

**IMPACT OF GREEN MARKETING ON CONSUMER BUYING DECISION
IN THE RETAIL SECTOR OF IRELAND**

Research dissertation presented in partial fulfilment of the requirements
for the degree of

MSc in International Business Management

Griffith College Dublin

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28th August 2020

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I certify that the dissertation entitled: Impact of Green Marketing on Consumer Buying Decision in the Retail Sector of Ireland

Submitted for the degree of **MSc in International Business Management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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Dedication

This Dissertation is dedicated to my Parents for providing the opportunity to pursue my master's degree. Also, to my siblings, for providing words of encouragements to see this through to the end.

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First of all, I would thank Almighty God and my family who supported me to further pursue my education from this university. I want to thank the faculty members and management of the university including my supervisor, tutors, course mates, friends, and other staff of the university who guided me and supported me throughout the program and different stages of my dissertation.

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Abstract

The purpose of this dissertation is to analyse the impact of green marketing on consumer buying decision and behaviour in the retail sector of Ireland. The objectives of this research study were to focus on eco-labelling, eco-branding, environmental advertisement, and different aspects of consumer buying behaviour that help the marketers and retail professionals to include strategies in their business to attract customers and contribute towards sustainability and environmental protection. In this dissertation, the effectiveness of green marketing, role of green consumer, and other factors affecting the decisions of customers were assessed, which could affect the buying behaviours and perceptions of customers towards the retail products. The methodology used for the research is quantitative methodology using questionnaire survey analysis from 250 respondents who are the customers of retail brands in Ireland. The responses are evaluated and interpreted using SPSS software. The findings of the research study showed significant relationship of the variables of eco-labelling, eco-branding, and environmental advertisement on consumer buying behaviour and it was found that eco-labelling and environmental advertisement play a little more significant role in influencing the behaviours and perceptions of customers and stimulate their need to buy the products in Ireland market.

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Chapter 1

Introduction

1.1 Overview

In the new era of globalization, people are turning to innovations and new technologies. Green marketing can be seen as an innovative step in the field of marketing. Green marketing is defined as all activities related to the marketing of products and services, which are considered environmentally friendly (Aditi, 2017). Green marketing includes various activities, including changes in products, various changes in the production process, changes in packaging, and innovations in advertising methods (Berghoff, et al., 2012; Bernal, 2017). These products can be described as green products that are inherently green or manufactured using green methods. Since business organisations are socio-economic bodies, they are unlikely to respond to "environmental awareness" that can affect consumer behaviour. Marketing managers in particular meet consumers who are sensitive to environmental issues. The old concept of how the business became a non-profit business has given way to a new concept, which defines business as a socially sensitive business (Chen, 2012; Bhattacharjee & Mukherjee, 2015). In addition to producing environmentally responsible goods and choosing environmentally friendly markets, an understanding of "environmentally friendly" must be essentially integrated into the corporate culture. Customers come across terminologies such as ozone-friendly, environmentally friendly and recyclable products in the field of environmental marketing (Aditi, 2017; Berghoff, et al., 2012). Nevertheless, green marketing is not limited to these terms, but can be applied to a broader concept of marketing activities for consumer products, industrial products, and even services.

Irish retail sector has shown significant growth over years and with the arrival of various multinational retail chains, the competition in the retail sector has substantially elevated. In order to increase the market share, retail companies are making efforts to come up with unique and innovative marketing ideas to entice customers (Liamputtong, 2011; Berghoff, et al., 2012). Green marketing can also be a one of the innovative ideas that can help Retail Company's consumer buying decisions. This research will delve into the impact and influence of green marketing initiatives on consumer buying behaviour (Akhilesh & Pradeep, 2017). It is considered that consumer buying behaviour plays an important role in purchase decision and

understanding of consume buying behaviour can help retail companies to make more informed and effective decisions regarding using green marketing strategies.

The consumer purchase decision process generally consists of five stages: application use, information search, alternative evaluation, purchase decision, and post-purchase evaluation. In this consumer purchasing decision process, various factors (such as society, culture, psychology, behaviour, marketing mix, and situation) will have an impact at some point (Newsome, 2015). Both parties, organizations and consumers are responsible for environmental problems and participate in the process by supplying and purchasing organic products. It should be emphasized here that commitment to the environment and participation in environmental protection activities are two separate issues. Organizations and consumers play an important role here (Aslaksen & Synnestvedt, 2003). However, the consumer's decision is the most important, as it motivates producers to offer products that respect the environment.

Companies apply different strategical and marketing related approaches in different parts of the business to gain edge over competitors often by repositioning the perception of consumers through innovative products and green marketing tactics (Aditi, 2017). In previous decades, the concept of green marketing was limited to recycling and environmental friendly practices in production and selling functions of the business however, recently the term of green marketing has been broadened by focusing on the labelling and packaging of the products along with innovative incentive strategies (Akhilesh & Pradeep, 2017). The companies put much of their efforts to assess how green marketing activities can be more effective for the business to achieve success and sustainability in the industry (Dubihlela & Ngxukumeshe, 2016).

The decision making process of purchase of a consumer consists usually of five stages including the need or want of a customer, information search about the product or brand, evaluation of different alternative brands, purchase decision, and post-purchase evaluation of the products, services, or the brand (Rahbar & Abdul Wahid, 2011). The decision-making process to make a purchase includes several factors such as social factors, cultural factors, behavioural factors, psychological factors, marketing mix, industry related situations and factors all that affect the brand or product development or selling at some point. The organisations and consumers both have equal responsibilities towards environmental issues and they also participate in the process of buying or delivering the green products (Aslaksen & Synnestvedt, 2003). In fact, it must be considered that commitment towards organisation and consumers are some important roles to play but decision-making of consumers are quite

important because their perceptions motivate the professionals and owners of the brand to deliver green products (Bhattacharjee & Mukherjee, 2015). It is a common understanding that consumers will not buy the products that are harmful to environment, animals, plants, human health, as well as other natural resources (Baker & Sinkula, 2005).

Understanding and learning these facts and factors play an important role in transforming purchasing behaviour of consumers and create positive perception of them towards eco-friendly products (Bipasha, 2010). On the other hand, conducting research considering environmental, social, situational, sociological, geographical, and time related factors will be useful for the researcher to identify most relevant and effective outcomes for the particular location and area (Bhattacharjee & Mukherjee, 2015). A number of research studies examined the changes in perception of consumers where people care about environment demonstrate their concerns and issues using different behaviours such as avoidance of buying a product, which can be due to its potential harmful nature or any side-effect (Aditi, 2017).

In a research article, author mentioned that none of marketing tools are fit for all types of products and companies (Akhilesh & Pradeep, 2017). It is rather suggested that based on different markets, different nature of the business, and product types, the marketing strategies are traced uniquely similarly as environmental awareness vary in degrees from market to market (Dubihlela & Ngxukumeshe, 2016). Therefore, understanding the theme of consumer buying decision or perception is significant for environment and consumer both because these factors are interrelated keenly. Consumers and environment influence each other indirectly and directly to some extent. On the other hand, changes in any element in saving or cost can also hit the economy (Bhattacharjee & Mukherjee, 2015). The assessment of consumer buying behaviour as per a marketing research is mentioned to be a final behaviour of the customer at the time of purchasing a product. He also identified different types of consumer behaviour that include complex, normal, variety seeking, and tension reducing behaviours of purchase. By different assumptions related to consumer buying behaviour, it was identified that consumers take environmental factors into considerations quite seriously while making the purchase however, their perceptions and activities are often unnoticed and cannot be caught (Dubihlela & Ngxukumeshe, 2016).

Perception of consumers is not easy to understand. Often consumers express their need based on situations and fashion of expressions (Aditi, 2017). Consumers are unaware of inner motivation that affect the change in their opinion at the time of buying. On the other hand, it is

quite important for marketing professionals to conduct a survey or investigate the needs of consumers subjectively to understand their perceptions, needs, desire, or expectations towards products and services in the retail purchase (Akhilesh & Pradeep, 2017).

1.2 Research Purpose

The purpose of this research study is to understand and investigate the effect of green marketing of brands on the perceptions and buying decisions of the consumers because businesses are socio-economic entities and they cannot remain unresponsive to environment that may affect behaviours of consumers (Berghoff, et al., 2012; Aditi, 2017). The perception of how brands develop different objectives and strategies to attract customers is important to understand because a number of business strategies of the brands are directed towards social issues, environmental problems, community related issues, etc. other than producing products that are environment friendly and select markets that are environment friendly, the organisational culture of a brand should essentially be eco-friendly and responsive to social, environmental, and ethical behaviours towards the community (Dangelico, 2017). Moreover, the consumers also have to face recyclable, environment-friendly, ozone-friendly terms these days in products that allow the other brands to focus on producing and selling products that lie under these terminologies so that consumers are satisfied towards the brand (Berghoff, et al., 2012). On the other hand, green marketing is not just limited to these terms, but it is a much bigger concept having various marketing activities, which will be explored in the study and applied on consumer behaviour and buying decisions for products, industrial goods, and services offered by the brands.

1.3 Significance of the Study

The investigation of different products and services offered by retail businesses will be important to identify to understand whether consumers have positive perceptions towards green products and green marketing of the brands or not. Consumers may also have neutral or negative perceptions about green marketing activities, which can depend on different brand related or market related factors. It is important to comprehensively study the topic of this research so that factors affecting buying behaviour of customers as well as purchase intention towards the products and services in retail industry of Ireland can be determined. Moreover, it is important to note that the outcomes of the research study will be helpful and effective for the

brands to create awareness about environmental marketing of the products through new advertising techniques so that the consumers buying behaviours can be influenced that also can have the impact on the welfare of the environment. The results and findings of this research study is quite important for the retail businesses in Ireland because they will be able to develop new eco-friendly products and analyse whether their products or services are performing competitively in the market or not. Also, the outcomes of this research study will be academically effective and contributing to the existing literature about green marketing. The marketing professionals will be benefitted to understand why the focus is given on green marketing principles and strategies for the business to grow and sustain for long-term. Also, the readers or students of this research study will also benefit from the findings and conclusion of this research study because it will add knowledge and awareness in their minds about green marketing, factors affecting consumer buying behaviour, and purchase decisions in the retail sector or Ireland.

1.4 Research Objective

The objectives of the proposed research are outlined below:

1. To explore the consumer perception regarding green marketing and in retail sector of Ireland
2. To investigate the relationship between eco-labelling and eco-branding of products and consumer buying behaviour in Irish retail sector.
3. To explore the relationship between environmental advertisements and consumer buying behaviour in the Irish retail sector.

The above given objectives are further elaborated in order establish their relevance with the subject matter being investigated that is impact of green marketing on consumer buying behaviour.

The first objective deals with consumer perception regarding green marketing. It is considered that purchase decision and consumer buying behaviours are closely related to consumer perception (Aslaksen & Synnstedt, 2003). Understanding consumer behaviour "Understanding / knowing customers" is not as simple as we think. In most cases, consumers will express their needs and expectations according to the situation, and the mode of expression

will change rapidly (Berghoff, et al., 2012). Sometimes consumers are unaware of their internal motivations or factors that could change their willingness to buy (Aditi, 2017). However, it is important for marketers to subjectively examine the needs of their consumers to understand their views, needs, expectations, and ultimately their behaviour during the buying process (Bhattacharjee & Mukherjee, 2015). Therefore, understanding customer feedback on green marketing and green marketing tools helps to understand the potential impact of green marketing on their purchasing behaviour. Consumer perception is determined based on the CPV value or consumer perception.

The second objective is related to the relationship of eco-labelling of products and consumer buying behaviour. Eco-labelling is an important tool of green marketing use by companies to display their environment friendly behaviour. Labels that simply include items with brand names or a variety of different details. The retailer may want a clear "mark" in some situations because the statute needs specific material to be given. The eco-label was described by Rahbar & Abdul Wahid (2011) as an important method for dissemination of asymmetric information between buyers and sellers. They also found out that marking is a signal that fulfils two key functions for customers: an information feature that alerts customers about intangible product characteristics (such as product quality) and a value that values itself. Few studies have examined the relationship between environmental labels and consumers' willingness and behaviour to buy organic products. It is considered that little is known about the impact of label information on consumers' intentions to buy green products. Eco-labels are under development, and this practice uses labels to label products so that consumers know that their manufacturing meets recognized environmental standards. Eco-labelling is a method of certification and labelling of environmental performance that is voluntarily adopted worldwide. The relationship between eco-labelling and consumer purchasing behaviour will lead to further distortions in major research problems (Akhilesh & Pradeep, 2017).

Other part of second objective is also about investigating the impact of eco-branding on consumer buying behaviours. Eco-branding is different from Eco-labelling as it refers to the marketing approach. It helps businesses and consumers to achieve their sustainable development goals and help protect and improve the environment. Without a brand, there is no personality and the well-known potential is lost (Bernal, 2017). Nowadays, brand promotion should not only refer explicitly to the needs of the public. This complicates the marketing process, which means that the company must first observe its environment in analysing the plan, then plan and execute its marketing activities, and take into account issues such as social

responsibility and community (Baker & Sinkula, 2005). The company has realized that its image can benefit from showing that it is involved in activities and the sharing of management with the objective. General communication with the customers and the public not only provides information about the services or products, but also provides a competitive advantage over competitors (Bhattacharjee & Mukherjee, 2015). The American Marketing Association defines a brand as "a name, a term, a logo, a symbol or a design or a combination of these to identify and distinguish a seller or group of products or services from the seller of products or services competitors". This definition can also be extended to Organic brand. An eco-brand is a product name, symbol, or design that does not harm the environment. The use of the eco-brand function can in a way, help consumers to distinguish it from other non-environmentally friendly products. Understanding the impact of eco-brands on consumer purchasing behaviour will further enhance the impact of green marketing on consumer behaviour (Chang, 2019).

The third objective is to find the relationship between environmental advertisements and consumer buying behaviour. With consumers' increasing focus on the environment, environmentally friendly marketing activities were promoted in the late 1980s and early 1990s, particularly in the area of environmental advertising. While enhancing the global green movement and raising awareness of environmental issues, many companies have preferred socially friendly television or newspaper ads to display their products to customers. The goal of green ads has also been to affect the purchasing actions of customers by motivating them to purchase goods that are not detrimental to the environment and by drawing attention of customers to the positive effect of their purchasing behaviour (Akhilesh & Pradeep, 2017). Susanna (2008) identified that there are typically three elements in the environmental ads the organization has. Next, the presentation begins with an environmental statement from the organization. Second, the announcement explains how the firm has changed its practices in order to communicate its consideration and dedication to improving the environment. Third, the report details the particular environmental steps the organization has taken part in and/or the outcomes of its advances.

1.5 Structure of the Study

Chapter 1 of the research study is Introduction in which the overview and background of the topic is given. Key definitions about the topic are discussed in this chapter following with the purpose of research, significance, aims and objectives, research questions, etc.

Chapter 2 is Literature review, in which previously conducted research studies including books, journal articles, websites, company reports, etc. are used as secondary data for the topic of the research. Theoretical foundations, models, frameworks, etc. are discussed and critically evaluated in this chapter to construct a base for the actual research.

Chapter 3 is Methodology in which different elements and components of the research are used with justifications to be used in the research. Research philosophy, approach, strategy, data collection technique, target population, sampling criteria, ethical considerations, etc. are some of the elements of the research, which will be discussed in this chapter.

Chapter 4 is Data Analysis, where the findings from collected data will be evaluated and then discussed linking with the aims and objectives as well as literature review of the research. The data analysis section will be identifying key points as findings for the research on which the conclusion and recommendation will be based.

Chapter 5 is Conclusion. This chapter will be summarising the overall dissertation and key findings of the research will be presented as conclusion for the research. Also, recommendations, implications, and limitations of the research study will also be presented in this section.

CHAPTER 2

Literature Review

2.1 Exploring Consumer Perception Regarding Green Marketing in the Retail Sector of Ireland

2.1.1. *Green Consumer*

Green consumers are generally defined as consumers who adopt green behaviour and / or buy green product through standardized alternatives. It is considered that green customers are subject to increased internal control, as they believe that individual consumers can effectively protect the environment (Aslaksen & Synnøstvedt, 2003). Therefore, they believe that the task of protecting the environment should not only be undertaken by governments, companies, environmentalists, and scientists. They can also play a role as a consumer. Nor do they have dogmatism and are more open or tolerant with new products and new ideas. Its openness facilitates the acceptance of products and behaviours that respect the environment (Akhilesh & Pradeep, 2017). According to the EU consumer report (European consumers), 10% of consumers recognize organic product labels or green energy labels on products sold in supermarkets. Although companies in Ireland are developing very rapidly in terms of the environment, it cannot be said that they have reached the same level in terms of consumer awareness (Berghoff, et al., 2012). Due to the company's focus on the environment, Western implementation reflects environmental awareness and "green policies" in business organizations (Bernal, 2017). The most recent and classic example is that of the aviation industry. In aviation, the large amount of carbon emissions released by aircraft into the environment is questionable (Braverman, 2018). British Airways offers the following "backup" solution for people who need to travel by air but are concerned about carbon dioxide emissions: Provide financial support to a fund that is studying how to reduce carbon dioxide emissions. Calculate the carbon emissions released on the route, each person can pay 12.08 euros per ton. On flights from Istanbul to London, the carbon dioxide emissions of each passenger are 29 kg. Thanks to this voluntary fund, environmentally conscious passengers can donate 3.25 euros and feel relaxed (Berghoff, et al., 2012). On the other hand, Turkish Airlines said in its October

statement "we have saved fuel, thereby reducing CO2 emissions," demonstrating that the company is taking a dark "temporary" approach (Chang, 2019).

2.1.2 Businesses and Green Marketing

Regarding environmental and social responsibility, the awakening of the business world has undergone great changes (Akhilesh & Pradeep, 2017). The company's mission has been not just the target of everyday competitiveness but also the long-term productivity policy and ecological sustainability. When interacting with consumers, owners and staff, businesses have to be mindful of their obligations to the world and community. Climate change, economic and social challenges will force members of the next generation to take meaningful and detailed decisions. In order to make these decisions, the focus of company management must be focused on environmental sustainability values and not on the company's productivity (Berghoff, et al., 2012).

The preferences of consumers vary from market to market. Price, longevity, norms etc. Products are crucial for opening up new markets (Bernal, 2017). In this situation, green marketing may play a key role in improving the periphery of the business, as each reasonable consumer, whatever the form of product, takes into account the environmental effects (Newsome, 2015). When consumers in emerging countries learn that the commodity is not green, it is impossible to dominate the consumer market, but green marketing is the safest approach in a market where buyers take rational action as the company has the lowest percentage (Rahbar & Abdul Wahid, 2011). To succeed in the market, businesses must fulfil their needs. Green goods and sustainability marketing will guarantee the need for smaller consumers to support business growth.

Involvement of the customers refers to the zone in which people reflect a position or problem as his own. According to observational studies, the involvement of customers and behaviours of them purchasing a product from the brand is quite limited (Chang, 2019). The low-level purchases are those which are considered with the customers who are negligible. Moreover, such acquisitions involve limited explanation of problems or routine response. It depends on if the customer is involved in the purchase of the product or he is attentive ecologically. Some research studies are about behaviours and attitudes showing the direct impact of involvement of customers and the purchase of the products. Rahbar and Abdul Wahid (2011) showed that the participation and involvement of customers is related to the changes in behaviour and these

changes depend on different aspects of participation. The risk factors can also influence the involvement of customers towards the brand or a product. The risk of high-priced purchases is high therefore it increases exposure (Aditi, 2017; Berghoff, et al., 2012).

It has been suggested in a study that some things and risks in moderation can be accepted because risks are there in greater participation and involvement of customers and the risk effect of the movement of human beings by involving in the cession of intention, which credit with intelligence (Akhilesh & Pradeep, 2017). A research study of Rahbar and Abdul Wahid (2011) showed that good reputation of a brand creates value for the customers and conservative care is understood as definition of beliefs and values of consumption. The habits and behaviours of customers can also influence their involvement in the brand or products such as buying location, external factors, and environmental factors. According to Dubihlela & Ngxukumeshe (2016).

2.2 Relationship Between Eco-Labeling & Eco-Branding of Products and the consumer buying behaviour in the Irish retail Sector

2.2.1 Consumer Buying Behaviour

One of the most crucial element in the economy is the purchasing behaviour of consumers, because if businesses are able to obtain precise evidence about decision-making or the purchasing power of customers, they can attract customers by concentrating only on their inclinations and thus easily entering the market (Susanna, 2008). Baker & Sinkula (2005) believes that consumer purchasing behaviour follows certain patterns or structures that can be used for each customer's purchase, while Berghoff, et al (2012) considers that it is impossible to build real buying behaviour because it is a rigidity of psychological and recognised behaviour. Bernal, (2017) believe this is a good preliminary idea for firms to examine customer behaviours, and can formulate general business strategies based on these behaviours. Modern business is about pulling rather than pushing. Susanna, (2008) believed that this is a point of view without knowing the customer. Companies are really trying to focus on customer needs first, but behaviour analysis is even more significant. Dangelico (2017) believed that as demand increases, one should not stop analysing customer behaviour, as this increase may be unique

and may result in a long period. This process is considered highly general and needs to be changed to emphasis on the micro features of buying behaviour.

Kara, (2015) believe that understanding demand is a psychological process and that it can sometimes be dictated by the business itself. Finding gaps in demand is key to benefiting the process of identifying customer needs, as if they could understand that there are opportunities or products that can meet their needs. After understanding the needs, finding the information is the next step, Dubihlela & Ngxukumeshe (2016) found that modern information retrieval systems have shortened time and given consumers more options than ever before. It is recommended to publish information about products and services, such as price, commission, and quality, to provide customers with the benefits offered by Companies. Hartmann, (2006) believes that presenting product, service, and requirements encourages individuals to consider substitutions to meet their needs that were not easy ten years ago. After evaluating the alternatives, the buyer finally makes the final purchase decision. Konijnendijk (2010) believes that businesses must not abandon their concentration after the sale of a product, but rather the monitoring of behaviours after the purchase (such as commitment, satisfaction, dissatisfaction, comments and loyalty).) must continue to improve.

2.2.2 Eco-Labeling

The Eco-label for organic goods is one of the most effective eco-marketing devices. Eco-logos are used in commercial logos to better distinguish green goods. The mark is made up of a series of small pieces of paper with very detailed diagrams, which are used in the packaging of the drug. Labels that simply include items with brand names or a variety of different details (Aditi, 2017). The retailer can need a clear "mark" in some situations, but the legislation needs to include specific detail. Susanna, (2008) believe that eco-labels are an effective tool for the distribution between buyers and sellers of asymmetric knowledge (Kothari, 2004). They also emphasized that the mark is a symbol for marketers to fulfil two key functions: an information function that helps to notify customers about the product's intangible characteristics, such as product quality; and a significance function that offers meaning of its own (like reputation) (Aditi, 2017). Rex and Baumann describe eco-labels as tools that customers use to ease food decision-making on the environment. They may know how the product is made, too. Many experiments on environmental labels are searching for ways to make them effective for actions in customer sales and green goods. Often market distrust of eco-labels can be conveyed by violating the definition of eco-labels and company rules on the putting of approved labels on their goods. Research by Dubihlela & Ngxukumeshe, *2016)

shows that knowledge of eco-labels has a positive impact on awareness about organic goods and on the ability of customers to purchase. Nonetheless, other evidence indicates that certain buyers have understood the role of the mark, although this does not necessarily translate to an environmental purchasing decision. Little research explored the association between the environmental labelling and the ability and actions of customers to buy organic goods. He also said that nothing is understood about the effect label knowledge has on the preferences of customers to purchase green goods (Aslaksen & Synnestvedt, 2003; Bernal, 2017). Kuhn (2013) stated that due to the rise in their market share in organic processing goods, the growth of the industry would contribute to more emissions, which will contribute to these circumstances.



Figure 1: Example of eco-labelling, (Baker & Sinkula, 2005)

2.2.3 Eco-Branding

The American Marketing Association defines a brand as "a name, term, logo, symbol, or design or a combination of these to identify and distinguish a seller or group of products or services from the seller of competing products or services." This may also apply this concept to the organic brand (Baker & Sinkula, 2005). The ecological label is a name, emblem, or image of a company that does not affect the ecosystem. The use of the eco-brand attribute will allow buyers to differentiate this from other non-organic goods in any way. Malaysian customers regard window washing, home cleaning, sprays, chemicals, and plastics, as types of products that are not environmentally safe and detrimental to the environment, according to previous studies by Rahbar and Abdul Wahid (2011). Consumers are also required to respond favourably to goods with environmental characteristics known as eco-brand products.

The brand's different forms of emotional benefits are named: satisfaction, the own benefits generated by publicly noticeable intake and the benefits associated with nature. To marketing

experts and market analysts it is very important to consider consumer buying decisions (Bernal, 2017). The influence is known as brand equity. Brand value can be characterized as data with varying effects on how customers respond to marketing. A green label that is usually environmentally based should be used to show the status of green products, equivalent to non-green goods (Braverman, 2018).

2.2.4 Green Purchasing

As stated in a research study, Green purchasing means the sales of environment friendly products that are beneficial and sustainable to protect the environment (Rahbar & Abdul Wahid, 2011; Aditi, 2017; Zhi-bin, 2012). The knowledge of customers about eco-friendly practices and strategies are used by the brands to increase the desire and attention of customers towards the products. The deliberate and sophisticated behaviours of customers allow them to make decisions to buy the products that are not affecting negatively to the environment. The research study of Rahbar and Abdul Wahid (2011) also mentioned the consumer buying behaviour focusing on the fundamental principles, customers, and goals of the customers that allow them to buy the products and avail the services.

Green products and purchasing behaviours of customers are positively related because customers involve themselves in the purchase of products and services that are not harming the community, society, and environment any way (Akhilesh & Pradeep, 2017). The law of ethics is taken into consideration by the businesses when they manufacture and sell products with high quality keeping focus on sustainable and eco-friendly product features, packaging, etc. Especially in food retail, the production of products such as organic products, supplies, etc. must consider the need of protection of environment by not contributing land, air, and water pollution any way and not promote any kind of waste from the food retail products (Bhattacharjee & Mukherjee, 2015). As stated in a study of Dubihlela & Ngxukumeshe (2016) The use of plastic bags need to be avoided by the businesses and the use of recycled papers, energy saving lamps, food items of high quality and minimal waste, good transportation, lesser use of energy, sustainable furniture, etc. should be used by the brands for the development of a green business and achieve good will of customers. Additionally, the behaviours of customers is affected not by the issues of correction but also for other factors to discover knowledge, anxiety, and efficiency of the customers to the degree that the settlement of prices of consumers

and process of purchase for overall result for the products (Dubihlela & Ngxukumeshe, 2016; Dangelico, 2017).

2.3 Relationship between Advertisements and Consumer buying Behaviour in the Irish Retail Sector.

2.3.1 Environmental Advertisements

With the growing emphasis on the environment by customers, environmentally friendly marketing practices were encouraged in the late 1980s and early 1990s, particularly in the field of environmental advertisement (Aditi, 2017). While strengthening the global green movement and increasing awareness of environmental issues, most companies have opted for mainstream television or newspaper ads to promote their goods to environmentally conscious customers. The aim of green advertisement has also been to affect the purchasing behaviour of consumers by motivating them to purchase non-environmentally damaging goods and by drawing the attention of customers to the positive effect of their purchasing actions (Baker & Sinkula, 2005). Chen (2013) explains that corporate environmental advertisement usually includes three components. Next, the presentation begins with an environmental statement from the organization. Second, the announcement describes how the firm has changed its practices in order to express its concern and commitment to improving the environment. Second, the report explains the particular sustainability initiatives the organization has taken part in and/or the results of its loans (Berghoff, et al., 2012). Baldwin (2011) claims green messaging helps shape customer expectations and turns those expectations into green product sales. According to Zhibin, (2012), "often" environmental knowledge on food advertisements and logos impacts 70 per cent of the purchasing decisions of the respondents.

For the brands, environmental parity is a serious worry behind the consideration of sustainable techniques and methodologies in business activities. The current day urban presence and consumerists all around the world lead to sustainable utilisation of consistent characteristic assets. The businesses have also used power and characteristic assets when they are contrasted with country zones (Bhattacharjee & Mukherjee, 2015). There are a number of considerations for the identification and understanding of customer preferences for the brands and their relationship management in order to get the access of data of the customers and based on the analysis of the data, the strategies of marketing and promotions are made (Akhilesh & Pradeep,

2017). The marketers use unique and innovative strategies to access product information, competitors' strategies, service request, and promotional activities of the brand. The support of technological functionality and devices ensure the variety and enough flexibility to gain larger target market (Dubihlela & Ngxukumeshe, 2016).

In order to attract customers to sustainable and green products, communication is necessary. Communication is done through online marketing channels, print marketing, and direct marketing, which allow the marketing managers of the brand to organise and execute the programs of marketing communication, which helps the brands to develop and maintain long-term relationships (Akhilesh & Pradeep, 2017; Bhattacharjee & Mukherjee, 2015). These relationships are mutually beneficial with the target market or current customers by fulfilling their needs, wants, and demands. It also means that the tools for promotion of the products and services, which are used to create loyalty and satisfaction of the customers of the brand (Akhilesh & Pradeep, 2017).

2.3.2 Consumers and Green Products

Customers often care for the environment friendly products and service and they prefer the products that are eco-friendly with respect to quality, use, packaging, and services. The personal behaviour of customers influences their decision-making because their preferences might be different from the products that are non-environment friendly. The behaviours and attitudes are influenced by the nature of the business, brand reputation, variety of offers of products and service (Bhattacharjee & Mukherjee, 2015). The idea is "People discuss their actions before they solve the problem or lack confidence" (Baker & Sinkula, 2005, p. 132). Hence, the behaviours of people are quite important in the sense of belonging when it comes to virtue. A number of research studies are that helped in gaining the understanding of behavioural conflict in terms of lack of integrity, stability, attitudes, exchanges, which limit the changes in personal information to behaviours (Aditi, 2017; Berghoff, et al., 2012).

The quality of values can be addressed keeping the environment in consideration such as purchase of green product, which can be linked closely. Additionally, the behaviours can be interrupted by specifications or serious consequences which can be personal, economic, environmental, etc. (Aditi, 2017). According to Susanna, (2008) a green business or a brand is based on the corporate vision including various concerns for environment, community, and people which allow the company to function keeping these concerns in consideration. It means that the brand often realises the need of the environment friendly practices and ecosystem in

which the products and services of the brand interact. For example, a company wants to be a good company with the concerns for environment and community. As per a research of Rahbar and Abdul Wahid (2011), it was found that the business has various issues to face. These are what it takes, what it manufactures, and what it wastes. Whatever, companies make to offer customers is made from the environment and its ecosystem such as extraction, cutting, hunting, mining, and other means. Dubihlela & Ngxukumeshe (2016) found that the products of commerce are also derived from the natural sources and environment by the process of transformation and conversion. The companies waste the products representing eco-cost, increasing from pollution, garbage, destruction of natural system that are the consequences of taking and making process (Akhilesh & Pradeep, 2017).

Such costs are not internalised in the accounting systems of the companies. The green products or market is therefore seen as the outcome of rational strategic choice. It may, therefore, involve the search for different type of competitive advantage (Chang, 2019). Rahbar and Abdul Wahid (2011) noted that the surprising levels of pollution and diversity of environmental concerns result a wide range of pressure to bear upon the industries and organisations from different sides. The intensity of the pressures may vary from country to country, sector to sector, or business to business. However, it is clear that the organisations need to respond to ensure the use of scarce resources, profitability, public and political legitimacy, and financial assurance (Baker & Sinkula, 2005).

The pressures of making the products green include pressures from customers, government, investors, community, laws and legislations related pressure, business to business customers' pressure, and pressure of employees (Akhilesh & Pradeep, 2017). Similarly, Susanna, (2008) showed that customer pressure is one of the most significant and crucial for the business to address and manage, in order to make them informed and become aware of the environmental impact of the products of customers and are therefore, demanding that the industry and businesses improve the performance of environment by focusing on the production of their products more (Chang, 2019). Customers in today's times are quite enlightened and aware about the practices and products that are friendly to the environment and people especially in developed countries, the customers even seek for the sustainable development in different businesses and services for their children (Baker & Sinkula, 2005; Aslaksen & Synnestvedt, 2003).

According to Rahbar and Abdul Wahid (2011), the company's manufacturing green products are influenced by the stakeholders attitudes and behaviours including academicians, environmentalists, scientific community, media, retailers, suppliers, local government, and buyers the behaviours and attitudes of corporate stakeholders also are quite significant because they are who help the businesses to establish a green image in the industry having distinct advantages in the market place. The image of the company, market share, increased sales, and access to good and superior talent, employee productivity, employee morale, and enhanced competitive advantages are gained through involving themselves as green suppliers of products and services (Aslaksen & Synnestvedt, 2003; Aditi, 2017).

The point of view of "green" cannot be ignored. In a research survey, 36% respondents were found to be strongly agree to change the food brand to another competitive brand, which use recyclable cartons, green packaging, eco-friendly environment, etc. however, 2.8% mentioned that they would be unlikely to change their brand due to green packaging, and eco-friendly features used in the products (Akhilesh & Pradeep, 2017). In several cases, the mandatory legislations of the environment are implemented, which force the changes in behaviours of consumers (Chen, 2013). Dubihlela & Ngxukumeshe (2016) mentioned that the brands may adopt various orientations of eco marketing or green marketing as a strategic response to the dynamic environment of the businesses in today's competitive world. It is therefore, important for the businesses to understand the need of green marketing to create awareness in the market of the offers and services provided to the customers under sustainable and eco-friendly environment (Aditi, 2017; Susanna, 2008). The understanding of attitudes and behaviours of customers is necessary for the brands to see the ways through which they will attract to buy the products and show their involvement in making purchase decision and enthusiasm for the products and services offered by the brands (Dubihlela & Ngxukumeshe, 2016).

In a study, it was mentioned that green marketing should appeal to the desires and needs of customers who are quite concerned about the environment (Baker & Sinkula, 2005). The businesses generally hospitality and service sector focus on ~~environmental~~environmentally friendly practices and strategies of effective green marketing to attract customers and create a good brand image among society. These days, serious environmental problems are being faced by the brands, which require important actions to protect the planet and communities (Bhattacharjee & Mukherjee, 2015). Along with various environmental protection initiatives, the businesses indulge themselves into green marketing strategies by giving importance on the products as well as services in such a way that customers become satisfied and loyal to the

brand (Aditi, 2017). Dubihlela & Ngxukumeshe (2016) found that the criticism faced by the brands is high and mostly the industry practitioners accuse such brands to “green washing” when they use green marketing and eco-labels as marketing ploy to attract customers. A number of businesses worldwide have ~~perceive~~perceived that green marketing must begin with service design and green products. The hospitality industry provides products and services, which do not harm and negatively affect human health, environment, ~~wild-lifewildlife~~, etc. (Bernal, 2017).

As far as the perception and attitude of customers about green marketing of products and brands is considered, Dubihlela & Ngxukumeshe (2016) found that customers usually are more willing to pay for the products and services that are eco-friendly and focus on environmental protection. The brands need to redesign their product development and offering strategies by changing promotional tools such as 4Ps of green marketing, sales channels, business strategies, corporate strategies, etc. helping the companies to aim more for the design of the product, development of a more sustainable product, as well as marketing or distribution of products considering the needs and expectations of people (Mehir, et al., 2009; Aditi, 2017). For this purpose, the deep and comprehensive understanding of green marketing should be there by the brands, which on the one hand foster cleaner production, lean management, efficient operations, and faster development on the other hand, sustainable consumption of the products through successful marketing of them (Baker & Sinkula, 2005; Bhattacharjee & Mukherjee, 2015).

In a study, it was found that the definition and concept of green marketing have been changed over the years due to changing perception of customers and target market about environmental friendly practices (Aditi, 2017). Regarding green marketing strategy, there are several ways that help the marketing managers to segment consumers. Different research articles showed ways of customer segmentation and one of them gave greater relevance and importance to green brand positioning rather than to green product positioning and most of them see it as a chance of differentiation (Akhilesh & Pradeep, 2017). As far as green marketing mix is concerned, it was found that many types of green products exists and customers are quite willing to pay higher prices for the products and services that are contributing positively to the society and planet (Dubihlela & Ngxukumeshe, 2016). The functional attributes of the products also contribute to the attention of customers about the products and brand. The responsibility of an organisation or a brand towards natural environment, reverse logistics, closed-loop supply

chain, etc. play important role in development and implementation of green marketing strategies (Bipasha, 2010).

Additionally, a careful definition of the contents of marketing and advertisement is quite essential as well as eco-labels can be an important tool for green marketing (Mehir, et al., 2009). Different research studies under green marketing concept focus on the area of environmental ethics, stakeholder engagement, environmental responsibility, green products, pricing, green retailing, and green communication. As far as environmental ethics are concerned, the marketing professionals and strategic planners focus on environmental protection, implementation of ethical behaviour as well as environmental code of conduct in the business (Aditi, 2017; Berghoff, et al., 2012; Akhilesh & Pradeep, 2017). The environmental responsibility of a brand can be associated with the implementation of corporate policies and procedures, regulatory compliance, environmentally responsible behaviour, actions of the brands and strategies of the business for green marketing. Further, it was observed in a research that, in order to set such strategies in the organisation, the stakeholder engagement with community, environmental stakeholders, and strategic alliance with them is necessary to achieve their satisfaction and loyalty (Berghoff, et al., 2012; Aslaksen & Synnestvedt, 2003).

The focus of green products is on the ingredients of products, which should be sustainable and eco-friendly, product design, packaging design, and perceptions of customers about the products and services (Aditi, 2017). Prices of the products with eco-friendly attributes are often high, which allow customers to buy the products with premium prices (Baker & Sinkula, 2005). Their willingness to pay for the brand with eco-friendly attributes is high and such products are in high demand in the market because customers want value for their money. Green retailing concept focuses on sustainability-based programme, retail atmosphere, and environmental goals and operations (Dangelico, 2017; Akhilesh & Pradeep, 2017). Additionally green communication is also necessary for the marketers and strategic planners to focus on different communication tools, information credibility, eco-labelling, effective customer engagement towards green products, as well as determinants of green purchase intention (Akhilesh & Pradeep, 2017; Aditi, 2017).

Many researchers have drawn conclusion, which suggest that integrating environmental concerns and greens strategies from product development to distribution in the philosophy of the business, marketing policies, as well as practices lead to sustainable growth and competitive

advantage. The trend is increasing in the industry by the businesses to adopt eco-friendly business, technologies, and services, which allow the businesses to avail new opportunities and present strong potential for the brand to make profits and satisfy the stakeholders. The stakeholders have significant influence on the availability of human, financial, and other important resources of the business (Akhilesh & Pradeep, 2017). Therefore, the trend of green marketing is seen to be growing and strengthening the relationship between sustainability and marketing. It also has led to emergence of corporate social responsibility among businesses, which later was developed to address environmental issues, and several other issues such as ethical issues, legal issues, and philanthropic issues and practices. Focusing on green and sustainable practices create many opportunities for the business to gain profits because it is a sustainable process of management that help the businesses to identify, anticipate, and satisfy the requirements of society and consumers (Mehir, et al., 2009; Bipasha, 2010).

2.4 Conceptual Framework

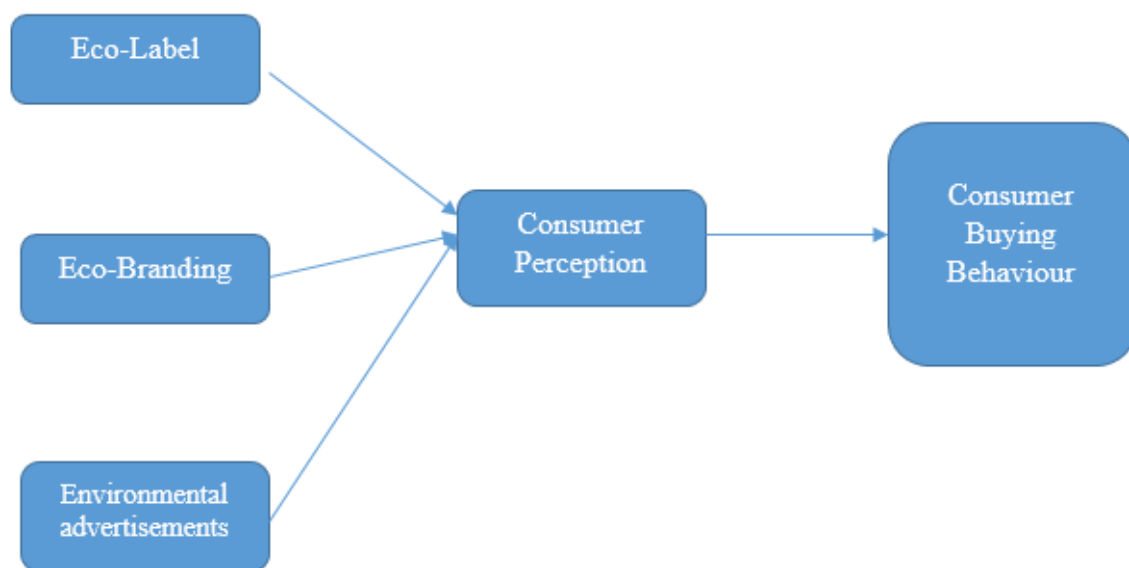


Figure 2 Conceptual Framework

The above shown conceptual framework shows that the three independent variables in the proposed study include eco-labelling, eco-branding, and environmental advertisements. Consumer perception acts as a mediator and consumer buying behaviour is the dependent

behaviour. This is a hypothetical analysis of the impact of green marketing on consumer purchasing behaviour. According to Lee (2007), the actual purchasing behaviour of customers is affected by many factors, such as cost, quality, and environmental compatibility. According to Moisander (2007), organic consumption is the process by which customers make purchases and do not make purchasing decisions. Based on ecological and sustainable standards. According to Dangelico, (2017), everyone in the world is a green consumer. Over time, customer demand will increase. As a result, companies, business owners, and businesses will focus more on environmental marketing to resist competition. Otherwise, those who do not meet the customer's requirements will gradually go bankrupt and lose business. Customers of organic products mainly include people with traditional attitudes and those who pay attention to health. Some people like to buy organic products because they take into account factors like eco-labels and eco-wash, while others do not understand the product, but only because of their ads and interests. audience, preferences, etc. To buy. According to Bernal, (2017), product managers at Experian Research Services have listed these segments when defining green consumption. The promotion of environmental marketing must be transparent. To bring products closer to customers, companies must focus on their advertising campaigns, including advertising, and focus in part on corporate social responsibility to attract loyal customers (Bhattacharjee & Mukherjee, 2015). When selecting advertising partners, advertising material and advertising messages, due attention and attention should be paid. In 2004, Ginsberg and Bloom suggested that customers of organic products are unlikely to compromise on quality, even if they are more expensive than non-organic products. They point out that a single marketing strategy does not apply to all marketing companies. Green consumers will never want to compromise on usability, comfort, price, and quality.

Chapter 3

Methodology and Research Design

Overview

This section of the study presents the detail information and analysis of research techniques and methods proposed for the research. Methodology contains detailed choices of methods, approaches, techniques, data collection and data analysis process and procedures that guide the researcher and help to conduct the research more effectively as per the nature and need of the research subject. Moreover, through methodology section, the readers will be able to understand the overall procedures and techniques used by the researcher to identify, select, and analyse the data and information about the topic. In the following section, the selected choices within each components and justifications through evidences will be provided.

Research Philosophy

Two most important philosophies of the research are Positivism and Interpretivism. Positivism deals with the scientific evidences using numeric values, figures, etc. whereas Interpretivism deals with the human perspective and interest into the study (Kothari, 2004). Rajendar (2017) indicates that interpreters assume that knowledge and interpretation are objects of experience, and that no objective comprehension is independent of human reasoning or thinking. Myers (2009) indicates that interpretive researchers' conclusion is that it is only by social constructions such as language, information, and common expectations (online) that reality is revealed (whether given or socially constructed). Observation and analysis underpin the interpretive model because observation collects facts about events, and interpretation makes sense of the facts by drawing inferences or analysing the relationship between the details and the abstract sequence. It seeks to clarify things, which people attribute to them from the interpretations (Liamputtong, 2011).

The research philosophy proposed for this research is Positivism. Explanatory researchers believe that reality includes a subjective experience between people and the outside world. In this way, they can adopt intersubjective epistemological and ontological beliefs that reality is

socially constructed. Since this research involved consumer perception and their beliefs about the green marketing in a quantitative manner, therefore Positivism is most suitable research paradigm for this research. Liamputtong, (2011) says the interpretive practice does not include 'right' or 'incorrect' concepts and they are judged on how 'important' they are to the researcher as well as to those involved in the same field. They try to derive their concepts from the field by studying the interesting phenomena in detail. On the other hand positivist practices are used to gain precise and exact answers for the questions, experiment, and study designed for the participants of the research to answer the research questions (Kothari, 2004). Through positivist practice, the raw data collected from the participants is transformed to interpret the responses into meaningful form in order to understand the responses and based on them conclusions are made (Saunders, 2009). Therefore, to understand and analyse consumer buying behaviour towards green marketing, the quantitative responses using positivism approach and practice will be used to gather specific and precise responses for the questions asked to them and analyse the responses for findings and development of conclusion.

Research Approach

Two types of Research Approaches are used in the research such as inductive and deductive approach. Deductive approach helps in developing hypotheses using existing theories and formulate an approach to test it as per the aims and objectives of the research (Rajendar, 2017). Deductive ~~approach~~ approach, therefore, may be considered more suitable to the positivism philosophy however, this approach is also useful with qualitative research studies in the cases where pre-existing research formulated differently through testing of hypothesis. The approach is characterised as general to more specific outcomes from the data and knowledge gained from the research (Rahi, 2017).

Inductive approach on the other hand moves from specific to general outcomes. Using this approach, observations are the beginning point and patterns are identified from the raw data. The approach consists of no framework that informs the process of data collection and therefore, the focus is mainly on the collected data. This is seen to be a point where new theories are generated. It is true that the data is analysed and found fit to the existing theories (Newsome, 2015).

For this research study, deductive approach is more suitable because quantitative responses are expected to be gathered for analysis using existing theories and models to gain the specific outcomes.

Research Strategy

The proposed study will carry out quantitative research to investigate the impact of green marketing on customer purchasing behaviour. Quantitative analysis includes data and statistics. Quantitative analysis uses observable knowledge to articulate evidence and to define trends in a sample (Saunders, 2009). Because this research is concerned with finding proof to either support or refute the theory, quantitative analysis is thus more suitable for this research. In comparison, quantitative testing approach allows greater surveys to be integrated because it needs less time and this analysis involves greater sampling of customers to determine the effect of green marketing on them. The quantitative approach is used in positivism and deductive philosophy and approach of the research as its name suggests, the application of statistical and numerical standards are done to test the validity of the approach (Saunders, 2009; Hox & Boeijie, 2005). Quantitative approach is informed well is positivist philosophy and used widely to understand social phenomena including the viewpoints of the subjects, their feelings, and experiences. Quantitative approach is used effectively in the situations where large number of respondents are available and data is measured effectively using techniques that assess the quantitative data and for analysis, statistical methods and procedures are used (Rajendar, 2017). As opposed to qualitative analysis, quantitative analysis is often more focused, which lets the researcher identify relevant data. Until selecting a quantitative analysis approach, all these considerations were taken into account. The quantitative research has been used in this research as it enables researches to incorporate larger number of people. It takes comparatively lesser time than qualitative data. In addition, it helps quantification of the findings and allows for a broader study and enhancing the generalisation of the results.

The strategy of research shows how researcher plans to carry out the actual work. The strategy uses various methods such as case study analysis, interviews, surveys, systematic literature review, and experiments (Rahi, 2017). For this research, survey strategy will be most suitable because in quantitative studies, survey involves sampling of a target population as a representative proportion of the total population who is affected by the research. Survey strategy is most commonly used strategy for the researches when the study is quantitative in nature because it can be empirically analysed. It is also used to investigate the impact of different variables between different types of data (Kothari, 2004).

Research Instrument

Research instrument is a tool that is used to conduct the research by providing a medium for the researcher and participants of the research to involve in the study. For quantitative survey strategy, a close-ended questionnaire based on Likert Scale will be used to ask questions from the respondents. The research instrument will be used to collect, measure, and analyse the data related to the topic of the research (Kothari, 2004).

Research participants

As mentioned earlier, the proposed research will focus on retail sector in Ireland. Therefore, the research participants will be consumers of different retail brands in Ireland. There are different local and international retail stores and brands operating in Ireland, this study is not going to focus on any particular retail brand rather than it will collectively focus on retail sector of Ireland.

Sampling Criteria

The sampling criteria are linked to the approach used to identify the study participants. The researchers use two main sampling standards: probability-based samples and non-probability-based samples. The study indicates that there is a non-zero likelihood of increasing person in the population being included in the survey. This approach offers the most effective or accurate outcomes, as it represents the characteristics of the target population chosen. The non-probability tests contain tests of comfort, snowball samples, and samples of chances. The units, which make up the sample, can be obtained using these techniques without taking into account the basic structure of probability (Kothari, 2004).

Selection is not necessarily spontaneous, so the resulting sample cannot represent all members in the target population. This technique is typically used for preliminary studies to forecast results without the cost or time needed to select random samples (Liamputtong, 2011). The target population for this research are customers of retail brands in Ireland and the sample size of the research survey is 250 customers of different retail brands in Ireland market.

In this study, sampling criteria of non-probability sampling is used with convenience samples, and the respondents are found as per the convenience of the Researcher. Non-probability sampling technique is chosen for this Research, due to budget and time constraints (Mathers & Fox, 2009). The large number of experiments renders the carrying out of probability research difficult. Quantitative data is processed by mathematical program SPSS. Statistical analysis

uses two different numerical measures, namely the human average and the cumulative average. The alpha test of the Cronbach's is used to determine the reliability of the testing instruments. The correlation can also be calculated using linear regression.

Research design

Research design is considered a set of process, measures, or approaches used to collect and examine the research data (Newsome, 2015). Research design is also considered as a strategy to explore the path of reason (Saunders, 2009; Mathers & Fox, 2009). In addition, various attributes of the system, organization, personnel, etc. are analysed in this area. A deductive method is used for this. Deductive logic involves thinking of one or more statements to draw logical conclusions. It also involves formulating hypotheses based on current theories and developing plans to test the theory. The reason for this method is to test hypotheses and analyse different points of view and behaviours.

Collection Primary Data

Data collection and analysis depends on the methodological approach of collecting the data. There are two types of data collection including primary data collection and secondary data collection. For this research study, primary data collection approach will be used.

Sources

Primary data is derived from first-hand sources. The current and historic first-hand sources can be used to collect data using past reports, facts and figures, statistical data, census data, etc. as well as through survey and interview data (Kothari, 2004). On the other hand, secondary data focuses on the interpreted and researched data of other researchers in books, articles, websites, reports, etc. Primary data collection is more effective than secondary data because through primary data, specific information is gathered, it is more concise as well as useful for the research to attain the aims and objectives (Kothari, 2004; Liamputtong, 2011). Primary data is new and latest, which makes the outcomes and results of the research more novel and effective on the other hand, secondary data may be irrelevant, old, and obsoleted claims, facts, figures, as well as information may be present in secondary data that can make the research vague and ineffective (Saunders, 2009). Therefore, to make this research more accurate, effective, and novel, new and latest information will be required that will be gathered using primary data collection approach from quantitative survey from Research participants.

Access and Ethical Issues

The primary data for this research will be accessed through research participants either face to face communication, email surveys, online link for the questionnaire where different participants can respond, etc. (Kothari, 2004) Due to time and cost constraints, the preference of the researcher will be to gather the responses of the participants online through emails, and questionnaire link (URL) otherwise, phone calls can also be made to fill the responses of the customers of retail sector in Ireland.

The data on the perception of the samples are stored anonymously, so no information is lost. Before gathering data on customer perception of green marketing, inform each research sample correspondent. The data will not be transmitted by third parties, and it will be used only for academic purposes. The researchers will not compel anyone to provide data and will not manipulate the data to achieve the desired results. ~~The r~~Researchers strictly adheres to the code of ethics; research is not harmful to humans or animals. To ensure that customer information is not passed on to third parties, the researchers used password-protected computers and only the full results were shown in the survey, not individual responses. The researchers had no personal relationship with the interviewees and the samples were randomly selected. To ensure the validity of the data, the data was verified multiple times and no small deviations were left in the study. Respect and consent of the research participants will be ~~maintained~~maintained, and they will not be asked to forcefully answer each and every question. Moreover, it will be ensured that no biased responses will be ~~gathered~~gathered, and only accurate information will be used by the participants to include in the research. No false or fabricated data or information will be used and analysed to derive the outcomes. The included data will be properly cited and sourced in order to avoid any copyright claims from the secondary authors (Rahi, 2017). Moreover, there will be no use of names, contact information, and personal opinions as well as information of the respondents in the research and solely the responses will be used to analyse the findings and outcomes for the research. Further, the personal information will be kept confidential and will not be unethically used for commercial purposes as leads to businesses (Kothari, 2004). Participants of the research will be provided enough time to answer the question and they will be ensured that there will be no harm done to them. No money or incentives will be provided or offered to the research participants as a result of their responses and their participation will solely be voluntary. Only fair practices, truth, ethics, human dignity, privacy, and autonomy, as well as special precautions for the research participants will be practiced in order to make the research more effective and successful (Rajendar, 2017).

Data Analysis

Data processing is the information-collection method (Braverman, 2018). In comparison, the key graphical knowledge in the form of diagrams and tables is compiled and analysed. Data analysis methods are used in this way. Quantitative data is processed by mathematical program SPSS. Statistical use two different numerical measures, namely the human average and the cumulative average. The alpha test of the Cronbach's is used to determine the reliability of the testing instruments. This research will also use linear regression to determine association. The data obtained is analysed by SPSS. The explanation why the program is used in the data processing is job quality and time.

Potential Outcomes of the Study

This work can be related to numerous green marketing campaigns in Ireland with effects on customer purchasing behaviour. Past studies found that a disparity existed in consumer behaviour and optimistic attitudes about goods and services that are environmentally friendly. This concept has resulted in how green marketing strategies will influence customer purchasing habits successfully and how customers view the situation of green marketing. This research is also focused on analyses of the environmental policies of businesses and their effect on customer behaviour. This work also aims to determine the effects of Ireland's green marketing. Ireland is one of the developing countries that have not been explored in depth about customer purchasing behaviour. This thesis would also fill the holes in the literature, as the research subject would thesis the views of customers and the methods of purchasing organic goods in detail. It would also be useful to analyse Ireland's different socio-demographic features to establish ties with customer views. Factors that customers consider can help protect the environment.

Conclusion

The methodology section contains different components and elements explained and justified for this research. The choices made for this research are more suitable and effective to achieve the aims and objects of the research. The selected methods and approaches can be easily adopted by the researcher as per the nature and constraints of the research such as time and cost. Also, the methods were selected because the research is central to consumers in general

and a simple questionnaire gives the researcher the opportunity to be able to reach more respondents in a short period of time. On the other hand, the statistical analysis technique for data analysis will be used to interpret raw data into meaningful form and the entire findings and results of the research will depend on the effectiveness of collected data and analysis of the data. Further, the ethical issues and considerations mentioned in the respective section will be minimised to reduce the risks in the research study and all fair practices will be ensured to complete the research effectively on time presenting the anticipated outcomes and conclusion for the research.

Chapter 4

Presentation and Discussion of the Findings

4.1 Overview

After gathering data from customers about green marketing impact to understand the buying behaviour of customers, the raw data was run on SPSS software for descriptive statistics and graphical representation of the data. Following charts and tables show the findings from the responses of customers of retail brands in Ireland.

4.2 Findings

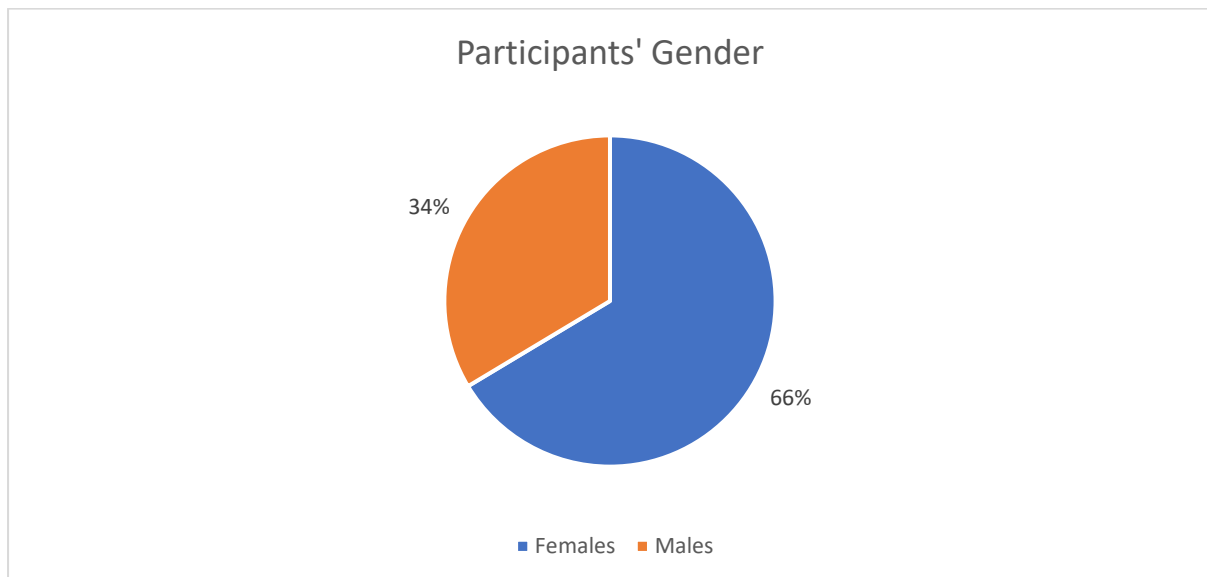


Figure 3 Gender of Respondents

The distribution of research respondents for the survey showed that in the questionnaire survey, 166 out of 250 respondents were females whereas 84 out of 250 respondents were males. The ratio of respondents shows that there were 66% females and 34% males who took part in the research.

4.2.1 Section A

Exploring consumer perception regarding green marketing in the retail sector of Ireland

Question 1

I am aware of green marketing and branding practices performed by retail brands

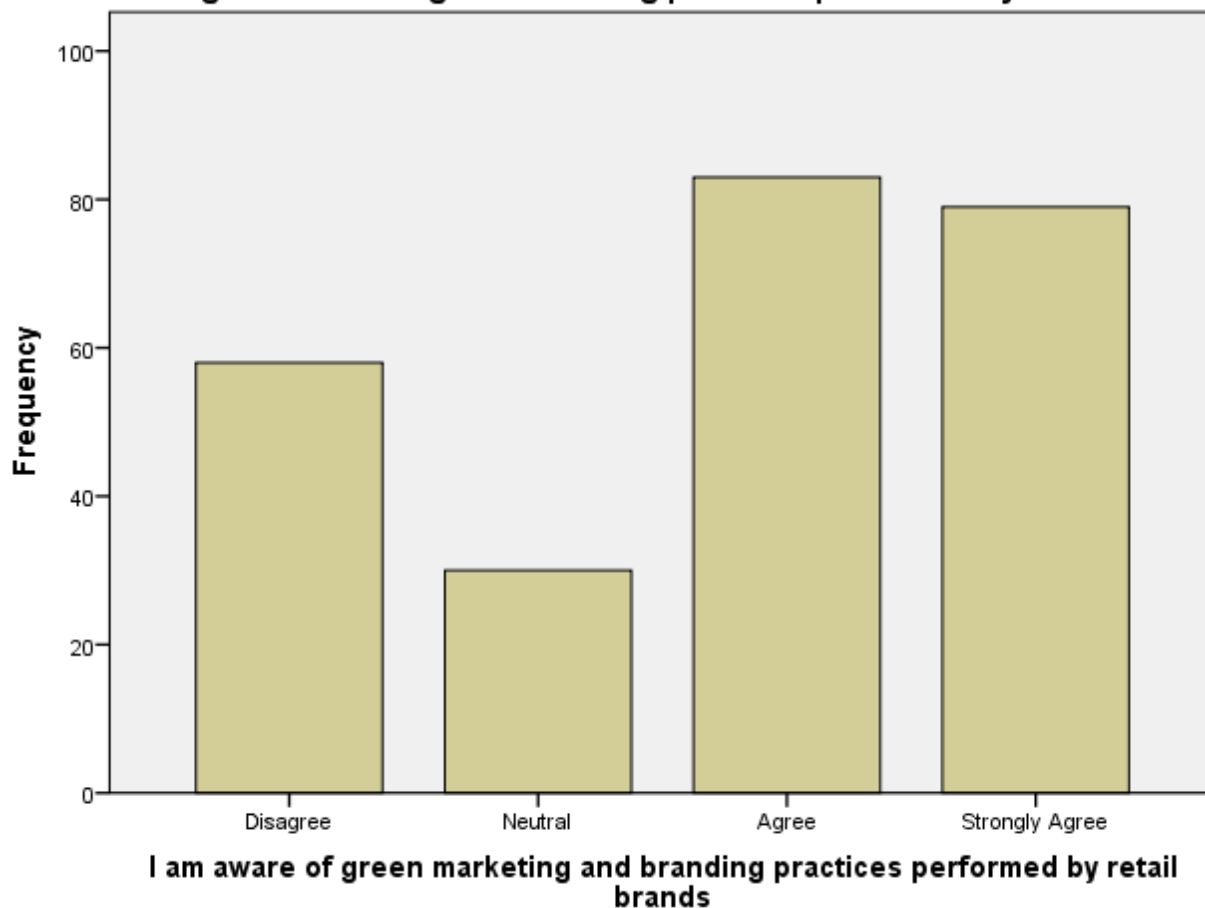


Figure 4 I am aware of green marketing and branding practices performed by retail brands

I am aware of green marketing and branding practices performed by retail brands

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	58	23.2	23.2	23.2
Neutral	30	12.0	12.0	35.2
Agree	83	33.2	33.2	68.4
Strongly Agree	79	31.6	31.6	100.0
Total	250	100.0	100.0	

The response gained from the question showed that customers mostly agree that they are quite aware about green marketing and branding practices of the retail products in Ireland. It was found that 35% of the customers were neutral about the questions because they neither agreed nor disagreed and 23% customers disagreed that they are not aware about green marketing and branding activities performed by retail brands in Ireland.

Question 4

I believe that green, sustainably produced products are better than non-organic or non-Eco-friendly products

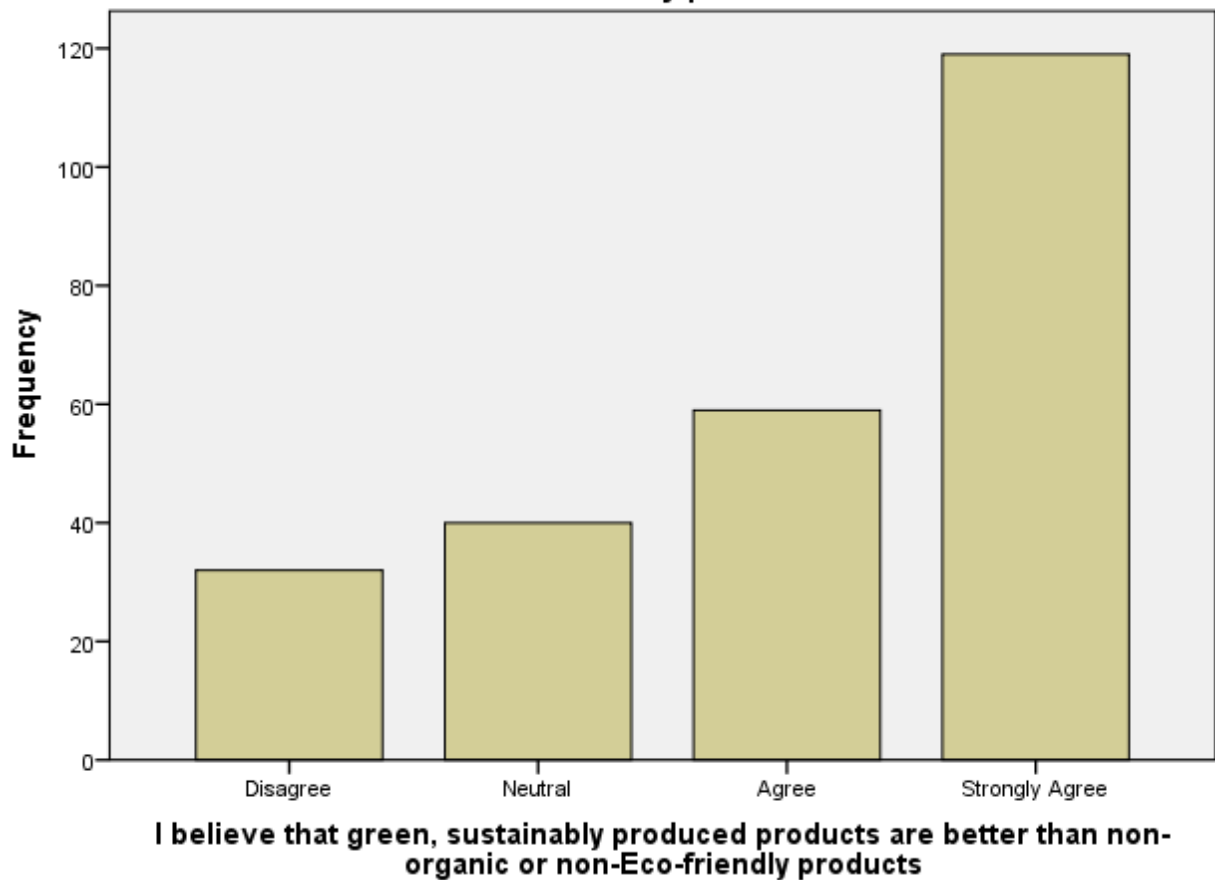


Figure 5 I believe that green, sustainably produced products are better than non-organic or non-Eco-friendly products

I believe that green, sustainably produced products are better than non-organic or non-Eco-friendly products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	32	12.8	12.8	12.8
Valid Neutral	40	16.0	16.0	28.8
Valid Agree	59	23.6	23.6	52.4

Strongly Agree	119	47.6	47.6	100.0
Total	250	100.0	100.0	

From this response, it was found that customers of retail brands in Ireland believed that sustainably produced products and products with eco-friendly practices are better than non-organic or non-eco-friendly products. 28% customers were neutral about it and 52% of the respondents agreed that they prefer sustainably produced products more as compared to non-green products.

4.2.2 Section B

Investigating the relationship between eco-labelling and eco-branding of products and consumer buying behaviour in Irish retail sector.

Question 11

I prefer products that are recyclable

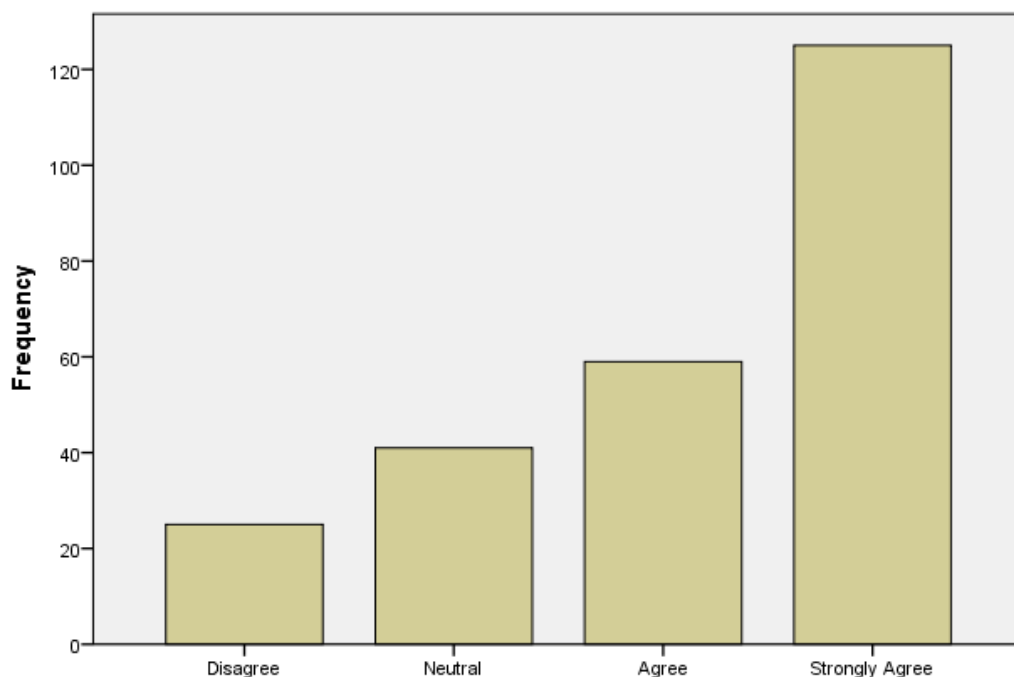


Figure 6 I prefer products that are recyclable

I prefer products that are recyclable

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	25	10.0	10.0	10.0
Neutral	41	16.4	16.4	26.4
Agree	59	23.6	23.6	50.0
Strongly Agree	125	50.0	50.0	100.0
Total	250	100.0	100.0	

From the response of this question, it was found that consumer buying behaviour is strongly and positively affected by green marketing of the products because when customers know that a product can be recycled or reused, the usability of the product is increased and it increases the buying intention of the customers towards the product. From the graph, it can be observed that out of 250 respondents, 73.6% agreed that recyclable nature of the products is one of the reasons why they buy the products in Ireland.

4.2.3 Section C

Exploring the relationship between environmental advertisements and consumer buying behaviour in the Irish retail Sector

Question 23



Figure 7: Advert of a green product influences me to buy

Advert of a green product influences me to buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	23	9.2	9.2	9.2
Neutral	46	18.4	18.4	27.6
Agree	62	24.8	24.8	52.4
Strongly Agree	119	47.6	47.6	100.0
Total	250	100.0	100.0	

The responses from this question showed whether advertisements of green products influence the customers to buy the products or not and it was found that 72.4% customers believed and agreed that adverts play important role for the customers to buy the products. 18.4% customers were neutral about it and 9.2% customers disagreed and showed that they do not buy green products due to their advertisements.

Question 24

I often buy green products but do not involve myself in environmental activities



Figure 8: I often buy green products but do not involve myself in environmental activities

I often buy green products but do not involve myself in environmental activities

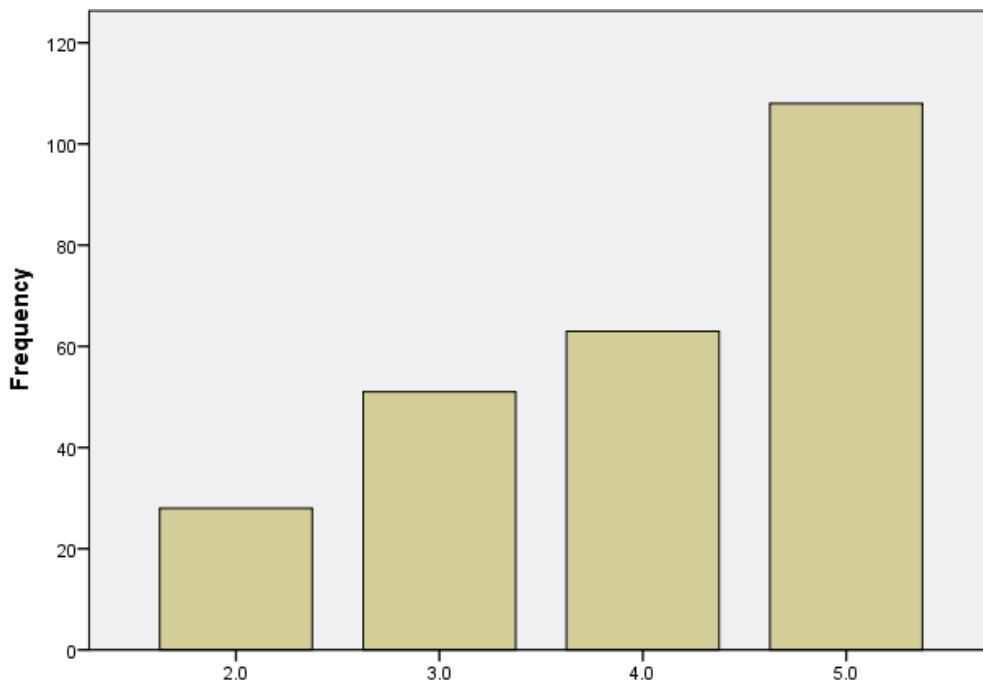
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	17	6.8	6.8	6.8
Valid Neutral	42	16.8	16.8	23.6
Valid Agree	71	28.4	28.4	52.0

Strongly Agree	120	48.0	48.0	100.0
Total	250	100.0	100.0	

From the question, the intent of customers to participate in environmental activities was assessed. It was found that customers who often buy green products do not involve themselves in environmental activities and 76.4% customers agreed that they do not participate in environmental activities explicitly by buying green products. 6.8% disagreed that and 16.8% customers did neither agree nor disagree. It shows that customers buy green products with the intent to be responsible with their choices they make in their consumption, but they do not explicitly make choices to contribute themselves for activities to save or protect the environment.

Question 25

I don't buy products that do not comply with ecological conditions.



23. Figure 9: I don't buy products that do not comply with ecological conditions.

I don't buy products that don't comply with ecological conditions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	28	11.2	11.2	11.2

3.0	51	20.4	20.4	31.6
4.0	63	25.2	25.2	56.8
5.0	108	43.2	43.2	100.0
Total	250	100.0	100.0	

From the response of this question, it was found that 68.4% customers agreed that they don't buy products that do not comply with ecological conditions. The buying behaviour or purchase intent is changed which shows that customers prefer green products that are eco-labelled or branded ecologically. 11% of the customers disagreed with the statement and 20.4% of the customers were neutral about it. The overall response of the question showed that customers' buying behaviour is positively influenced with eco-labelling and eco-branding of the products and they buy the products more that comply with ecological rules and conditions.

DESCRIPTIVE STATISTICS OF EACH VARIABLE AND ANOVA

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Ecolabel	250	17.00	34.00	26.9280	3.71619	-.485	.154	-.362	.307
Eco Branding	249	20.00	34.00	27.9197	2.94054	-.105	.154	-.472	.307
EnverionmentAdv	245	14.00	25.00	19.7429	2.29290	-.244	.156	-.326	.310
ConsumerBB	250	18.00	35.00	28.1320	3.28966	-.525	.154	.390	.307
Valid N (listwise)	245								

The descriptive statistics annotations showed different variables of the study such as Ecolabelling, Eco branding, environmental advertisement, and consumer buying behaviour for min max, mean, standard deviation, skewness, and kurtosis. It summarises the characteristics of the data and the dispersion of data within the set. Skewness of the variables show the measure of asymmetry of probably distribution of random variable about the mean of them. In the data, all the variable is left or negatively skewed, which showed that there is longer tail on the left side of distribution of the data. It means that usually the data of all the negatively skewed variable is greater than the median and there are few low scores that tend to move the mean score to the left side of the graph (Rahi, 2017).

Kurtosis is a measure of whether the values of the data are light tailed or heavy tailed to normal distribution. All the variables have negative kurtosis means that the distribution has lighter tail as compared to normal distribution whereas consumer buying behaviour variable shows positive value of kurtosis (Laerd, 2016). All the variables lie in normal and acceptable range of kurtosis. Also, it showed that the major part of the data in these variables tend to be under the median or mean, which means that the impact of these variables on overall data is under median or mean and the probability can be aggregated at low level respectively.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Ecolabel	Between Groups	298.572	3	99.524	7.963	.000
	Within Groups	3012.228	241	12.499		
	Total	3310.800	244			
Eco Branding	Between Groups	8.844	3	2.948	.340	.796
	Within Groups	2087.956	241	8.664		
	Total	2096.800	244			
EnverionmentAdv	Between Groups	30.854	3	10.285	1.980	.118
	Within Groups	1251.946	241	5.195		
	Total	1282.800	244			
ConsumerBB	Between Groups	26.684	3	8.895	.814	.487
	Within Groups	2633.642	241	10.928		
	Total	2660.327	244			

ANOVA analysis is one-way analysis used to determine whether there is statistically significant different between two or more variables. It tests the difference between two or more means. It also conducts p-value to see whether the relationship is significant or not. The F-test ratio is used to assess two mean square values. The f values of eco-labelling and environmental advertisement variables are larger than 1.0 which showed that the variation of these variables among group are more than expected. It means that the null hypotheses of eco-labelling and environmental advertisement are wrong. It can also be said that eco-labelling and environmental advertisement are statistically significant for consumer buying behaviour. However, the f values of eco-branding and consumer buying behaviour is less than 1 however,

not negative, which showed that these variables are near significant (acceptable) or true for the hypotheses.

4.3 Discussion

4.3.1 Exploring consumer perception regarding green marketing in the retail sector of Ireland

The variety of questions were included in the questionnaire to get the responses from customers from different perspectives and see whether they are aware about the products that are offered to them and the implicit green practices, packaging, and their effects on environment protection or not (Bhattacharjee & Mukherjee, 2015; Akhilesh & Pradeep, 2017). In the retail industry of Ireland, it is comparatively a new phenomenon to use green marketing practices in the products for which retail businesses are trying to implement new technologies, hire new employees, increase training opportunities for employees, gain information, and build a new organisational culture (Rahbar & Abdul Wahid, 2011). Government officials, and manufacturing professionals work together to develop products according to sustainable and green production practices (Bhattacharjee & Mukherjee, 2015). In this way, they contribute positively towards sustainable production and cleaner future.

From the survey, it was found that the perceptions of customers are positive towards the products that are having least impact on the environment. From a response, it was observed that most of the customers stop buying the products if they found are harmful to the health and environment and the literature of green marketing showed that organisations put efforts in designing, pricing, promotion, and distribution of the products so that they will not harm the environment (Aditi, 2017; Frynas & Yamahaki, 2019). These efforts of the businesses allow the sales and revenues to increase exponentially because the demand of such products is increased in the market (Susanna, 2008). A sign of good green marketing campaign or strategies is when the brands have strong relationships with local environmental groups and they gain good support within national and regional groups having interest in the promotion of renewable power (Zhi-bin, 2012; Susanna, 2008).

The brands develop products and services with different inputs of the environment in mind so that they are able to increase their profit sustainability, access to new markets, and they can

enjoy competitive advantage over other brands that are not much aware or concerned for the environment (Lindgreen & Di Benedetto, 2018; Dubihlela & Ngxukumeshe, 2016).

This is one of the reasons why, retail business professionals are striving to implement ecological strategies of green marketing to help and mitigate the challenges and issues in marketing, provide remedies for environmental improvement (Aditi, 2017; Dakwale, et al., 2011; Rahbar & Abdul Wahid, 2011). Also, marketers and business owners need to put their focus on environmental marketing specifically by clean technology that can involve designing of new and innovative products taking care of waste issues and pollution from the world (Nuttavuthisit & Thogersen, 2017; Xia, et al., 2018). Other than these strategies, the business professionals need to focus on sustainable green practices of marketing, which not only concerned about marketing but also cared about the product development life cycle and used sustainable, eco-friendly, recyclable, usable, and low waste strategies in production of the products (Akhilesh & Pradeep, 2017; Xia, et al., 2018).

When the customers like to have products that have been produced using green strategies at all phases of product development life cycle they mean that the material use in the products should be less with lighter products, no wastage, having revolutionary Uni-body design that can replace dozens of parts with single piece of recyclable material. Also, the product should have least toxic chemicals (Bhattacharjee & Mukherjee, 2015). The products should be lead-free, PVC-free, BFR-free, Arsenic-free glass, and more can be done with lesser material. It will also help in cost-reduction in product manufacturing (Aslaksen & Synnestvedt, 2003; Dangelico, 2017). Also, smaller packaging material should be used, and efficient packaging design is made to reduce emission produced during product transportation and logistics (Rahbar & Abdul Wahid, 2011). The use of products for energy-efficiency is another aim of the business so that there will be low power, low-energy requirements that can lead to low consumptions of electricity and energy bills that ultimately lessen the impact on environment from green-house gas emission from power plants (Aditi, 2017; Xia, et al., 2018).

Recyclability is a known and common concept that helps in waste reduction in design phase of the product and create efficient and compact products that need less material to produce (Baker & Sinkula, 2005). The lifecycle of the products is increased, and it has been found in the survey that customers prefer products that have more life, long-lasting, and efficient as compared to the products that are not with less durability and difficult to dispose. It is useful for the customers because it produces less waste, saves their money, and increase the lifespan of the products (Dach & Allmendinger, 2014; Nuttavuthisit & Thogersen, 2017).

The existing literature on this topic and survey responses correlate with each other focusing that the promotion of environmentally safe products create a niche in marketing because the marketing professionals have to explicitly focus on the strategies and approaches of marketing that can protect earth, atmosphere, and human health from harmful effects (Akhilesh & Pradeep, 2017; Dubihlela & Ngxukumeshe, 2016). Green products and consumers who buy green or sustainable products pose lesser threat to the environment and the planet (Dakwale, et al., 2011). Therefore, the awareness should be created among customers because when customers focus on their health benefits, they should consider what is beneficial and right to do for the earth and environment as well (Zhi-bin, 2012).

4.3.2 Investigating the relationship between eco-labelling and eco-branding of products and consumer buying behaviour in Irish retail sector.

From the survey responses and literature review, the relationship between eco-branding and consumer buying behaviour also found to be positively significant with one another. Eco-branding is different from eco-labelling as mentioned previously in the literature review, having positive effects on the buying behaviour of the customers (Aditi, 2017). However, the impact of this variable on the responses showed that more awareness and promotion is required by business professionals in this area and information available on this topic on the internet is rare, which makes it limited for the author to make judgement about its impact and level of significance on consumer buying behaviour (Akhilesh & Pradeep, 2017; Susanna, 2008).

From the interpretation of graphically distributed data gathered from the respondents, it was found that green marketing significantly affects the buying behaviour and purchase intention of the customers in retail market of Ireland. Green marketing is a form of pro-environmental behaviour that plays a significant role in the form of consumption of products of customers harming the environment as little as possible (Aditi, 2017; Baker & Sinkula, 2005; Bhattacharjee & Mukherjee, 2015). It even benefits the environment indirectly. From the questionnaire, survey, it was found that many customers of different retail brands choose products that do not negatively affect the environment. From the survey and the literature both, it was found that customers prefer to buy the products that have eco-labelling or eco-branding on it as compared to the products that are not environment friendly. They less environment friendly products are not preferred by the customers because they believe that they will eventually harm the environment (Dubihlela & Ngxukumeshe, 2016).

From the research survey results, it was found that eco-branding helps the consumers to achieve their goals of sustainability and contribution to amelioration and environmental protection. The consumers prefer eco-branded products and from the results, it was observed that customers are also willing to pay more for the products that have eco-labelling or those are eco-branded. The local retail businesses in Ireland come up with the products and services that are environment friendly and support sustainability goals and principles. The business professionals are responsible to change their production practices and manufacturing strategies as per the needs and consumption patterns of the customers. In a research report, it was found that Eco-branding and eco-labelling have great potential to sustain the marketplace as they are the tools widely used from decades by a number of companies globally while practising the strategies of green marketing.

4.3.3 Exploring the relationship between environmental advertisements and consumer buying behaviour in the Irish Retail Sector.

Environmental advertisement of the products allow the brand owners to create awareness in the market, introduce variety of products, and affordable prices so that the products are appreciated fully (Berghoff, et al., 2012; Akhilesh & Pradeep, 2017). From the survey and literature review, the relationship between eco-labelling variable and consumer buying behaviour was found to be statistically significant. The training of graphic artists is done by different retail branding professionals so that consumer buying behaviour can be affected and better eco-labels can be designed to attract customers (Akhilesh & Pradeep, 2017; Aditi, 2017). The increased awareness of customers on eco-labels allow the marketing professionals to promote the consumption of green products in the market of Ireland. On the other hand, it was found that the governmental bodies also take steps to monitor the trustworthiness and credibility of the message in the eco-labelling of the products (Dangelico, 2017; Zhi-bin, 2012). The governmental authorities endeavour significantly to inform target market about the availability and meaning of eco-branding, eco-labelling, etc. on the products along with the benefits of having eco-branding and eco-labelling on environment (Susanna, 2008).

From the survey, it was observed that customers feel responsible and believe that they are contributing towards environmental protection and safety by consuming products that have been produced sustainably because customers do not explicitly involve themselves usually on activities that help them protect the environment, which is why green products are preferred more and customers are inclined towards such products more that are produced sustainably and

spread least pollution in the environment (Aslaksen & Synnestvedt, 2003; Aditi, 2017). Many other responses from the survey showed that advertising and marketing activities allow customers to buy the products having green labelling or eco-friendly production or packaging as it positively affects the buying behaviour of the customers and influence them to buy the products. Dubihlela & Ngxukumeshe (2016), mentioned that It is the need of customers these days that disposable, recyclable, reusable, and eco-friendly products are offered to them because they are sustainable and do not create pollution in the environment. Such products produce less waste and therefore, marketers and retail business owners focus on benefits of advertisements and marketing having several environmental and sustainable benefits in selling the products (Baker & Sinkula, 2005).

It was found that biodegradable products, energy-efficient bulbs, products with no use of plastic packaging, and environmentally safe detergents are quite common in the retail market and the sales figures of such products are comparatively higher than the products that are not produced considering green practices (Dubihlela & Ngxukumeshe, 2016; Aslaksen & Synnestvedt, 2003).

The relationship also positively exist between environmental advertisement and consumer buying behaviour for green products as it can be observed in the survey findings and literature review both that advertising plays the most important role and effect on the buying behaviour of customers and as a result, marketing professionals can use this opportunity to increase awareness and promotion of the products that are environment friendly and enhance sales growth in the market (Baker & Sinkula, 2005; Aslaksen & Synnestvedt, 2003). On the other hand, one of the factors that negatively affect the application of environmental advertisement on the enhancement of consumer buying behaviour is low level of trust and credibility of green advertisements on the minds of customers (Bhattacharjee & Mukherjee, 2015; Akhilesh & Pradeep, 2017). According to Aslaksen & Synnestvedt, (2003) it was mentioned that consumer buying behaviour and eco-labelling are more visible and prominent in the retail products worldwide, which creates a prominent perception in the minds of customers about green marketing.

It can be said that all these factors and variables have positive relationship with consumer buying behaviour but not all types of customers are influenced by green marketing (Chen, 2013; Chang, 2019). In a research study, it was mentioned that customers are affected by price, convenience, and quality of the products as well as compared to green marketing or sustainable production of the products (Rahbar & Abdul Wahid, 2011). It is therefore, a need to identify

the significance of these factors and relate them with the findings of literature and this research to see whether only promotion of goods is enough for the customers and target market to purchase the products (Susanna, 2008). It is also important to identify whether target market is more concerned towards the environment as compared to price, convenience, and other factors that help them select the products and create their buying intention (Aditi, 2017; Rahbar & Abdul Wahid, 2011).

Chapter 5

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

In the dissertation, different opportunities for retail businesses have been presented with respect to green marketing and their effects on the sales of the products and perceptions of customers. The concept of green marketing and sustainable production of the products are not new concepts however, the growing concerns of customers and the belief that they should contribute towards environmental protection through consumption of eco-friendly products create the urge and need in the retail goods manufacturers as well as marketers to focus on the strategies, techniques, and approaches that can attract customers by showing value and quality of products as well as sustainable production and packaging techniques allow the customers to increase their needs to buy the products.

The research study contributed the retail professionals and marketers to understand the buying behaviours and perceptions of customers and their target market about green marketing so that they can focus on the strategies and approaches that can offer green benefits to the customers be it in production of the products or packaging. The research study contributed well in the area of understanding different types of green marketing their significance to the organisation because green marketing and sustainable practices improve commitment of company to the environment and planet. The dissertation used several research studies to understand the concept of green marketing and ways through which quality compliance of green and sustainable practices can be achieved. It is also quite an important avenue through which retail professionals and academic readers are educated about environment, sustainability, and eco-friendly practices that can improve the planet and create a sense of responsibility in the minds of people/customers.

5.1 Recommendations Based on Research Findings

For the research questions, the Recommendations are:

- To improve eco-labelling and environmental advertisement activities and strategies by the retail professionals so that customers are attracted towards the brands and through

effective strategies and techniques, the needs and desires of customers can be triggered, and sales of the products are increased.

- The retail brands owners should focus on different key selling points and marketing strategies by included phrases and keywords in marketing message like sustainable product, low-energy solution, low waste products, non-toxic ingredients, organic ingredients, chemical free products, and recyclable materials so that customers find it attractive and their desires are increased towards buying such products
- The retail professionals should focus on sustainable design of the products and operate with the practices that are actually sustainable. The design is not just about eco-labelling or putting a recycle logo on the products' packaging or committing to planting trees with profitability, rather the sustainable product design should be focused with full life cycle of the products in consideration from raw material procurement to selling it to the customers.

5.2 Recommendations for Future Research

In future, the researchers are encouraged to focus on the conceptual papers, theoretical evidences, and marketing frameworks along with the empirical studies for future reviews. The future work should focus on the exploration of additional factors and causes that influence the products' green buying behaviour and identify the effects of these factors that have been identified in the research study and in the literature, the analysis and discussion is less on such topics. Moreover, the researchers can use different social backgrounds and cultural factors and see the impact of these variables of eco-labelling, eco-branding, and environmental advertisements on people with different social and cultural backgrounds in the market of Ireland. The understanding of inconsistent behaviour of customers should be identified also because the factors creating inconsistent behaviour need to be focused more by the marketing and business professionals so that the issues and challenges can be overcome and they can make effective strategies to change the behaviours and perceptions of customers towards green marketing and sustainable products' purchase.

The recommendations, future work implications, and limitations of the dissertation should be focused by the researchers and academic readers who have interest in this topic of study. This way, the world can be improved because they will influence marketing and retail professionals to develop effective strategies to achieve sustainability and gain competitive advantage in the industry. The dissertation has made me a better reader, learner, and researcher because from a

sheer topic, writing a comprehensive research report was not a simple task for me. I had to spend days and nights reading different research papers and previously published papers to gain relevant information, theories, facts, and figures for this research. Data extraction, sorting, and filtering data was a critical yet interesting task that made me a better professional. Further, the overall experience from writing this research was great and I urge all the researchers to take key points from this research study and widen the horizons by extending the topic of the research and contribute more to the literature on the subject of green marketing.

5.3 Limitations and Gaps of the Research

The limitations of this dissertation are that only limited elements of green marketing have been discussed and analysed in the research due. The expected research survey respondents initially intended to be 500 were reduced to 250. The availability and accessibility issue of the research respondents for the survey of green marketing impact on consumer buying behaviour was a significant issue and limitation for this research study. Moreover, the responses of questionnaire gained later could not be accommodated in this research as the dissertation was in the final stages of completion. For further research related to this study, qualitative analysis can be attempted to better understand the expressive information that was not identified in the process of using quantitative analysis.

The concept of green washing, change leading to high cost in retail industry could also be focused with respect to green marketing because it might be an interesting area of research for the researcher to explore and gain insights of the market of Ireland for which new strategies of cost-saving could be discussed to resolve the issue. Additionally, new policies and regulations could have been made and suggested to the retail professionals through the study for improvement of their business functions and increase the compliance of environmental protection standards through their practices, which can be the areas for future research as well.

In future, the research subject can be extended by adding more variables and specific markets to identify more about green marketing and its effects on consumer buying behaviour. The limitations of this research need to be resolved by focusing on the gaps and areas that were left to be explored and analysed in this dissertation.

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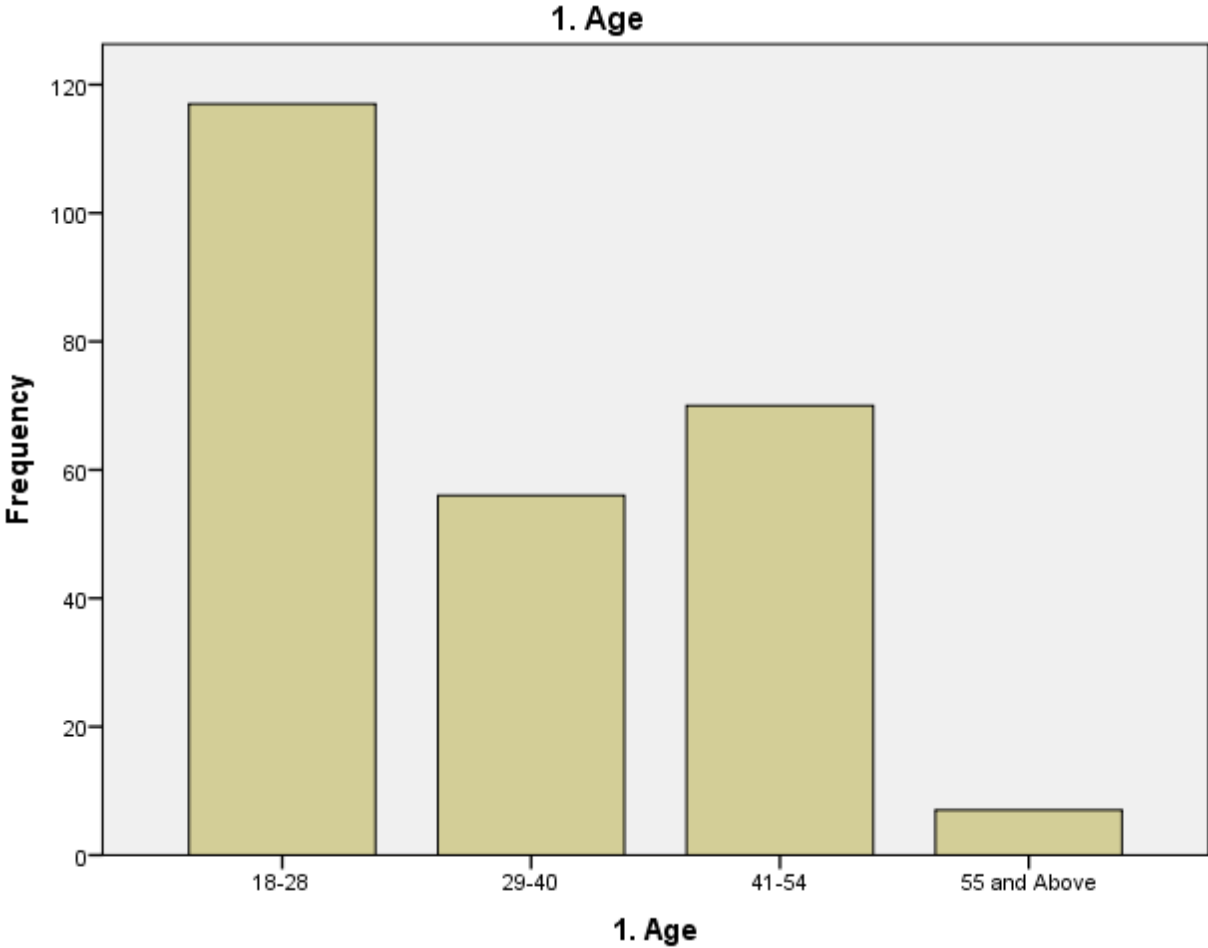
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Appendix A –

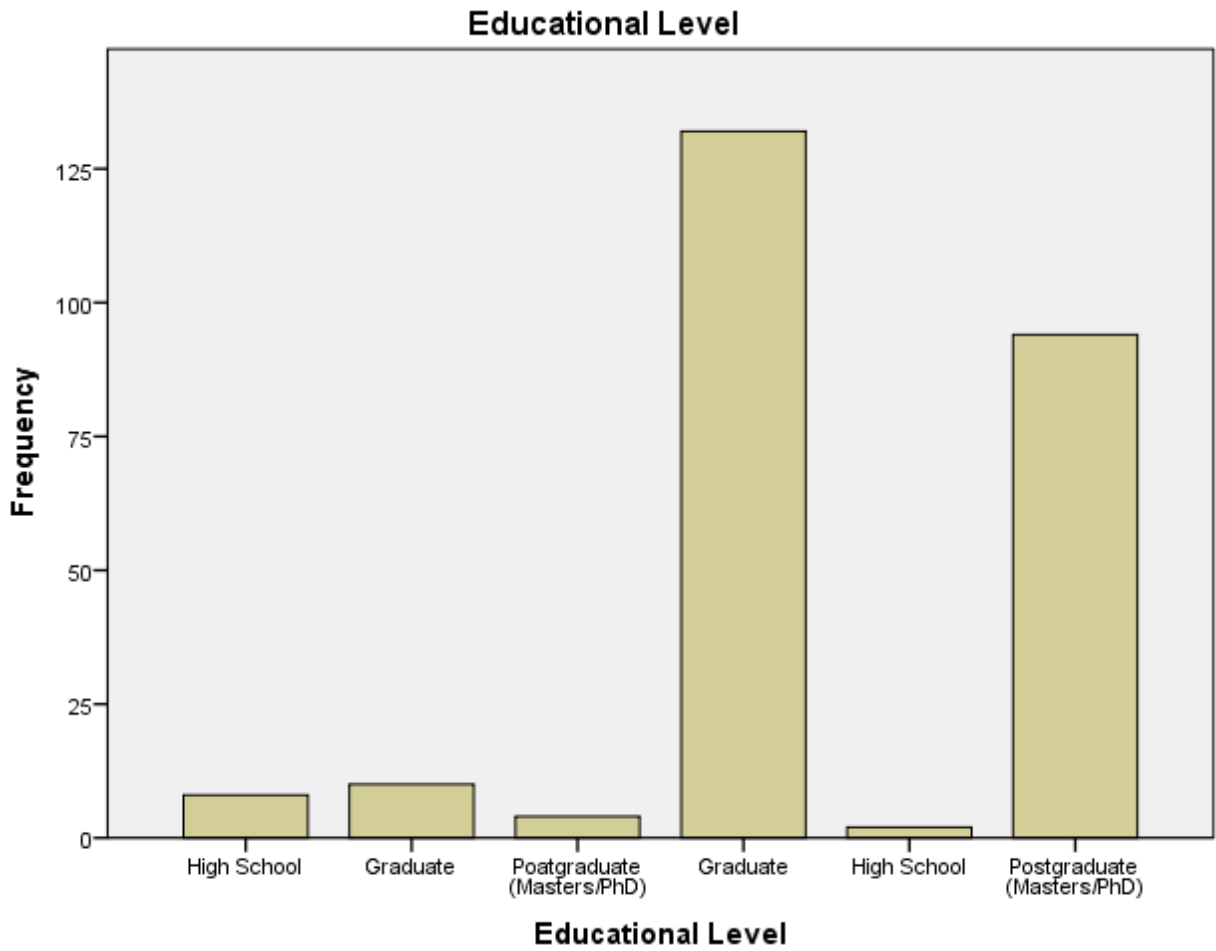
Information of Participants



1. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-28	117	46.8	46.8	46.8
Valid 29-40	56	22.4	22.4	69.2
Valid 41-54	70	28.0	28.0	97.2
Valid 55 and Above	7	2.8	2.8	100.0

Total	250	100.0	100.0	
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Educational Level

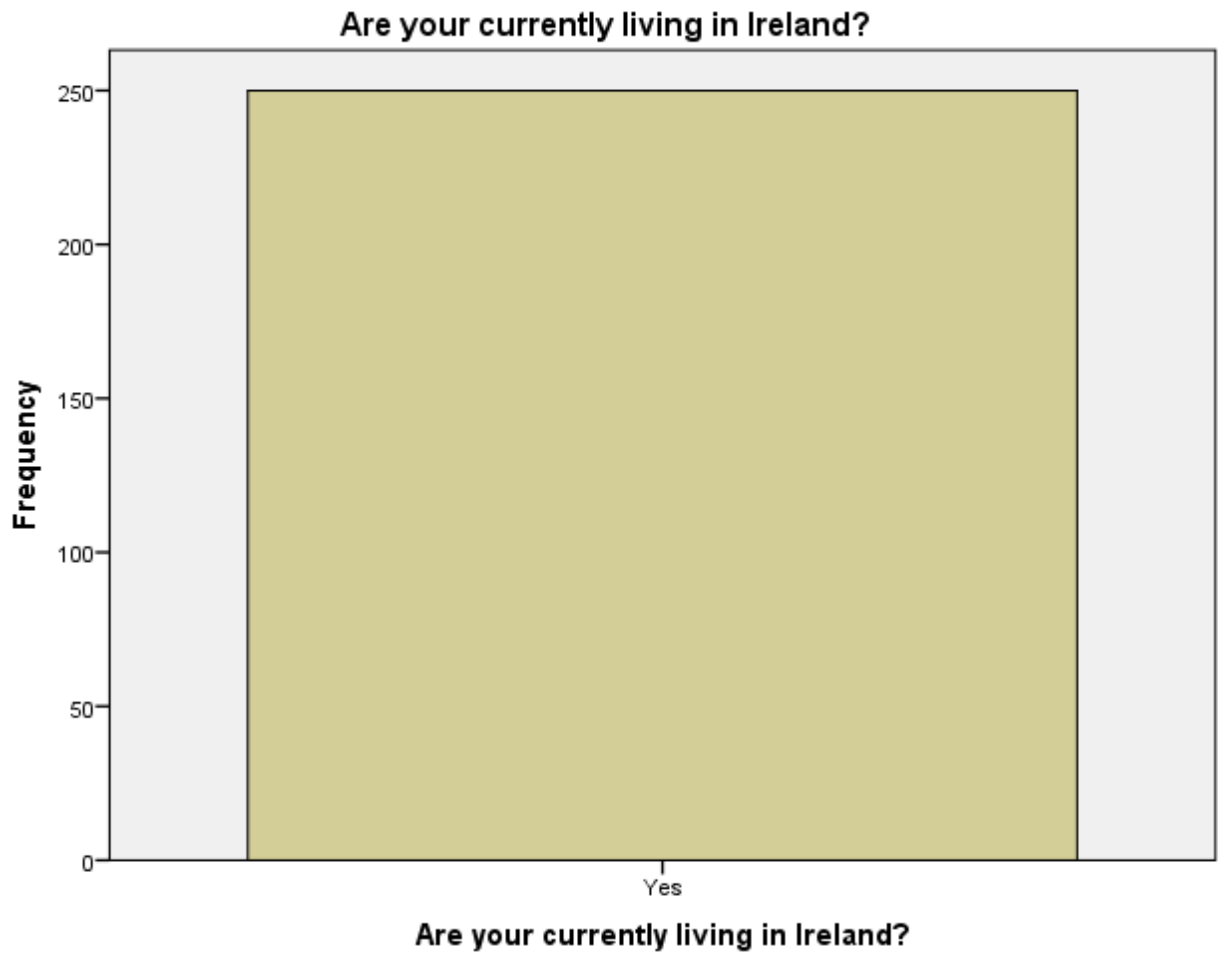
	Frequency	Percent	Valid Percent	Cumulative Percent
High School	8	3.2	3.2	3.2
Graduate	10	4.0	4.0	7.2
Postgraduate(Masters/PhD)	4	1.6	1.6	8.8
Valid Graduate	132	52.8	52.8	61.6
High School	2	.8	.8	62.4
Postgraduate (Masters/PhD)	94	37.6	37.6	100.0

Total	250	100.0	100.0	
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As a resident in Ireland, do you patronize retail businesses?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	7	2.8	2.8	2.8
Valid Yes	243	97.2	97.2	100.0
Total	250	100.0	100.0	



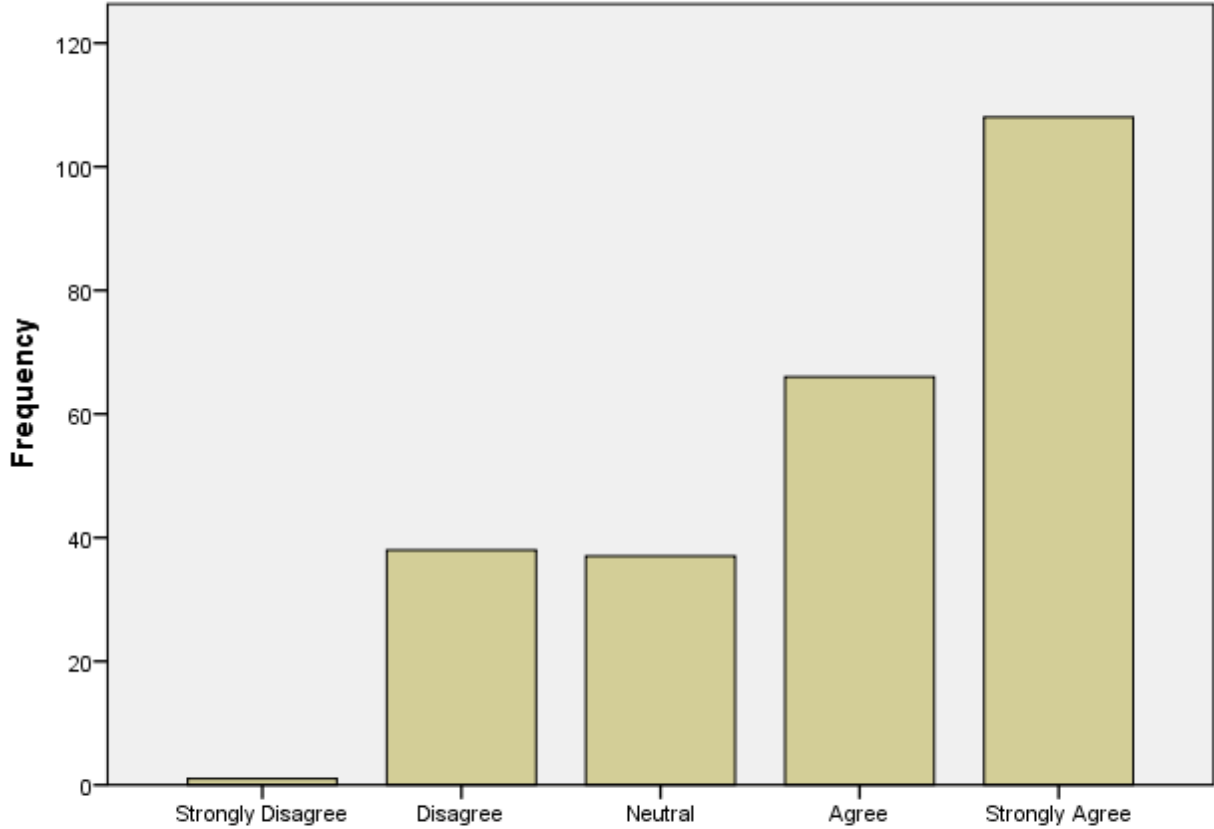
Are your currently living in Ireland?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	250	100.0	100.0	100.0

Appendix B –

Responses of Questions

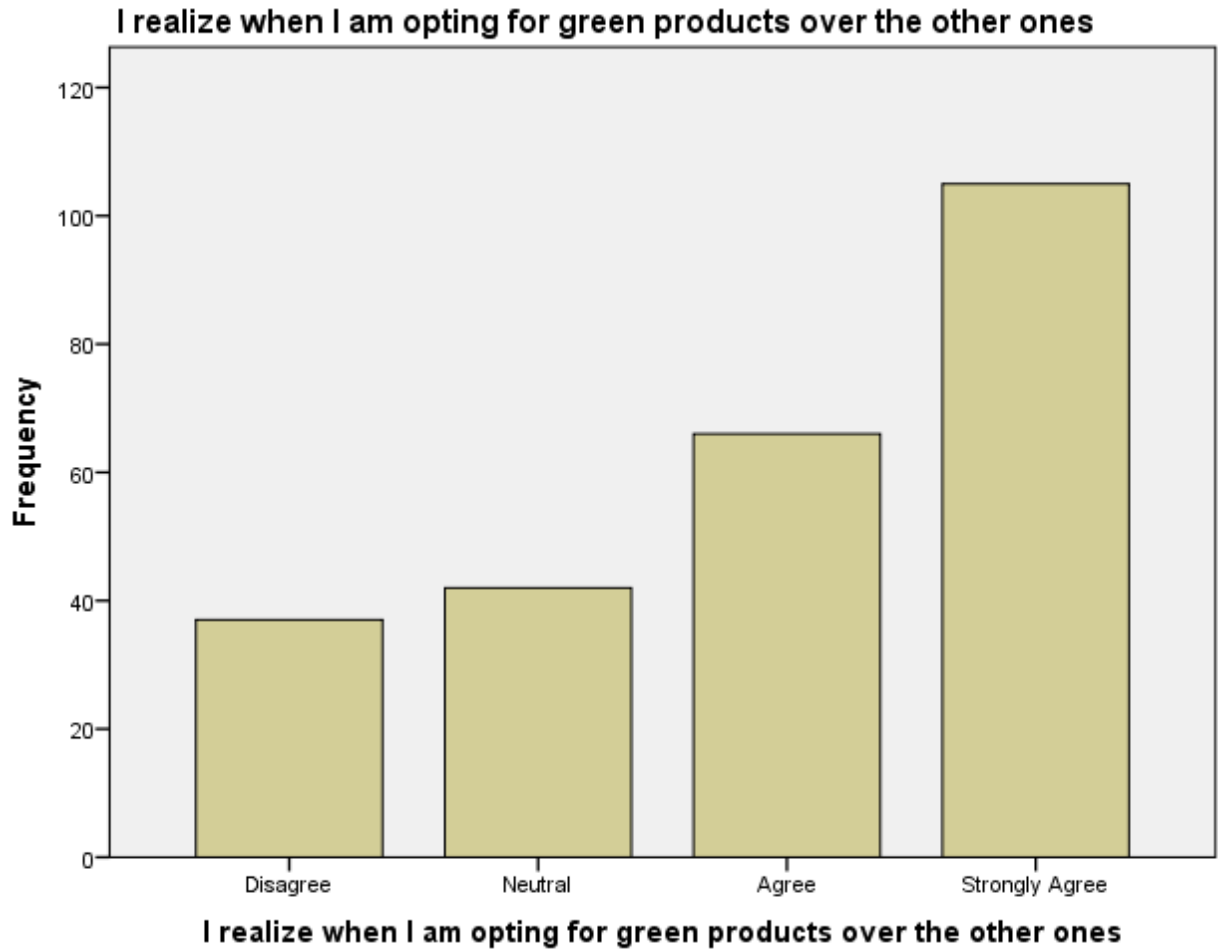
I recognize organic product labels or green energy labels on products sold *



I recognize organic product labels or green energy labels on products sold *

I recognize organic product labels or green energy labels on products sold *

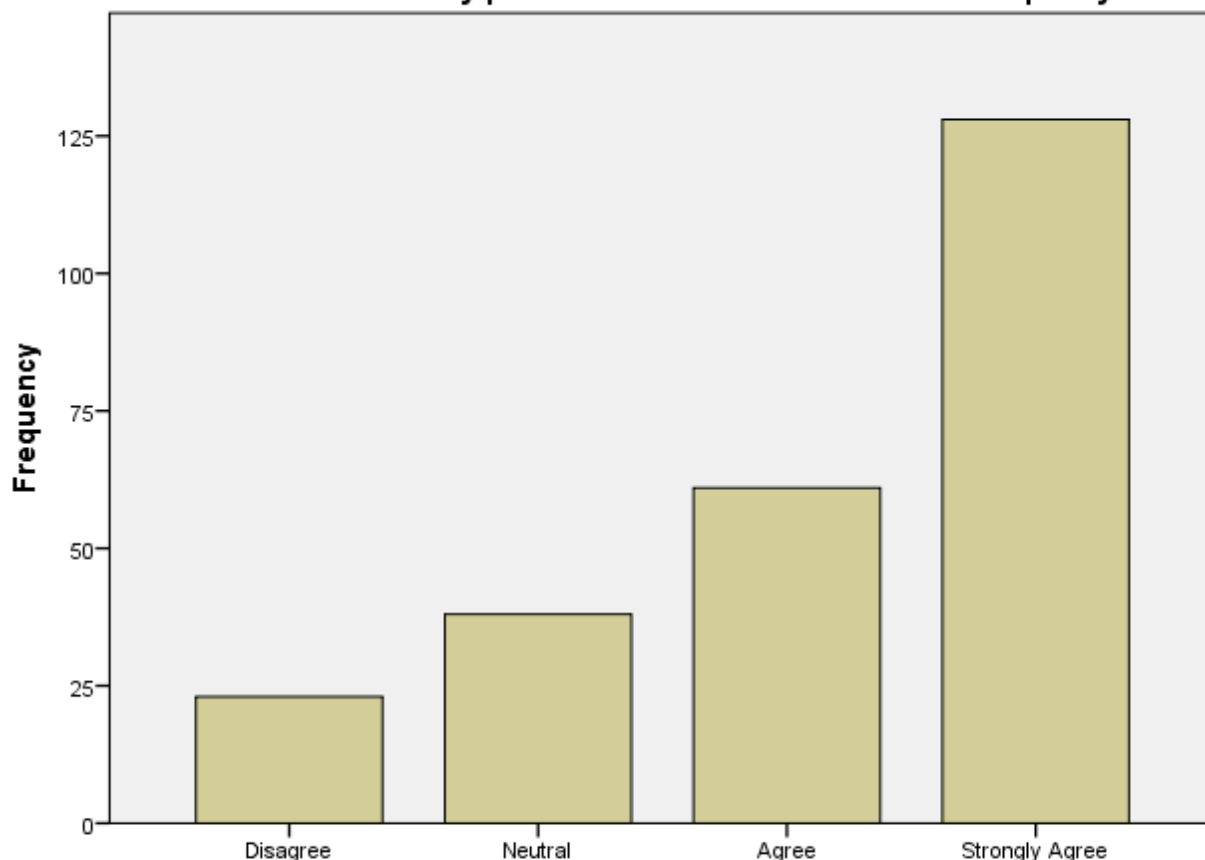
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.4	.4	.4
Valid Disagree	38	15.2	15.2	15.6
Valid Neutral	37	14.8	14.8	30.4
Valid Agree	66	26.4	26.4	56.8
Valid Strongly Agree	108	43.2	43.2	100.0
Total	250	100.0	100.0	



I realize when I am opting for green products over the other ones

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	37	14.8	14.8	14.8
Neutral	42	16.8	16.8	31.6
Agree	66	26.4	26.4	58.0
Strongly Agree	105	42.0	42.0	100.0
Total	250	100.0	100.0	

I believe that Eco-friendly products have more life and better quality

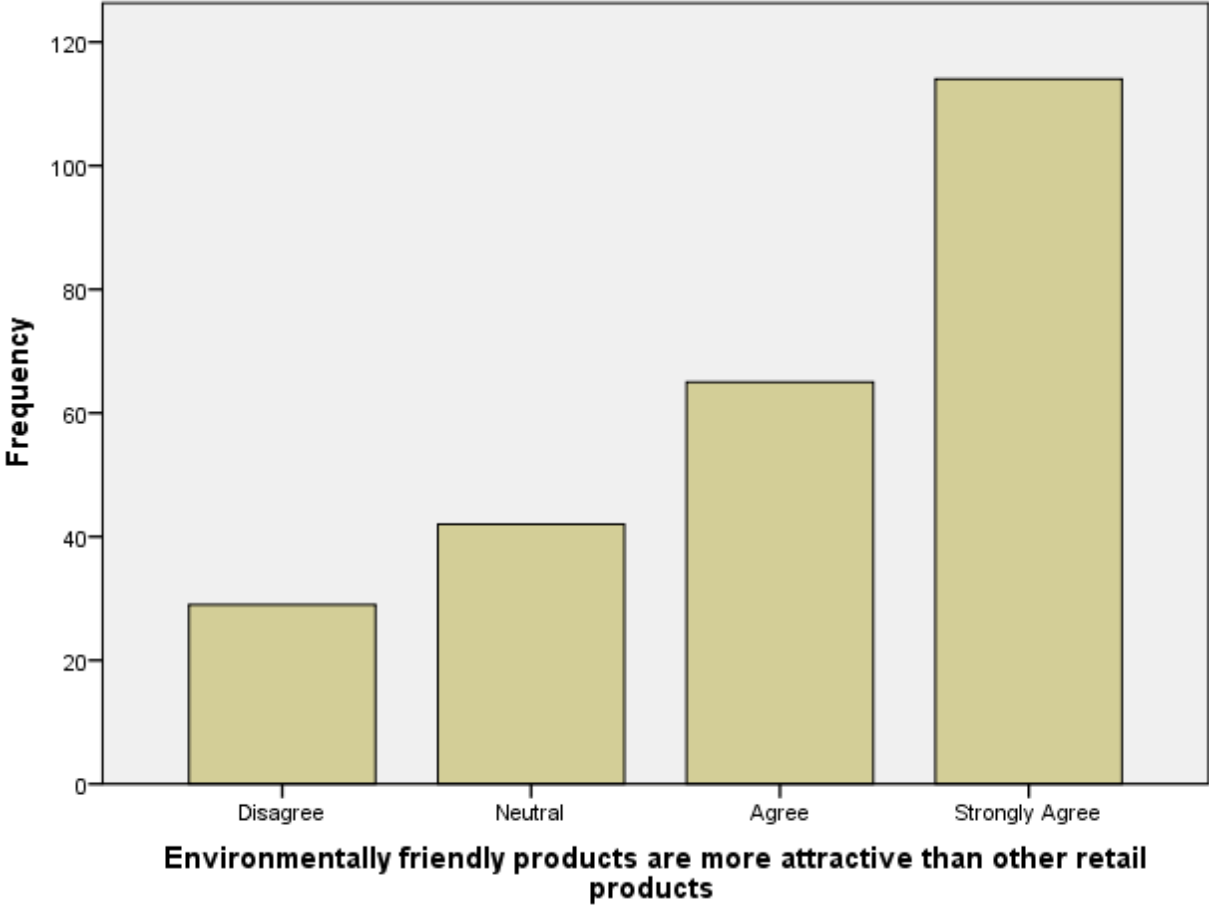


I believe that Eco-friendly products have more life and better quality

I believe that green, sustainably produced products are better than non-organic or non-Eco-friendly products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	32	12.8	12.8	12.8
Neutral	40	16.0	16.0	28.8
Agree	59	23.6	23.6	52.4
Strongly Agree	119	47.6	47.6	100.0
Total	250	100.0	100.0	

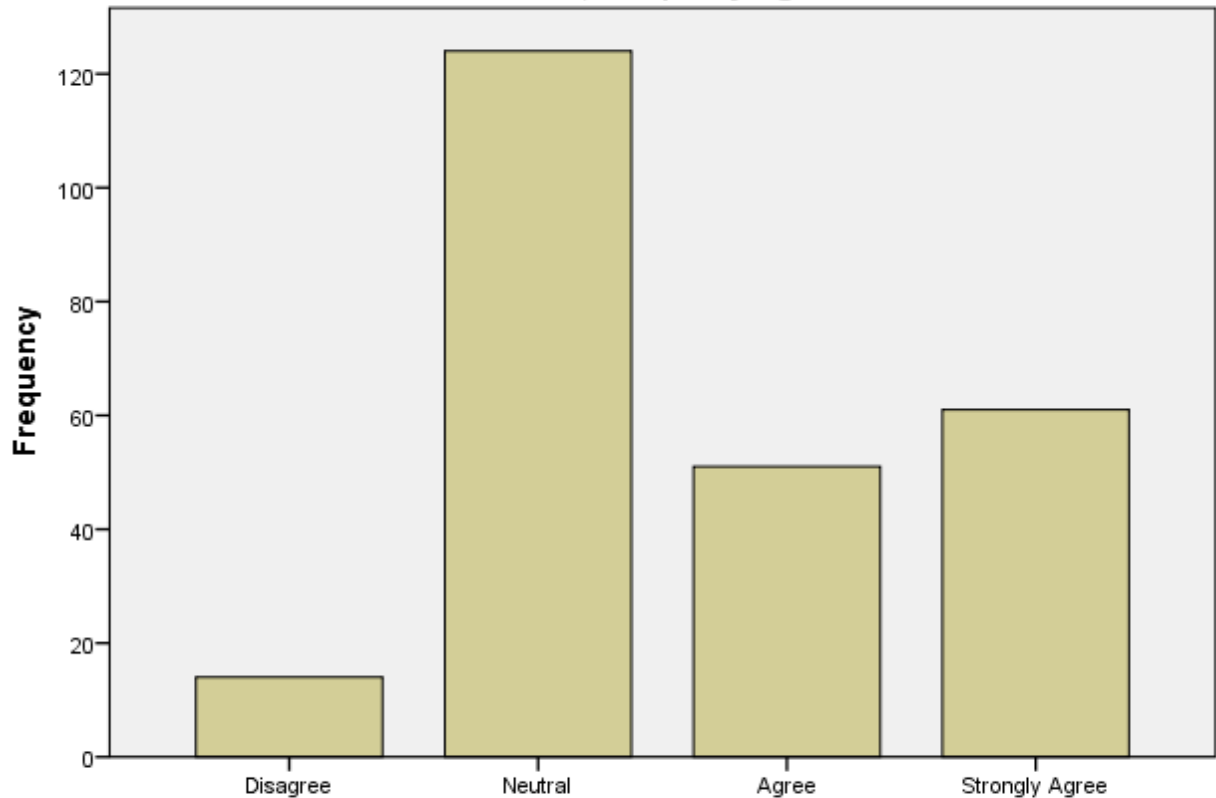
Environmentally friendly products are more attractive than other retail products



Environmentally friendly products are more attractive than other retail products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	29	11.6	11.6	11.6
Valid Neutral	42	16.8	16.8	28.4
Valid Agree	65	26.0	26.0	54.4
Valid Strongly Agree	114	45.6	45.6	100.0
Total	250	100.0	100.0	

When I learn about the negative and harmful impact a product has in the environment, I stop buying it

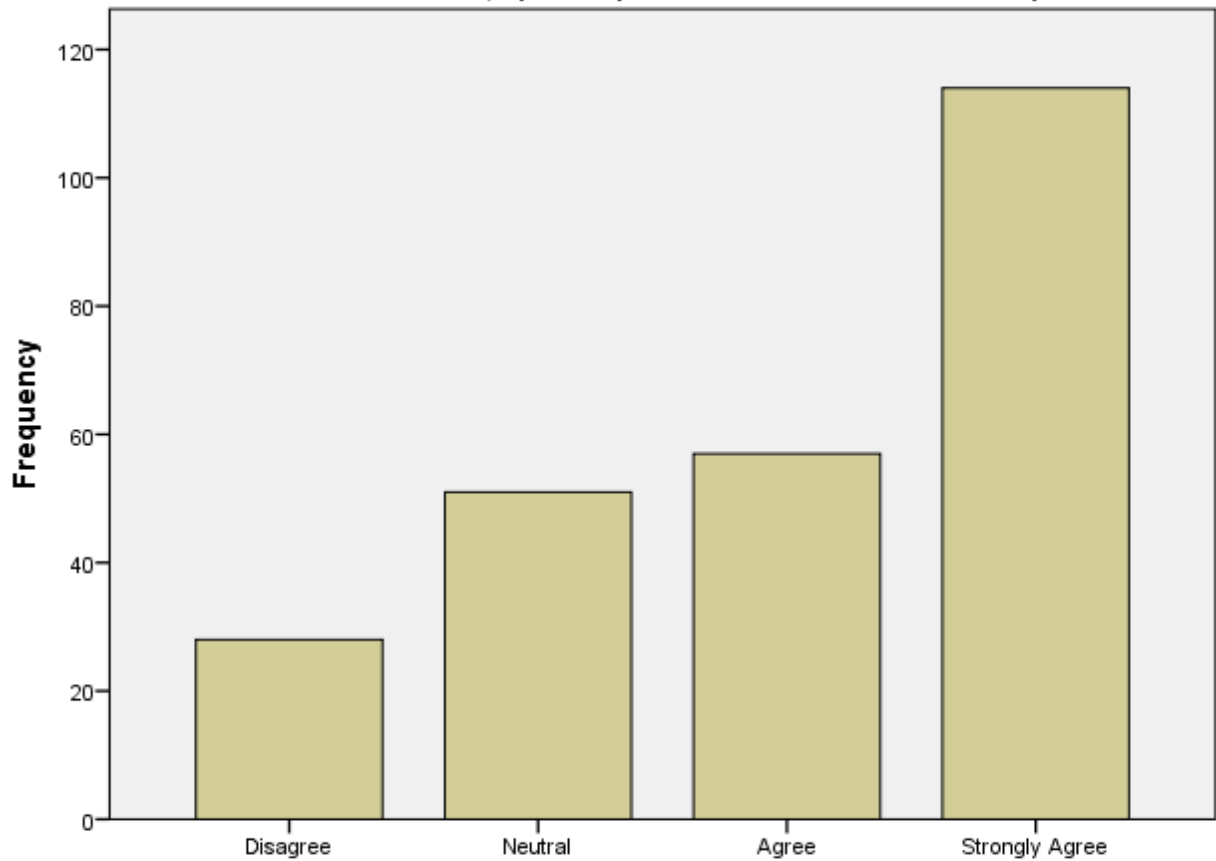


When I learn about the negative and harmful impact a product has in the environment, I stop buying it

When I learn about the negative and harmful impact a product has in the environment, I stop buying it

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	14	5.6	5.6	5.6
Neutral	124	49.6	49.6	55.2
Agree	51	20.4	20.4	75.6
Strongly Agree	61	24.4	24.4	100.0
Total	250	100.0	100.0	

In case there is an alternative, I prefer products which cause less pollution

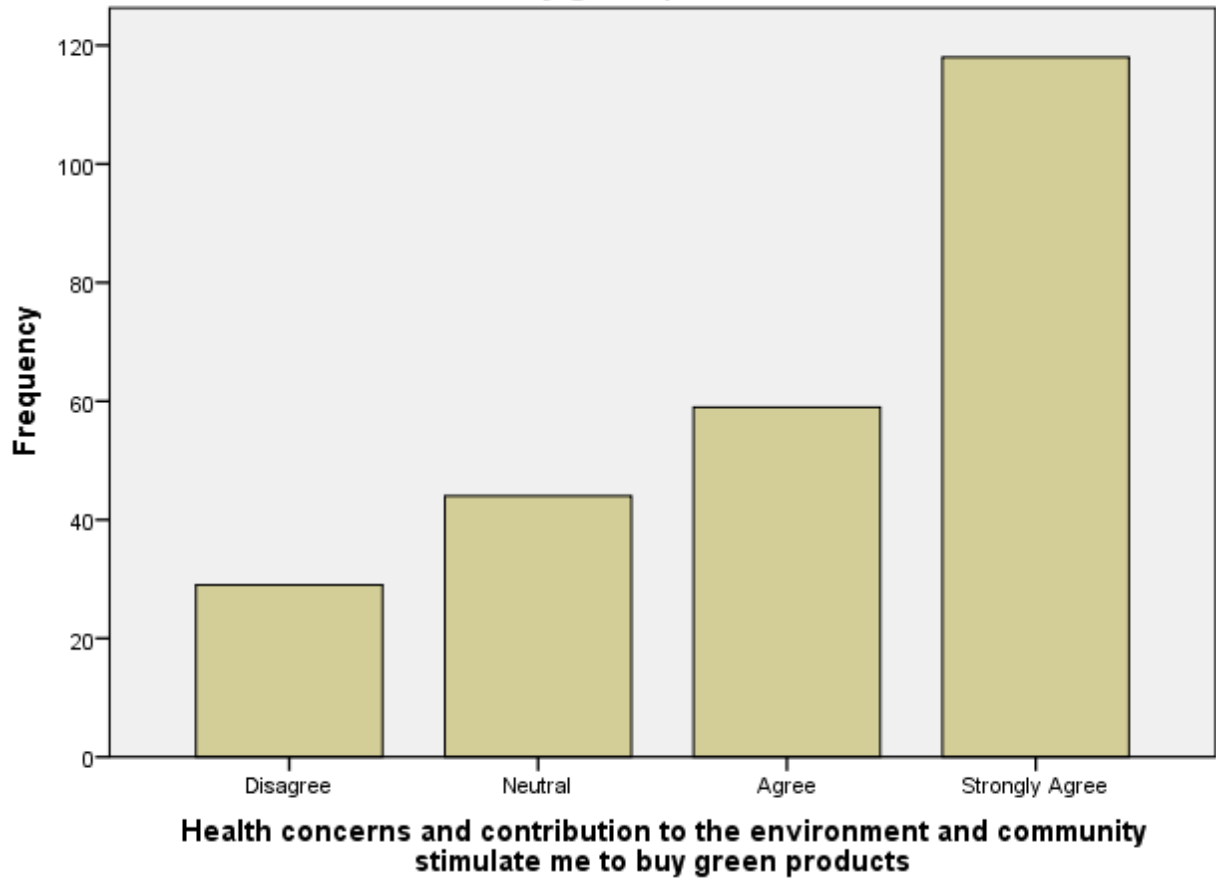


In case there is an alternative, I prefer products which cause less pollution

In case there is an alternative, I prefer products which cause less pollution

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	28	11.2	11.2	11.2
Valid Neutral	51	20.4	20.4	31.6
Valid Agree	57	22.8	22.8	54.4
Valid Strongly Agree	114	45.6	45.6	100.0
Total	250	100.0	100.0	

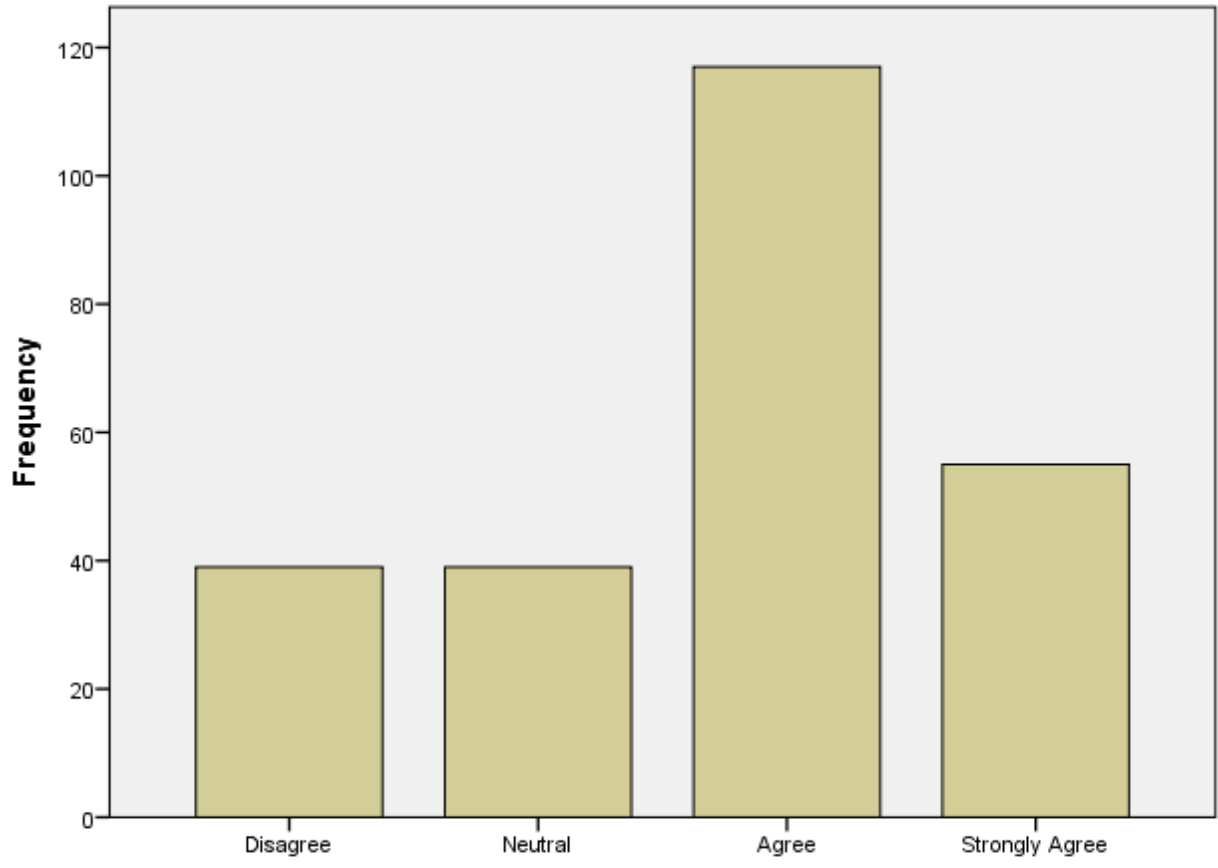
Health concerns and contribution to the environment and community stimulate me to buy green products



Health concerns and contribution to the environment and community stimulate me to buy green products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	29	11.6	11.6	11.6
Valid Neutral	44	17.6	17.6	29.2
Valid Agree	59	23.6	23.6	52.8
Valid Strongly Agree	118	47.2	47.2	100.0
Total	250	100.0	100.0	

I focus on environmental impact while purchasing a product



I focus on environmental impact while purchasing a product

I focus on environmental impact while purchasing a product

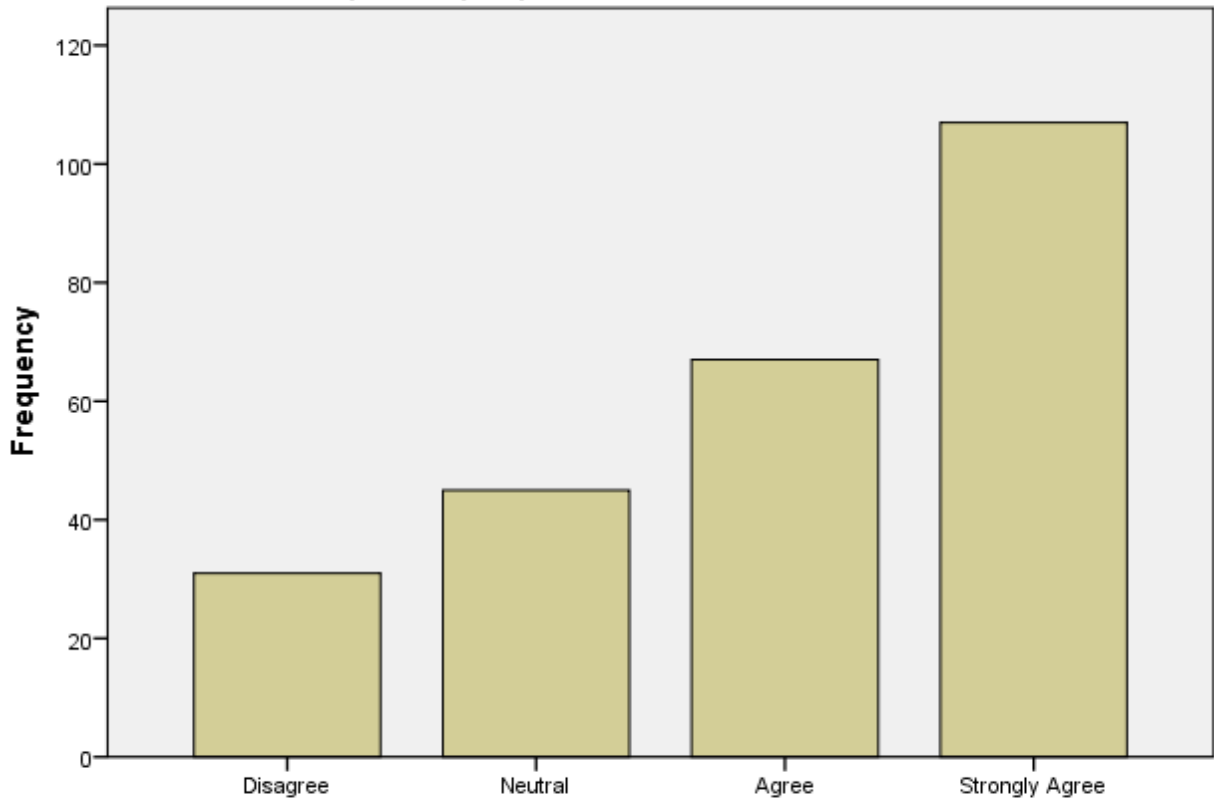
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	39	15.6	15.6
	Neutral	39	15.6	31.2
	Agree	117	46.8	78.0
	Strongly Agree	55	22.0	100.0
	Total	250	100.0	100.0



Advert of a green product influences me to buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	23	9.2	9.2	9.2
Neutral	46	18.4	18.4	27.6
Agree	62	24.8	24.8	52.4
Strongly Agree	119	47.6	47.6	100.0
Total	250	100.0	100.0	

Choosing between two products, I always buy the one which has the minimum impact to people and the environment.



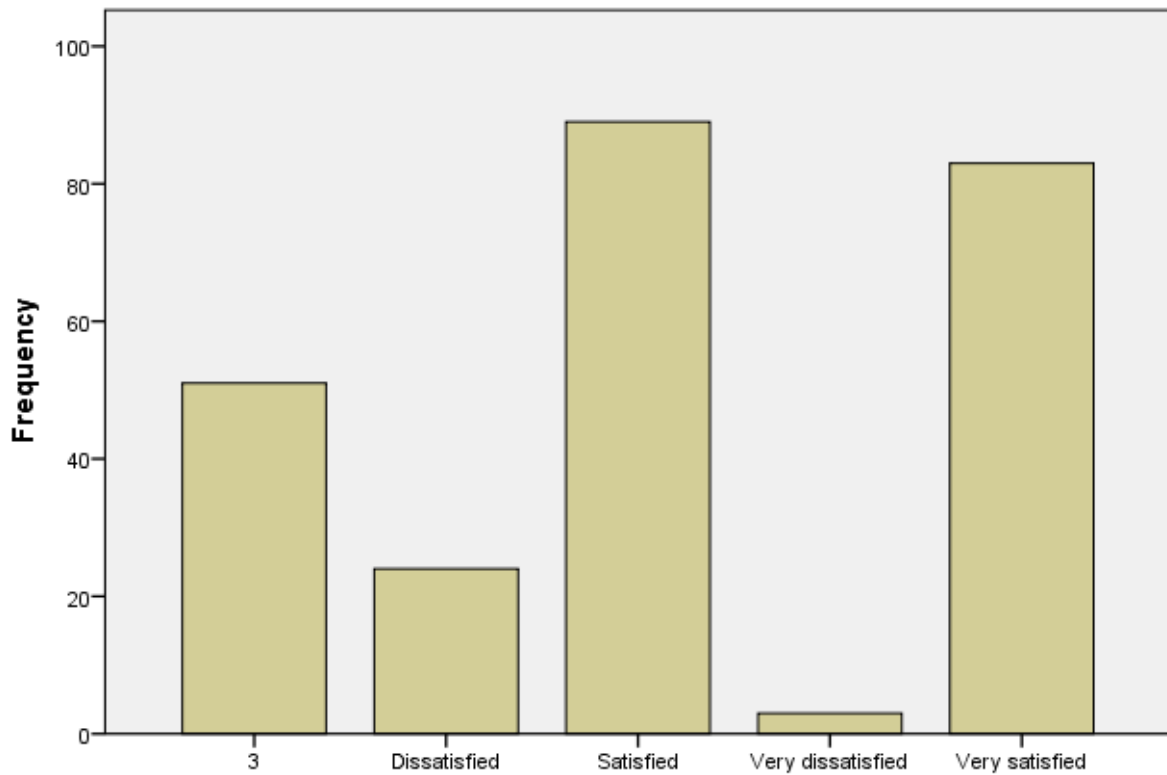
Choosing between two products, I always buy the one which has the minimum impact to people and the environment.

Choosing between two products, I always buy the one which has the minimum impact to people and the environment.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	31	12.4	12.4	12.4
Valid Neutral	45	18.0	18.0	30.4
Valid Agree	67	26.8	26.8	57.2
Valid Strongly Agree	107	42.8	42.8	100.0
Total	250	100.0	100.0	

Question 26

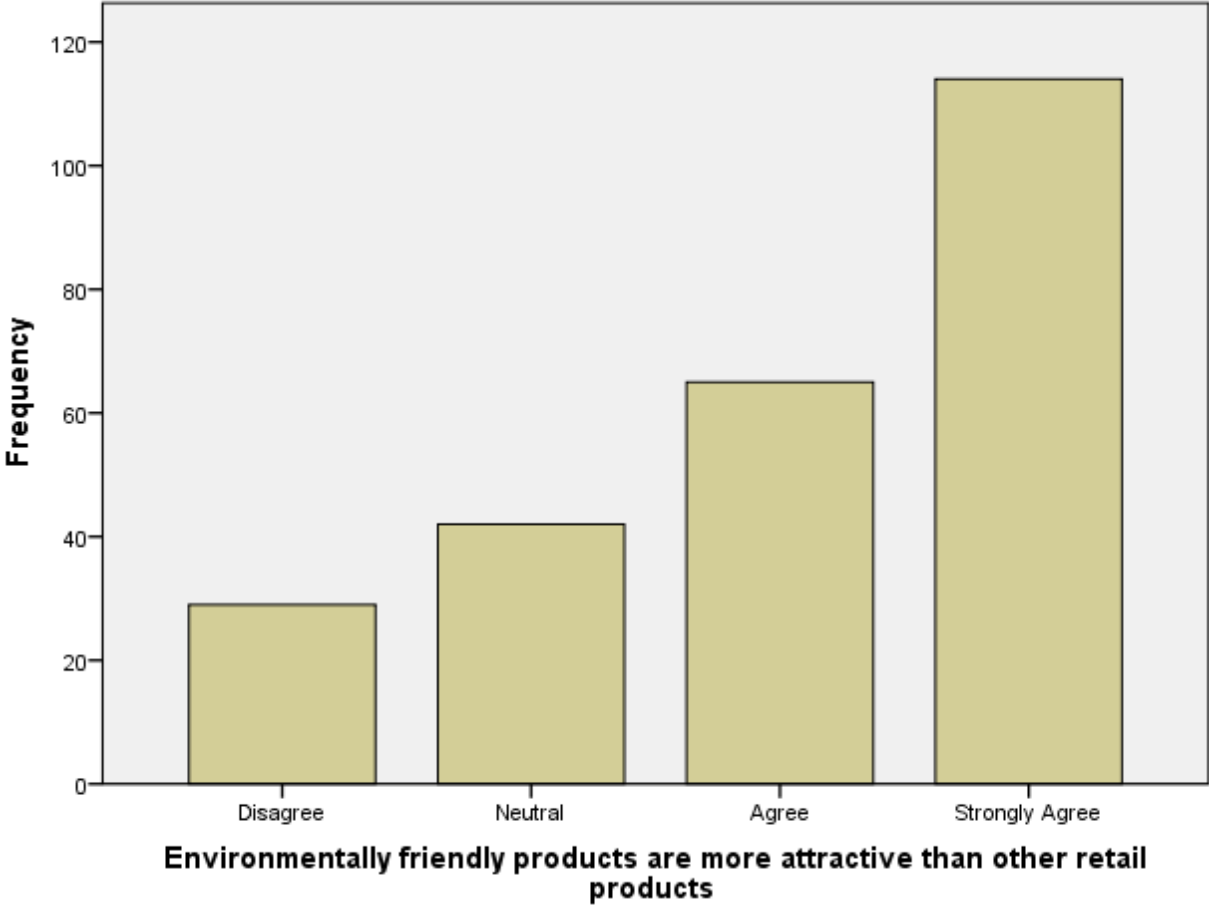
Level of Satisfaction when I buy a green product (1-Very Satisfied to 5-Very Dissatisfied)



Level of Satisfaction when I buy a green product (1-Very Satisfied to 5-Very Dissatisfied)

	Frequency	Percent	Valid Percent	Cumulative Percent
3	51	20.4	20.4	20.4
Dissatisfied	24	9.6	9.6	30.0
Satisfied	89	35.6	35.6	65.6
Very dissatisfied	3	1.2	1.2	66.8
Very satisfied	83	33.2	33.2	100.0
Total	250	100.0	100.0	

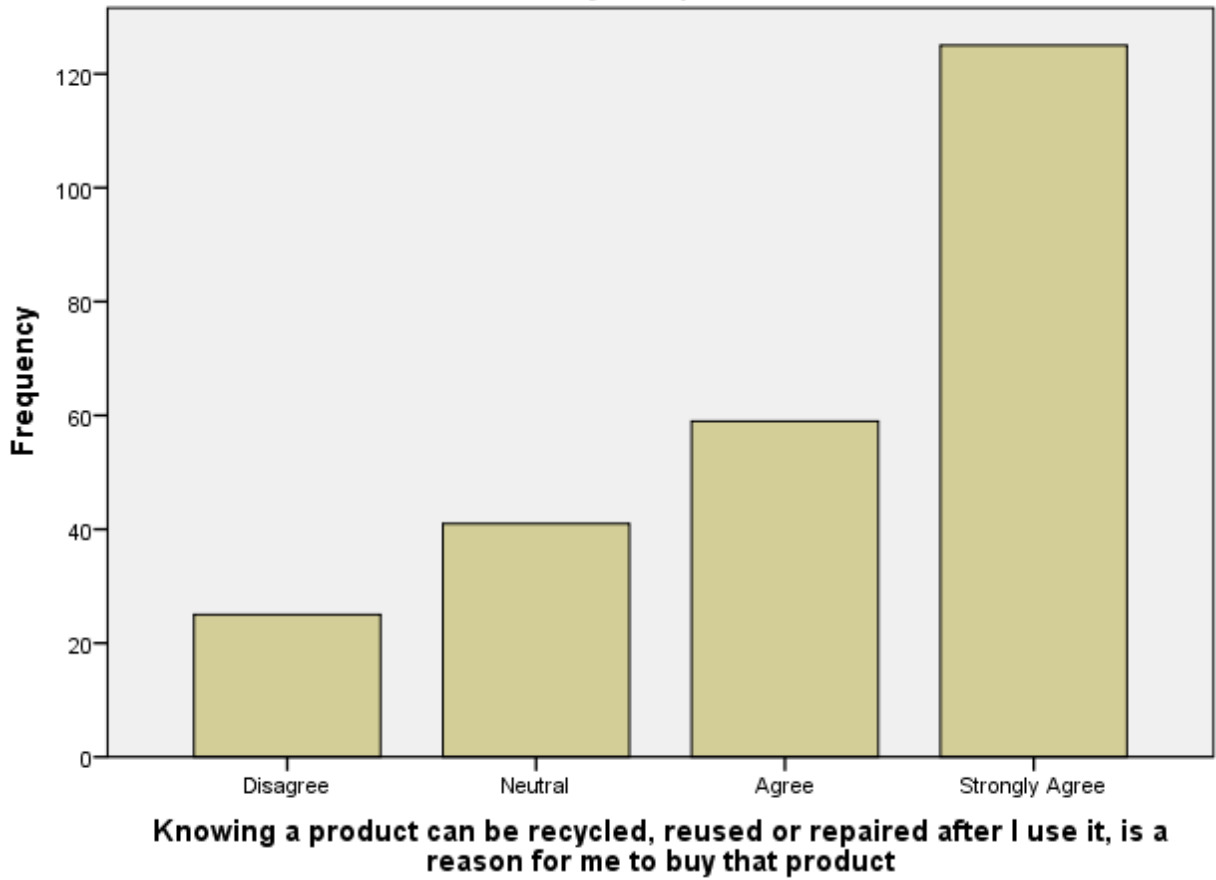
Environmentally friendly products are more attractive than other retail products



Environmentally friendly products are more attractive than other retail products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	29	11.6	11.6	11.6
Valid Neutral	42	16.8	16.8	28.4
Valid Agree	65	26.0	26.0	54.4
Valid Strongly Agree	114	45.6	45.6	100.0
Total	250	100.0	100.0	

Knowing a product can be recycled, reused or repaired after I use it, is a reason for me to buy that product

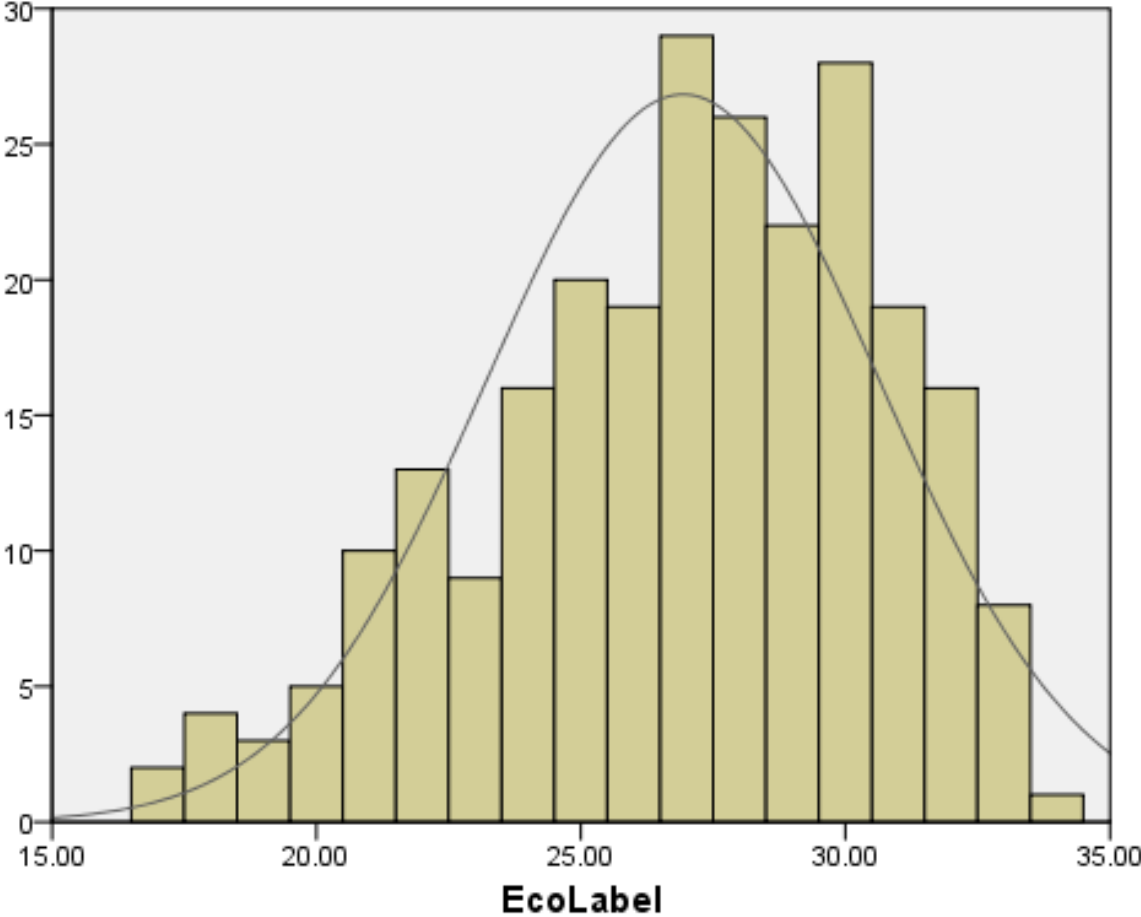


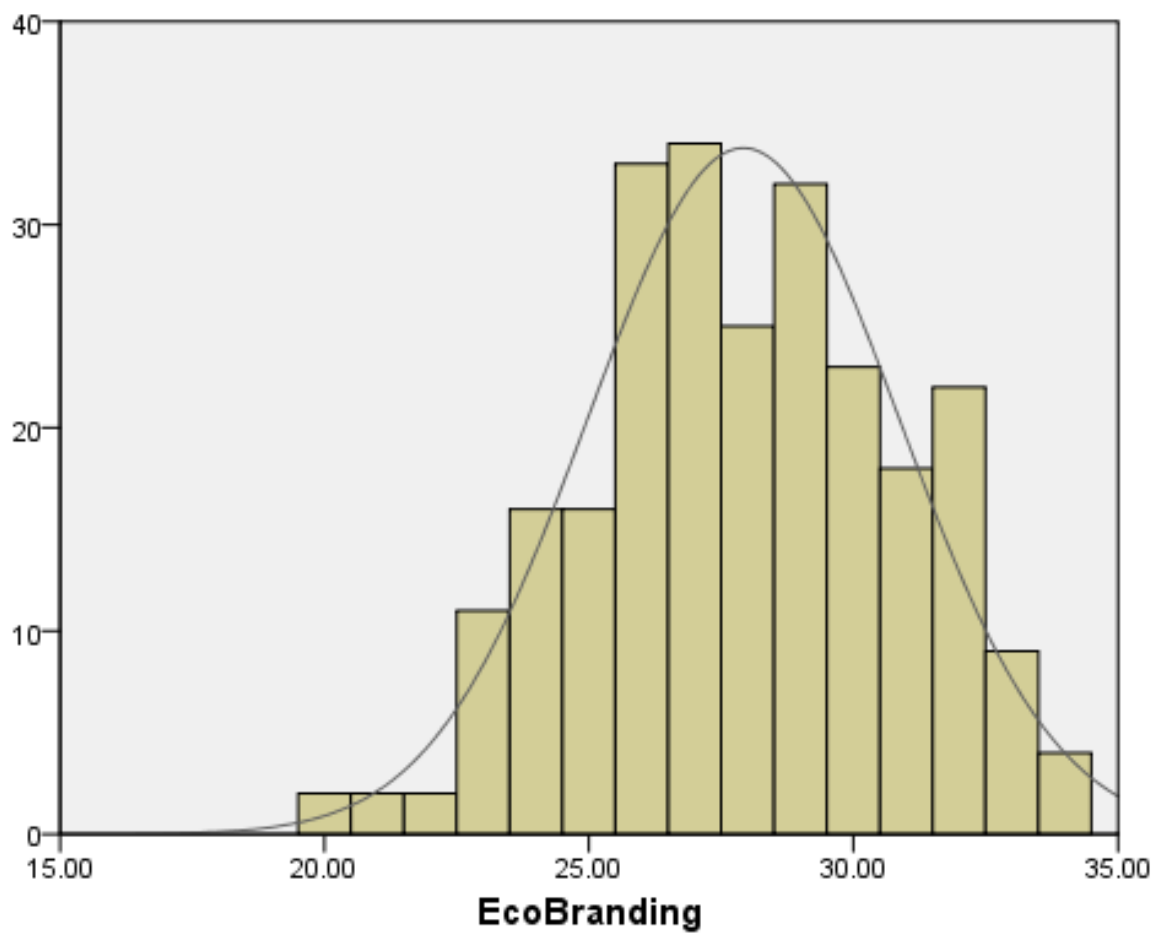
Knowing a product can be recycled, reused or repaired after I use it, is a reason for me to buy that product

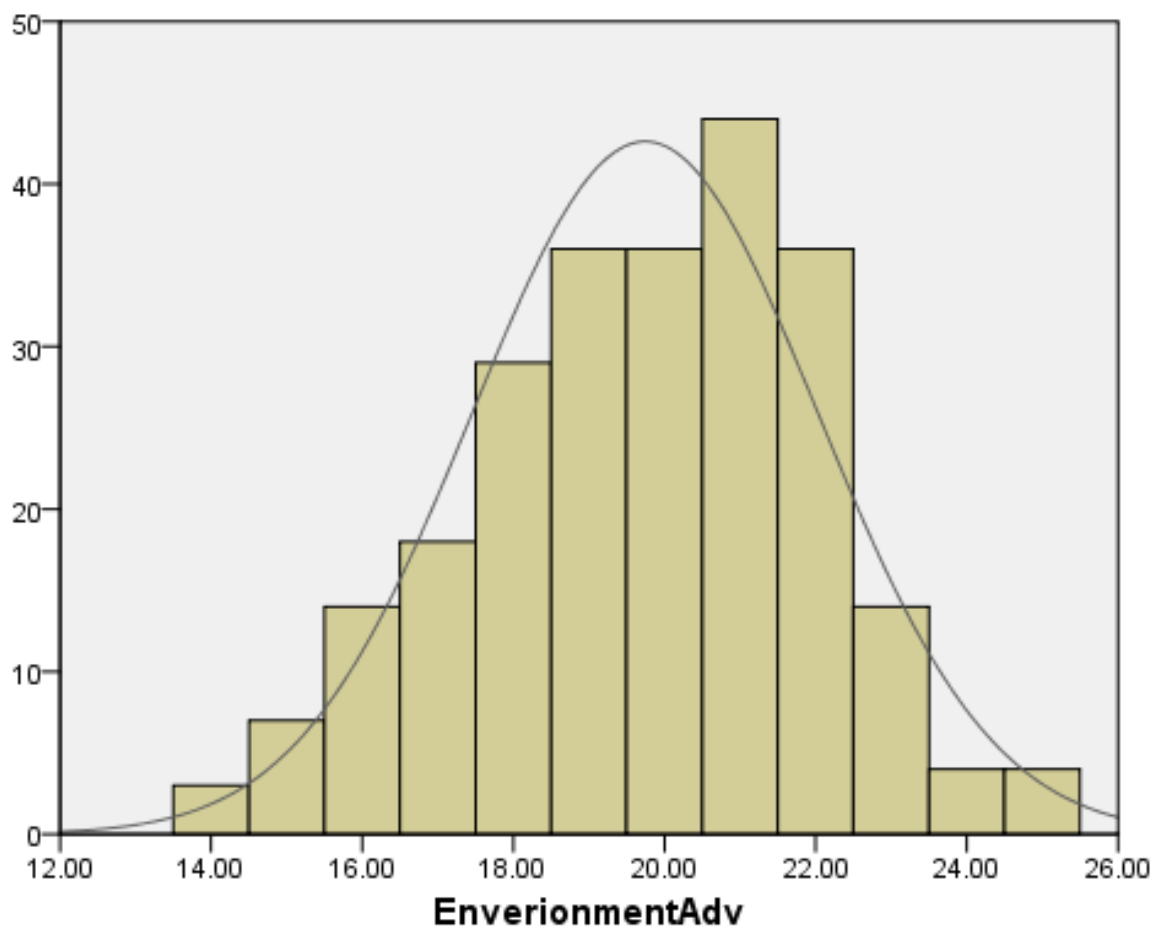
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	25	10.0	10.0	10.0
Neutral	41	16.4	16.4	26.4
Agree	59	23.6	23.6	50.0
Strongly Agree	125	50.0	50.0	100.0
Total	250	100.0	100.0	

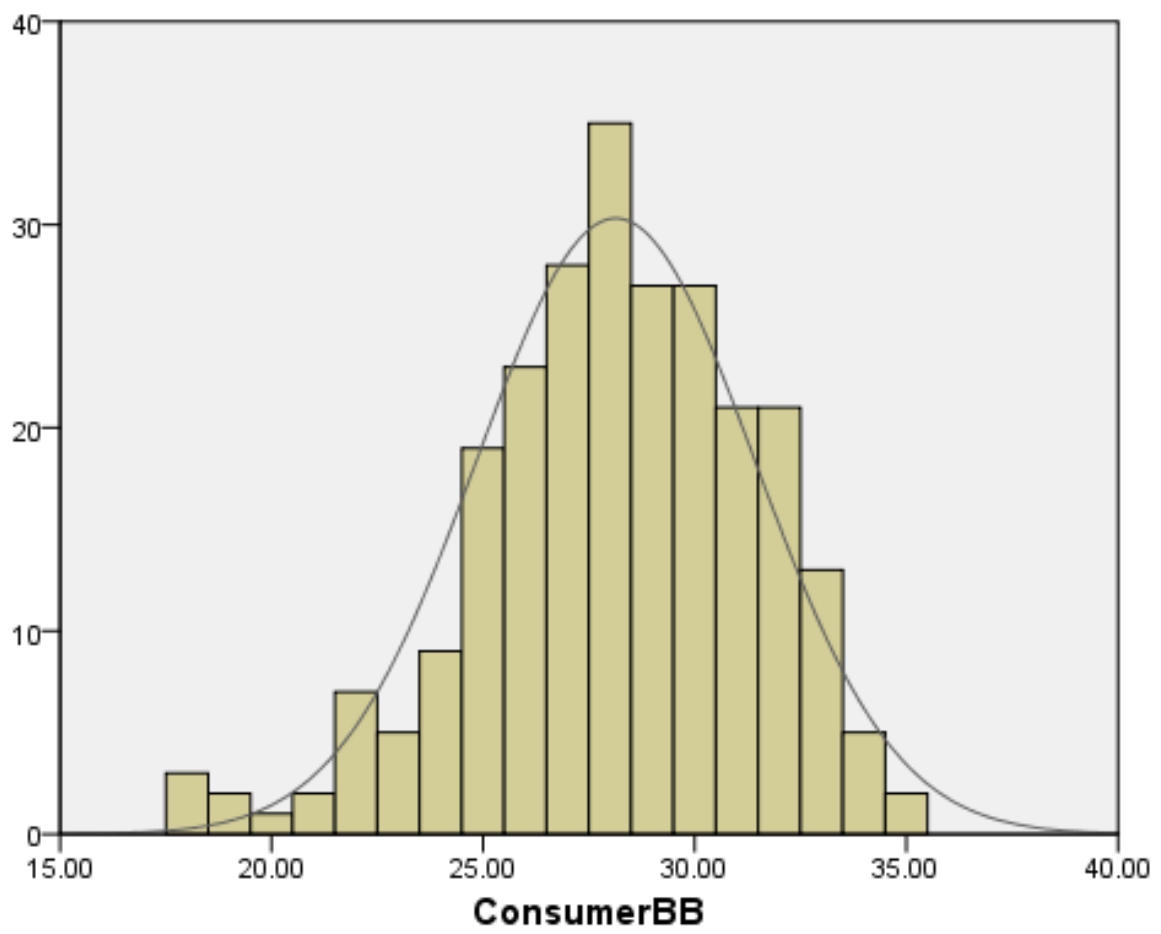
Appendix C –

Graphs for Each Variable and ANOVA

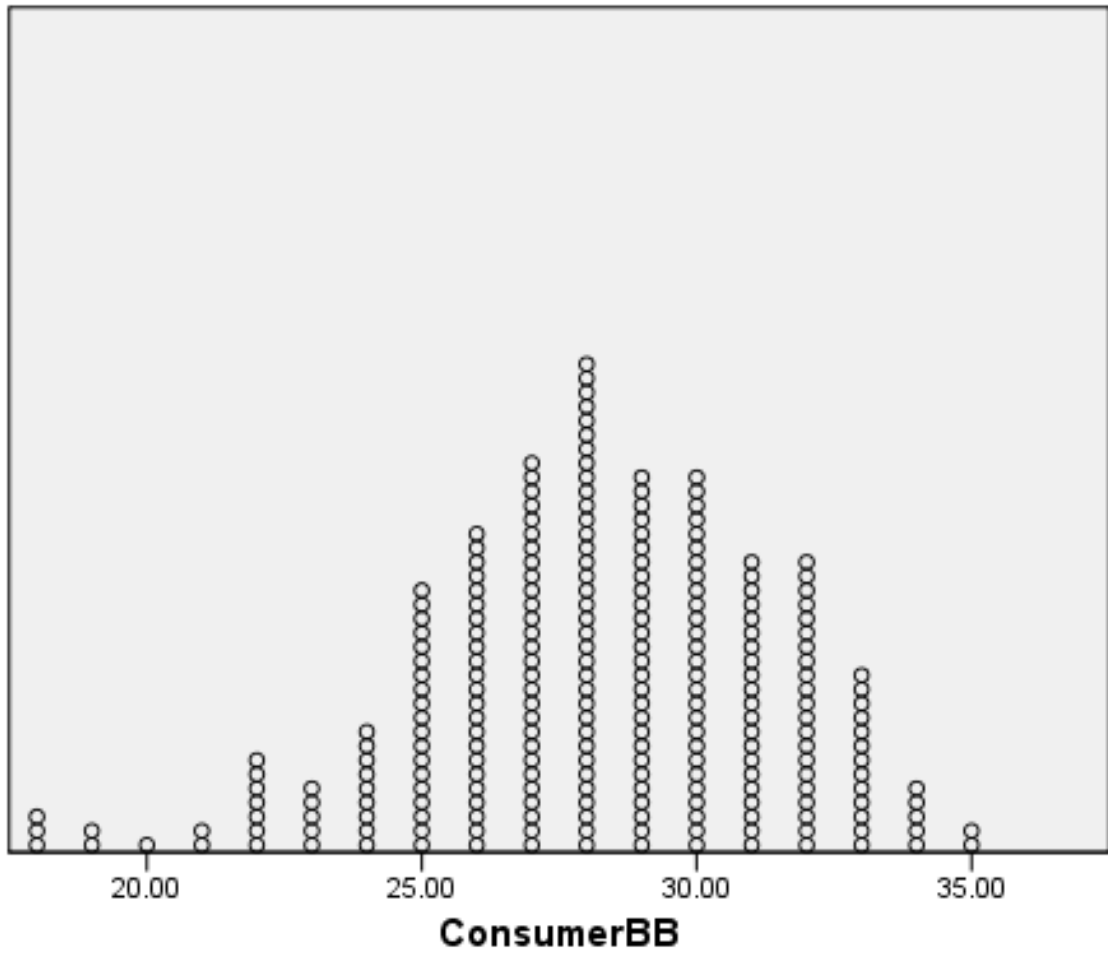


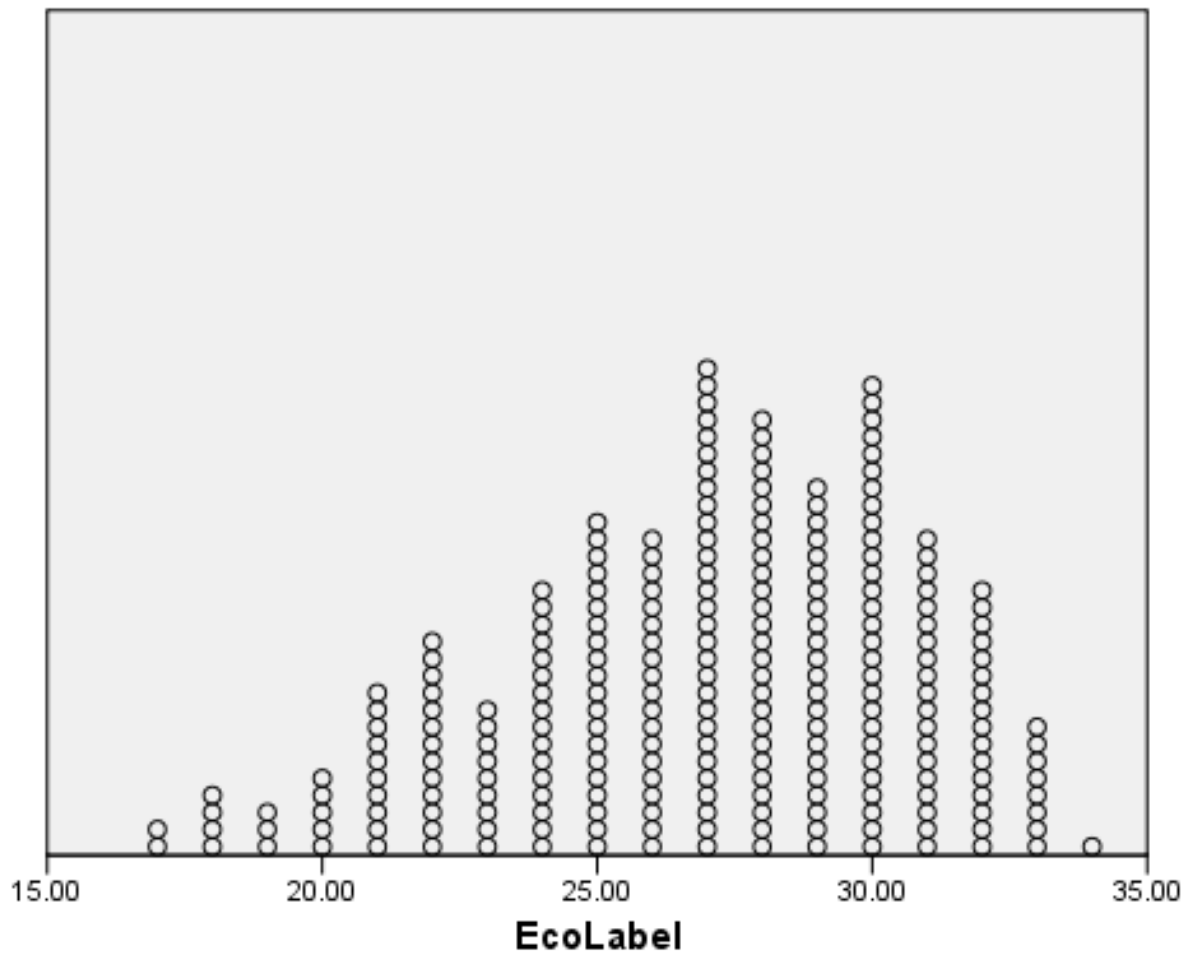


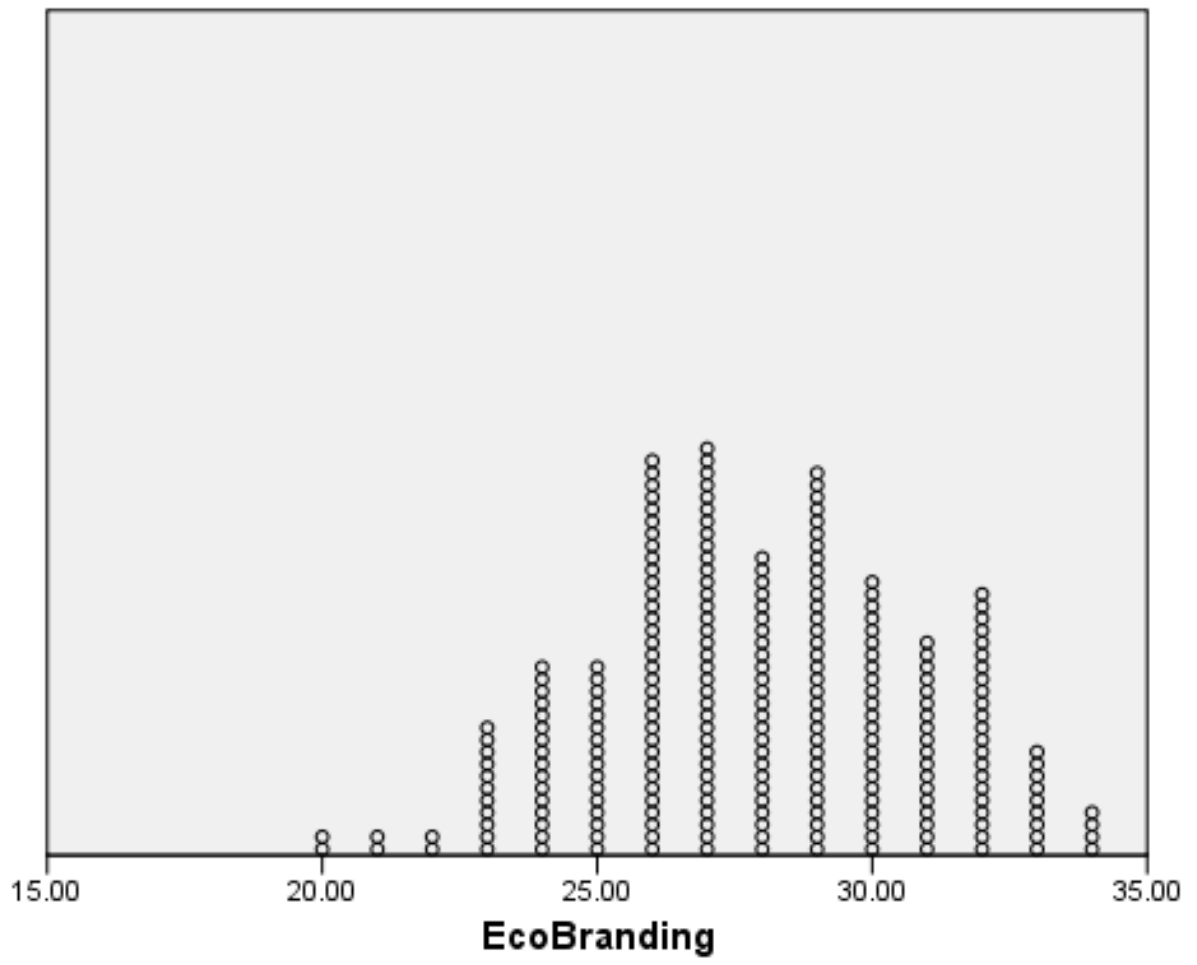


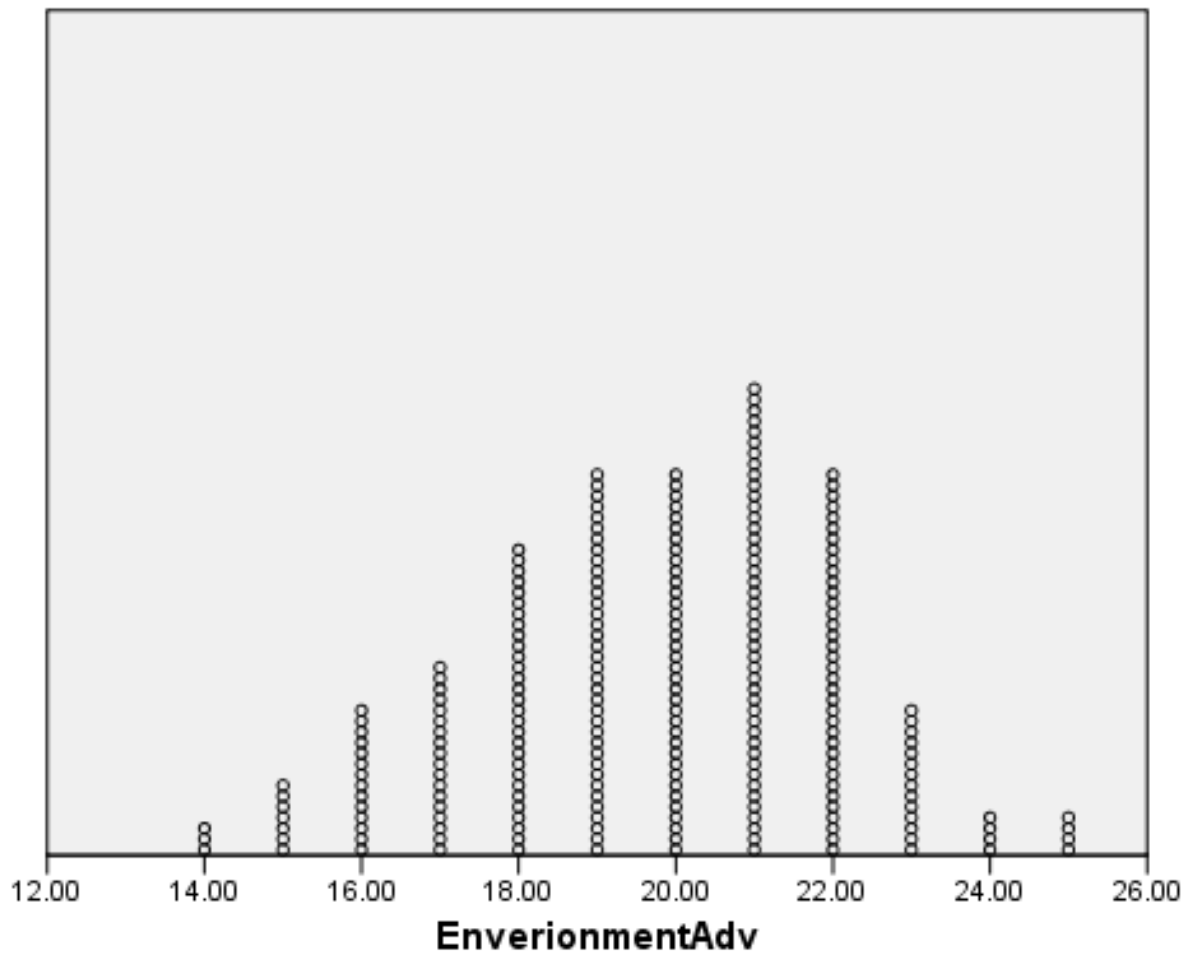


4 graphs of ANOVA









Appendix D

QUESTIONNAIRE

TOPIC: Investigating the impact of green marketing on consumer buying behaviours in retail sector of Ireland.

* Please select all that apply

Gender: (Male) (Female)

Age: (20-25) (25-30) (31-35) (36-40) (41-45) (45-50)

Section A

Exploring consumer perception regarding green marketing in the retail sector of Ireland

1. I am aware of green marketing and branding practices performed by retail brands

Strongly Disagree	1	2	3	4	5	Strongly Agree
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2. I recognize organic product labels or green energy labels on products sold

Strongly Disagree	1	2	3	4	5	Positive
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3. I recognize green products over other products

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

4. I believe that green, sustainably produced products are better than non-organic or non-Eco-friendly products

Strongly Disagree	1	2	3	4	5	Strongly Agree
-------------------	---	---	---	---	---	----------------

5. I believe that Eco-friendly products have more life and better quality

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

6. I buy green products irrespective of the price

Strongly Disagree	1	2	3	4	5	Strongly Agree
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7. Green marketing positively influences my perception of the brand.

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

Section B

Investigating the relationship between eco-labelling and eco-branding of products and consumer buying behaviour in Irish retail sector.

8. I associate the colour green in the brand logo as being an Eco-friendly brand

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

9. When purchasing a product, I consider its label or branding

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

10. I believe buying Eco-friendly and green products are a common trend in retail purchasing these days

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

11. I prefer products that are recyclable

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

12. I am attracted to products that are branded in an Eco-friendly way

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

13. I am willing to pay more for an Eco-friendly product

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

14. I believe that there is no benefit in paying more for retail products that are Eco-labelled or Eco-Branded

Strongly Disagree	1	2	3	4	5	Strongly Agree
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Section C

Exploring the relationship between environmental advertisements and consumer buying behaviour.

15. Retail brands explicitly offer eco-friendly branding and services to customers through their products.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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16. Retail brands in Ireland show efforts to maintain environment friendliness and sustainability

Strongly Disagree	1	2	3	4	5	Strongly Agree
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17. Environmentally friendly products are more attractive than other retail products

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

18. I buy a product when I know it can be reused or recycled

Strongly Disagree	1	2	3	4	5	Strongly Agree
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19. I stop buying products that have a negative impact on the environment

Strongly Disagree	1	2	3	4	5	Strongly Agree
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20. I would rather buy products that cause less pollution on the environment.

Strongly Disagree	1	2	3	4	5	Strongly Agree
----------------------	---	---	---	---	---	-------------------

21. Health concerns and contribution to the environment and community stimulate me to buy green products

Strongly Disagree	1	2	3	4	5	Strongly Agree
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22. I focus on environmental impact while purchasing a product

Strongly Disagree	1	2	3	4	5	Strongly Agree
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23. Advert of a green product influences me to buy

Strongly Disagree	1	2	3	4	5	Strongly Agree
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24. I often buy green products but do not involve myself in environmental activities

Strongly Disagree	1	2	3	4	5	Strongly Agree
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25. I don't buy products that do not comply with ecological conditions.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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26. Level of Satisfaction when I buy a green product (1-Very Satisfied to 5-Very Dissatisfied)

Strongly Disagree	1	2	3	4	5	Strongly Agree
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