2006). My interviewees consistently agreed that everyone could contribute to environmental protection and wellbeing, even though it must involve only small details, such as recycling, the use of public transportation or conscious consumption. Asked about their opinion, if a product is perceived as especially ecological, the majority of both generations mentioned the aspect of a product's recyclability. From these results I can assume that the pro-environmental packaging of the 'compressed' deodorant was seen as crucial advantage in order to favour the innovation to the conventional alternative.

But the results show that among all respondents, the smaller packaging was only preferred due to practical reasons, i.e. the handiness of the product. The ecological advantage was only mentioned as positive-side effect, not as decisive factor.

Therefore, the existence of an attitude/knowledge-behaviour-gap can be confirmed.

4.4. Conclusion

Besides presenting the results of the main influencing internal and external factors, a link to present literature was done and strategic conclusions drawn. It became obvious that there are several differences between the two age-cohorts, such as the degree of scepticism towards the new, 'compressed' deodorant size. However there were other fields among the findings, where the generations answered consistently. An example was the need for information provision in order to evaluate pro-environmental product features appropriately. According to these outcomes, particularly this finding of information provision was discussed then in more detail, using an adaptation of the common marketing communication model.

5. Concluding Thoughts on the Contribution of this Research, its Limitations and Suggestions for Further Research

5.1. Overview

This chapter draws conclusions regarding the initial research question and the purposes of this study. The findings were reviewed and juxtaposed to the relevant literature. It has to be noted that the recommendations made are based on the insights gained and can therefore not be considered as valid in general but valid, trustworthy and transparent for this particular single case (Collis and Hussey, 2014). Limitations and opportunities of the research for practical use and future research have been pointed out.

5.2. General Conclusions and Implications of Findings for the Research Questions

5.2.1. Pro-environmental packaging as a significant factor when it comes to a buyer's decision – The importance of the attitude-behaviour-gap

The main research question was to find out, if a pro-environmental advantage can be the main influencing factor, when it comes to sustainable packaged personal care goods, such as the 'compressed' deodorants. Relating to this question the first general conclusion will be displayed in the following:

Within the literature review it was stated, that package design could be seen as decisive factor when it comes to the purchase decision of a consumer (Delya, 2009). However, my research could prove that this was only partially.

My results supported the statement insofar as packaging was seen as a main factor to favour a sustainable good over the conventional alternative. Particularly the recyclability of a product was mentioned by both generations. This pro-environmental aspect of packaging can therefore be seen as main advantage why consumers would generally favour a sustainable product.

However, when it came to the real purchase of the 'compressed' can, my interviewees mentioned the handiness of the new packaging as the decisive factor to buy the sustainable variant. This means that the pro-environmental aspect is no longer the main reason but convenience.

This finding shows that increased pro-environmental awareness is not always taken into consideration during actual consumption choices and behaviours (Gust, 2004). The attitude behaviour gap can therefore be taken as the main internal, influencing factor on a consumer's buying process.

5.2.2. 'Package Shrink' as credible measure to promote sustainability – The importance of information

Besides the aforementioned main research question, an additional key aim of my study was to find out, whether the newly packaged deodorant is perceived as a trustworthy measure to promote sustainability, rather than just being seen as 'portion-shrink'.

The results show, that my respondents tended to be sceptical, when seeing the new package size initially without having further information. They consistently stated that the company had to provide additional details in order to make it possible for them to evaluate if the innovative product really meant 'smaller size – same effect'.

Thereby it could be concluded that, among the external stimuli, the provision of sufficient and satisfying information was the crucial factor in order to judge it as a 'package shrink' and not only as a 'portion shrink'.

However, I found out that the information provided by Unilever did not match the interests of their consumers. Whereas my respondents saw product-related factors, such as effect, quality, tolerability and price as the main aspects when buying a deodorant, Unilever wanted to solely communicate the pro-environmental effect of the new package design.

Furthermore the channels selected by the company were not the most suitable ones. The green 'compressed' label was not seen as proper information source to communicate the pro-environmental packaging advantage, by my interviewees. Furthermore, the English term led to misunderstandings among the respondents. Hence the other communication measure, the TVC, filled the information gap. Thus, TV as a communication channel turned out not to be the right medium to reach the younger generation especially.

For these reasons, the statement by MarketWatch (2009) that 'package shrink' is seen as a more credible way to promote sustainability than 'portion shrink' cannot be fully supported. Companies must provide additional information in order to inform the consumer comprehensively of the main ecological advantages of an innovative package design. The smaller size alone was not seen as a more reliable measure to promote sustainability.

5.3. Contributions, Limitations of the Research and Recommendations for Practice

5.3.1. Theoretical Contributions and Practical Recommendations

The results of this study represent a theoretical contribution as they found that both external and internal factors were affecting a consumer's buying decision process. Even though past studies have already researched the decision making process regarding the purchase of sustainable personal care products (exemplarily Kumaravel and Vikkraman, 2013 or Kaufmann, Panni and Orphanidou, 2012), none of these researchers focused in particular on the

influencing effects of an innovative package design. Thus, this thesis contributes to existing theory by combining factors that have been found in the literature to affect consumers' attitudes and purchase intentions in the pro-environmental product context and by analysing these factors in qualitative interviews.

Besides these theoretical contributions, this study also provides some practical recommendations that marketers can use in order to improve their marketing strategies in the field of sustainable packaged products. As the results showed, the producing company first of all must ensure that the basic information of proficient quality and tolerability is provided. Only if this information is given, will consumers be interested in further advantages, such as the pro-environmental effects of a sustainable packaged deodorant. Furthermore, free samples or product test programmes can be used to overcome consumers' scepticism and convince them of the advantages, such as 'same amount – less packaging'. In addition, companies should continue to communicate the issue of sustainability in a credible manner. I could determine that credible, comprehensive information affects the customers and can increase their awareness on sustainable product advantages. Generally some respondents also indicated that consumers want brands and companies that embody clear values and are credible and transparent. This trend was also confirmed by a recent GfK survey on environmental awareness of European consumers (BMELV, 2012).

5.3.2. Limitations of the Research

Limitations are inherent to the very nature of qualitative research. Bellenger, Bernhardt and Goldstucker (2011: 47), for example, mention "the lack of established norms for use of [...] depth interviews" as a difficulty that can lead to questions regarding reliability, and validity.

Another limitation mentioned in the literature is that samples used in qualitative research are often too small and judgemental. Therefore "precise inferences cannot be made from such a sample to a larger more diverse population" (Bellenger, Bernhardt and Goldstucker, 2011: 47). Having been aware of this problem, I chose to reduce the sample size using a single case with two

embedded units in order to measure subjective opinions and attitudes, and in terms of feasibility.

Another limitation that can occur in particular when it comes to the measuring of attitudes and opinions regarding sustainability issues can be retrieved from the findings of Van Birgelen, Semeijn and Keicher. The authors stated, "some respondents might have artificially inflated their levels of eco-friendly consumption behaviour, because of the social desirability bias typically associated with environmental issues" (Birgelen, Semeijn and Keicher, 2008: 142). I considered this possible effect therefore already whilst creating my interview design. I tried to build up the questions in a way that my respondents had to tell me their opinion, attitude, and knowledge on personal care products or sustainability in general first, and only then in particular concerning the actual 'compressed' product. The following arrangement of questions exemplifies my proceeding:

1. Initial, general question: "What are factors for you to buy an ecological personal care product?"
2. Concrete question, relating to my case: "What would be the main aspect for you to buy the 'compressed' deodorant?"

5.4. Recommendations for Future Research

5.4.1. Choosing a different research design

During my data analysis, I realised that most of the answers given by my participants were quite similar. It would therefore be worth considering researching the main themes that emerged from my results by using a quantitative method. This would furthermore allow a more general contribution to this topic's research.

5.4.2. Choosing other cohorts

Moreover, my findings show that the differences between the two generations were considerably smaller than expected. However, my results revealed that especially when it comes to the purchase of sustainable packaged personal care products, gender plays a distinctive role. Therefore future research could

stress this gender-focus more, in order to find out about certain motivations, attitudes, and behaviours of men and women.

5.4.3. Focusing on the company's side

Furthermore, it would be interesting to investigate the company's view regarding the provision of information. It could be, for example, found out, if the vague, non-offensive communication of the sustainable aspect of the 'compressed' deodorant was not actually planned by Unilever. This would match with the findings of several studies stating that customers feel rather annoyed by highlighting sustainable advantages, for example, by extensively using pro-environmental labels (among others Grieger and Cie, 2013).

5.5. Final Conclusion and Reflections

This leads to the final words of this thesis and the general question, if a deodorant as a product is the proper choice for implementing such a package innovation. It became clear among the findings that consumers tend to lay their purchase decision on factors other than pro-environmental packaging advantages when it comes to deodorants. Of course, it is a necessity for a company like Unilever to catch up on the sustainability topic nowadays. However, it seems that the attitude of consumers when it comes to health-related personal care products still focuses more on themselves than on the environment in general.

Nevertheless, I am curious to watch future developments of sustainable aspects in the field of personal care products. It will be interesting to see if ecological product advantages will ever replace convenience or qualitative purchase reasons, such as the tolerability of a personal care good. Customers may, however, acquire more and more knowledge on the topic of sustainability and be advised that their pro-environmental action in this field can also be of utmost importance and extremely valuable.

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APPENDIX I: Interview Design (German)¹⁹

Hintergrundinformationen

Bitte geben Sie Ihren Namen an.

Bitte geben Sie an, in welchem Zeitraum Ihr Geburtsjahr fällt.

- 1945 – 1959
- 1980 – 2000

Bitte geben Sie Ihr Geschlecht an.

- Weiblich
- Männlich

Bitte geben Sie den höchsten Bildungsabschluss an, den Sie besitzen.

- Ohne beruflichen Bildungsabschluss
- Lehre
- Fachschulabschluss
- Fachhochschulabschluss / Hochschulabschluss
- Promotion
- Noch in Ausbildung
- Sonstiges (bitte angeben)

Bitte nennen Sie die soziale Klasse, der Sie sich am ehesten zuordnen würden.

- Oberklasse (z.B. Rolls Royce, Porsche)
- Mittelklasse (z.B. Mercedes, BMW, Audi)
- Arbeiterklasse (z.B. Opel, VW)
- Sonstiges (Gebrauchtwagen / Kein Fahrzeug)

Bitte nennen Sie Ihren derzeitigen Erwerbsstatus.

- Berufstätig
- Pensioniert x
- Student
- Sonstiges (bitte angeben)

¹⁹ Here the *Interview Design* of the online-interviews is displayed in particular. The questions asked were the same when personal or Skype-Interviews were conducted. Only the style of asking or further inquiring contrasted to the other types of interview conduction.

Thema: Nachhaltiger Konsum

Generell gilt: es gibt keine richtigen oder falschen Antworten. Gefragt sind Ihre persönlichen Einstellungen, Empfindungen und Meinungen. Daher: Schreiben Sie einfach darauf los, was Ihnen zu den einzelnen Fragen in den Sinn kommt.

Bitte beantworten Sie eine Frage nach der anderen, ohne vorab schon die Fragen durchzulesen. Vermeiden Sie bitte auch, Fragen im Nachhinein noch großartig zu bearbeiten; außer, Sie haben vorherigen Antworten noch etwas Essenzielles hinzuzufügen.

Allgemeines

1. Was verstehen Sie generell unter umweltbewusstem, nachhaltigem, sozial verantwortlichem Handeln?
2. Was bedeutet für Sie nachhaltiger, umweltbewusster Konsum im Haushalt?
 - > Insbesondere in Bezug auf Körperpflegeprodukte
3. Hat sich Ihr Verhalten in Bezug auf ein nachhaltigeres Konsumieren über die Jahre hinweg verändert?
 - > Wenn ja, inwiefern?
 - > Was waren die Gründe hierfür?
4. Haben Sie das Gefühl, dass das Thema „Nachhaltigkeit“ in den letzten Jahren vermehrt in den Medien aufgegriffen wurden?
5. Bitte begründen Sie Ihre Meinung.
6. Sollten Sie die vorherigen Frage mit „ja“ beantwortet haben: Denken Sie, dies ist bloß ein vorübergehender Hype (Trend) oder glauben Sie an ein tatsächliches Umdenken innerhalb der Bevölkerung?

Individuelle Einflussnahme

7. Bitte kommentieren Sie die folgenden zwei Aussagen:
 - > Ich kann einen entscheidenden Beitrag zum Umweltschutz leisten.
 - > Ich allein kann nichts an dem Zustand der Natur verändern.

Entscheidungsfindung

8. Wie treffen Sie generell Einkaufsentscheidungen im täglichen Leben?
9. Informieren Sie sich vorab des Kaufes über Produkte oder entscheiden Sie häufig, wenn Sie vor den Regalen im Laden stehen, was Sie kaufen möchten?
 - > Bitte beziehen Sie sich auch hier wieder insbesondere auf Körperpflegeprodukte.
10. Wenn Sie Körperpflegeprodukte einkaufen, welche produktspe-zifischen Eigenschaften sind Ihnen am Wichtigsten?

Thema: Marketing

Produkt

11. Wann empfinden Sie ein Produkt generell als ökologisch wertvoll?
12. Wieviel und was wissen Sie generell über den ökologischen Einfluss der Produkte die sie kaufen, bzw. benutzen?
> in Bezug auf Körperpflegeprodukte
13. Welche Faktoren spielen für Sie eine Rolle in Ihrer Kaufentscheidung, wenn Sie die Möglichkeit zwischen einem nachhaltig produzierten Produkt und der herkömmlich produzierten Alternative hätten?

Unilver hat 2014 die sogenannten "compressed" Deodorants für die Marken Dove, duschdas und Rexona in Deutschland eingeführt.

Durch die Optimierung einzelner Bauteile des Sprühkopfes konnte ein innovatives Sprühsystem entwickelt werden, das nur noch die Hälfte der bisherigen Treibgasmenge benötigt, um dieselbe Menge an aktiven Wirkstoffen aufzutragen. Weniger Treibgas bedeutet hier weniger Verpackung. Dadurch konnte der Inhalt der bisherigen Standardgröße von 150 ml auf nur 75 ml pro Dose reduziert werden - ohne dass sich dabei die maximal mögliche Anzahl von Sprühanwendungen verringert. Gleichbleibender Deoschutz soll damit bei Verringerung der Umweltbelastung gewährleistet werden.

Der Preis ist bei beiden Verpackungsvarianten gleich (€ 1,50 / Stand: 11.07.2015)



Auf den Bildern ist einmal die bisherige Variante des Rexona Deodorants mit 150ml abgebildet (rechts) und daneben die komprimierte Version mit 75ml (links).

14. Was ist Ihr erster Eindruck, wenn Sie diesen Produktvergleich sehen? Was empfinden Sie?
15. Was sehen Sie hier als Vorteil des komprimierten Deodorants gegenüber der herkömmlichen Alternative an?

16. Aus welchen Gründen würden Sie die komprimierte Variante bevorzugen?
17. Was glauben Sie sind die Gründe, dass ein Unternehmen solch eine Verpackungsinnovation auf den Markt bringt?
> Einsparung von Treibgas, Verpackungsaluminium und Logistikkosten
18. Ist für Sie die Aussage des "grünen Streifens" mit der Aufschrift "compressed" ausreichend, um das neue Produkt zu kaufen?
> Bitte begründen Sie Ihre Meinung.

Werbung

19. Was sind Ihrer Meinung nach die Hauptziele der Werbung?
> Bitte nennen Sie maximal 3.
20. Inwieweit beeinflusst TV-Werbung Ihre Kaufentscheidung?
21. Welche anderen Kanäle ziehen Sie heran, um sich über ein Produkt zu informieren.
> Bitte nennen Sie maximal 3 Informationsquellen.

Der Werbefilm von Unilever wird den Interviewten gezeigt:

<https://youtu.be/hFTHqgHfQNM>

22. Wie haben Sie die soeben gezeigte Werbung empfunden?
23. Welche Faktoren sind Ihnen aufgefallen? Was ist Ihnen im Gedächtnis geblieben?
24. Würde einer (oder mehrere) der genannten Gründe Sie zum Kauf des Deodorants bewegen? Wenn ja welcher (welche), und warum?
> „Die 75ml kleinen compressed Sprays halten genauso lange und bieten denselben Schutz, wie die herkömmlichen Sprühdosen“
> „Der Sprühkopf konnte so verbessert werden, dass nur noch halb so viel Treibgas benötigt wird, um die gleiche Menge an Wirkstoffen freizusetzen“
> „Bedarf an Verpackungsaluminium um 20% reduziert - so entsteht weniger Abfall für die Umwelt“
25. Bei dem innovativen Verpackungsdesign der Unilever-Deodorants wird behauptet, dass die gleiche Menge an Inhalt mit einer kleineren Verpackungsgröße auskommt. Wie wirkt diese Aussage auf Sie? / Was denken Sie über diese Aussage?
26. Wie glaubwürdig empfinden Sie Aussagen, die vom herstellenden Unternehmen bzgl. ökologischer Produktvorteile gemacht werden?
27. Gibt es für Sie noch andere Möglichkeiten, wie Unternehmen glaubwürdig nachhaltige Produktinnovationen kommunizieren könnten?
> Nennen Sie bitte maximal 3 Beispiele.

28. Haben Sie das Gefühl, dass in der heutigen Zeit mit dem Wort „Nachhaltigkeit“ lediglich versucht wird, Kunden zu fangen?
> Wenn ja, begründen Sie Ihre Meinung bitte

Thema: Innovation

29. Wann würden Sie sich für eine Innovation gegenüber der herkömmlichen, bisherigen Alternative entscheiden? Welche Faktoren sind für Sie hier entscheidend? Was erwarten Sie sich von einer Produktinnovation?

Abschlussfragen

30. Kannten Sie diese komprimierte Sprühdose schon vor diesem Interview?
31. VF: Wenn Sie die vorherige Frage mit „ja“ beantwortet haben: Haben Sie es schon einmal gekauft gehabt? Wenn ja, warum?

Follow-Up Fragen

- „Was meinen Sie mit...?“ / „Können Sie mir mehr über ... berichten?“
- „Können Sie mir ein Beispiel nennen“
- „Sie hatten erwähnt, dass ...“

APPENDIX II: Consent Form (German)

Titel der Thesis: Erforschung der Empfindung von Konsumenten bezüglich nachhaltiger Vorteile von Verpackungsinnovationen im Bereich von Körperpflegeprodukten

Betreuer: *Dr. Carla De Tona*

Wissenschaftlerin: *Susanna Besier*

- Ich habe das beiliegende Informationsblatt zu diesem wissenschaftlichen Projekt gelesen und verstanden.
- Ich hatte die Möglichkeit, aufkommende Fragen zu stellen und bekam diese hinreichend beantwortet.
- Ich verstehe, dass während der Interviews möglicherweise Notizen durch die Wissenschaftlerin gemacht werden, die dann während des Prozesses der Niederschrift der einzelnen Interviews als zusätzliche Informationsquelle genutzt werden.
- Es besteht die Möglichkeit, dass ich jederzeit vor Vollendung der Datenerhebung von meinen gemachten Aussagen Abstand nehmen kann, ohne irgendeine Benachteiligung zu erfahren.
- Sollte ich von der soeben benannten Option Gebrauch machen, werden alle relevanten Informationen aus dem Interview, sowie getätigte Notizen vernichtet

Unterschrift des Teilnehmers: _____

Name des Teilnehmers: _____

Datum: _____

Hinweis: *Der Teilnehmer soll eine Kopie dieser Einverständniserklärung einbehalten.*

APPENDIX III: Participant Information Sheet (German)

Teilnehmerinformation (Stand: 10.07.2015)

Hallo, mein Name ist Susanna Besier. Zurzeit absolviere ich ein zweijähriges Master-Programm in International Business Management an den Hochschulen SRH Berlin und dem Griffith College Dublin.

Im Rahmen meiner Thesis führe ich eine qualitative Umfrage mit dem Fokus auf innovative Verpackungsdesigns im Bereich von Körperpflegeprodukten durch. Gerne möchte ich Sie daher dazu einladen, Teil dieser Umfrage zu werden. Ich würde mich sehr über Ihre Mithilfe freuen. Natürlich ist die Teilnahme bei dieser Umfrage vollkommen freiwilliger und anonymer Natur. Bis zur endgültigen Vollendung der Datensammlung haben Sie jederzeit die Möglichkeit Ihre getätigten Aussagen zurückzuziehen.

Titel der Thesis

Erforschung der Empfindung von Konsumenten bezüglich nachhaltiger Vorteile von Verpackungsinnovationen im Bereich von Körperpflegeprodukten

Was ist der Grund für diese Umfrage?

Diese wissenschaftliche Arbeit beschäftigt sich mit verschiedenen Faktoren, die Konsumenten bei ihren tagtäglichen Kaufentscheidungen beeinflussen. Insbesondere die Erfahrungen und Empfindungen, die Konsumenten beim Einkaufen von Körper-pflegeprodukten, wie z.B. Deodorants machen, sind hier von Interesse. Die erhobenen Daten dienen dann der Vollendung meiner Master-Thesis zur Erreichung eines Doppelabschlusses. Möglicherweise wird sich daraus auch noch eine Veröffentlichung ergeben, in Form eines Buches, einer Konferenzpräsentation oder eines Zeitschriftenartikels.

Wie wurden Sie für diese Umfrage ausgewählt?

Für die Erhebung meiner Daten ist es wichtig, dass die Teilnehmer gewöhnliche Konsumenten des alltäglichen Lebens sind. Sie sollten Erfahrung im Kauf von Körperpflegeprodukten haben, da dahingehend die persönlichen Erfahrungen und Gedanken erforscht werden sollen. Weiterhin gibt es eine Eingrenzung

bezüglich des Alters. Es wurden zwei Kategorien ausgewählt: zum einen die Kategorie der Geburtsjahrgänge von 1945 – 1959, zum anderen die Kategorie von 1980 – 2000.

Was wird während der Umfrage passieren?

Sie werden gebeten werden, Teilnehmer eines Interviews zu sein, was ca. 30 – 45 Minuten andauern wird.

Generell gilt: es gibt keine falschen oder richtigen Antworten. Ich möchte ihr eigene Empfindungen, Einstellungen und Meinungen wissen. Zögern Sie daher nicht, mir diese unverblümt mitzuteilen.

Bezüglich der Ausführung haben Sie die folgenden Optionen:

1. Online-Link

Mit Klicken des Online-Links in der Email gelangen Sie zu einem Online Formular. Dort werden Ihnen die einzelnen Fragen aufgezeigt, die Sie dann einfach durch Ausfüllen der Textfelder beantworten können. Durch Absenden des Formulars werden die Daten dann direkt an mich weitergeleitet. Das Absenden bestätigt gleichzeitig auch die Teilnahme an der Umfrage und der Nutzung der angegebenen Aussagen.

Sollten Sie ein Interview im persönlichen Stile bevorzugen, kann man zudem folgende Optionen wählen. Bitte geben Sie mir hierzu einfach kurz per Rückantwort auf diese Mail Bescheid.

2. Skype Interview

Ich würde Sie über Ihren Skype-Account anrufen und ein Videotelefonat durchführen. Dieses würde per Recorder mitgeschnitten werden, so dass es mir im Nachhinein möglich ist, Ihre Aussagen vereinheitlicht in Schriftform zu bringen.

Bezüglich des zeitlichen Horizontes, würde ich Sie bitten **bis spätestens 31.07.2015** an der Umfrage teilzunehmen. Für Rückfragen stehe ich Ihnen natürlich jederzeit zur Verfügung.

Was sind mögliche Risiken?

Aufgrund einer Verschwiegenheitsvereinbarung zwischen mir, dem Wissenschaftler und Ihnen, dem Teilnehmer, bestehen keinerlei Risiken bei der Umfrage teilzunehmen.

Was sind die Vorteile?

Sollten Sie Interesse an den Ergebnissen der Studie haben, kann Ihnen nach Einreichung der Thesis im September 2015 eine digitale Kopie zugeschickt werden.

Wie wird Ihre Privatsphäre geschützt?

Alle erhobenen Daten werden nur zu Informationszwecken in Zusammenhang mit dieser wissenschaftlichen Arbeit verwendet. Zu keinem Zeitpunkt werden Ihr Name oder andere Informationen genutzt werden, die auf Ihre Identität schließen könnten. Die Original-Daten und Mitschnitte werden zudem zuerst an einem sicheren Ort verwahrt und nach einer Zeit von fünf Jahren vernichtet.

Sollten Sie Bedenken bzgl. Ihrer Teilnahme haben, können Sie sich jederzeit an folgenden Kontakt wenden:

Für jegliche Bedenken bzgl. des Hintergrundes der Arbeit kontaktieren Sie bitte die betreuende Professorin: Dr. Carla De Tona, carla.detona@gmail.com.

Für jegliche Bedenken bzgl. der Datenerfassung kontaktieren Sie bitte die Leiterin des International Business Departments am Griffith College Dublin: Áine McManus, + 353 1 415 0409, aine.mcmanus@griffith.ie.

Sollten Sie weitere Informationen bzgl. der Umfrage haben, wenden Sie sich bitte an:

Susanna Besier, +49 163 350 657 0, susannabesier@gmx.de

APPENDIX IV: CD

The attached CD includes the following documents:

- Transcription of interviews (German)
- Thematic coding spreadsheets

AFFIDAVIT

Under the penalty of perjury, I, Susanna Besier, hereby declare under oath, that this master thesis has been independently authored by me, that I have used no other sources or aids other than those quoted, and that I have denoted all direct and indirect citations thereof within the text. This manuscript has never before been published or submitted to this or another academic institution for examination.

Berlin, 01.09.2015	
Location, Date	Signature of Author

Location, Date	Signature of University Representative and Seal of Griffith College Dublin