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SCHOOL OF ECONOMICS AND BUSINESS

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**ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE
MARKETING STRATEGIES FROM MANAGERIAL AND
CONSUMER'S SIDE**

DOCTORAL DISSERTATION

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SUMMARY

In four chapters, the dissertation seeks to address the role that consumers and corporate marketing function can play in the development of sustainability agenda. With combination of different perspectives and methodologies it provides new insights of researched topic. Consumer and managerial sustainability research was heavily influenced by research in the environmental field and according to Choi & Ng (2011) the “lack of attention to sustainability, as a concept with multiple dimensions, has presented a developmental gap in green marketing literature, sustainability, and marketing literature for decades” (p. 269). By acknowledging different dimensions of consumer and marketing sustainability and responsibility we aim to broaden the research perspective in marketing to go 'beyond green' studies. First three chapters include consumer perspective and fourth chapter the perspective of marketing function. The main research questions followed in this dissertation are:

RQ1: How are consumers behaving in responsible and sustainable way?

RQ2: Which antecedents affect sustainable responsible consumer behaviour and how they are different between different dimensions of sustainable responsible consumer behaviour?

RQ3: How does customer perceived value affect mainstream consumers to act in environmentally responsible way?

RQ4a: How marketers integrate sustainability into their sustainability marketing strategy?

RQ4b: Which antecedents affect sustainability marketing strategies, what are the outcomes and how they are different regarding different dimensions of sustainability?

The first chapter offers an initial critical overview of the existing literature and a conceptual model of customer's decision making process. It confronts the usual view in the literature regarding sustainable behaviour which is based on the assumption that the reduction of consumption is inherently positive (mainly as positive environmental consequences) and based on ethical considerations. It introduces the question of the social consequences of this reduction and self-interested intentions in consumption which are often excluded from research. Chapter includes literature review, proposes a framework of responsible and sustainable consumption behaviour (RSCB) and offers a set of propositions to achieve responsible and sustainable consumption.

The aim of the second chapter is to find a set of antecedents to the proposed responsible and sustainable consumption behaviour (RSCB). Based on theory of planned behaviour several measures are proposed and simultaneously tested for both environmentally and socially RSCB, using structural equation modelling. Measures of concern, perceived consumer control/effectiveness, personal/social norms and ethical obligation are included to better explain and extend the traditional theory of planned behaviour. Antecedents of environmentally and socially responsible sustainable consumption are similar in their effect on consumer behaviour, with personal norms, concern and ethical ideologies having

the strongest impact on RSCB. Socially responsible behaviour is more influenced by perceived behavioural control and possibly social norms, than environmentally responsible behaviour.

In the third chapter we focus on a more specific topic of consumer value and its influence on responsible behaviour. This chapter proposes an extended model of environmentally responsible consumer behaviour in which the gap between willingness to act and actual environmentally responsible consumption is addressed by the moderating role of 'pro-social status' perceptions. Results show 'pro-social status' perceptions increase the positive association between 'willingness' and 'behaviour' and could be incorporated into green products and advertising to signal personality traits like kindness and intelligence.

In chapter four the attention is moved from consumer to corporate marketing function. A conceptual model of antecedents and consequences of sustainability marketing strategy is proposed based on literature review and qualitative research. Research shows marketing managers mainly see social responsibility and sustainability as a set of philanthropic activities containing sponsorships and donations. The importance of stakeholder orientation and the ability to respond to different needs, while at the same time including ethical considerations, seems crucial when establishing sustainability marketing strategy. Sustainability marketing strategy mainly results in nonfinancial results.

Finally, a summary and conclusions chapter provides an overview of what was written and accomplished in the dissertation. The chapter outlines the main questions, objectives, theories and methodologies used and includes short summary of main findings. Theoretical contributions and managerial implications are outlined, including some limitations, and suggestions for further research are proposed.

Main contributions of the dissertation are the following. First, acknowledgement of different dimensions of consumer and marketing sustainability and responsibility, simultaneously combined to broaden the research perspective in marketing to go 'beyond green' and ethical studies. Our contribution lies in testing the extended model of theory of planned behaviour on two dimensions of sustainable behaviours – namely socially and environmentally responsible behaviours. This integration of different dimensions (environmental, social) and observing antecedents of each dimension, adds to better understanding of responsible sustainable consumer behaviour. Dissertation also contributes to the broader understanding of the sustainable marketing strategies development. Additional contribution is offered through the extended research on different sustainability marketing strategies (simultaneously observing but distinguishing environmental and social issues) which has been an under-researched topic, usually including only single dimension (Choi & Ng, 2011; Pelozo & Shang, 2011).

Keywords: sustainable consumer behaviour, responsible consumer behaviour, theory of planned behaviour, sustainability marketing strategy

POVZETEK

V štirih poglavjih disertacija obravnava vlogo, ki jo imajo lahko porabniki in trženjska funkcija pri izvajanju programa trajnostnega razvoja. S kombinacijo različnih perspektiv in metodologij poskušamo vnesti nove in celovite vpogleds v raziskovano temo. Porabniške in managerske raziskave trajnosti so bile v preteklosti močno zaznamovane s poudarkom na okoljski dimenziji in po mnenju Choi & Ng (2011) je "pomanjkanje razumevanja trajnosti, kot koncepta z več dimenzijami, ustvarilo razvojno vrzel v zeleni trženjski literaturi, trajnostni in na splošno trženjski literaturi celotnega desetletja" (str. 269). S priznavanjem različnih dimenzij trajnosti in odgovornosti porabnikov ter trženjske funkcije, si prizadevamo razširiti raziskovalno perspektivo v trženju, z namenom pogledati dlje od "zelenih" raziskav. Prva tri poglavja vključujejo vidik porabnikov in četrto poglavje perspektivo trženjske funkcije. Glavna raziskovalna vprašanja v tej disertaciji so naslednja:

RV1: Kako se porabniki obnašajo odgovorno in trajnostno?

RV2: Kateri predhodniki vplivajo na koncept trajnostnega in odgovornega vedenja porabnikov in kako se razlikujejo glede na različne dimenzije tega vedenja?

RV3: Kako zaznana vrednost vpliva na običajne porabnike, da delujejo na okolju odgovoren način?

RV4a: Kako tržniki v trženjsko strategijo vključijo trajnost?

RV4b: Kateri predhodniki vplivajo na trženjske strategije trajnosti, kakšne so posledice in kako se razlikujejo glede na različne dimenzije trajnosti?

V prvem poglavju je predstavljen začetni kritični pregled obstoječe literature in konceptualni model procesa odločanja kupcev. Običajnemu pogledu na trajnostno literaturo, ki temelji na domnevi, da je zmanjšanje porabe samo po sebi pozitivno (predvsem kot pozitivne okoljske posledice) in temelji na etičnih vidikih, dodajamo nov vidik. Uvedemo vprašanje družbenih posledic tega zmanjšanja in namenov, ki izhajajo iz osebnih interesov v porabi, ki so pogosto izključeni iz običajnih raziskav. Poglavje vključuje pregled literature, predlaga okvir odgovornega trajnostnega vedenja porabnikov (OTVP) in ponuja vrsto predlogov za doseganje odgovorne in trajnostne porabe.

Cilj drugega poglavja je najti nabor predhodnikov predlaganega odgovornega trajnostnega vedenja (OTVP). Na podlagi teorije načrtovanega vedenja je predlaganih več kazalnikov, ki so preverjeni tako za okoljsko kot družbeno dimenzijo trajnostne in odgovorne porabe, pri čemer je uporabljena metodologija modeliranja strukturnih enačb. Za boljšo razlago in razširitev tradicionalne teorije načrtovanega vedenja so vključeni kazalniki zaskrbljenosti, zaznane kontrole vedenja, osebne / družbene norme in etična obveza. Predhodniki okoljsko in družbeno odgovorne trajnostne porabe so podobni v svojem vplivu na vedenje porabnikov, kjer imajo osebne norme, zaskrbljenost in etične ideologije najmočnejši vpliv na OTVP. Na družbeno odgovorno vedenje bolj vpliva zaznana kontrola vedenja in družbene norme kot na okoljsko odgovorno vedenje.

V tretjem poglavju se bolj podrobno osredotočimo na temo vrednosti za porabnika in njen vpliv na odgovorno vedenje. V tem poglavju predlagamo razširjeni model okoljsko odgovornega vedenja porabnikov, v katerem obravnavamo razkorak med pripravljenostjo za delovanje in dejanskim okoljsko odgovornim vedenjem ter vpeljemo koncept porabnikove zaznave "pro-družbenega statusa". Rezultati kažejo, da zaznave "pro-družbenega statusa" povečajo pozitivno povezavo med "pripravljenostjo" in "vedenjem" in bi jih lahko vključili v zelene izdelke ter njihovo oglaševanje, kot simbole, ki kažejo na osebnostne lastnosti, kot so prijaznost in inteligenca.

V četrtem poglavju pozornost usmerimo od porabnikov k trženjski funkciji v podjetju. Predlagan je konceptualni model predhodnikov in posledic trženjskih strategij trajnosti na podlagi pregleda literature in kvalitativne raziskave. Raziskave kažejo, da vodje trženja večinoma vidijo družbeno odgovornost in trajnost kot niz človekoljubnih dejavnosti, ki vključujejo predvsem sponzorstva in donacije. Pomembnost usmerjenosti k deležnikom in sposobnost odziva na različne potrebe, s hkratnim upoštevanjem etičnih vidikov, se zdijo ključnega pomena pri oblikovanju trženjskih strategij trajnosti. Strategija trajnosti prinaša predvsem nefinančne rezultate.

Na koncu poglavja povzetkov in sklepov vsebuje pregled tistega, kar je bilo napisano in izvedeno v disertaciji. Poglavje opiše glavna vprašanja, cilje, teorije in uporabljene metodologije ter vključuje kratek povzetek glavnih ugotovitev. Izpostavljeni so teoretični prispevki in priporočila za managerje, vključno z nekaterimi omejitvami in predlogi za nadaljnje raziskave.

Glavni prispevki disertacije so naslednji. Prvič, priznavanje različnih dimenzij trajnosti in odgovornosti porabnikov ter trženja za razširitev raziskovalne perspektive na področju trajnostnega trženja, z namenom preseči zgolj "zelene" in etične študije. Prispevek doktorske disertacije je testiranje razširjenega modela teorije načrtovanega vedenja na dveh dimenzijah, t.j. okoljski in družbeni. Celovita integracija različnih dimenzij odgovornega vedenja porabnikov (okoljske, družbene) in opazovanje predhodnikov vsakega posameznega odgovornega vedenja prispeva k boljšemu razumevanju odgovornega trajnostnega vedenja. Disertacija prispeva tudi k širšemu razumevanju razvoja strategij trženja trajnosti. Dodaten prispevek je zagotovljen z razširjenimi raziskavami o različnih trženjskih strategijah trajnosti (istočasno opazovanje, vendar razlikovanje okoljskih in družbenih vidikov), ki je premalo raziskana tema in običajno vključuje samo eno dimenzijo (Choi & Ng, 2011; Pelozo & Shang, 2011).

Ključne besede: odgovorno vedenje porabnikov, trajnostno vedenje porabnikov, teorija načrtovanega vedenja, trženjske strategije trajnosti

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LIST OF ABBREVIATIONS

AVE – Average variance extracted
B2B – Business to business
B2C– Business to consumer
CFI – Comparative fit index
CMO – Chief marketing officer
CSR – Corporate social responsibility
d. f. – Degrees of freedom
Diff. – Difference
ERCB – Environmentally responsible consumer behaviour
ETIIDE – Ethical ideologies
EU – European Union
FMCG – Fast moving consumer goods
H – Hypothesis
INFOAVA – Information availability
NFI – Normed fit index
NNFI – Non-normed Fit Index
Nr. – Number
OECD – Organisation for Economic Co-operation and Development
PBC – Perceived behavioural control
PEF – Perceived consumer effectiveness
PERNOR – Personal norms
RBV – Resource based view
RMR– Root Mean Square Residual
RMSEA = Root Mean Square Error of Approximation
RP – Research proposition
RQ – Research question
SOCNOR – Social norms
Std. dev. – Standard deviation
STP – Segmentation targeting positioning
TPB –Theory of planned behaviour
TRA – Theory of reasoned action

INTRODUCTION

"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction." (Gates, 1996)

Research background and dissertation topic area

Europe has faced many challenges in the last ten years, and has sought ways to achieve “smart, sustainable and inclusive growth” and create a “social market economy for the 21st century” (European Commission, 2010, p. 3). Among the most pressing problems that needed to be tackled were environmental and social problems as part of the path to a more sustainable economy (European Commission, 2010, Eurostat, 2017). In 2015, there was a new surge of sustainable development agendas, e.g. the 10-year framework of programmes on sustainable consumption and production patterns (United Nations Environment Programme, 2015) and the 17 sustainable development goals till 2030 (United Nations, 2015). At the national level, Slovenia faces economic, financial, environmental, and social changes, and sustainable development is also becoming one of the fundamental objectives of strategic initiatives in line with global development initiatives (Slovenian Development Strategy 2030, 2017).

The idea for humanity to continually develop, but do it in a sustainable way, has now been here for thirty years. Since 1987 when the first report by the World Commission on Environment and Development was published, sustainable development has been defined as development that is "trying to meet the needs of current generations without compromising the ability of future generations to meet their own needs" (Brundtland, 1985). Three pillars of sustainability have since then been identified as the building blocks of sustainable development, namely environmental, social and economic. With ever stronger and more visible evidence that our natural and human resources are not infinite and the planet is not an endless “waste reservoir” the sustainability agenda is proving not to be a mere fad, but an everyday reality (Sathiendrakumar, 1996).

In order to move the sustainability agenda forward, Europe is setting a more ambitious and actionable “circular economy” strategy with the knowledge that the “well-being of humanity, the environment, and the functioning of the economy, ultimately depend upon the responsible management of the planet’s natural resources” (European Commission, 2015). To create real changes the EU Action Plan for the Circular Economy is composed of general and specific actions. General actions include changes in production processes, product designs, innovations and consumption. Some of the goals include: create products that are easier to repair, are more durable, easily recycled or reused, guide waste management and resource efficiency practices for industrial

sectors and support new consumption practices (e.g. product sharing, collaborative economy). Specific actions refer to changes in selected economic sectors and materials. These changes and challenges require the responsibility of market actors like consumers and companies to follow the lead and help change our economy to better suit the limits of our natural and social environment. With additional support from the highest institutions, the concept of sustainability can help change the way people live.

Consumers have an important role in environmental and social protection, since their personal consumption decisions can have a positive or negative influence on the natural environment and society. Consumer behaviour leading to a better outlook is often described with words like sustainable, ethical, responsible, and environmentally or socially friendly. Sustainable consumer behaviour can be defined as behaviour based on awareness of the long-term consequences of an individual behaviour for the natural or social environment (Epstein, 2008). These behaviours are different from general consumer purchase behaviours since the instant, individual benefits are not the only benefits derived from sustainable behaviour (Bagozzi, 1975). Consumer responsibility, on the other hand, implies that consumers with their behaviour simultaneously combine their rational, self-oriented values with moral, pro social/environmental values (Luchs, Phipps & Hill, 2015). International surveys show that consumers perceive their role in sustainable development and corporate social responsibility as very important: 49% of EU citizens believe they are the ones who need to influence the activities of companies with respect to sustainable attitudes and responsibility, in particular through their purchases (Flash Eurobarometer, 2013).

Nonetheless, existing consumer practices are mostly unsustainable or weakly sustainable (Lorek & Spangenberg, 2014). Often consumers do not have sufficient knowledge, information and willingness to pursue common sustainability goals, and it is not yet thoroughly understood what influences mainstream consumers to change their behaviour in order to pursue these goals. Consumers also face other obstacles when changing their consumption patterns in line with sustainability. Researchers, for example, have found that people have to constantly balance between their needs and other's needs (Jägel, Keeling, Reppel, & Gruber, 2012), as well as encounter dilemmas, such as that although the behaviour was intended to protect the natural environment, it also has a negative impact on personal health (e.g. the toxins found in reusable bags) (Klick & Wright, 2012). Consumers' responsible behaviour is not necessarily only ethically motivated. Consumer responsibility can be based on economic, legal, ethical or philanthropic motives, and their behaviour can have a positive influence on environmental or social sustainability. In the current body of literature there is a general understanding that sustainability and sustainable behaviour consist of several dimensions (e.g. environmental, social and economic) and that different consumers put different emphases on environmental, social or economic issues (Belz & Peattie, 2012). The inclusion of all three dimensions in consumer research designs is though rare (for

exceptions see e.g. Roberts, 1995). Environmental and social issues are usually researched either completely separately and more emphasis is given to only one dimension, e.g. natural environment (Bridges & Wilhelm, 2008) or different issues are put under one dimension, such as ethical concerns (Creyer, 1997).

At the same time, globalisation and economic crises have created challenges that require companies to look beyond financial statements and take a broader view of business. To make progress of sustainability in the business field, Elkington (1997) coined the term 'triple bottom line' to measure companies' economic, environmental and social success. This required companies to look beyond their self-interest and take a broader view of their business. The Economist Intelligence Unit (Managing for Sustainability, 2010) observes that:

“Operating in a way that preserves the long-term quality and productive capacity of natural and social environments in which a company operates has become an important part of corporate business strategy. Although the short-term financial benefits are not clearly seen, executives do understand the long-term economic importance of sustainability, increasingly viewing such policies and practices as vital to the company’s future existence.”

Some companies thus already see sustainability strategies not only as a way of obliging laws and regulations or to avoid reputational risk but also as a business/marketing opportunity, a way to improve company image, or to enhance employee morale/loyalty or to acquire some other form of competitive advantage. Companies are doing that by employing specific forms of business strategies like selling innovative, premium-priced green products. The specific strategy usually depends on the market and competitive position of the company. Currently, companies also face several challenges when trying to equally manage the environmental, social and economic/financial aspects of sustainability (Epstein et al., 2015). Different and distinct sustainability performance measures and standards have been developed to measure environmental, social and economic performance of companies (Chabowski, Mena, & Gonzalez-Padron, 2011). The conflicting goals of each dimension can still represent an important obstacle to the successful implementation of sustainable corporate strategies.

Particularly marketing as a corporate function traditionally viewed as a function responsible for “selling more goods, encouraging consumption and making profits” (Gordon et al, 2011, p. 145) is facing several challenges, when trying to implement sustainability in its activities and follow the lead of consumers. The new era of research suggests that marketing can also be part of the solution, not only the root of environmental and social problems (Peattie & Crane, 2005). As environmentally and socially responsible consumption enters mainstream markets (Ottman, Stafford, & Hartman, 2006) and economic recession puts pressure on consumers search for value

(Green & Peloza, 2011), this creates new challenges and opportunities for marketing to provide consumers with products that will fulfil their personal consumption goals (Ottman, 2011b) without compromising their ethical values (Carrigan & De Pelsmacker, 2009). Consumers believe that companies need to better coordinate their actions with the needs of the environment and society, especially through the development and demonstration of new products and services (Flash Eurobarometer, 2013).

Despite some signs of good practice, sustainability marketing is not showing the expected results in terms of real changes in behaviours, products and markets (Cronin, Smith, Gleim, Ramirez, & Martinez, 2011). Choi and Ng (2011) observed that 'lack of attention to sustainability, as a concept with multiple dimensions, has presented a developmental gap in green marketing literature, sustainability, and marketing literature for decades' (p. 269). Currently, sustainable marketing strategies are researched mainly on the environmental level and disregard other dimensions of sustainability (Cronin et al., 2011). Researchers propose that marketing should approach sustainable issues by starting to address the needs of current and future consumers and then broaden their research to other stakeholders (Ottman et al., 2006). Marketers need to better understand their consumers in order to align their sustainable strategic objectives with consumer needs and behaviour and more efficiently target potential responsible consumers. From a managerial and marketing perspective, issues like segmentation of consumers and development of complex sustainability strategies are not well researched and implemented in practice.

In the dissertation, we want to tackle those broad issues by examining both sides included in the development (formulation and implementation) of environmentally and socially responsible behaviours and strategies: stakeholders (consumer's side) and organisations (managerial side).

Research questions

The main questions addressed throughout this dissertation are how and why are consumers and companies including sustainability in their everyday consumption behaviour and business strategy. The idea for the research comes from raising the awareness and sensitivity of consumers to environmentally and socially responsible issues and understanding the inclusion of the concept of sustainability within companies, which leads to the development of different corporate sustainability strategies. Marketing in general is seen as a contributor to unsustainable behaviour rather than sustainable. Similarly, consumers are often thought to uncritically engage in overconsumption not considering the limitations of the natural and social environment.

Since the concept of sustainability is continually developing, no unifying definition and comprehensive conceptual frameworks exist to fully explain all the different motivations and behaviours. Different definitions and lack of practical evidence hinder the development of the necessary changes. Some concepts need better distinction (e.g. the environmental and social dimensions) and some usually overlap (e.g. sustainability and social responsibility). The first research question of this dissertation is thus:

RQ1: How are consumers behaving in a responsible and sustainable way?

Sustainable behaviour, in the personal and business contexts, is a complex behaviour. Responsible sustainable consumer behaviour involves a complex set of environmental and social issues, in line with the view of sustainability as a construct with both the environmental and social pillars. Many consumers are not aware of the different dimensions of sustainability and when confronted with dilemmas and trade-offs cannot move forward. Another important question from the consumer perspective is why consumers behave in environmentally and socially responsible ways. Since the environmental dimension was previously more researched than the social dimension, we aim to provide a more complete representation of both dimensions. By including both dimensions in our research, the following research question is:

RQ2: Which antecedents affect sustainable responsible consumer behaviour and how they are different between different dimensions of sustainable responsible consumer behaviour?

Researchers and practitioners soon realised that “what people said and ultimately did were often two different things” (Roberts, 1996), so the attitude behaviour gap became evident and has attracted the attention of many researchers. The social context of the behaviour and the belief about how other people perceive this behaviour can thus be an important driver of sustainable responsible behaviour (Welte & Anastasio, 2010). This is reflected in self-interested rationality associated with a purchase, where value is gained in the positive images or beliefs one perceives others will hold of them, based on their consumption decisions. Recent literature indicates that higher perceived status in a society is one of the potential long-term individual benefits gained from environmentally responsible behaviour (Griskevicius, Tybur, & Van den Bergh, 2010). Here we focused our research on the environmental dimension and pursued the question:

RQ3: How does customer perceived value affect mainstream consumers to act in an environmentally responsible way?

Similarly as for consumers, the main question that will be pursued throughout the research of organisations is why and how are companies including environmental and

social issues into their strategic marketing thinking and how they coordinate both. Marketing researchers and practitioners are struggling to provide a sound theoretical base for further adoption of concepts of sustainability and development of actionable marketing practice principles (Lim, 2016). Sustainability marketing strategy includes developed marketing mix elements and adding sustainability dimensions in marketing strategy development. The main goal is to gain marketers' view on strategy development and the perceived importance of creating value for stakeholders. An overview of sustainability marketing strategies provides additional contribution since with a few exceptions (e.g. Ginsberg & Bloom, 2004) there is little clear guidance offered for their categorisation.

RQ4a: How do marketers integrate sustainability into their marketing strategy?

RQ4b: Which antecedents affect sustainability marketing strategies, what are the outcomes and how they are different regarding different dimensions of sustainability?

Theoretical background

The dissertation explores different dimensions/levels of consumer and company sustainability and responsibility based on works of Chabowski et al. (2011) and Carroll (1991) as well as on other sustainability literature. Main idea is that consumer/company behaviours can differ in terms of intent (motivations) and their impact on specific dimensions of sustainability (emphasis). This view helps to better explain the complex behaviour of responsible consumers and companies.

To explain the behaviour of consumers this dissertation uses social psychology and economic theories, the main being theory of planned behavior (Ajzen, 1991) in conjunction with social exchange theory, to identify the antecedent factors regarding different dimensions (environmentally vs. socially responsible, self interested vs. others interested behaviours) of sustainable and responsible behaviour. Theory of planned behavior has been useful in predicting sustainable responsible behaviours for various purposes and is accepted as one of the most often used and established in the field (Bamberg & Moser, 2007, Shaw et al., 2000). It was used mainly by researchers who see self-interest as a primary, rational choice motive for behaviour (Bamberg & Moser, 2007) though also offers opportunities to add additional constructs to expand the model further based on newer findings (e.g. ethical obligations, Shaw et al., 2000). According to the theory of planned behaviour, the main concepts that need to be included in the model of responsible behaviour are intentions, attitudes toward the behaviour, subjective (social) norms and perceived behavioural control. As a more direct predictor of behaviour and 'environmentally and socially friendly product choices', 'personal moral obligation' was found to be an important construct (Minton & Rose, 1997). Ethical responsibility is connected to the morality, norms and values that are reflected in consumer purchases and could also lead to a reduction in consumption or boycotting of

products or companies. Smaller amounts of self-interest could also be important here, although in caring for others nature and society is a priority. Here, behaviour is driven by beliefs as well as moral, ethical, normative and attitudinal considerations. Shaw, Shiu, and Clarke (2000) found in their research of ethical consumers that 'the measures of ethical obligation and self-identity are more pertinent to the TPB (Theory of Planned Behaviour) model than the traditional attitude and subjective norm measures' (p. 889). By including additional concepts in the theory of planned behaviour (like ethical obligation) that help simultaneously reflect some self and other interested behaviour of responsible consumers, we expect to be able to compare and find differences between antecedents of environmentally and socially responsible behaviours.

Since we wanted to go “beyond ethical” studies that propose consumers act in sustainable responsible behaviour primarily for helping others and further explore the value consumers receive by acting in sustainable and responsible way, social exchange theory was seen as appropriate since it can help to identify the potential costs and gains of sustainable responsible behaviours. Theories underlying self-interested economic behaviour include general exchange theory and social exchange theory (Bagozzi, 1975; Zeithaml, 1988), wherein the perceived gains/value of the behaviour drives consumer actions. The theory of social exchange in an environmentally and socially responsible behaviour implies in particular that consumers want to trade with the company to obtain the functional and emotional value and the value that is created by mutual interaction in society (Green & Peloza, 2011). The theory asserts that sustainable responsible purchase behaviours cannot be explained only by utilitarian economic exchange whereby consumers gain the product's functional value (convenience, cost-efficiency, safety, performance) in exchange for money. These products often cost more and need to involve other considerations. Competitive altruism theory and costly signalling theory (Hardy & Van Vugt, 2006; Price, Feick, & Guskey, 1995; Roberts, 1998) associated with status (Griskevicius et al., 2010) have recently been proposed to help explain environmentally responsible consumer behaviour and provide original and novel insights into consumer behaviour and were thus also seen appropriate to be used in our research. The theory of social exchange thus introduces new concepts in the relationship between the company and the consumer such as consumer involvement and consumer value, which is becoming imperative in modern managerial and marketing practice. It implies that the responsibility of consumers as with businesses consists of satisfying their own interests (economic responsibility) and the interests of others (ethical / philanthropic responsibility); both can have a positive impact on sustainable responsible consumption.

To explain the behaviour of companies, organisational theories were used. They could fall mainly under instrumental theories (Garriga & Mele, 2004) that emphasize achieving economic objectives through socially responsible activities and were found important for sustainability research in marketing (Connelly et. al., 2011). One of the

proposed concepts for starting research on sustainable marketing behaviour is stakeholder- and environment-oriented marketing. Stakeholder orientation demands an openness of the firm to its external environment and the special attention of the marketing function that manages relationships between the organisation and its environment (Maignan & Ferrell, 2004). Based on the resource-based view (RBV) of the firm, organisational resources, which have to be valuable and costly to copy, drive organisational performance (Baker & Sinkula, 2005; Hart, 1997). RBV theory also defines the specific paths between resources, capabilities, strategies and firm performance (Baker & Sinkula, 2005), where “firm resources lead to capabilities, and capabilities influence firm performance” (Baker & Sinkula, 2005, p. 464). To gain additional insight on how corporate environmental and social market responsiveness is developed, organisational and individual factors have been identified (Rivera-Camino, 2011).

Methodology

The dissertation pursues the aim of conceptualising consumer and corporate sustainability and responsibility that emphasises the role and potential contribution of consumers and the marketing discipline for achieving sustainability. Using the above-mentioned theoretical approaches, we can explore how general decision-making processes of individuals are being affected and what the different types of mechanisms leading towards sustainable consumption are. Mixed methods were used as dissertation combines qualitative (in-depth interviews) and quantitative methods (web based surveys of consumers) to provide a more complete perspective on the researched topic. Also different perspectives and views were observed by including consumers as well as managers in the research.

We approach the research questions and data collection for consumer side sequentially, starting with exploratory perspective by using qualitative methods. Qualitative research is often viewed as a soft approach to gaining and constructing knowledge about the world. It is used as a basis for quantitative research if more structured (quantitative) research is not yet possible or if the research topic is so new that there exists no understanding of the researched phenomena (exploratory phase). Qualitative research is considered to deliver a more holistic view of the social phenomena (Hatch, 2002 as cited in Creswell, 2007). Based on qualitative research and literature review further hypotheses and questionnaire items are developed and results explained in two quantitative studies. Research findings from qualitative studies are again used for additional interpretations of quantitative results and included in suggestions for further research. Exploratory perspective is also used in the final chapter for identifying dimensions of sustainable and responsible behaviour from the company's perspective.

Mixed methods thus tackle a research problem from two perspectives – exploratory and explanatory. By using sequential phases “researcher may be able to give voice to diverse perspectives, to better advocate for participants, or to better understand a phenomenon or process that is changing as a result of being studied”, additionally researcher can “expand an understanding from one method to another, to converge or confirm findings from different data sources” (p. 240, Creswell, 2003).

Each chapter also includes the relevant literature review where we aimed to present extant theory related to the specific problem under each study (form of theoretical review, p. 35, Creswell, 2003). Literature review mainly included peer-reviewed academic journals from relevant discipline. Articles were selected through searches using databases such as ScienceDirect, etc. Searches contained keywords like sustainable consumer behavior, green consumer behavior, sustainable and responsible consumption, pro-environmental/social behaviour for the side of consumers and sustainability marketing strategy, stakeholder orientation, environmental orientation for the side of companies. Relevance and recency were main selection criteria, although we also aimed to include articles from journals with higher impact.

In the first chapter a literature review of the field of sustainable marketing and consumer responsibility is made. A thorough literature review is conducted to find important definitions, key conceptual papers and alternative views of the researched concepts. Since there was a lack of information regarding the social sustainability dimension and self-interested behaviours of the responsibility dimension, qualitative research added to the understanding of those two under-researched dimensions and was thus supported by the views of participants in the study. Based on a critical overview of the existing literature and personal interviews of consumers, several research propositions and a conceptual model are proposed that explain sustainable responsible consumer behaviour. Qualitative design for studying consumers used phenomenological approach where we wanted to research the relatively new phenomenon of responsible consumer behaviour and what it means to consumers (Creswell, 2007). Views of number of participants were collected, data analysis was structured using mixed coding systems and tables to analyse the data and draw conclusions. Research was though led by initial literature review, including known models, frameworks and theories, thus in contrast to some researchers suggesting that in phenomenology the participants experience can provide the only beginning for the study (Creswell, 2003).

On the basis of the qualitative research and literature review hypotheses for the quantitative phase were formed and some results were used as the basis for questionnaire construction in chapters 2 and 3 where quantitative methodologies were used. Consumers were approached via an internet-based survey. Responses were analysed using packages for statistical analysis and model building. Proposed models of

drivers of environmentally and socially responsible consumer behaviour were tested, based on the theory of planned behaviour, including some additional concepts.

Existing research findings from different disciplines including management, marketing and psychology were the foundation for the fourth chapter. To better understand the meaning and development of environmentally and socially responsible strategies, in-depth interviewing techniques with (marketing) managers were conducted, which are particularly appropriate for researching the professional public. A sample of (mainly) large Slovenian companies was selected which differ regarding industry type and internationalisation level. They gave additional insight on which to construct a conceptual model of responsible marketing strategy development. Because the topic was most thoroughly researched in the 1990s (Leonidou & Leonidou, 2011) when the focus was on the environmental dimension of sustainability, it was appropriate to (again) approach the issue from the exploratory perspective, to gain insight into the changes throughout the years and knowledge of specifics from a smaller, developing market perspective. A set of research propositions was developed for further research.

Structure and contents of the dissertation

In four chapters, the dissertation seeks to address the role that consumers and the corporate marketing function can play in sustainability. With a combination of different perspectives and methodologies, it provides new insights and a more complete view of the researched topic.

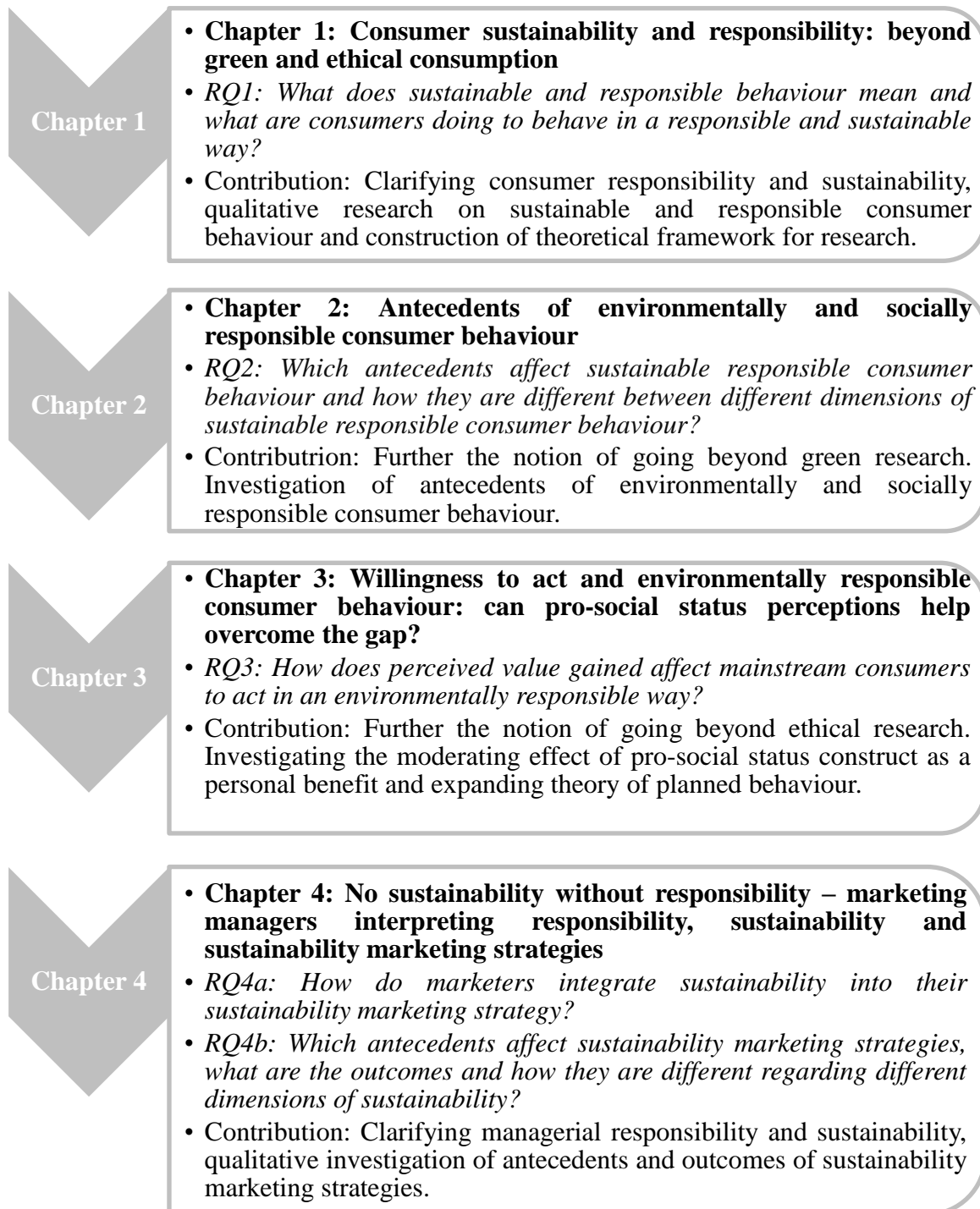
The first chapter offers an initial critical overview of the existing literature and a conceptual framework of sustainable and responsible consumer behaviour and its dimensions. It confronts the usual view in the literature regarding sustainable behaviour that is based on the assumption that the reduction of consumption is inherently positive and based on ethical considerations. It introduces the question of the social consequences of this reduction and self-interested intentions in consumption, which are often excluded from common research. The paper aims to identify the dimensions of sustainable and responsible consumer behaviour, distinguish the two concepts and present consumer obstacles to acting responsibly. This chapter includes a literature review, proposes a framework of responsible and sustainable consumption (RSCB) and offers a set of propositions to achieve responsible and sustainable consumption. Insights from personal interviews with consumers are added for additional understanding of the presented concepts.

The aim of the second chapter is to find a set of antecedents to the proposed responsible and sustainable consumption behaviour. Based on the theory of planned behaviour several measures are proposed and simultaneously tested for both environmentally and socially RSCB, using structural equation modelling. Measures of concern, perceived

consumer control/effectiveness, personal/social norms and ethical obligation are included to better explain and extend the traditional theory of planned behaviour. In the third chapter, the focus is on consumer perceived value and its influence on responsible behaviour. Although green marketing has been somewhat able to address genuinely concerned consumers, additional insights are proposed on how to appeal to more mainstream consumers. Thus, this chapter proposes an extended model of environmentally responsible consumer behaviour in which the gap between willingness to act and actual consumption is addressed by the moderating role of 'pro-social status' perceptions.

In chapter four, the aim is to further the adoption of concepts of sustainability and development of actionable marketing practice principles. Marketing needs to include sustainability issues in its strategic thinking, to have a sustainable impact within a company and in society at large. Research offers insight on the sustainability marketing strategy development, its antecedents and outcomes to shed light on marketing's role and potential contribution to corporate sustainability. It first provides definitions of the concept of sustainability marketing, its dimensions and the role of marketing in corporate sustainability and sustainable development and then develops a conceptual model of the antecedents and consequences of sustainability marketing strategy.

Figure 1: Structure of the dissertation



1. CONSUMER SUSTAINABILITY AND RESPONSIBILITY: BEYOND GREEN AND ETHICAL CONSUMPTION¹

Most of the literature regarding sustainable behaviour is based on the assumption that the reduction of consumption is inherently positive (mainly as positive environmental consequences) and based on ethical considerations; however, the question about the social consequences of this reduction and self-interested intentions in consumption is not generally open to debate. The paper aims to identify dimensions of sustainable and responsible consumer behaviour, distinguish the two concepts and present consumer obstacles to act responsibly in all aspects that a sustainability agenda would suggest. The paper includes literature review, proposes a framework of responsible and sustainable consumption (RSCB) and offers a set of propositions to achieve responsible and sustainable consumption. Insights from personal interviews with consumers are added for additional understanding of the presented concepts. Through the framework of RSCB we show the potential trade-off decisions consumers have to make in order to implement sustainability and responsibility issues in everyday consumer decision processes. Struggles between doing what is good for them and what is good for environment and society could be a reason why consumers have difficulties achieving responsible and sustainable consumption. A research gap in understanding the dimensions of sustainable and responsible consumer actions in terms of their emphasis (environmental and social) and intentions (self-interest and other-interest) is addressed. By understanding those two dimensions of behaviour, managers and consumers can resolve consumer sustainability and responsibility dilemmas that arise from a one-dimensional view and move sustainability research and practice forward.

Key words: environmentally responsible consumer behaviour, socially responsible consumer behaviour, trade-offs

1.1. Introduction

This chapter introduces the topic of sustainable and responsible consumption. We aim to better understand what sustainable and responsible consumer behaviour means to consumers, how the two concepts are defined in the literature, and in what way do they differ. Based on this knowledge a conceptual framework is developed that provides distinct dimensions of these concepts which guide research of other three chapters.

Consumers with their everyday consumption decisions can help achieve or hinder goals for a more sustainable future. Consumer behaviour that leads to a better outlook is often described with words like sustainable, ethical, responsible, environmentally friendly or

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socially friendly (Belz & Peattie, 2012; Harrison, Newholm, & Shaw, 2005; Webb, Mohr, & Harris, 2008). The question is whether consumers need to – and should – take responsibility through their purchases (Moisander, 2007; Valor, 2008) or whether they perceive consumption as an activity that should not be constrained by environmental and social issues; but should rather merely fulfil their needs and rights (Schrader, 2007). Are consumers responsible primarily for their own wellbeing, or for the wellbeing of others, when they buy products (Barnett, Cafaro, & Newholm, 2005)? In addition, if they do take on the responsibility to make the world more sustainable, should they expect positive consequences in both the natural and social environment? Are there any differences between consumers who act out of concern for nature and those who act out of concern for society?

Although these questions are gaining theoretical and practical attention in recent years (Greibitus, Hartmann, Piorkowsky, Pakula, & Stamminger, 2012; Hult, 2011; McEachern & Carrigan, 2012; Schrader & Thøgersen, 2011), our literature review shows a lack of clear understanding of consumers' intent for responsibility and their emphasis on environmental and social issues. In the current body of literature, there is a general understanding that sustainability and sustainable behaviour consist of several dimensions (e.g. environmental, social and economic) and that different consumers put different emphases on environmental, social or economic issues (Belz & Peattie, 2012). The inclusion of all three dimensions in consumer research designs is rare (e.g. Roberts, 1995). Environmental and social issues are usually researched separately; for instance, more emphasis is given to one, e.g. natural environment (Bridges & Wilhelm, 2008) or different issues are put under one dimension, such as ethical concerns (Creyer, 1997).

Choi & Ng (2011) observed the gap in sustainability research:

“Lack of attention to sustainability, as a concept with multiple dimensions, has presented a developmental gap in green marketing literature, sustainability, and marketing literature for decades” (p. 269).

From the theoretical perspective this is seen in unclear definitions of concepts and under-researched topics like consumer trade-offs. From managerial and marketing practice perspective, issues like segmentation of consumers and development of complex sustainability strategies are not well researched and implemented in practice. Marketers need to better understand their consumers in order to align their sustainable strategic objectives with consumer needs and behaviour and more efficiently target potential responsible consumers.

The paper explores different dimensions/levels of consumer sustainability and responsibility based on works of Chabowski et al. (2011) and Carroll (1991) as well as on sustainability literature to create a framework for responsible sustainable consumer

behaviours (RSCB) and present propositions for further research. In this framework, consumer behaviours can differ in terms of motivations for acting responsibly (intent) and their impact on specific dimensions of sustainability (emphasis). It helps to better explain the complex and sometimes paradoxical behaviour of responsible consumers, which has been acknowledged recently by several authors (Jägel, Keeling, Reppel, & Gruber, 2012; Moisander, 2007). Researchers, for example, found that people have to constantly balance between the needs of their families, the needs of society and the needs of nature (Jägel et al., 2012), as well as encounter paradoxes, such as when behaviour that is intended to protect the natural environment has a negative impact on personal health (e.g. the toxins found in reusable bags) (Klick & Wright, 2012). We also want to point out that consumers' responsible behaviour is not necessarily ethically motivated. Consumer responsibility can be based on economic, legal, ethical or philanthropic motives, and their behaviour can have a positive influence on environmental or social sustainability.

The objective of the paper is thus to make a clear distinction between the sustainability and responsibility of consumer behaviour and explore their different dimensions. Consumer interpretations of these dimensions will also be used as a basis for conducting further quantitative work since especially social dimension is not thoroughly researched in the literature. The research also seeks to explore a variety of responsible consumption actions and fundamental differences between environmentally or socially responsible behaviour.

To realize these objectives a discovery-oriented approach is used where the existing knowledge found in the literature is coupled with findings from fieldwork (Kohli and Jaworski 1990). We undertook in-depth interviews with consumers to explore different consumer sustainability practices. The results are then synthesized with the literature to develop conceptual model to grow the understanding of how consumers behave in sustainable and responsible way.

We organize the rest of this paper as follows. First, we present the methodology used in the paper. Then we look at the literature of concepts of sustainability and responsibility and combine the findings with in-depth consumer interviews to add understanding of under-researched dimensions of sustainability (social dimension) and responsibility (self-interest) to develop specific research propositions. We then integrate concepts of sustainability and responsibility and develop the conceptual framework. We end the paper with conclusions and future directions.

1.2. Research method

Current research is based on literature review and qualitative research to add to understanding of the consumer perspective of sustainability and responsibility. We first

looked at the literature in the field of sustainable marketing, consumer responsibility and corporate responsibility. Since there was a lack of information regarding social sustainability dimension and self-interested behaviours of responsibility dimension, we additionally made a qualitative research to add to understanding of those two under-researched dimensions. We chose personal interviews as our method of inquiry, which is generally perceived as most frequently accepted and advised as a source of information in ethical research, since ethically related research is usually influenced by a high degree of social desirability (Carrigan & Attalla, 2001; Carrington et al., 2010). Also the results of qualitative research can be later used as a source of information for additional quantitative research. Personal interviews were chosen, because the aim of the research was to gain in-depth understanding of the whole process of responsible consumption of a particular consumer in a way that he or she represents individual and not group views. Ten individuals were interviewed during May and June 2013 (age 25–65; 6 females, 4 males, high-school education or more, middle- or upper-income households, employed or retired, with or without children; see Table 1). For selecting participants, purposive sampling was used of respondents who could provide relevant information. Respondents were interviewed by the dissertation author. Our focus was to gather opinions of a typical consumer with some - though not an extreme - degree of environmental or social concern. Data were selected in a central European country with a developed economy.

Table 1: Demographic characteristics of respondents

Respondent	Gender	Age	Nr. of children	Education	Employed	Type of consumer
Respondent 1	F	63	1	High school	Retired	spender
Respondent 2	M	34	0	Undergraduate	Employed	saver
Respondent 3	F	40	1	Undergraduate	Employed	rational
Respondent 4	F	50	2	High school	Employed	rational
Respondent 5	F	29	0	Undergraduate	Employed	rational
Respondent 6	F	28	0	Undergraduate	Employed	rational
Respondent 7	M	31	1	Undergraduate	Employed	convenient
Respondent 8	F	32	1	Graduate	Employed	loyal
Respondent 9	M	52	2	Undergraduate	Employed	rational
Respondent 10	M	39	0	Undergraduate	Employed	loyal

Open-ended questions (see Appendix 2) were used in order to understand and gather the subjects' opinions about their responsibilities toward themselves as consumers, the natural and social environment, their motives to act and the whole process of responsible behaviour from concern to action. Respondents were prompted to talk about the most pressing problems of today's natural and social environment, about differences between issues of environmental, social and economic sustainability, and their manifestation in everyday consumption. The context of small value purchases/FMCG

was more exposed in interviews than higher value products or services. Interviews lasted up to an hour and all interviewees gave their informed consent prior to their inclusion in the study and recording of the interview. Data were collected according to McCracken (1988) recommendations for long interviews and analysed following procedures recommended by Miles, Huberman and Saldana (2014), which consist of data reduction, data display and conclusion drawing.

The data reduction process began by transcription of audiotaped interviews, organization of notes and observations. Data was reduced in iterations and mixed approaches of coding were used, including descriptive and process coding (Miles et al., 2014). Coding was done manually. First main paragraphs of answers were put in a table consisting of main themes based on research questions (the meaning of responsible consumption, characteristics and process of responsible consumption). As Miles et al (2014) point out “conceptual frameworks and research questions are the best defense against overload” so in further analysis also themes based on main framework (variables regarding environmental vs. social sustainability and self vs. others responsibility) were added. Answers regarding types and characteristics of responsible behaviour were coded using descriptive coding (Miles et al., 2014) and answers regarding process of responsible consumption with process coding. Occasionally also “in vivo” coding was used first which substantially shortens consumer answers but obtains the original language of the respondent. Specific meaningful paragraphs were transcribed in full for later presentation of results in narrative form. Some answers (mainly regarding the process of responsible consumption, barriers and enablers) were not coded but were only used for better qualitative insight of concepts already found in the literature (e.g. how perceived control differs in environmentally and socially responsible contexts). Answers that contained comparisons (trade-offs) between environmental and social or self and other interested dimension were presented in table. Further readings of the data extracted new meaning and additional discovery was made using some additional codes. After this initial data summarisation second cycle coding was followed which enabled us to create categories of information and detect patterns in answers. Data were displayed in tables in order to make cross-personal comparisons, examination of patterns and overarching themes which finally provided the basis for drawing conclusions. The research was not theory driven, though there was awareness of previous models of sustainability and CSR. Findings from interviews were synthesized with literature review and the resulting framework of sustainable and responsible behaviour thus reflects insights from both.

1.3. Theoretical background

Responsibility is defined as an intention to act based on the acknowledgement of one's duties toward self or others (Schrader, 2007). Typically, researchers view consumer responsibility as motivated by ethical or philanthropic concerns. Although, similarly to

Carroll's (1979) pyramid of corporate responsibility, which lists economic, legal, ethical and philanthropic levels, it can also be a consequence of self-interest or legal obligations (Belz & Peattie, 2012). Sustainability, on the other hand, is the awareness of the long-term environmental and social impact of one's actions (Epstein, 2008).

1.3.1. 'More than green' – sustainability as a multidimensional construct in marketing

Sustainability is comprised of three dimensions; namely, environmental (planet), social (people), and economic (profits) (Cato, 2009; Epstein, 2008). Those three issues could either be seen as equally important or the latter two as bounded by environmental constraints (Cato, 2009). Environmental sustainability presents natural environmental constraints, like energy and water supplies, or clean air availability. Social sustainability is coupled with protecting human rights, providing equal opportunities for everyone and ensuring economic sustainability with continuous profit creation and money availability, to name just a few examples. The economic dimension is sometimes excluded from the definition of sustainability and, instead, is considered as final output or effect (Chabowski et al., 2011). Moreover, some authors are merging the social and economic dimensions of sustainability (Singh, de los Salmones Sanchez, & del Bosque, 2008), and the conclusion regarding which dimensions are the most important is not quite certain (Chabowski et al., 2011, p. 66). These issues are increasingly being included in the measurement of companies' success with performance evaluations like 'triple bottom line' (Hubbard, 2009) and are also affecting the everyday decisions of consumers. They require companies and consumers to look beyond their self-interest and take a broader view of their business and behaviour.

Companies and consumers are striving to become better citizens; although, as Epstein (2008) has observed, companies have problems with equally managing the environmental, social and economic/financial aspects of sustainability. As observed by several authors (Chabowski et al., 2011; Choi & Ng, 2011; Roberts, 1995; Webb et al., 2008), marketing has continually emphasized the environmental dimension of sustainability. For instance, Chabowski et al. (2011) looked at sustainability research in a bibliometric study of sustainability issues in marketing that spanned over 50 years. One of the important topics that stemmed from the analysis was the distinction between the social and environmental dimensions of sustainability and was seen as 'imperative for the enrichment of the sustainability literature' (p. 64). Chabowski et al. (2011) also justify the same through observations from the corporate world, where some companies already distinguish between environmental and social performance based on different measures they utilise to assess each metric and to determine the results of sustainability initiatives. Choi & Ng (2011) argue that current literature 'does not offer an examination of the notion that different dimensions of sustainability can exist in the minds of consumers' (p. 270). Contemporary researchers also support this distinction and

examine consumer responses regarding environmental and economic dimensions of sustainability. Researchers in other disciplines found similar discrepancies. Seuring & Müller (2008) analysed sustainable supply chain management literature and found that the majority of articles address environmental issues (around 70%) the minority social issues (10%), while others integrate both dimensions. Interestingly, the aforementioned integration was only found in research published after 2002.

Herein, some possible explanations are provided for the current situation. Increasing consumer concerns for environment (first in the '70s, then in the '90s and again in recent years) provided many opportunities for marketers to engage consumers in environmentally responsible consumption. Lots of green colour in advertisements; brown, natural-looking packaging; natural ingredients; and buzzwords like green, eco and bio have been embedded in products and communications. 'Green' became part of the acquisition, purchase, usage and post-usage stage, thus presenting various opportunities for consumers to express their concern for nature through their consumption behaviour and create a more intense consumer experience. With further developments (after the '90s), additional considerations, like social welfare were also gaining attention, although the environmental component stayed far more applied than social (Carrigan & Attalla, 2001; Papaoikonomou, Ryan, & Valverde, 2011).

Socially related issues seemed to have a tougher time getting included in a product and being communicated through basic marketing tools like colour, packaging and content. This discrepancy can, for example, still be seen in product labelling: environmental labels are much more clearly presented than are social labels (Dickson, 2001; United Nations Office for Project Services, 2009). Except for the fair trade label, social issues were not, in general, widely popularised through product labelling; indeed, the question of how to promote purchasing with an emphasis on social issues still needs further consideration. Valor (2008) recognises a need to develop a more complex and comprehensive label that combines social and environmental issues that are more representative of the whole range of corporate social responsibility (CSR) complexity.

Recent introduction of a concept of stakeholder orientation in marketing literature (Ferrell, Gonzalez-Padron, Hult, & Maignan, 2010) that emphasises awareness and actions 'on a variety of stakeholder issues' (p. 93) may show signs of placing more emphasis on social, rather than only natural, environmental issues in marketing. Developing social certification standards (SAI, 2008) and introduction of the 'social fingerprint' in addition to the 'environmental footprint' (Schmidt et al., 2004) could also be signs of progress in dealing with those issues more holistically.

1.3.2. Sustainability dimensions as part of responsible consumer behaviour – comparing literature and consumer perspective

Socially responsible consumer behaviour has been recognised as an important variable to study. Some of the earlier researchers have treated this behaviour as a good segmentation base. Anderson Jr & Cunningham (1972) recognised the potential of 'social consciousness' (e.g. giving your time to help society and do well at work) to be used in the consumer behaviour context. In 1975, Webster Jr clearly acknowledged the importance and responsibility of consumers for general well-being when he defined the socially conscious consumer as 'a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change' (p. 188). He based this definition and research on the 'social involvement' model. The model, however, did not prove to be appropriate for explaining socially responsible behaviour; Webster himself admitted that his scale was biased toward more environmental issues.

Early conceptualisations and operationalisations of responsible consumer behaviour heavily favoured the environmental dimension (Antil, 1984; Kinnear, Taylor, & Ahmed, 1974; Webster Jr, 1975). 'Green' consumerism, as one of the first specified responsible behaviours, was quite commonly seen as one part of socially responsible consumption (Roberts, 1995), even though the emphasis was always on environmental rather than social issues. The emphasis on specific issues (environmental, social) in naming and conceptualising responsible consumer behaviour created a mixture of poorly defined behaviours without equal representation of issues; therefore, a rather narrow view of consumer responsibility was developed.

Later authors did, however, start to make a distinction between socially and environmentally conscious consumption (Mayer, 1976) but were using them interchangeably or merging them under one construct (e.g. Belch, 1982). Roberts (1995) was one of the first to make a clearer distinction between environmental and social concerns and proposed a two-dimensional scale (social and environmental) for measuring responsible consumer behaviour. Building on his work, Webb et al. (2008) also clearly distinguished between the dimensions of responsible behaviour and concluded, after a literature review, that among the existing measures 'none is an up-to-date measure of consumer behaviours in response to a full range of social issues' (p. 2). They developed a new measure, called Socially Responsible Purchase and Disposal, based on a definition of socially responsible consumer as:

“A person basing his or her acquisition, usage, and disposition of products on a desire to minimize or eliminate any harmful effects and maximize the long-run beneficial impact on society” (Mohr, Webb, & Harris, 2001, p. 47).

With further developments, ethical responsibility has arisen as a social and corporate responsibility issue. 'Green' consumption was usually seen as a predecessor or one of its parts (Freestone & McGoldrick, 2008), combined with issues like animal welfare, which could not be placed under the 'green' banner, and other issues connected with morality, as well as the general norms and values of society. This is reflected in a definition of ethical consumers as those 'influenced by environmental, social justice, human health, and animal welfare issues in choosing products and services encompassing, alongside fair trade goods, "sweat-free" clothes, "cruelty-free" cosmetics, energy efficient appliances, and organic foods' (Low & Davenport, 2005). Research on ethical consumption also presented some different and new antecedents compared to environmentally or socially responsible consumption. Seeing those issues all becoming a part of ethics has created an illusion that environmental and social issues are equally represented.

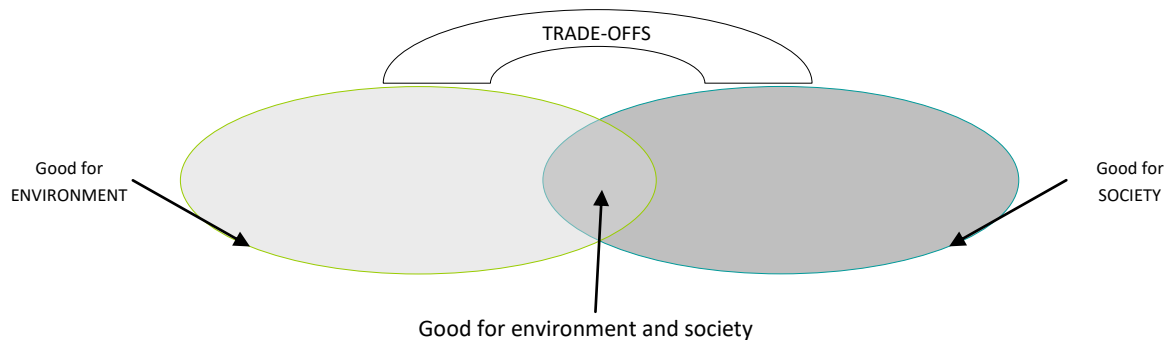
It is not a surprise that our qualitative study also showed that interviewed consumers placed greater emphasis on environmental issues, which could be attributed to greater information availability and product availability connected with the natural environment. Participants were able to easily describe environmentally responsible consumers, while they were less likely to recall socially responsible purchases, e.g. 'it is difficult to see someone is socially responsible ... maybe if he is buying cigarettes' (m, 33). Interviewees believed they know more about the exploitation of nature, while stories of social misconduct were less prevalent. Social injustice seems to be out of their control and has to be resolved by others, e.g., 'countries where workers rights are violated should be responsible for creating a safe work environment' (male, 33).

Although the majority of interviewees did mention that caring for the natural and social environment is important and should be included in responsible behaviour, they also usually see themselves as more concerned about either environmental or social issues. Several respondents mentioned they currently care more about social issues since the economic situation is worse and remembered than when economic development was at its peak more emphasis was given to environmental problems. It seems that perception of the greater power/vulnerability of nature or man can be an indicator of whether people are more concerned about the natural or social environment and their intentions for buying more environmentally or socially responsible products. This was also evident when comparing fair trade with environmental behaviours like buying eco, bio or recyclable products. Fair trade is mostly not known or vaguely known and is, for the most part, not frequently purchased. One respondent offered a comparison with recyclable products: 'materials exist that can be recycled and you cannot lie about that, with fair trade there is still a long chain and everybody can take something so the final link (worker) still does not get fair share' (male, 33). Also, fair trade products are not seen on the shelves; thus, purchasing is limited. Contrary to bio, eco products which

seem to be connected with regular purchases (e.g. food), fair trade products seem to be more appropriate for special occasions (e.g. chocolate for gifts).

Consumers also had problems simultaneously expressing their concern for nature and society. They saw potential conflicts between being able to care simultaneously for nature and society 'because for good of nature you should buy less and for society more, so that more money goes around' (female, 63) or 'I would rather buy on a farm, but I also need to drive there and exhaust gases, which is again not good' (female, 40). An observation of a female (32) who used to buy yoghurt from a home producer (seen as socially responsible), now buys ecologically produced yoghurt from a foreign producer (environmentally responsible), because of its eco certificate, which also shows that consumers many times need to make trade-offs between different sustainable behaviours. These trade-offs were mainly stated by women and seem to express an underlying worry or need for economic survival and safety of society, which can be in conflict when pursuing environmental concerns (Maslow, 1969a in Koltko-Rivera, 2006) (see Appendix 3).

Figure 2: Consumer trade-offs in sustainable behaviour



Based on personal interviews and literature review, we suggest the following research propositions for further research:

RP 1: Consumers emphasize environmental dimension of sustainability more than social dimension in responsible consumer behaviour.

RP 2: The more environmentally responsible consumers behave, the more socially responsible their behaviour is.

RP 3: The more trade-offs between environmental and social concerns a consumer perceives, the less he/she is willing to behave in a sustainable way.

1.3.3. 'Not only ethical' – expanded view of consumer responsibility from consumers' perspective

Consumer responsibility seems to be a more polarizing concept than the more researched concept of corporate social responsibility. Two streams of researchers have emerged with different expectations of consumer actions: some believe it is consumers' duty to act, and this is reflected in the consumer citizenship movement wherein consumers need to translate their rights into duties. According to them, it is consumers' duty to be informed about environmental and social problems, to use this information for better (more sustainable, responsible) consumption decisions and actively change their consumption when it has a negative impact on sustainability (Schrader, 2007). Others argue that we put too much pressure on consumers and that they sometimes do not have the ability to act, since there are too many obstacles to overcome, out of the consumers' control (Moisander, 2007; Valor, 2008). Responsibility of consumers was usually seen and researched from the perspective that it is motivated primarily by ethical or philanthropic concerns; though researchers also acknowledge that the responsibility that comes from self-interested or legal obligations can have positive environmental or social consequences (Belz & Peattie, 2012). In interviews duty was mentioned by several respondents though was explained as 'it is a duty but we neglect it because we live in a time where you can not be always responsible, I try, but I can not say that every purchase I make is responsible' (f, 31).

Applying Carroll's (1991) proposition of corporate responsibility to the consumer context, the basis for all responsible consumer behaviours are economic behaviours. The economic responsibility of consumers could be seen as consumers' responsibility toward themselves, usually based on self-interest, needs, wishes and general value-seeking consumer purchase behaviour. In interviews several respondents mentioned explicitly that responsibility starts with self-interest, mainly health is the main need that needs to be satisfied in order to be able to help also others. Behaviours thus do not need to be always ethically motivated to have a positive influence on environment or society (Belz & Peattie, 2012). Theories underlying self-interested, economic behaviour usually include general exchange theory, social exchange theory and means-end theory (Bagozzi, 1975; Zeithaml, 1988), wherein the perceived gains/value of the behaviour drives consumer actions.

Consumers' legal responsibilities can be described as obeying rules and laws connected to sustainability, like buying energy-efficient light bulbs as prescribed by law. Based on interviewees, one of the responsibilities of consumers with social (economic) influence is also using products according to producers' instructions. Legal responsibilities were less often mentioned in interviews so in continuation we focus more on economic responsibilities and use them as basis for describing self-interested behaviours. The following proposition is developed:

RP 4: Consumer behaviour reflects to a higher degree their economic responsibility, compared to legal, ethical or philanthropic dimensions of consumer responsibility.

It is evident from the definition of marketing (American Marketing Association, December 17, 2007) that, from a marketing perspective, consumers are one of the most important stakeholder groups and value created in the process of strategy formulation and implementation is a core concept of marketing discipline (Gallarza, Gil-Saura, & Holbrook, 2011). In their review of sustainability research between 1998 and 2013, McDonagh and Prothero (2014) encourage a discussion on how marketers should 'deliver sustainability as value' and conclude that 'there is no reason why our *raison d'être* cannot become one of creating customer value with sustainability as its focal point' (p. 1206). In particular, mainstream consumers are often more goal and self-oriented and are not driven purely by concern for environment or society. They want to gain functional, emotional and social value through their purchase behaviour (Green & Peloza, 2011; Sheth, Newman, & Gross, 1991) in exchange for their money (Bagozzi, 1975).

Some authors have already observed some potential benefits/values commonly associated with green products (e.g. cost effectiveness, health and safety, status, and convenience) (Ottman et al., 2006), but there is still a need toward more precise taxonomy and examination of sources of perceived consumer benefits/values (Bhattacharya, Korschun, & Sen, 2009). We propose that economic responsibility be measured in the consumer context with the 'perceived value' of environmentally and socially responsible products. Although it has been noted that 'by creating social and environmental value, sustainability marketing tries to deliver and increase customer value' (Belz & Schmidt-Riediger, 2010, p. 402), the concept of perceived value has rarely been used and measured in the context of responsible consumer behaviour. We propose the following:

RP 5: Perceived value (emotional, social, and functional) for consumers is expected to be higher in environmentally responsible consumer behaviour than in socially responsible consumer behaviour.

Ethical responsibility is connected to the morality, norms, and values that are reflected in consumer purchases and could also lead to reduction in consumption or boycotting of products or companies. Smaller amounts of self-interest could also be important here, although in caring for others, nature and society is a priority. Theories underlying this process include models of moral development (Rest & Barnett, 1986), marketing ethics (Hunt & Vitell, 2006) and planned behaviour (Ajzen, 1991). Here, behaviour is driven by beliefs as well as moral, ethical, normative, and attitudinal considerations. As a more direct predictor of behaviour and 'environmentally responsible product choices',

'personal moral obligation' was found to be an important construct (Minton & Rose, 1997). Similarly, Shaw et al. (2000) found in their research of ethical consumers that 'the measures of ethical obligation and self-identity are more pertinent to the TPB (theory of planned behaviour) model than the traditional attitude and subjective norm measures' (p. 889). Ethical obligation can add a more balanced view toward different motivations for responsible behaviour, especially to explain socially responsible consumer behaviour, which we expect brings less (economic/self-interested) value to consumers (Singhapakdi, Vitell, Rallapalli, & Kraft, 1996). We propose that ethical responsibility or other-interested behaviour be measured with the 'ethical obligation' construct in the consumer context.

Philanthropic responsibility could be seen as consumers' responsibility that is based on purely philanthropic acts like giving donations for sustainable causes; which were, in the interviews, more often mentioned concerning potential social impact. Philanthropic responsibilities were less often mentioned in interviews so in continuation we focus more on ethical responsibilities and use them as basis for describing other-interested behaviours.

RP 6: Ethical obligation is expected to be higher in socially responsible consumer behaviour than in environmentally responsible consumer behaviour.

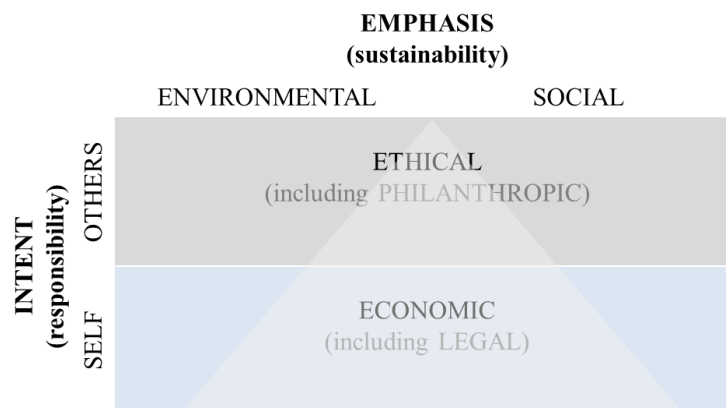
In terms of trade-offs, one of interviewees stated, 'I always buy for my self-interest, but I can buy something that is less harmful for environment and society' (male, 33); he also adds, 'you have to be healthy, this is good for society, otherwise you are a burden to society which has to pay for you. You have to be healthy first and in a good condition to help others'. This type of trade-offs here were stated by men and seem to express an underlying connectedness with society and need for transcendence by first satisfying basic needs (e.g. health) to then transcend beyond self and be able to help others (Maslow, 1969a in Koltko-Rivera, 2006) (see Appendix 3). According to the interviewees, behaviour also needs to be based on moderation and drawn from needs. From the concept of 'mindful consumption', these behaviours can only be possible in circumstances where consumer needs are neither under- nor over- but are, rather, 'optimally fulfilled' (Sheth, Sethia, & Srinivas, 2011, p. 31). Buying from a farmers' market, for example, was often perceived in interviews as having positive social impact, but the main reason for buying there is for one's own health, since products are perceived as fresher and safer. Other trade-offs were expressing more practical reasons between satisfying psychological needs (e.g. products that offer protection or are cheap) and thus not being able to satisfy the needs of others.

RP 7: The more trade-offs between self- and other-regarding concerns consumers perceive, the less they are willing to act in a responsible way.

1.4. Conceptual framework – consumer sustainability and responsibility

To integrate concepts of sustainability and responsibility in the consumer context, while also distinguishing them, we propose the following framework based on the work of Chabowski et al. (2011) and our qualitative research and visually present it in Figure 3 and Figure 4.

Figure 3: Conceptual framework of responsible sustainable consumer behaviour



Source: Adapted by Chabowski et al. (2011)

- Sustainability:** In a consumer context, sustainability could be seen as the dimension where the emphasis of responsible consumer behaviour lies (environmental, social or economic). It is a manifestation of consumers' interests and concerns and presents a behavioural component of consumption. There exists a general, almost intuitive understanding that dimensions of sustainability (environmental, social) are different and that consumers who emphasise environmental or social/economic issues are not the same persons (Belz & Peattie, 2012), though these differences between consumers are rarely conceptualised and researched (for an exception, see Roberts, 1995 and Webb et al., 2008).
- Responsibility:** Consumer responsibility explains the consumer's intent; i.e. why he/she acts in a responsible way, and is a manifestation of motivations as well as cognitive, emotional or social consumption processes. To determine the components of consumer responsibility, we need to determine the purpose for that behaviour. Consumer responsibility is comprised of many different reasons and motivations for behaviour and cannot be described solely as a behaviour that has positive social or environmental influence. Drawing from the CSR field and interviews with consumers we propose that, like corporate responsibility, consumer responsibility could also include several components that are most comprehensively presented in the framework proposed by Carroll (1991). Her four-level pyramid structure of corporate social responsibility (CSR) actions (economic, legal, ethical and

philanthropic) implies that economic dimension is the basis on which all others are positioned. Based on our interviews we propose two main dimensions to be used in consumer research, namely self-interest represented by economic dimension (including also legal) and other-interested represented by ethical dimension (including also philanthropic).

- c. **Consumption phase:** In Figure 4 we provide examples of sustainable responsible behaviours where additional dimension of consumption phase is added, based on the findings of our qualitative study. Behaviours can be more self or other oriented and have a more environmental or social impact, though sometimes the exact distinction can be blurred (e.g. products bought on farmers market can be seen as more healthy, since they are produced locally, are also good for the planet due to short transport distances, while also supporting local farmers). First phase of the consumption process is purchase or acquisition of products and can include purchases of new or used products. Commonly mentioned are organic and occasionally also fair trade products, majority of consumers include packaging into consideration (especially plastic materials, size of packaging). Other ways of acquiring things like swapping, sharing or renting were rarely mentioned in our interviews, but could also be included in this phase. Also just buying fewer products that are not necessary was often mentioned as a way of demonstrating responsible behaviour. Usage phase or specific actions taken include using products for longer periods of time (by buying quality products), using products according to producer instructions (thus also prolonging their longevity). Driving less or taking a bike are specific actions that can be taken to promote responsible behaviour (exhausting less gases), but can also be a self-interested behaviour done for increasing ones health or saving money. Disposal phase is also a necessary part of responsible behaviour often mentioned in our interviews. Recycling materials is mentioned the most, sometimes also reuse. Giving products forward to others, to be further used is again often mentioned, selling products forward, less often. Disposing products by producer's instructions is also possible way of showing one's responsibility.

Figure 4: Examples of environmentally and socially responsible consumer behaviours

RESPONSIBILITY (INTENT) ➡		SELF-INTEREST		OTHER-INTEREST	
SUSTAINABILITY (EMPHASIS) ↓		Economic	Legal	Ethical	Philanthropic
ENVIRONMENTAL (nature, animals)	Purchase	<i>Organic, natural, bio products (e.g. food), vinegar for cleaning (f, 40). Buying used products (m, 34) Buying less (m, 53).</i>	<i>No plastic/ recycled and paper bags usage (f, 49); Light bulbs.</i>	<i>Animal welfare protection products ("cruelty-free" cosmetic testing); Environmentally responsible packaging like glass, refills, smaller packaging (f 63). Products bought on farmers market for environmental reasons (f, 63).</i>	<i>Gifts with environmental purpose.</i>
	Usage actions /	<i>Buying quality products that last longer and produce less garbage (m, 53). Driving less, driving a bike/taking bus.</i>	<i>Using products by producer's instructions (f, 30).</i>	<i>Driving less, driving a bike/taking bus. Energy efficient products (m, 53).</i>	<i>Donations for environmental causes.</i>
	Disposal,	/	<i>Disposing products by producer's instructions (f, 30).</i>	<i>Recycling, reusing (f, 49).</i>	/
SOCIAL (people, society)	Purchase	<i>Products bought on farmers market, local or regional or continental (Europe) products for health and freshness reasons (m, 31). Not buying specific categories (sweets, chips, alcohol,...)(f, 40).</i>	<i>Paying for purchases (f, 30).</i>	<i>Fair trade (f, 28); Products made without child labour, "sweat-free" products (clothes). Products bought on farmers market for helping farmers (f, 49).</i>	<i>Buying for or from less privileged (f, 40; e.g. magazines from homeless).</i>
	Usage actions /	<i>Cohousing communities.</i>	<i>Using products by producer's instructions (f, 30).</i>	/	<i>Monetary donations for social causes (to charity).</i>
	Disposal,	/	<i>Disposing products by producer's instructions (f, 30).</i>	<i>Cleaning closets and giving products forward (e.g. clothes for charity; m, 31), collecting bottle caps for charitable purposes.</i>	/

1.5. Conclusions and implications

In the paper we gave several propositions regarding how to make research on responsible, sustainable consumer behaviour more complete; namely, broadening the scope of researched issues (from environmental to social) and acknowledging that not all consumers act based on their ethical considerations but also on their self-interest. We made a clear distinction between responsibility and sustainability of consumer behaviour, presented their different dimensions, and explored a variety of responsible consumption practices. Additionally, we presented this distinction in the framework of responsible, sustainable consumer behaviour to better explain the complex and sometimes paradoxical behaviour of responsible consumers. We explored consumer behaviours and dilemmas regarding all dimensions of responsible and sustainable behaviour.

Researchers studying complex behaviour of sustainable responsible consumer behaviour should take into account the complex behaviour of consumer including: dimensions of sustainability measuring impact of behaviour (environmental, social), dimensions of responsibility measuring intent of behaviour (self, others) and consumption phase of the behaviour (purchase, usage, and disposal). With this we join researchers trying to provide a more systematic and more integrative view of sustainable and responsible behaviour of consumers (Chabowski et al., 2011, Geiger et al., 2018) and frame it in a way it provides more guidance for selecting and comparing different research approaches and results. This conceptual framework also guides further studies in this dissertation.

We also proposed measures of perceived value and ethical obligation to measure self- and other-centered motivations for acting responsibly to make research more actionable. Such other- versus self-interested behaviours could potentially better explain the oft-mentioned gap between environmentally and socially responsible attitude and behaviour, which may be a gap between the interests of society and individual consumers. By understanding consumers' different emphasis of actions (environmental, social) and responsibility intentions (self-interest, other-interest), we can better understand and resolve consumer responsibility dilemmas that arise from a one-dimensional view. Only by acknowledging these different layers of sustainable and responsible consumption, can we move sustainability research forward and change consumer behaviour. Our research also shows respondents see the fundamentals of behaviour being in conscious, mindful consumption, thus being aware of environmental and social problems in our world. They see their impact usually in the category of FMCG consumption, but this does sometimes depend also on time and perceived effort. Although dimensions of responsibility and sustainability are seen as connected, they certainly see differences between those dimensions and consequentially trade-offs.

Research only tackled the complexities of consumer behaviour in the context of different trade-offs or ways consumers prioritise sustainability and responsibility issues, but we

believe there are opportunities for further investigation of this topic. It seems that when prioritising different dimensions of sustainability and responsibility, consumers basic, survival or safety and transcendent needs regarding one dimension can act as a reason for not acting in responsible way regarding the other dimension. Since sustainability and responsibility are concepts with interdependent dimensions (social-environmental, self-others), any action on the side of consumers can lead to harming one dimension over other (Galafassi et al. 2017). To what degree (if any) this affects the final behaviour or if it discourages people from acting at all in sustainable and responsible way thus leading to a “sense of paralysis” (Galafassi et al. 2017) would be an interesting topic for further research. Additional research should aim to identify and understand other possible trade-offs, since this was not the prime objective of this study. From the research it doesn’t seem that all consumers think about them. They may not be so explicit, can be hidden, even ignored or downplayed (Galafassi et al. 2017) and arise after more thorough thinking about a phenomena. They can create a feeling that a consumer is over-thinking a certain issue. Thus important questions to be answered are if there are specific circumstances under which they can occur and how do people respond and manage these considerations. Implied differences between men (transcendence needs) and women (safety needs) could also provide paths for further investigation. Trade-offs can happen in any stage of the consumption and thus further research should also take into account this dimension.

Marketers who employ environmentally and socially responsible marketing strategies need to understand why and how consumers react to their sustainability initiatives, how their activities influence consumer behaviour, and what value they bring to the consumer to ensure their satisfaction and loyalty and achieve marketing strategy objectives. Marketers need to understand their consumers' intrinsic drive for action and how they emphasise this in their behaviour in order to align their strategic objectives with consumer needs and behaviour and more efficiently target potential responsible consumers.

2. ANTECEDENTS OF ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE CONSUMER BEHAVIOUR²

Responsible sustainable consumer behaviour (RSCB) involves a complex pattern of environmental and social issues, in line with the view of sustainability as a construct with both environmental and social pillar. So far, environmental dimension was far more researched than social dimension. In this article we test the antecedents of both environmentally and socially RSCB on a representative sample, using structural equation modelling. We included measures of concern, perceived consumer control/effectiveness, personal/social norms and ethical obligation to better explain and extend the traditional theory of planned behaviour. Our findings show that in general, antecedents of environmentally and socially responsible sustainable consumption are similar in their effect on consumer behaviour, with personal norms, concern and ethical ideologies having the strongest impact on RSCB. When comparing both types of behaviour, socially responsible behaviour is more influenced by perceived behavioural control and possibly social norms than environmentally responsible behaviour. Information availability has the strongest positive impact on responsible consumer behaviour. Sustainable responsible consumption can therefore be achieved by embracing all dimensions of sustainability. Also, consumers need to have a sense for both social and environmental issues. The complexity and struggles between doing what is good for environment and society could be the reason why consumers have difficulties achieving sustainable responsible consumption.

Keywords: responsible behaviour, sustainable behaviour, sustainability, concern, perceived control, personal/social norms, ethical ideologies, consumer behaviour

2.1. Introduction

The second chapter furthers the idea of seeing sustainability concept as having two dimensions, namely social and environmental dimension, which need to be taken into account when researching sustainable responsible consumer behaviour. Here, we investigate the consumption behaviour further by addressing the antecedents of sustainable responsible consumer behaviour and how they are different between environmentally and socially responsible consumer behaviour. This chapter gives further confirmation on the consumers' side of behaviour.

Global development is now more than ever threatened by unsustainable patterns of consumption and production (United Nations Environment Programme, 2015). Since 1987 when the first report by the World Commission on Environment and Development was published, sustainable development has been defined as development that is "trying to

² This chapter is currently undergoing a review process for Journal of Business ethics.

meet the needs of current generations without compromising the ability of future generations to meet their own needs". Three pillars of sustainability have been identified as the building blocks of sustainable development, namely environmental, social and economic. International institutions (e.g. OECD) were at first mostly focused on environmental agenda, leaving social and economic dimension behind (Elkington, 2004). To make progress of sustainability in the business field, Elkington (1997) coined the term 'triple bottom line' to measure companies' economic, environmental and social success. This required companies to look beyond their self-interest and take a broader view of their business. Different and distinct sustainability performance measures and standards were developed to measure environmental, social and economic performance of companies (Chabowski et al., 2011).

This view of sustainability as a construct of three separate pillars was well aligned to the managerial view of triple bottom line, since it created a well-defined and transparent method for performance evaluations. Choi & Ng (2011) observed that literature 'does not offer an examination of the notion that different dimensions of sustainability can exist in the minds of consumers' (p. 270). Environmental and social dimension are often not well defined and thus their "relative importance" is not evaluated (Choi & Ng, 2011, p. 271). Recently more researchers are increasingly taking into account the multidimensionality of the sustainability construct. Research by Catlin et al. (2017) which shows that consumers perceive the social and environmental dimensions of sustainability as psychologically distinct and align the social dimension of sustainability with local, short term and affective reflections while the environmental dimension with global, long-term and cognitive thoughts. More product oriented research includes multidimensionality by comparing competing/substitute products of organic, local and fair trade ethical alternatives (Frank & Brock, 2019). More research is needed with regard to questions whether consumers act differently when behaving in environmentally or socially responsible way, how do environmentally and socially responsible behaviours differ regarding their antecedents; whether marketers need to separate environmental and social appeals and how can they create successful sustainability programs that are aligned to consumer sustainability needs and wants.

The aim of this paper is thus to look at antecedents of environmentally and socially responsible sustainable behaviour to estimate their relative importance, differences and similarities. To find the answers needed we conducted a qualitative and quantitative research, including personal interviews with consumers and survey questionnaire. In the paper we first look at the literature on responsible and sustainable consumption and combine the findings with in-depth consumer interviews to develop specific hypotheses. We use the findings from our qualitative research mainly to complement environmental topics, which were more thoroughly covered in the literature, with social dimensions' findings. Then we present the models of environmentally and socially responsible sustainable behaviour and its antecedents based on theory of planned behaviour (concern,

perceived control/effectiveness, personal/social norms, and ethical obligation) which were tested using a representative sample of consumers.

2.2. Responsible sustainable consumer behaviour and sustainability dimensions (environmental, social)

Some of the early research of socially and environmentally responsible consumer behaviour appeared in the 1970s. Anderson Jr & Cunningham (1972) recognized the potential of 'social consciousness' (e.g. giving your time to help society and do well at work) to be used in the consumer behaviour context. In 1975, Webster Jr (1975) clearly acknowledged responsibility of consumers for general well-being when he defined the socially conscious consumer as “a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change” (p. 188). He based this definition and his research on the 'social involvement model'. The model, however, did not prove to be appropriate for entirely explaining responsible behaviour; Webster acknowledged that his scale was biased toward more environmental issues, which could be one of the reasons for his finding. In general, early conceptualisations and operationalisations of responsible consumer behaviour heavily favoured the environmental dimension, especially with some of the early researchers (Antil, 1984; Kinnear, Taylor, & Ahmed, 1974; Webster Jr, 1975). 'Green' consumerism, as one of the first specified responsible behaviours, was quite commonly seen as part of socially responsible consumption (Roberts, 1995), even though the emphasis was always on environmental rather than social issues. A mixture of poorly defined behaviours without equal representation of environmental and social issues resulted in a rather narrow view of consumer responsibility.

Later authors did, however, start to make a distinction between socially and environmentally conscious consumption (Mayer, 1976) but were using them interchangeably or merging them under one construct (e.g. Belch, 1982). Roberts (1995) was one of the first to make a clearer distinction between environmental and social concerns and proposed a two-dimensional scale (social and environmental) for measuring responsible consumer behaviour. Building on his work, Webb et al. (2008) also clearly distinguished between the social and environmental dimensions of responsible behaviour and concluded that among the existing measures “none is an up-to-date measure of consumer behaviours in response to a full range of social issues” (p. 2). They developed a new measure, called Socially Responsible Purchase and Disposal, based on a definition of socially responsible consumer as “a person basing his or her acquisition, usage, and disposition of products on a desire to minimize or eliminate any harmful effects and maximize the long-run beneficial impact on society” (Mohr, Webb, & Harris, 2001, p. 47).

With further developments, ethical responsibility has arisen as a social and corporate responsibility issue. 'Green' consumption was usually seen as a predecessor or one of its

parts (Freestone & McGoldrick, 2008), combined with issues like animal welfare, which could not be placed under the 'green' banner, and other issues connected with morality, as well as the general norms and values of society. This is reflected in a definition of ethical consumers as those “influenced by environmental, social justice, human health, and animal welfare issues in choosing products and services encompassing, alongside with fair trade goods, ‘sweat-free’ clothes, ‘cruelty-free’ cosmetics, energy efficient appliances, and organic foods” (Low & Davenport, 2005). Research on ethical consumption also presented some different and new antecedents compared to environmentally or socially responsible sustainable consumption.

In the past decade and even more recently interest has arisen again, especially since organic grocery buying options are entering mainstream consumption decisions. Studies measuring purchasing behaviours of responsible consumers (as opposed to non-consumption behaviours like e.g. energy conservation) are usually evaluating product categories such as organic foods for measuring “green consumption” (e.g. Ngobo, 2011) and fair trade has commonly been seen as part of socially responsible consumption (e.g. Pelsmacker & Janssens, 2007). Some authors have simultaneously used both dimensions and have aimed to assess "competitive situation of the ethical grocery market” (p. 598, Frank & Brock, 2019). They find fair trade a more complementary product type, while local and organic groceries are seen as substitutes for each other when consumers want to buy “green” (Frank & Brock, 2019).

More psychological distinctions between different dimensions of sustainability have been observed by other authors. Catlin et al. (2017) found consumers use more affective or emotive words and signs when describing concern for social dimension of sustainability, while concern about the environment was often described with more cognitive or analytical language. Social dimension of sustainability additionally was associated with short-term, and local factors, while the environmental with more long-term and global considerations. Socially concerned consumers thus could be more inclined to meet their immediate needs, and environmentally concerned to use more rational decision making, including budget restraints (Catlin et al., 2017).

Our paper aims to investigate behaviour that includes considerations of environment (nature) and social environment (other people and society) when purchasing a product. Though not just in terms what consumer chooses/uses/owns (e.g. organic food) but a pattern of considerations (intentions, attitudes) and decisions (e.g. choosing something that is least harmful) leading to a sustainable responsible consumption.

2.3. Antecedents of responsible sustainable consumer behaviour

Several researchers have made the observation that throughout the history of research on environmentally and socially responsible sustainable (consumer) behaviour, many models have been proposed to explain its antecedents. In line with observations that environmental dimension of behaviour was more researched, the same can be said for the antecedents of responsible behaviour. Environmental concerns for example, have been researched much more than social concerns (Shaw et al., 2000).

Early antecedents that were proposed and explored by researches like Antil (1984) and Roberts (1995) included concepts of liberalism, concern, perceived consumer effectiveness and alienation, to understand why and how consumers behave in responsible way. Rational, cognitive component of the behaviour was emphasized through these concepts (Park & Stoel, 2005) and was reflected in the name usually used for such consumers (e.g. environmentally “conscious”). In recent years though, researchers are recognizing environmentally and socially responsible decisions as a “mixture of cognitions and emotions” (Park & Stoel, 2005, p. 236), where also situational factors (Carrington et al., 2010) and consumer personality play an important role.

When explaining the process of responsible consumer behaviour, theory of planned behaviour (Ajzen, 1991) is most commonly used. It has been used extensively for research of environmentally responsible behaviour, while for socially responsible (ethical) behaviour its usage is scarce. Shaw et al. (2000) proposed that, when researching broader social and ethical issues, additional factors need to be included, since “traditional model structure without modification is more suited to the prediction of self-interested behaviours”. According to the theory of planned behaviour (Ajzen, 1991), the main concepts that need to be included in the model of responsible behaviour are *intentions*, *attitudes toward the behaviour*, *subjective (social) norms* and *perceived behavioural control*.

As Ajzen (1991, p. 181) describes, “A central factor in the theory of planned behaviour is the individual’s intention to perform a given behaviour”. It was confirmed many times that antecedent factors do not usually have direct effect on behaviour, but are mediated by behavioural intentions (Bamberg & Moser, 2007). Ajzen (1991, p. 181) describes intentions as “indications of how hard people are willing to try, or how much of an effort they are planning to exert, in order to perform the behaviour”. Rather than measuring behaviour, some researchers have proposed measuring attitudes or intentions with the assumption that both can be good predictors of behaviour. This assumption was though quickly disputed with research showing the common gap between intentions/attitudes and behaviour (Kollmuss & Agyeman, 2002). This made behaviour the preferable dependent variable, although not easily measured. Abdul-Muhmin (2007) also suggested that intentions should be substituted by willingness, especially in environments where the

availability of environmental facilities and sustainable product alternatives is lower. Therefore, the following hypothesis is projected:

H1: Willingness to behave has positive influence on a) environmentally responsible consumer behaviour and b) socially responsible consumer behaviour.

Environmental concern was one of the first concepts included in environmental research (Anderson Jr & Cunningham, 1972; Antil, 1984) intended to explain environmentally responsible behaviour. Commonly viewed as a “general attitude” toward problems in natural environment (Abdul-Muhmin, 2007) it can include either positive (interest) or negative (scepticism) assessment of environmental problems (De Pelsmacker & Janssens, 2007). Environmental concern can also include emotional component of behaviour (strong feelings of anger, disappointment) (Lee, 2008) and has been found to predict behavioural intentions (Minton & Rose, 1997), more than behaviours directly. Bamberg (2003, p. 23) has also noticed that environmental concern can also act as a heuristic, helping consumers to “frame the decisional problem, the relevant alternatives and the personally salient decision criterion”. Factors that increase environmental concern include environmental beliefs (Kilbourne & Pickett, 2008) and “perceived threats to the global environment”, “knowledge of global environmental issues”, “past environmentally friendliness” as well as “perceived psychological consequences of environmentally friendliness” (Abdul-Muhmin, 2007). Concerns about broader social, not just environmental issues have been less researched, though they “add significantly to the complexity of consumer decisions” (Shaw et al., 2000, p. 880).

In order to illuminate meaning and understand consumer perspectives on environmental concern we conducted in-depth interviews with typical consumers age 18-65 through framed qualitative inquiry questions. The majority of respondents showed some degree of concern over environmental and social issues, although they seemed better informed about environmental issues: *“We know that natural environment is being exploited in hundred different ways, though stories of social misconduct are rarely mentioned, but when they do come out I give them more attention” (female, 28).*

They also believed there is a lack of awareness of severity of social problems and demonstrated increased interest in social issues as a consequence of current economic situation and perceptions that society now needs more help than nature. The problem of disconnection in human relationships was described as a lack of mutual understanding, honesty, cooperation, willingness to help other people, interest in everyday human problems, ignorance, “people are treated as worthless, only money has value” (female, 63). Growing differences between poor and wealthy, unemployment and non-payment are seen as the most pressing issues. Nevertheless, nature is still seen as more vulnerable and in need of help. Also, there is a belief that nature and humans are connected so that problems

in nature (e.g. pollution) can soon become human problems (e.g. dangerous polluted food). Based on the above, the following hypothesis is suggested:

H2: Concern has a positive and strong impact on a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

Perceived control was added as last to the theory of planned behaviour, however presents a main distinctive factor from the theory of reasoned action (Ajzen, 1991). It is defined as consumers “perception of the ease or difficulty of performing the behaviour of interest” and reflects “past experience as well as anticipated impediments and obstacles” (Ajzen, 1991, p. 183). This construct has proved to be very important in explaining behaviour, even directly. It is specific to a certain situation and as such differs from the locus of control which is a general perception of ones perceived control (Ajzen, 1991). Perceived behavioural control also differs from actual control, although when a person has the right opportunities and resources (time, money, skills, and information), it can also be used as a substitute for actual control. Related to perceived control is another behavioural predictor, perceived consumer effectiveness, which explains consumer’s perception of the power to affect the “occurrence or averseness of an event” (Ellen et al., 1991, p. 103).

Interviewees in our qualitative research believe they have more knowledge about the exploitation of nature, while stories of social misconduct are less prevalent. Social injustice seems to be out of their control and has to be resolved by others, e.g. *'countries where workers' rights are violated should be responsible for creating a safe work environment' (male, 33)*. This was also evident when comparing fair trade with environmental behaviours like buying eco, bio or recyclable products. Fair trade products are mostly not known or vaguely known and are, for the most part, not frequently purchased. One respondent offered a comparison with recyclable products: *'Materials exist that can be recycled and you cannot lie about that, with fair trade there is still a long chain and everybody can take something so the final link (worker) still does not get 'fair share' (male, 33)*.

Also, fair trade products are often not seen on the shelves; thus, availability for purchasing is limited. Environmentally responsible products (e.g. bio, eco) seem to be connected with regular purchases (e.g. food) and socially responsible products (e.g. fair trade) seem to be more appropriate for special occasions (e.g. chocolate for gifts). From our interviews it seems that consumers can have more direct influence through environmentally responsible consumption behaviours (e.g. recycling) compared to socially responsible consumption and perceive there are more possibilities for other stakeholders (governments, companies) to better control social responsibility than consumers: *“Problems in society ... It seems a more distant topic, taboo topic, I think that you have more influence over nature, everyone can make a difference, it is not connected with society or government but with personal conscience” (male, 53)*. Based on the above, the following hypotheses are developed:

H3: Perceived behavioural control has positive influence to a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

H4: Perceived consumer effectiveness has positive influence to a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

Norms present a mixture of cognitive, emotional and social factors. In the theory of planned behaviour, social (subjective) norms are defined as “perceived social pressure to perform or not to perform the behaviour” (Ajzen, 1991, p.188). Although social norms have consistently been added to the theory of planned behaviour and successfully explain behaviour, researchers recognize also the importance of personal (moral) norms (Shaw, 2000). In the meta-study of pro-environmental behaviour, Bamberg & Moser (2007) found out that “social norms also directly contribute to the development of moral norms”. Social norms present “standards” to separate right and wrong behaviours and present “content” for development of personal norms, if and when they are internalized (Bamberg & Moser, 2007). Social norms are usually used by a person as information on whether certain behaviour is acceptable and not necessarily as a push factor of “social pressure” (Bamberg & Moser, 2007). Feeling of moral obligation then comes from social norms that have been internalized and became personal (moral) norms. Bamberg & Moser (2007) thus see personal norms as adding the more other-interested (pro-social) component to the theory of planned behaviour as opposed to attitudes and perceived behavioural control representing more self-interested motives. Thøgersen (2006) also adds additional insight into the relationship and effectiveness of social and personal norms by saying “when personal norms are accounted for, the direct effect of subjective social norms on environmentally responsible behaviour usually disappears”.

In line with the above, consumers in our qualitative research did not report almost any social pressure to behave responsibly, especially when talking about environmentally responsible behaviour. The feeling of obligation usually comes from them personally. Middle age respondent also mentions that one can quickly be seen as strange by others if ones actions are too environmentally conscious. The common norm is that one conforms to “consumer society” and uses what is available in today’s society. Therefore, the following hypotheses were developed:

H5: Social norms have relatively weak impact on behaviour and have positive influence to a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

H6: Personal norms have relatively strong impact in both types of behaviour and have positive influence to a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

Theory of planned behaviour has gained some criticism since it is more applicable to self-interested behaviours. Environmentally responsible consumption was with time seen as more self-interested due to health and status benefits consumers could gain with this type of consumption. Researchers Shaw, Shiu and Clarke (2000, p. 882) thus suggested to include additional measure in the TPB model: ethical obligation that would capture “an individual's internalized ethical rules, which reflect their personal beliefs about right and wrong”. This measure would be a better predictor of other-interested behaviour connected with other ethical issues, like socially responsible behaviour or animal welfare, due to less personal benefits a person can gain with this type of behaviour. Therefore, the following hypothesis is developed:

H7: Ethical obligations/ideologies have positive influence to a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

Consumer (especially rational) behaviour is also a reflection of the consumer's knowledge and can be influenced by quality and quantity of information (Pelsmacker & Janssens, 2007) and different types of information that companies can provide to consumers about their social and environmental impact (D'Souza, Taghian, & Lamb, 2006). This is done through the heuristic-systematic model of information processing (Chaiken, 1980) where perceived effort and costs (time, money) associated with information gathering (Saini & Monga, 2008; Uusitalo & Oksanen, 2004) play an important role. In environmentally and socially responsible consumption information availability is extremely important and it is also a duty of a consumer to get right information (Schrader, 2007). It plays crucial role for achieving more responsible consumption which requires substantially more efforts on the part of the consumer in their decision making (Shaw & Shiu, 2003) and usually limits their purchasing freedom. Thus, it has also been noted that lack of information can be one of the main obstacles when buying responsibly (Dupré, 2005; Leire & Thidell, 2005). Vermeir & Verbeke (2006) demonstrated that some situational and individual determinants of behavioural intention, namely involvement, perceived availability, and perceived consumer effectiveness, can be influenced by providing relevant information. Information can be defined as those given to consumers through different sources (either from company or other organizations or other individuals) and different media/designs (ATL, BTL, labels) about the product's and company's environmental and social impact/actions throughout the life-cycle of a product (from production process to disposal). Although recognized as one of the common obstacles to more responsible behaviour, information is rarely included in ethical research with some exceptions in the fair trade context research (De Pelsmacker & Janssens, 2007).

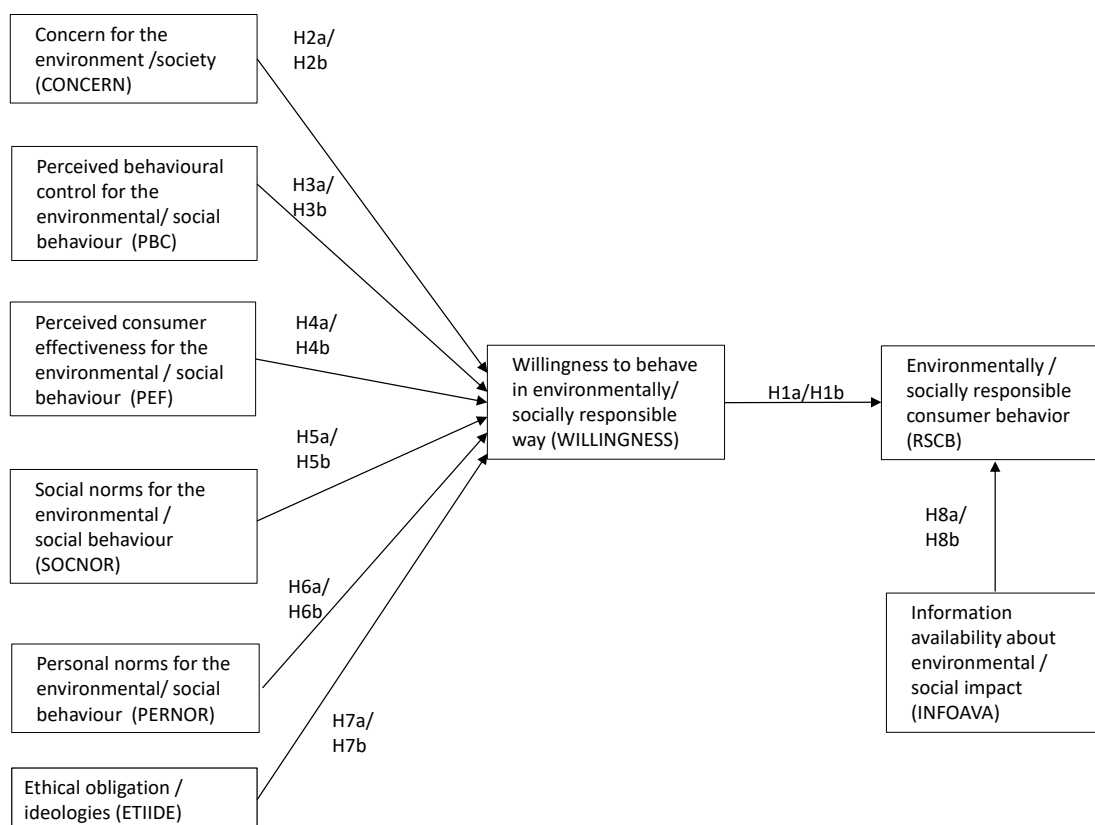
Our interviewees believe there is some degree of information available that can help one to make more informed decisions, though they do doubt if we have all the right information for better consumption decisions, “*you know where the product comes from, what are the*

ingredients, but the most important information – the production process (e.g. fruit spraying) that influences quality and impacts nature and humans is unknown or even hidden” (male, 53). In line with the above:

H8: Information availability is related positively to a) environmentally responsible willingness to behave and b) socially responsible willingness to behave.

All hypotheses are presented in a conceptual model of antecedents of responsible sustainable behaviour (Figure 5). We explore the distinction and parallels between environmentally and socially responsible sustainable consumption and antecedents of each specific behaviour through the theory of planned behaviour where concerns, perceived behavioural control/effectiveness, norms and ethical obligation influence willingness/intentions that consequently lead to behaviour (Ajzen & Fishbein, 2005).

Figure 5: Drivers of environmentally and socially responsible sustainable consumer behaviour



2.4. Questionnaire development

The questionnaire for the quantitative research was developed based on the literature review and personal interviews. In order to properly represent domains of the constructs and ensure items reflect concepts they are intended to present, personal interviews with

general population members were conducted. In absence of adequate scales for socially responsible sustainable consumer behaviour, typically a scale measuring a specific phenomenon in the environmental field was used from previous research, and then a version of social equivalent was developed.

To measure ‘concern’, ‘willingness’, ‘behaviour’, ‘norms’ and “ethical obligation” we used scales from previous studies. ‘Information about the environmental/social impact’ of products and companies scales were further developed from an initial pool of items from the literature, and tested on a sample of 21 respondents. Appendix 2 provides a list of items used in our study. Items were measured on a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree). Questions were included in a web based panel study.

Sample included 426 respondents (ages 18 to 65). Quota sampling by age, gender and location was used. The final respondent profile was representative and included 47.4 percent males and 52.6 females. 10.6 percent 18 to 25-year-olds, 20.0 percent 26 to 35-year-olds, 20.7 percent 36 to 45-year-olds, 27.2 percent 46 to 55-year-olds and 21.6 percent 56 to 65-year-olds. Majority have finished high school (42 percent) or tertiary education (44 percent). Average household income was up to 1100 EUR (24 percent), between 1100 EUR and 2200 EUR (38 percent) and above 2200 EUR for 16 percent of the sample (1 percent without income and 21 percent did not want to answer). Majority have already bought some kind of environmentally or socially responsible product (95 percent energy efficient product, 94 percent recyclable product, 91 percent eco products, 93 percent locally produced product, 68 percent product that claims a share donates to people in need, 36 percent fair trade product).

Several procedural measures were included in order to minimize common method bias (MacKenzie & Podsakoff, 2012), which can be observed in cross-sectional studies of attitude-behavior relationships, influencing construct validities, reliabilities and covariations. In order to carefully design a study and increase the ability of respondents to respond accurately, we pretested the questionnaire to ensure questions are comprehensible, provided examples of environmentally and socially responsible behaviours to increase understanding of the topic, conducted focus groups to better know the vocabulary consumers use for describing socially responsible behaviours. We have informed respondents the survey will be used for doctoral dissertation purposes and is thus lengthier than usual, which could increase their motivation to respond accurately. We have emphasized their personal opinions and experiences are important. Research was administered by computer assisted questionnaire, thus minimizing the effect of interviewer presence, and potential social desirability of answers due to its presence.

2.5.Results

2.5.1. Measurement model

In order to determine validity and reliability of the measurement part of the model, structural equation modelling (SEM with LISREL 9.2) was performed. An examination of the correlation matrices, indicator loadings, item content, and results of the exploratory and confirmatory factor analysis led to the selection of the most valid indicators for the examined constructs (see Table 2). All items loaded at least 0.60 on their assigned factors, and composite reliabilities (C.R.) of indicators were above the recommended threshold value of 0.60 (see Table 2). Although AVE for constructs of concern and PBC were less than 0.5, we accepted it, since the composite reliability was greater than 0.6, thus the convergent validity of the construct still being adequate (Fornell & Larcker, 1981).

Table 2: Means, standard deviations and construct measurement

		ENVIRONMENTAL				SOCIAL			
			<i>Cronbach alpha</i>	<i>C.R. (for construct)</i>	<i>AVE (for construct)</i>		<i>Cronbach alpha</i>	<i>C.R. (for construct)</i>	<i>AVE (for construct)</i>
		<i>Mean (for items)</i>	<i>Std. dev. (for items)</i>	λ (for items)	<i>Z-value (for items)</i>	<i>Mean (for items)</i>	<i>Std. dev. (for items)</i>	λ (for items)	<i>Z-value (for items)</i>
1. Concern for the environment / society (CONCERN)									
		-	0.770	0.757	0.438	-	0.780	0.762	0.448
<i>x1</i>	<i>CON1</i>	4.69	1.683	0.629	-	5.95	1.271	0.725	-
<i>x2</i>	<i>CON2</i>	6.14	0.955	0.649	10.808	5.73	1.181	0.551	10.153
<i>x3</i>	<i>CON3</i>	5.80	1.113	0.662	10.971	5.94	1.157	0.626	11.445
<i>x4</i>	<i>CON4</i>	5.77	1.257	0.706	11.500	5.71	1.384	0.754	13.413
2. Perceived behavioural control for the environmental / social behaviour (PBC)									
		-	0.740	0.624	0.453	-	0.720	0.614	0.444
<i>x5</i>	<i>PBC1</i>	4.56	1.533	0.681	-	4.58	1.492	0.696	-
<i>x6</i>	<i>PBC2</i>	4.82	1.474	0.665	9.090	4.79	1.449	0.635	8.322
3. Perceived consumer effectiveness for the environmental / social behaviour (PEF)									
		-	0.770	0.784	0.647	-	0.760	0.772	0.631
<i>x7</i>	<i>PEF1</i>	3.36	1.864	0.893	-	3.54	1.806	0.710	-
<i>x8</i>	<i>PEF2</i>	4.14	2.035	0.705	6.179	4.16	1.933	0.870	6.134
4. Ethical ideologies for the environmental/social behaviour (ETHIDE)									
		-	0.910	0.906	0.660	-	0.890	0.902	0.650
<i>x9</i>	<i>ETHIDE1</i>	6.08	1.053	0.724	-	6.37	0.947	0.795	-
<i>x10</i>	<i>ETHIDE2</i>	5.67	1.182	0.828	16.679	5.76	1.143	0.697	15.307
<i>x11</i>	<i>ETHIDE3</i>	5.96	1.132	0.845	17.022	6.32	0.898	0.887	20.853
<i>x12</i>	<i>ETHIDE4</i>	5.87	1.164	0.852	17.165	6.26	0.917	0.872	20.427
<i>x13</i>	<i>ETHIDE5</i>	5.88	1.159	0.807	16.260	6.30	0.932	0.764	17.186
5. Social norms for the environmental/social behaviour (SOCNOR)									
		-	0.870	0.872	0.773	-	0.850	0.851	0.741
<i>x14</i>	<i>SNOR1</i>	3.63	1.613	0.860	-	3.59	1.588	0.914	-
<i>x15</i>	<i>SNOR2</i>	3.18	1.588	0.898	17.652	3.19	1.571	0.804	16.619

Table 2 (cont.): Means, standard deviations and construct measurement

6. Personal norms for the environmental/social behaviour (PERNOR)									
		-	0.930	0.929	0.725	-	0.930	0.929	0.724
<i>x16</i>	<i>PNOR1</i>	5.06	1.353	0.797	-	4.78	1.458	0.782	-
<i>x17</i>	<i>PNOR2</i>	5.30	1.298	0.799	18.614	5.03	1.324	0.802	18.267
<i>x18</i>	<i>PNOR3</i>	4.93	1.491	0.919	22.639	4.67	1.510	0.915	21.731
<i>x19</i>	<i>PNOR4</i>	4.58	1.524	0.846	20.139	4.93	1.538	0.818	18.729
<i>x20</i>	<i>PNOR5</i>	4.97	1.493	0.891	21.662	4.77	1.486	0.926	22.064
7. Information availability (INFOAVA)									
		-	0.840	0.840	0.568	-	0.88	0.879	0.646
<i>x21</i>	<i>IAVA1</i>	4.08	1.452	0.715	-	3.86	1.443	0.746	-
<i>x22</i>	<i>IAVA2</i>	4.23	1.382	0.690	13.183	3.83	1.507	0.752	15.390
<i>x23</i>	<i>IAVA3</i>	4.30	1.359	0.787	14.913	3.89	1.441	0.861	17.740
<i>x24</i>	<i>IAVA4</i>	4.08	1.363	0.816	15.397	3.79	1.441	0.848	17.476
8. Willingness to behave in environmentally/socially responsible way (WILLING)									
		-	0.86	0.860	0.607	-	0.79	0.798	0.509
<i>Y1</i>	<i>WILLA1</i>	5.10	1.518	0.765	-	5.36	1.506	0.659	-
<i>Y2</i>	<i>WILLA2</i>	4.46	1.686	0.711	14.856	4.74	1.691	0.641	11.361
<i>Y3</i>	<i>WILLA3</i>	5.38	1.228	0.773	16.345	5.20	1.287	0.765	13.107
<i>Y4</i>	<i>WILLA4</i>	5.26	1.357	0.859	18.376	5.50	1.343	0.750	12.914
9. Environmentally / Socially responsible sustainable consumer behaviour (RSCB)									
		-	0.890	0.897	0.593	-	0.880	0.883	0.516
<i>Y5</i>	<i>BEH1</i>	5.16	1.368	0.766	-	4.78	1.366	0.818	-
<i>Y6</i>	<i>BEH2</i>	5.46	1.335	0.734	15.610	5.02	1.337	0.807	18.847
<i>Y7</i>	<i>BEH3</i>	4.88	1.446	0.847	18.419	4.93	1.406	0.790	18.303
<i>Y8</i>	<i>BEH4</i>	5.22	1.338	0.806	17.389	5.04	1.371	0.707	15.793
<i>Y9</i>	<i>BEH5</i>	4.32	1.442	0.681	14.327	4.46	1.470	0.614	13.263
<i>Y10</i>	<i>BEH6</i>	4.71	1.553	0.776	16.628	4.39	1.571	0.731	16.490

AVE: average variance extracted; C.R.: composite reliability

2.5.2. Structural model

Following a two-step approach (Anderson & Gerbing, 1988) the structural model was assessed in the next step and testing of research hypotheses performed. Consistent with our research hypotheses, willingness to behave is positively related to consumer behaviour in both environmental and social dimension (H1). Similarly concern, personal norms, personal efficiency and ethical ideologies are all positively related to willingness in environmental and social dimension (H2, H4, H6, H7). Availability of information has positive impact on behaviour in environmental and social dimension of responsible behaviour (H8). These relationships are strong and positive (see Table 3). The difference between antecedents of both types of behaviour is in the construct perceived behavioural control which is only positively connected to socially responsible willingness to behave (H3b). Social norms (H5) have no significant impact on either environmental or socially responsible behaviour, although there is a slight tendency of positive impact on willingness to behave in socially responsible way.

Table 3: Inter-construct correlations and reliability estimates for environmentally responsible behaviour

Construct	Mean	AVE	Environmentally responsible constructs								
			1.	2.	3.	4.	5.	6.	7.	8.	9.
1. BEHAVIOUR	4.96	0.593	0.897	0.479	0.347	0.258	0.026	0.189	0.365	0.275	0.461
2. WILLINGNESS	5.05	0.607	0.692	0.860	0.567	0.120	0.073	0.090	0.549	0.484	0.180
3. CONCERN	5.63	0.438	0.589	0.753	0.757	0.192	0.021	0.079	0.402	0.605	0.216
4. PBC	4.70	0.453	0.508	0.346	0.438	0.624	0.000	0.198	0.155	0.104	0.513
5. PEF (r)	3.75	0.647	-.161	-.270	-.146	0.020	0.784	0.149	0.149	0.149	0.149
6. SOCNOR	3.41	0.773	0.435	0.300	0.281	0.445	0.100	0.872	0.267	0.050	0.373
7. PERNOR	3.39	0.725	0.604	0.741	0.634	0.394	-.197	0.517	0.929	0.263	0.260
8. ETIIDE	5.89	0.660	0.524	0.696	0.778	0.322	-.106	0.224	0.513	0.906	0.149
9. INFOAVA	4.17	0.568	0.679	0.424	0.465	0.716	-.060	0.611	0.510	0.386	0.840

PBC = Perceived behavioural control, PEF = perceived consumer effectiveness, SOCNOR = Social norms, PERNOR = Personal norms, ETIIDE = Ethical ideologies, INFOAVA = Information availability

Left part of the matrix (below diagonal) represents construct correlations, on the diagonal are composite reliabilities and squared multiple correlations right, above diagonal.

Table 4: Inter-construct correlations and reliability estimates for socially responsible behaviour

Construct	Mean	AVE	Socially responsible constructs								
			1.	2.	3.	4.	5.	6.	7.	8.	9.
1. BEHAVIOUR	4.77	0.516	0.883	0.510	0.162	0.216	0.016	0.261	0.295	0.158	0.444
2. WILLINGNESS	5.20	0.498	0.714	0.798	0.371	0.085	0.047	0.148	0.402	0.366	0.127
3. CONCERN	5.87	0.448	0.402	0.609	0.762	0.010	0.001	0.019	0.118	0.537	0.022
4. PBC	4.48	0.444	0.465	0.292	0.101	0.614	0.016	0.207	0.112	0.005	0.419
5. PEF (r)	3.85	0.631	-.128	-.217	0.033	0.126	0.772	0.009	0.007	0.009	0.000
6. SOCNOR	3.39	0.741	0.511	0.385	0.139	0.455	0.097	0.851	0.282	0.032	0.407
7. PERNOR	4.84	0.724	0.543	0.634	0.344	0.334	-.086	0.531	0.929	0.142	0.176
8. ETIIDE	6.21	0.650	0.398	0.605	0.733	0.071	-.095	0.179	0.377	0.902	0.021
9. INFOAVA	3.84	0.646	0.666	0.356	0.147	0.647	-.021	0.638	0.419	0.144	0.879

PBC = Perceived behavioural control, PEF = perceived consumer effectiveness, SOCNOR = Social norms, PERNOR = Personal norms, ETIIDE = Ethical ideologies, INFOAVA = Information availability

Left part of the matrix (below diagonal) represents construct correlations, on the diagonal are composite reliabilities and squared multiple correlations right, above diagonal.

The fit of the structural model for environmental dimension is satisfactory (Chi-square 981.397 (P = 0.0000), d.f. = 498, RMSEA = 0.0477, SRMR = 0.0477, NNFI = 0.939, CFI = 0.945), and the model explains a significant amount of the variance of the dependent constructs: 72 percent of variance for willingness to behave and 66 percent of variance for behaviour. The fit of the structural model for social dimension is also satisfactory (Chi-square 991.12 (P = 0.0000), d.f. = 498, RMSEA = 0.0482, SRMR = 0.0551, NNFI = 0.934, CFI = 0.941), and the model explains a significant amount of the variance of the dependent constructs: 65 percent of variance for willingness and 70 percent of variance for behaviour.

Table 5: Structural model results (and z-values)

	Environmental: Standardized parameter (z-value)	Social: Standardized parameter (z-value)	Hypothesis
WILLING – Behaviour	0.444 (9.796)	0.613 (10.076)	H1a (+) supported H1b (+) supported
CONCERN - Willing	0.298 (2.909)	0.366 (4.186)	H2a (+) supported H2b (+) supported
PBC – Willing	- 0.007 (-0.119)	0.110 (1.958)	H3a (+) not supported H3b (+) supported
PEF (r) – Willing	- 0.077 (-2.675)	- 0.158 (-4.238)	H4a (+) supported H4b (+) supported
SOCNOR - Willing	- 0.041 (-0.996)	0.0613 (1.567)	H5a (+) not supported H5b (+) not supported
PERNOR - Willing	0.476 (7.116)	0.301 (5.904)	H6a (+) supported H6b (+) supported
ETIIDE - Willing	0.394 (3.640)	0.239 (2.454)	H7a (+) supported H7b (+) supported
INFOAVA – Behaviour	0.475 (9.104)	0.489 (10.076)	H8a (+) supported H8b (+) supported
Model Fit	Chi-square 981.397, d.f. = 498, RMSEA = 0.0477, NNFI = 0.939, CFI = 0.945	Chi-square 991.12, d.f. = 498, RMSEA = 0.0482, NNFI = 0.934, CFI = 0.941	
R2 Willingness	0.725	0.648	
R2 Behaviour	0.660	0.704	

PBC = Perceived behavioural control, PEF = perceived consumer effectiveness, SOCNOR = Social norms, PERNOR = Personal norms, ETIIDE = Ethical ideologies, INFOAVA = Information availability

RMSEA = Root Mean Square Error of Approximation, NNFI = Non-normed Fit Index, CFI = Comparative Fit Index

2.6. Discussion and limitations

Our contribution lies in testing the extended model of theory of planned behaviour on two dimensions of sustainable behaviours – namely socially and environmentally responsible behaviours. We addressed our research problem by conducting a representative study and using structural equation modelling to look at relationships between variables of the theory of planned behaviour model, other selected variables and behaviour. The ability of our model to predict the willingness to behave in environmentally and socially responsible way is fairly good (72% for environmental and 65% for social model). It is evident from the model that concern, personal effectiveness, personal norms and ethical obligation are positively related to willingness to behave and that willingness to behave and information availability are positively related to behaviour in both types of behaviour, environmentally and socially responsible. This is in line with some previous research of environmentally responsible behaviour (e.g. Minton & Rose, 1997, Bamberg & Moser, 2007).

Contrary to what would be expected according to the TPB model, perceived behavioural control only has a positive impact on willingness to behave in socially responsible way and does not relate positively to willingness to behave in environmentally responsible way. We try to provide some interpretation based on our qualitative research. If we see environmentally responsible behaviour as a more wide spread, developed behaviour, that has a longer history in the lives of consumers compared to socially responsible, we can hypothesize that maybe with time PBC loses the importance it has on formation of intentions compared to other predictors like information availability, personal norms and ethical ideologies which become more important. If we see socially responsible behaviour as a less wide spread behaviour, which is only entering in consumer lives and their consciousness, we can hypothesize that PBC still has some importance on formation of intentions, together with strongest predictors of information availability, concern and personal norms.

Related construct of perceived consumer effectiveness has a positive influence on willingness to behave in both types of behaviour. Thus, a feeling that individual actions count, may have a more permanent positive effect on willingness to behave in either environmentally and socially responsible way than a feeling of potential obstacles to a specific behaviour.

In contrast to personal norms, social norms do not have a significant direct impact on willingness to behave responsibly which was also observed previously (Bamberg & Moser, 2007). Although a tendency of positive impact on socially responsible willingness to behave is seen. We may have a similar explanation as in the case of PBC based on the fact that environmentally responsible behaviour has been more connected to consumer lives in the past. Social norms for socially responsible behaviour might be less prevalent, socially responsible behaviour less internalized and personal norms not fully developed. As Minton & Rose (1997) observe personal norms can be also seen as internalised social norms. This may come from the longer presence and more visible communication campaigns for environmentally responsible products as opposed to more currently developing appeals for socially responsible products.

The construct of ethical obligation has a larger positive effect on environmentally responsible behaviours compared to socially responsible behaviour, although based on the literature we hypothesized stronger effect for socially responsible behaviour. Different result from the literature may be due to the fact that socially responsible consumption is different from ethical consumption (not avoiding taxes, not lying or deceiving), where ethical obligation would be more in place as antecedent of consumer behaviour.

Some limitations of our study need to be mentioned. In our survey we included general population consumers, since we wanted to capture views of more mainstream population. By this procedure we might missed environmental and social attitudes which are perhaps more subtle and not easily observable in the general consumer groups. To further minimize

common method bias we could also add more emphasis on how the research could potentially increase their self-awareness and stated more clearly the value of their answers. Throughout the research more reminders for emphasizing the importance of answering accurately could be written. Temporal separation between constructs that are related by theory could be introduced. We could have dispersed items throughout the questionnaire more, to decrease perception of their similarity and additionally explain some questions might seem similar, but that each is unique and important.

Behaviour was measured in general terms, not for specific category of products. Consumers were thus not referred to a specific product or product category, which would relate their answers to the specific category. Since the goal of the study was to advance theoretical understanding of antecedents of environmentally and socially RSCB in general, we focused on global rather than specific (i.e. product category- or brand-level) consumer responses relating to concern, willingness to behave and RSCB. For behaviour measurement we used measures usually addressed as “behaviour measures” though some authors also call it “impact purchase and use criteria” (Webb et al., 2008). Proxy measures for behaviours were used; using reported, though not necessarily actual behaviour, based on established scales (Roberts & Bacon, 1997, Webb et al., 2008). To measure actual behaviour several issues would need to be considered. Geiger et al. (2018) describe one challenge as finding “a reasonable cut-off point between comprehensiveness and a manageable length” when constructing behavioural scales for sustainable consumption. They say “to capture the full impact of food-related behaviors of a person, a lot of information would have to be recorded; e.g., for the ecological impact the quantity of food eaten, the distance of food travelled etc.” (p. 28). These challenges remain to be resolved in future studies. As with similar research in the field of ethics and responsible consumer behaviour, a social desirability bias could play a role in the answers of consumers, thus over or under reporting certain behaviours (Carrigan and Attalla, 2001).

2.7. Conclusions and implications

In the past, researchers of sustainable consumption have put a lot more emphasis on environmental than social issues. Measures and antecedents of responsible consumption were developed that did not reflect the dimensionality of sustainable consumption, namely covering environmental and social issues. With this article we join a handful of researchers stressing the necessity of including new understandings in the field and presenting the whole complexity of issues (Webb et al., 2008, Roberts, 1995; Catlin et al., 2017).

Our aim was to determine whether consumers act differently when behaving in environmentally or socially responsible way and whether environmentally and socially responsible behaviour have different antecedents. For consumers to fully embrace sustainability issues, it is crucial to understand that different issues are important. Sustainability can only be achieved by equally embracing all dimensions of sustainability,

which substantially adds to the complexity of consumers' thinking and acting. This issue complexity and "struggles" between doing what is good for the consumer and what is good for environment/society could be a reason why consumers have difficulties with achieving sustainable consumption. In general, antecedents of environmentally and socially responsible consumption are similar and consumers can be addressed in similar way with some possible exceptions.

In general, personal norms, concern and ethical ideologies seem to have the strongest impact on willingness to behave responsibly which together with information availability mainly predicts responsible consumer behaviour. This can have implications for managers regarding the point of influence toward encouraging sustainable responsible behaviour through encouragement of personal norm development related to environmental and social issues, pointing to issues that need to be of concern for consumers related to the environment and society, building awareness on ethical obligations in terms of not harming environment or other people's dignity or welfare and providing sufficient information for behavioural actions.

Our research showed the main difference between willingness to behave in environmentally or socially responsible consumer behaviours seems to be in the influence of perceived behavioural control and possibly subjective social norms. One possible reason is that environmentally responsible consumption was much more widespread and communicated by media and companies in the past. In addition to being responsible to the natural environment, it is also friendlier to the consumer itself (e.g. health benefits). Socially responsible consumption, on the other hand, is more other-centred and can be addressed differently. To raise the awareness and actions of socially responsible consumers, marketers should make effort to increase social desirability of social issues and make an effort to limit obstacles or present possible ways toward this type of behaviour. Their appeals should stress the social norms connected with social problems to perform socially desirable actions. Our findings call for successful sustainability programs that are aligned to consumer sustainability needs and wants.

Further research could look more in detail if and what trade-offs consumers make when they decide between environmentally and socially responsible consumption, self- and other-centred consumption. This could be the reason why consumers do not achieve more sustainable consumption. Further segmentation studies based on attitudes and behaviours regarding the dimensions of responsible consumption could be developed to better understand differences among consumers in their RSCB and response to antecedents of sustainable consumption.

3. WILLINGNESS TO ACT AND ENVIRONMENTALLY RESPONSIBLE CONSUMER BEHAVIOUR: CAN PRO-SOCIAL STATUS PERCEPTIONS HELP OVERCOME THE GAP?³

Green marketing has not shown expected results in recent years in terms of real changes in behaviours, products, and market structures as had been anticipated. Consumer behaviour plays an important role in making these changes happen, and drivers of environmentally responsible consumer behaviour still need to be examined. Concepts of ‘concern’, ‘information about environmental impact’, and ‘willingness to act’ are seen as the key predictors of environmentally responsible consumer behaviours. Although green marketing has been able to address genuinely concerned consumers, additional insights are needed regarding how to appeal to more mainstream consumers. Thus, this paper proposes an extended model of environmentally responsible consumer behaviour in which the gap between willingness to act and actual environmentally responsible consumption is addressed by the moderating role of ‘pro-social status’ perceptions. In the model, ‘concern’ is positively related to ‘willingness’ and both ‘willingness’ and ‘information’ are positively related to ‘behaviour’, while ‘pro-social status’ perceptions moderate ‘behaviour’. The model was verified using a quota sample of 319 general population respondents from a Central European country. According to data, ‘pro-social status’ perceptions increase the positive association between ‘willingness’ and ‘behaviour’ and could be incorporated into green products and advertising to signal personality traits like kindness and intelligence. One possible implication for marketers is that women have a higher average representation in groups of people with high pro-social status perceptions.

Keywords: environmentally responsible consumer behaviour, concern, willingness, information, pro-social status perceptions

3.1. Introduction

Third chapter partially follows the proposed framework presented in the first chapter, since it only investigates environmentally friendly consumer behaviour, because the focus was on possible value gained from responsible behaviour and how this value (in the form of pro-social status) can moderate the relationship between willingness and behaviour. It thus investigates behaviours that go beyond ethical view of responsible consumer behaviour, which sees consumers as reducing or changing their consumption mainly based on ethical considerations.

³ This chapter was published in journal International Journal of Consumer Studies and is in the main part compliant with the published version. Instead of the term “conscious”, the term responsible is used here to stress the duality of consumer behaviour, namely self and other care. Reference: Zabkar, V., & Hosta, M. (2013). Willingness to act and environmentally conscious consumer behaviour: can prosocial status perceptions help overcome the gap?. International Journal of Consumer Studies, 37(3), 257-264.

The emergence of environmental or green marketing in the 1990s promised a “green revolution” in marketing (Peattie & Crane, 2005). However, despite some signs of good practices, environmental marketing has not shown the expected results in terms of real changes in behaviours, products, and markets (Peattie & Crane, 2005) or more specifically in terms of the size and growth of markets for green products that had been projected (Dupré, 2005; Neff, November 8, 2010). Consumers are concerned and want a healthier environment, but are not willing to change their habits too much or sacrifice convenience and performance for the good of the environment (Ginsberg & Bloom, 2004; Neff, November 8, 2010; Peattie & Crane, 2005). In recent years, the gap between stated concerns/intentions and (non) action has also been addressed (Kollmuss & Agyeman, 2002), although it is not yet fully understood and resolved (Carrington, Neville, & Whitwell, 2010).

A better understanding of consumers’ attitudes and beliefs toward environmentally related products and a complete set of drivers of environmentally responsible consumer behaviour are still seen as issues needing further research in the field of environmental marketing (Leonidou & Leonidou, 2011), especially as this field is trying to appeal to more mainstream consumers (Dupré, 2005). Therefore, in our study, we want to build and explore the extended model of environmentally responsible behaviour, where ‘concern’ predicts ‘willingness to act’ and in combination with ‘information’, then leads to actual environmentally responsible behaviour. The emphasis is on the effect of ‘pro-social status’ perceptions being addressed in recent years as a potential motivator for environmentally responsible consumer behaviour (Griskevicius, Tybur, & Van den Bergh, 2010).

3.2. Literature review and hypothesis development

Environmentally responsible consumer behaviours (ERCB) refer to general recycling behaviours, energy efficiency, ecologically conscious decision making (Roberts & Bacon, 1997) and more active or passive roles in environmental activism (Stern, 2000). This kind of behaviours are generally believed to be different from general consumer purchase behaviours (McCarty & Shrum, 2001) as the economic calculations of instant individual benefits related to costs are not the only benefits that can be associated with/applied to environmentally responsible behaviours. Consumer benefits are more likely to be seen in the future than in the present and may have greater direct positive impacts on society as a whole, such as through a healthier environment (McCarty & Shrum, 2001), thus they represent uncalculated benefits of exchange (Mundt, 1993) or positive externalities of such behaviour. Different motivations and benefits also imply different antecedents of environmentally responsible consumer behaviour (McCarty & Shrum, 2001) that can range from concerns to attitudes, knowledge, personal values, norms, and perceived control, among others (Abdul-Muhmin, 2007; Bamberg & Moser, 2007; Carrington et al., 2010).

It was soon realized that “what people said and ultimately did were often two different things”, so the attitude behaviour gap became evident and has attracted attention of many researchers (Roberts, 1996). Many rational (price, quality, information, convenience) reasons were identified (Roberts, 1996). While distorted measures of intentions due to social desirability bias can partially explain the intention-behaviour gap, Carrington et al. (2010) provide an additional explanation of various factors that directly and indirectly affect the translation of ethical attitudes into ethical purchase intentions and actual behaviour. They recognize ethical decision making is a complex cognitive process affected by inside (cognitive processes) and outside world and use three constructs: implementation intentions (mediator; if/then plan that helps to get started with realizing intentions, prevents from unwanted influences and helps change habits), actual behavioural control (moderator; actual internal abilities or external behaviour control) and situational context (moderator; control over the external environment). Bagozzi (2000) mentions also other emotive processes that motivate consumption like desire which plays a central role in the choice of a goal to pursue where people take into account emotional consequences which are positive (happiness, pride, excitement) or negative (anger, regret, anxiety) of (not) achieving the goal and he clearly distinct this anticipated emotions from attitudes.

3.3. Antecedents of environmentally responsible consumer behaviour

Although numerous theoretical frameworks have been developed to explain the antecedents of environmentally responsible consumer behaviour (Kollmuss & Agyeman, 2002), Carrington, Neville, and Whitwell (2010, p. 142) observed that the majority of ethically related consumer behaviours are drawn from the concept of core cognitive progression, where “beliefs determine attitudes, attitudes lead to intentions and intentions inform behaviour”.

According to the theory of planned behaviour, environmentally responsible behaviour is a mixture of many factors that do not determine behaviour directly but are mediated by behavioural intention (Ajzen, 1991). The mediating role of behavioural intentions has also been confirmed in the meta-analysis of psycho-social determinants of pro-environmental behaviour (Bamberg & Moser, 2007). For research in countries where not all facilities for engaging in certain environmentally responsible behaviours may be available, ‘willingness’ has been suggested as a more “useful construct” than intent (Abdul-Muhmin, 2007, p. 237), which implies a less definite plan for action and a general willingness that can be realized in suitable contexts. Therefore, the following hypothesis was developed:

Hypothesis 1: Willingness to behave in an environmentally responsible way is positively related to environmentally responsible consumer behaviour.

Concern for the environment is one of the most important concepts in environmental research which can be defined as “a general attitude that reflects the extent to which the

consumer is worried about threats to the environment and consequences of such threats” (Abdul-Muhmin, 2007, p. 238) and refers to greater emotional involvement in environmental issues (Lee, 2008). In a survey of Europeans’ attitudes toward climate change, ‘climate change’ ranked second among most serious problems facing the world, after ‘poverty, hunger and lack of drinking water’ and before third-ranked ‘economic situation’ (European Commission, October 2011). It is now generally accepted that concern is an integral part of forming the beliefs and attitudes toward environmental issues that influence a person’s behavioural intentions/willingness (Bamberg & Moser, 2007) but not necessarily behaviour directly. Therefore:

Hypothesis 2: Concern for the environment is positively related to willingness to behave in an environmentally responsible way.

Consumer behaviour, which is also a reflection of the consumer’s knowledge, can be influenced by providing information, as practiced by marketers and public policy makers. Consumer knowledge is developed by two types of information that companies can provide to consumers about their environmental impact (D’Souza, Taghian, & Lamb, 2006). The first type relates to the information about the impact the product has on the environment while the second type relates to the environmental friendliness of the production processes. Information strategies affecting the environmental impact of companies and products (e.g., eco labels, ISOs, companies’ yearly reports, advertising) usually have the goal of raising consumer awareness and increasing consumer acceptance in order to influence changes in behaviour (Leire & Thidell, 2005). When presented effectively, information can (to some extent) change behaviour directly or through attitude formation (Pelsmacker & Janssens, 2007). In combination with preconditions such as environmental awareness and concern, information can lead consumers to make choices that are more informed. Meanwhile, a lack of information can be one of the most important obstacles to environmentally responsible product purchasing (Leire & Thidell, 2005). Therefore we propose the following:

Hypothesis 3: Information about environmental impact is positively related to environmentally responsible consumer behaviour.

3.4. Consumer (perceived) value

For some consumers, genuine concern for the environment and common good can be a good reason to act in an environmentally responsible way; for others, such concern can be more related to self-interest, such as in general purchase behaviours (Ottman, 2011). That is to say, every purchase behaviour implies an economic/utilitarian exchange (Bagozzi, 1975). However, purchase behaviour is also embedded in social interactions (Granovetter, 1985) and can address financial needs or social and esteem needs, thereby bringing about both economic and socio-emotional outcomes (Cropanzano & Mitchell, 2005). Exchange theory asserts that environmentally responsible purchase behaviours cannot be explained only by utilitarian economic exchange whereby consumers gain the product's functional value (convenience, cost-efficiency, safety, performance) in exchange for money. Green products often cost more and are of lower quality (Griskevicius et al., 2010); thus, purely economic behaviours must be combined with other considerations in such purchases. Marketing exchange can also exhibit a symbolic meaning that "refers to the mutual transfer of psychological, social or other intangible entities between two or more parties" (Bagozzi, 1975, p. 36). Green products carry a high symbolic value (Uusitalo & Oksanen, 2004) and are consumed in a social environment in which people usually try to present themselves to others in a positive light through their behaviours (Welte & Anastasio, 2010) and possessions (Pierce, Kostova, & Dirks, 2003). The ownership of products helps people define themselves and express their self-identity to others to gain emotional pleasure from social interactions. Objects and characteristics also carry a status value, which refers to "worth, self-esteem or honour associated with possessing an object or characteristic" (Thye, 2000, p. 412). This non-economic values/gains represent embedded values in products (e.g. healthy and safe food) that broaden purchasing decision criteria to more than simple evaluation of monetary costs (Feagan & Morris, 2009).

The concept of value has often been regarded as one of research priorities of the Marketing science institute (e.g. in years 1997, 2001). Perceived value has also become an important concept of marketers' everyday language since "creating value" is described with terms like: »one of the most powerful forces«, a »source of competitive advantage«, »a mean of differentiation« (Papista & Krystallis, 2013), »key to long-term success « (Sweeney & Soutar, 2001), »strategic weapon« (Wang et al., 2004), precursor to customer satisfaction and loyalty (Woodall, 2003). Slater (1997, p. 166) has observed that 'the creation of customer value must be the reason for the firm's existence and certainly for its success'. Consumer value has become the fundamental issue to be addressed in every marketing activity (Holbrook, 1994, 1999 in Fernandez and Bonillo, 2007).

Fernandez and Bonillo (2007) observed that perceived value has been regarded as a "subjective" construct and has thus become very difficult to provide a common definition and distinction from other similar constructs. They have provided a distinction between constructs of »values«, »utility«, »price« and »quality« and determined, that although

value shares some common characteristics with other constructs (such as quality), they are different and distinct. Several authors have through the years provided different definitions of the construct. Zeithaml (1988, p. 14) defines ‘value’ as: ‘the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given’. Zeithaml (1988) sees value whether as low price, whatever the consumer wants in a product, the quality obtained for the price paid and what the consumer gets for what he or she gives. Woodruff (1997, p. 141) defines value as »Customer’s perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer’s goals and purposes in use situations«.

Fernandez and Bonillo (2007) in their overview of value research find two research streams of “perceived value” operationalization. The first stream presents the “earlier stages” of the perceived value studies and views the construct as uni-dimensional, measured with one component (with single item or a set of items). In this utilitarian perspective, value is presented as a “cognitive trade-off” between benefits and costs. Quality and price constructs are treated as antecedents of perceived value rather than “the formative components of value”. They include here the research of Monroe (1979, 2003), Zeithaml (1988) and other researchers. Because of its simplicity, this approach is more widespread in the literature. The other stream approaches “perceived value” construct as a multi-dimensional construct. Here “customer value hierarchy” (Woodruff, 1997), utilitarian and hedonic value (Babin et al, 1994) were first presented, adding the affective component to the otherwise more cognitive uni-dimensional conceptualization. This addition has led to more complex and rounded “consumption value theory” (Sheth et al., 1991). From the point of addressing value as a multidimensional construct different components of value can be proposed. Sheth et al. (1991) proposed consumption value to include:

1. Functional value which includes perceived utility of functional, utilitarian or physical attributes of personal possessions;
2. Social value which includes perceived utility of demographic, socioeconomic and cultural associations (positively or negatively stereotyped);
3. Emotional value which includes perceived utility of (positive or negative) feelings or affective states;
4. Epistemic value which includes perceived utility of novelty and/or knowledge;
5. Conditional value which includes situation specific perceived utility of physical or social contingencies.

Although it has been noted that “by creating social and environmental value, sustainability marketing tries to deliver and increase customer value” (Belz & Schmidt-Riediger, 2010, p. 402) concept of value is rarely used and measured in the context of responsible behaviour as a part of consumer response process (Green & Peloza, 2011). In sustainability research the most commonly used theory for explaining behaviour is Theory of planned

behaviour. Papista and Krystallis (2013) see the approach usable for pre-consumption situations and »thus unable to explain the dynamic process of consumer decision making as it evolves over time in pre, during and post-purchasing conditions« (p.4). They propose the consumer value concept to be an alternative, more »pragmatic and dynamic« approach to explain drivers of environmentally responsible consumer behaviour and brand interactions. This approach takes into account the effect of perceived trade-offs on behaviour and influence of personality and situational factors.

Different authors have proposed consumers engaging in responsible behaviour can gain different value from their behaviour: economic value, like short term eco-performance, long term health and saving benefits (Krystallis and Chryssohoidis 2005, Hartmann and Ibanez 2006, Green and Peloza 2011), social value like social status (Freestone and McGoldrick 2008; Griskevicius et al. (2010); Iyer and Kashyap 2007), hedonic and emotional value like “warm glow of giving” (Menges, 2003), and ecological value (Koller, Floh, Zauner, 2011).

3.5. Collectivism and status as perceived value orientations

Other interesting influencers of pro-environmental behaviour may also be collectivism and status as two different value orientations. Collectivism may be linked to environmental concerns due to its emphasis on the well-being of the group members (Choi, Kim, 2005). Well known concept of individualistic and collectivistic cultures suggested by Hofstede explains that people from individualistic cultures tend to be more independent, self-reliant, competitive and self-oriented, whereas those from collectivistic cultures are more interdependent and group-oriented. Though value orientation differences were researched mostly across cultures an alternative approach sees also differences among individuals within one culture. McCarty and Shrum (2001) found a positive impact of collectivism on consumer recycling behaviour because they tend to be more cooperative, more willing to help others, and emphasize group goals over personal ones. Choi and Kim (2005) link collectivism to environmental concerns as a mediator for behaviour because of its emphasis on the well-being of the group members. Less is though known for influences of collectivism and individualism on green purchase behaviour whose effects are predicted to flow through more specific attitudinal and cognitive concepts and some mixed results exist also about negative impact on green purchases (Kim and Choi, 2005). Concepts of collectivistic consumer tendencies, altruism and marketplace involvement were also explored by Price et al. (1995) in a study of antecedents of different kinds of market assistance behaviour of related or unrelated consumers. They found that marketplace involvement and altruism had a stronger positive relationship to market helping behaviour than collectivism.

Engaging in pro-social behaviours can also build a reputation and increase status by demonstrating the willingness to self-sacrifice for the benefit of a group and can be a

source of differentiation among individuals. Such individuals can be seen as more trustworthy, more desirable as friends, allies, and romantic partners. This can lead to a greater desire for individuals to be seen as relatively more altruistic and compete for status (Roberts, 1998). Altruism thus must be costly in the short run but must be compensating benefits in the long run. Above mentioned can be explained by costly signalling theory and competitive altruism concept. Green products purchases can thus work as a communicative signal which shows person's ability and willingness to incur costs that are usually connected with environmental responsible purchases and individuals may compete to be (seen) altruistic. Experiments that were done by Griskevicius et al. (2010) show that activating a status motive increases the likelihood of choosing a green product rather than similar non-green product. Especially when a green product is expensive and when shopping is made in public environment and can be observed by others, marketers should link it more to status. Roberts (1998) also points out that "the use of reputations is particularly plausible in small, tight social groups in which individuals will make use of information other than their own experiences."

3.6. Pro-social status perceptions

For every exchange process, the underlying end goal is satisfying a need (Houston & Gassenheimer, 1987). Social structures in which an individual is embedded can "constrain, support, or derail individual goal seeking behaviour" (Portes & Sensenbrenner, 1993, p. 1321). They also impose values (Koponen, 2002) that get attached to consumption decisions (e.g. social, environmental) and cause individuals to behave in ways other than "naked greed" (Portes & Sensenbrenner, 1993, p. 1323). The social context of the behaviour and the belief about how other people perceive this behaviour can thus be an important driver of environmentally responsible behaviour (Welte & Anastasio, 2010), though still presenting a self-interested rationality associated with a purchase, where value gained is reflected in the positive images or beliefs one perceives others will hold of them based on their consumption decisions. Recent literature indicates that higher perceived status in a society is one of the potential long-term individual benefits gained from environmentally responsible behaviour (Griskevicius et al., 2010).

Two theories have been proposed to explain how engagement in environmentally responsible consumer behaviour can increase personal status, thereby acting as a driver of such behaviour. Costly signalling theory states that engagement in (costly) environmentally responsible behaviours can build a pro-social reputation and increase personal status by demonstrating the willingness and ability to sacrifice for the benefit of a group (Griskevicius et al., 2010; Willer, 2009). Engaging in environmentally responsible consumer behaviour is usually connected with higher costs; as such, this behaviour can act as a communicative signal of a persons' ability to carry additional costs (Griskevicius et al., 2010) and as a signal that the person is "prosocial, rather than a prosel" (Griskevicius et al., 2010, p. 393). Such behaviour can thus be a source of differentiation among

individuals, signalling information about oneself (e.g. wealth) through consumption patterns to gain higher social status observed already by Veblen in 1899 (Veblen, 2005) and can be seen as more desirable by others, such as romantic partners (Griskevicius et al., 2007). The characteristics associated with the behaviour need to be distinctive (Grier & Deshpandé, 2001), generally acceptable, and desirable, and a signal must be “a reliable indicator of some underlying trait or characteristic of the signaller” (e.g., resource potential, health, intelligence) (Hardy & Van Vugt, 2006, p. 1404).

Status characteristic theory also states that “status characteristics are interpersonal traits that influence the beliefs individuals develop about each other’s capabilities” and that—in a group with a shared goal—actors then “develop performance expectations for themselves and others on the basis of such traits” (Thye, 2000, p. 411). Previous research has shown that characteristics connected with pro-social behaviour such as kindness and intelligence (Griskevicius et al., 2010) are usually also among the most valued and likeable general personal traits in choosing romantic partners as well as in building general relationships (Cottrell, Neuberg, & Li, 2007). Furthermore, understanding and honesty are usually high on the list (Cottrell et al., 2007). In addition, competitive altruism theory explains that this increase in personal status can lead individuals to compete with others to be seen as ready to sacrifice for the welfare of the planet or as altruistic (Hardy & Van Vugt, 2006). To have this effect, altruism must be costly in the short term, but must have compensating benefits to the consumer in the future (Hardy & Van Vugt, 2006).

With greater awareness of environmental issues, environmentally responsible behaviours that used to be perceived as low status (Sadalla & Krull, 1995) are now perceived as more desirable and can contribute to greater personal status, especially with costly environmental behaviours easily observable by others (Hardy & Van Vugt, 2006; Welte & Anastasio, 2010). Because both willingness to be environmentally responsible and environmentally responsible behaviour are connected to many socially desirable actions and may be more sensitive to public opinion and reputation, we present the following hypotheses:

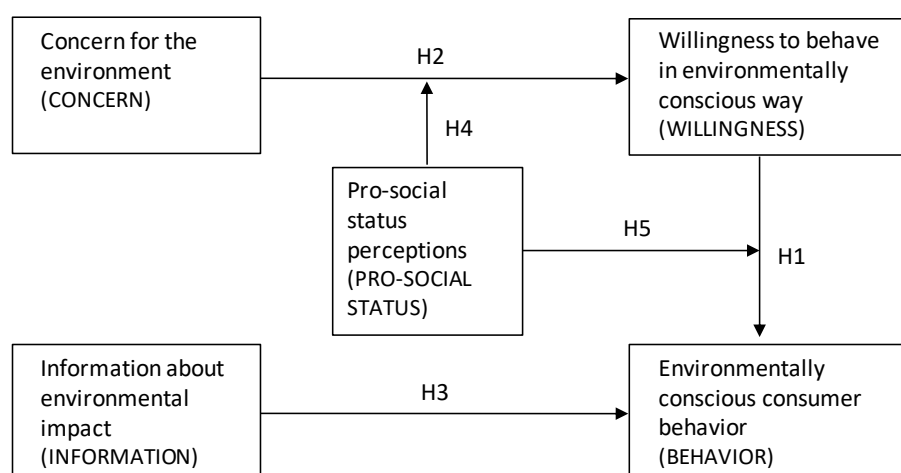
Hypothesis 4: The positive association between concern and willingness to behave in an environmentally responsible way is greater as pro-social status perceptions increase.

Hypothesis 5: The positive association between willingness to behave in an environmentally responsible way and environmentally responsible consumer behaviour is greater as pro-social status perceptions increase.

Once again the purpose of our paper is to explore the effect of pro-social status perceptions in our modelling of environmentally responsible consumer behaviour (see Figure 6). This model is built on the underlying concept of cognitive progression in which ‘concern’ predicts ‘willingness to behave’ and in which ‘willingness’, combined with ‘information’,

leads to actual ‘environmentally responsible behaviour’. The paper extends the model of drivers of environmentally responsible consumer behaviour by including the moderating role of ‘pro-social status perceptions’. Thus, this study proposes that the perception that environmentally responsible consumers possess certain personal values and traits that are valued in society (i.e., pro-social status perceptions) can influence behaviour. People want to behave in an environmentally responsible way because they perceive that engaging in such behaviour can be an effective strategy for achieving a pro-social status (Griskevicius et al., 2010).

Figure 6: Drivers of environmentally responsible consumer behaviour: the moderating role of pro-social status perceptions



3.7. Methods

The questionnaire for the research was developed based on the literature review and was subsequently revised according to expert judges’ evaluations to ensure its content and face validity (Netemeyer, Bearden, & Sharma, 2003) in order to properly represent domains of the constructs and ensure items reflect concepts they are intended to measure (Hardesty & Bearden, 2004). To measure ‘concern’, ‘willingness’ and ‘behaviour’ we used scales from previous studies. ‘Pro-social status perceptions’ and ‘information about the environmental impact’ of products and companies scales were further developed from an initial pool of items from the literature, condensed based on expert judges’ evaluations and tested on a sample of 24 master’s degree students. Appendix provides a list of items used in our study.

The questionnaire was first translated from English to local language and then back-translated for verification. The final, highly structured questionnaire consisted of demographic questions and five constructs (38 items) measured on a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). To test the hypotheses, field research was conducted in November 2010 in three Central European cities using personal

interviews with 319 respondents (ages 15 to 85). Quota sampling by age and gender was used, and the small number of missing values was replaced by case or variable means. The final respondent profile was 49.5 percent males, 21.9 percent 15 to 29-year-olds, 28.5 percent 30 to 44-year-olds, 25.1 percent 45 to 59-year-olds, and 24.5 percent 60 to 85-year-olds. Meanwhile, 28.5 percent of interviewees had no or below average income, 60.8 percent had average income, and 10.7 percent had above average income based on income averages for the country presented to respondents. As a “manipulation check,” variable means were compared for respondents with low and high pro-social status perceptions, and the ANOVA analysis revealed completely different profiles for the two groups ($p < .05$), thereby supporting the selection of the two groups for additional analysis (see Table 5). The two groups also differed in demographic characteristics as those with high pro-social status perceptions were significantly more often females with above-average education and above-average income.

3.8. Results

3.8.1. Measurement model

Structural equation modelling (SEM with LISREL 8.80) was used to evaluate the measurement properties of the four constructs of ‘concern’, ‘willingness’, ‘information’, and ‘behaviour’ as well as test the research hypotheses. An examination of the correlation matrices, item content, and results of the exploratory and confirmatory factor analysis led to the selection of the most valid indicators for the examined constructs (see Table 6). A two-step approach was employed (Anderson & Gerbing, 1988): The relevant measurement models were examined first, followed by an estimation of the structural model and testing of the research hypotheses. The measurement models showed acceptable fit (Chi-square = 105.596 ($P = 0.0557$), d.f. = 84, RMSEA = 0.0284, CFI = 0.994; standardized RMR = 0.039). All items loaded at least 0.60 on their assigned factors, and composite reliabilities were above the recommended threshold value of .60 (see Table 6). Discriminant validity between the constructs was assessed using procedures outlined by Fornell and Larcker (1981): Shared variances between the constructs were below the average variance extracted (AVE) for ‘information’ and ‘behaviour’, but not for ‘concern’ and ‘willingness’. As a final test, for the two constructs with the highest inter-correlations, ‘concern’ and ‘willingness’, the inter-construct correlation was set to unity (Anderson & Gerbing, 1988). The difference in Chi-squares for the two nested models was significant (68.1 d.f.), confirming that concern and willingness are distinct constructs.

Table 6: Means, standard deviations and construct measurement

		<i>STATUS HIGH</i>		<i>STATUS LOW</i>		<i>C.R.(for constructs)</i>	<i>AVE (for constructs)</i>
		<i>Mean</i>	<i>Std. dev.</i>	<i>Mean</i>	<i>Std. dev.</i>	λ (for items)	<i>t-value (for items)</i>
<i>CONCERN FOR THE ENVIRONMENT (CONCERN)</i>						0.74	0.46
<i>x1</i>	<i>Concern 1***</i>	3.66	0.967	2.94	1.058	0.633	-
<i>x2</i>	<i>Concern 2***</i>	3.78	0.934	3.14	1.214	0.615	8.675
<i>x3</i>	<i>Concern 3***</i>	4.02	0.94	3.35	1.079	0.564	8.143
<i>x4</i>	<i>Concern 4***</i>	4.26	0.748	3.51	1.015	0.794	9.022
<i>INFORMATION ABOUT ENVIRONMENTAL IMPACT (INFORMATION)</i>						0.78	0.54
<i>x5</i>	<i>Information 1 ***</i>	3.08	1.074	2.45	1.118	0.631	-
<i>x6</i>	<i>Information 2 ***</i>	2.76	1.092	2.18	1.054	0.871	9.830
<i>x7</i>	<i>Information 3*</i>	2.29	1.027	2.06	1.014	0.690	9.236
<i>WILLINGNESS TO BEHAVE IN AN ENVIRONMENTALLY RESPONSIBLE WAY (WILLINGNESS)</i>						0.76	0.46
<i>y1</i>	<i>Willingness 1 ***</i>	3.39	1.359	2.53	1.265	0.596	-
<i>y2</i>	<i>Willingness 2 ***</i>	4.09	0.916	3.37	1.123	0.693	10.213
<i>y3</i>	<i>Willingness 3***</i>	4.3	0.754	3.52	1.059	0.718	9.062
<i>y4</i>	<i>Willingness 4 ***</i>	4.27	0.77	3.70	0.963	0.639	9.622
<i>ENVIRONMENTALLY RESPONSIBLE CONSUMER BEHAVIOUR (BEHAVIOUR)</i>						0.82	0.54
<i>y5</i>	<i>Behaviour 1 ***</i>	3.88	0.983	2.75	0.989	0.807	-
<i>y6</i>	<i>Behaviour 2 ***</i>	4.17	0.869	3.09	1.002	0.710	13.342
<i>y7</i>	<i>Behaviour 3 ***</i>	3.96	1.096	3.03	1.192	0.666	12.380
<i>y8</i>	<i>Behaviour 4 ***</i>	3.63	1.113	2.60	1.143	0.754	15.380

3.8.2. Structural model

Consistent with our research hypotheses, ‘willingness’ is positively related to ‘behaviour’ (H1), ‘concern’ is positively related to ‘willingness’ (H2), and ‘information’ is positively related to ‘behaviour’ (H3). In addition, relationships between the constructs are strong and positive (see Table 7). The fit of the structural model is satisfactory (Chi-square 106.23, ($P = 0.0687$), d.f. = 86, RMSEA = 0.027), and the model explains a significant amount of the variance of the dependent constructs: 60 percent of variance for ‘willingness’ and 63 percent of variance for ‘behaviour’. In order to test hypotheses 4 and 5, a multi-group confirmatory factor analysis was performed on two data sets for respondents with low and high pro-social status perceptions. The same set of variables was used to operationalize the constructs of interest from both sets of data. Standardized parameter estimates and significance levels for the structural paths are shown in Table 7.

Table 7: Structural model results (and t-values)

	High status: Standardized parameter (t-value)	Low status: Standardized parameter (t-value)	Total sample: Standardized parameter (t-value)	Hypothesis
behaviour <-- willing	0.81 (6.63)	0.49 (3.68)	0.72 (8.74)	H1 (+) / H5 (+)
willing <-- concern	0.65 (4.67)	0.74 (4.97)	0.78 (8.50)	H2 (+) / H4 (not supported)
behaviour <-- information	0.20 (1.80)	0.11 (1.25)	0.19 (2.95)	H3 (+)

Configural invariance was supported; respondents with low and high pro-social status perceptions conceptualized constructs in the same way, and the factorial structure of constructs was similar across the two groups (Chi-Square = 237.98, d.f. = 173, RMSEA = 0.049; CFI = 0.969). Therefore, the meaning of the constructs did not differ among the respondents in the two groups. In order to determine whether the positive association between ‘willingness’ and ‘behaviour’ differed between the two groups, the path from ‘willingness’ to ‘behaviour’ was set to be equal for both groups. The resulting model had significantly worse fit (Chi-Square diff. = 3.1 d.f.), suggesting that the differences between the two groups are significant. For respondents with high ‘pro-social status’ perceptions, the impact of ‘willingness to engage in environmentally responsible behaviour’ on the choice to engage in that behaviour was significantly stronger than for respondents with low ‘pro-social status’ perceptions. The model also explained more variance for ‘behaviour’ (61 percent for respondents with high and 33.7 percent for respondents with low ‘pro-social status’ perceptions). The positive association between ‘willingness’ and ‘behaviour’ increased as ‘pro-social status’ perceptions increased (H5). A similar procedure for the association between ‘concern for the environment’ and ‘willingness to behave’ resulted in a two-group model that did not have a significantly worse fit (Chi-Square diff. = 0.24, 1 d.f.). Therefore, we cannot claim that the positive association between ‘concern’ and ‘willingness’ increases as ‘pro-social status’ perceptions increase (H4).

3.9. Discussion and limitations

Our contribution to the field lies in the proposed and tested extended model of drivers of environmentally responsible consumer behaviour with the moderating effect of pro-social status perceptions which has several important implications and gives new insight on environmentally responsible consumer behaviour. It is evident from the model that ‘concern for the environment’ is positively related to ‘willingness to behave in environmentally responsible way’ and that ‘willingness’ and ‘information about environmental impact’ are positively related to ‘environmentally responsible behaviour’, which is in line with previous research. The positive association between willingness and

behaviour increases as pro-social status perceptions increase, although the same cannot be said for the positive association between willingness and concern. It is evident that the path between willingness and concern is significant for both respondents with high pro-social status perceptions and respondents with low pro-social status perceptions and that the differences between respondents with low and high pro-social status are not significant.

The main finding from this research suggests that pro-social status perceptions of environmentally responsible consumer behaviour can help reduce the gap between willingness to act in an environmentally responsible way and environmentally responsible behaviour. Although some antecedents of environmentally responsible consumer behaviour are different than in general purchase behaviour (e.g., concern), ultimately an act of exchange still happens and all good intentions need to be translated into action. In this final moment of exchange, an individual can—in exchange for money—acquire benefits in the form of gaining pro-social status. Signalling theory combined with competitive altruism can be used to explain why people act in environmentally responsible ways. It can also be used for “understanding effective and efficient signal design” (Saad, 2011, p. 229). Marketers should bear in mind that green products carry a high symbolic value (Uusitalo & Oksanen, 2004) and are consumed in a social context in which people want to present their self-identity to others in a positive way. Marketing communication can influence environmentally responsible consumers’ behaviour by focusing on specific kinds of appeals. Recent research has demonstrated that a higher level of environmentally responsible behaviour can be generated by motivating status appeals (Griskevicius et al., 2010). Our study has demonstrated that personality traits (kindness, intelligence) that can be connected with pro-social status can influence environmentally responsible consumer behaviour and be incorporated into the green products and their advertising to signal these traits (Saad, 2011). In the current market situation, where green products are still considered more costly but are simultaneously becoming more fashionable, status-based appeals may prove to be very successful. This study reveals that those with high pro-social status perceptions are usually women with above-average education and incomes—a finding that presents a recognizable and manageable characteristic that can be pursued by marketers.

Further studies should test the measurement scale for pro-social status perceptions in different contexts and should include some additional measures of personal qualities that can be signalled through environmentally responsible consumer behaviour, such as the “big five” personality traits proposed by Griskevicius et al. (2010). Such “reproductively relevant qualities” could prove to be useful for inclusion in signals of modern marketing that usually emphasize other signals, such as wealth (Saad, 2011). Further research should also investigate for which environmentally responsible consumer behaviours and product categories status gains could have the most impact. The relationship with other personal benefits (e.g., health) and the possibility of pro-social status gains to act as a replacement for some missing utilitarian requirements that green products usually lack (convenience, low price) could also be explored. One interesting finding is that perceptions of pro-social

status are more relevant for women. Thus, further research should explore the differences between men and women to determine if pro-social status may be a tactic for women to get attention among men; for example, “conspicuous consumption may be a useful tactic for men to engage interest among women” (Sundie et al., 2011, p. 3). Although dichotomisation of a continuous independent variable was very common in past consumer research and is currently still used by researchers in sustainability literature (e.g Lii, Ding, & Lin, 2018), other researchers argue this practice can have negative effects and should be replaced by different techniques (Irwin & McClelland, 2003).

3.10. Conclusion

Environmental consumption is slowly moving toward the mainstream, and new challenges are ahead for marketing to address the needs of mainstream consumers. Mainstream consumers differ from genuinely concerned consumers who initially embraced environmental shifts movement and were able to immediately convert environmental concerns into action. Mainstream consumers primarily want to satisfy their personal needs through green consumption process, which can also include a need for status. It has been shown that actions for common good can be a source for increased reputation and lead to status gains for the pro-social individuals. For the status-seeking individual, doing the right thing can also be a driver of environmentally responsible behaviour. Status rewards gained from contributions to common good can also stimulate further contributions to the community and help solve (large scale) problems that require collective action (Willer, 2009) (e.g. environmental problems).

In our study, the perception that environmentally responsible behaviour is connected to some desirable personal characteristic influenced behaviour in a positive way and could be a potential gain from this behaviour. Although concern for the environment and willingness to act still need to be established in advance, in the final step toward action, pro-social status potential can increase chances for the action taken. The debate on status connected to environmentally responsible behaviour is becoming increasingly important in environmental literature, although it still raises questions as to whether this behaviour is connected to more selfish or unselfish reasons (Thoegersen, 2011). Whatever the reasons may be for environmentally responsible behaviour, what counts in the end is that more environmentally responsible consumption alternatives are embraced in the majority of the population. We also propose appealing to the more valuable, positive, and desirable personal characteristics (kindness, intelligence) that are sometimes missing from marketing communication (Saad, 2011) but that could be connected to environmentally responsible behaviour.

4. NO SUSTAINABILITY WITHOUT RESPONSIBILITY – MARKETING MANAGERS INTERPRETING RESPONSIBILITY, SUSTAINABILITY AND SUSTAINABILITY MARKETING STRATEGIES

Abstract

Marketing researchers and practitioners are struggling to provide a sound theoretical base for further adoption of concepts of sustainability and development of actionable marketing practice principles (Lim, 2016). Also, to have a sustainable impact within a company and in society at large, marketing needs to include sustainability issues in its strategic thinking. Present research offers an insight into the development of sustainability marketing strategy, its antecedents and outcomes to shed light on marketing's role and potential contribution to corporate sustainability. This chapter has two objectives: (1) define the concept of sustainability marketing, its dimensions and the role of marketing in corporate sustainability and sustainable development and (2) develop a conceptual model of antecedents and consequences of sustainability marketing strategy. The results of qualitative research suggest that in addition to environmental and stakeholder considerations, top management and personal vision, the ethical dimension should also be taken into account to better understand strategic sustainability marketing.

4.1. Introduction

Similarly as in the first chapter, in this chapter we first aim to introduce the concept of sustainability, though this time from managerial point of view. We give insight on the role of marketing in corporate sustainability and sustainable development, ways of marketers to integrate sustainability into marketing strategy and addressing the antecedents of sustainability marketing strategies and how they differ in regards to environmental or social dimension.

Marketing is seen as a key player in promoting the excessive consumption that has led to many of environmental and social problems (Brennan & Binney, 2008). Gordon, Carrigan, and Hastings (2011) observe that:

“Currently, marketing does exactly what it is supposed to do, selling more goods, encouraging consumption and making profits. It is not inherently managed to deliver sustainability, thus its potential to do so is often overlooked” (p. 145).

Some authors see fundamental “incompatibility” between marketing and the concept of sustainability and thus view sustainability marketing as “a provocative area of research” (Lim, 2016) which might in turn prevent more marketers from joining the sustainability movement. Other different sources confirm lack of interest on the sustainability topic

among the marketing community (McDonagh & Prothero, 2014). The annual CMO (Chief Marketing Officer) study conducted by Christine Moorman of Duke University, which collects and tracks the opinions of top marketers and aims to “predict the future of markets, track marketing excellence, and improve the value of marketing in firms and in society” does not include any reference to sustainability, responsibility or environmental/social issues (CMO, 2018). Ozturan and Grinstein (2016) looked at the trends in academic literature and found that on average marketing literature compared to management literature has slightly less articles with sustainability-related topics (10% compared to 15%) and that articles usually appear in the last third of the journal issue, compared to somewhere in the half of the issue in management literature.

McDonagh and Prothero (2014) also observe:

“Research on what happens within an organisation, from a sustainability marketing perspective, has not mushroomed in the same way that sustainability business practices have ... the mainstream marketing academy seems happy to take a more conservative stance and view sustainability as a micro, managerial issue, not a macro one, and most certainly not the pressing issue” (p. 1197).

In order for marketing to promote sustainable responsible consumption patterns, a redefinition of marketing and its stakeholders is needed (Lim, 2016; McDonagh & Prothero, 2014). Other authors thus take a more positive, proactive outlook and are suggesting that marketing can also be part of the solution, not only the problem (Lim, 2016; Peattie & Crane, 2005). Lim (2016) calls marketing a “vehicle to realize the sustainability agenda” (p. 4) and Ginsberg & Bloom (2004) observe that “consumers, shareholders and society at large all stand to benefit when a company integrates environmental friendliness into its marketing strategy” (p. 84). Currently, marketing is strongly emphasising specific responsible activities (e.g. charity donations, sponsorships) and sustainability marketing in most companies is not seen as a strategic task (McDonagh and Prothero, 2014).

Moreover, in previous years, business sustainability literature was dominated by the environmental paradigm. Marketing was no different and has continually emphasised the environmental dimension of sustainability (Chabowski et al., 2011; Lim, 2016). Although issues of dimensionality are very important in research and business practice, they are not however gaining attention for further development. The emergence of environmental or green marketing in the 1990s was promising a “green revolution” in marketing (Peattie & Crane, 2005). Currently still, sustainability marketing strategies are researched mainly on the environmental level and disregard other dimensions of sustainability (Cronin et al., 2011; Kumar, Rahman, & Kazmi, 2013). Further research on sustainability marketing strategy making is needed to shed light on marketing’s role and potential contribution in corporate sustainability (Chabowski et al., 2011; Chamorro, Rubio, & Miranda, 2009;

Leonidou & Leonidou, 2011; Peattie & Crane, 2005; Rivera-Camino, 2007). Literature suggests that there is a need to provide more guidance to the sustainability marketing strategy development based on stakeholder theory (Rivera-Camino, 2007) and a more holistic and sustainable view on marketing management theory and practice (Connelly, Ketchen, & Slater, 2011; Ferrell, Gonzalez-Padron, Hult, & Maignan, 2010; Gundlach & Wilkie, 2010; Polonsky & Hyman, 2007; Prothero, McDonagh, & Dobscha, 2010).

The objectives of this paper are: (1) define the concept of sustainability marketing, its dimensions and the role of marketing in corporate sustainability and sustainable development and (2) develop a conceptual model of antecedents and consequences of sustainability marketing strategy. We start with a thorough literature review and a systematic overview of the existing definitions of marketing sustainability; we then explore sustainability dimensions and the role of marketing in sustainable development and corporate sustainability. Furthermore, we propose a model of antecedents and consequences of sustainability strategy development. We use qualitative research to provide more insights into the proposed model.

4.2. Sustainability marketing definitions and dimensions

4.2.1. Definitions of sustainability marketing

Before the concept of sustainability marketing was widely used, the term sustainable marketing was more common e.g. Van Dam and Apeldoorn (1996) were among the first to define sustainable marketing as “the marketing within and supportive of sustainable economic development” (p. 46). Later Charter, Peattie, Ottman, and Polonsky (2002) added that sustainable marketing is about “creating, producing and delivering sustainable solutions with higher net sustainable value whilst continuously satisfying customers and other stakeholders” (p. 12). Belz and Peattie (2012) were among the first to differentiate between “sustainable marketing” and “sustainability marketing”. They acknowledge that the difference is subtle, but important. They view sustainable marketing as building “long-lasting customer relationships effectively” (p. 28) which is not necessarily connected to the concept of sustainability or its dimensions. Sustainability marketing is related to the sustainable development concept, long-term and relationship oriented and is defined as:

“Building and maintaining sustainable relationships with customers, the social environment and the natural environment (p. 29).

They also provide a definition of “sustainability marketing management” as:

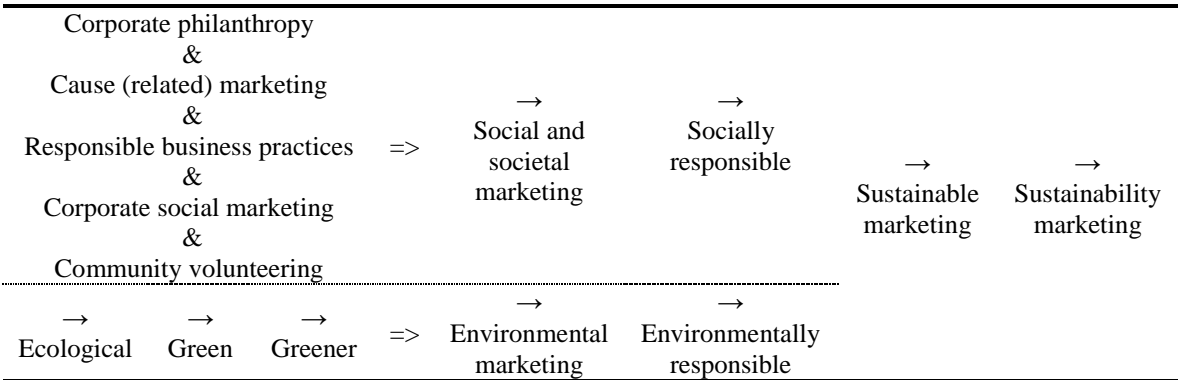
“Planning, organizing, implementing and controlling marketing resources and programmes to satisfy consumers’ wants and needs, while considering social and environmental criteria and meeting corporate objectives” (p. 35).

Compared to other concepts like CSR, Belz and Peattie (2012) view sustainability marketing as more focused on the product level rather than corporate, and customers, rather than all stakeholders.

4.2.2. Dimensions of sustainability marketing

Earlier definitions of sustainability marketing heavily promoted the environmental side of sustainability. Thus earlier definitions before the new millennia include concepts like ecological, environmental, greener and green marketing (Kumar et al., 2013). These terms developed successively throughout the years. In contrast, the social part of sustainability has seen a parallel development of different sub-disciplines comprising corporate philanthropy, cause-related marketing, corporate social marketing and responsible business practices (Kumar et al., 2013). In a period of three decades of evolution both dimensions, environmental and social (or societal) marketing, have merged into what we now call sustainability marketing (Kumar et al., 2013) (Figure 7).

Figure 7: Development of the sustainability marketing concept



Source: Adapted from Kumar et al. (2013).

As seen in Figure 7, sustainability marketing is usually represented with two main dimensions, namely environmental and social. The link between the environmental/social and economic dimension of sustainability is perceived differently by different authors, but the economic dimension is usually seen as a part or even still a prime goal of marketing activities (Connelly et al., 2011; Lim, 2016).

After the environmental movement surfaced in the late 1960s, environmental concern and actions taken based on this concern started to attract the interest of researchers. Research into environmental marketing/management peaked in the 1990s, which was labelled the “decade of the environment” (Leonidou & Leonidou, 2011). After a decade of slightly reduced research in environmental marketing/management, to some extent probably also due to paradoxes and contradictions (Leonidou & Leonidou, 2011), research found a new revival, especially with amore holistic approach called sustainability. Environmental

(green) marketing is defined by the American Marketing Association (AmericanMarketingAssociation, December 17, 2007) as “Development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality”. It allows a win-win situation since it enables businesses to gain profits or enhance image (organic, green, fair-trade market) and consumers to retain their consumption lifestyles by alternative green choices, while also having positive effects on the environment (Gordon et al., 2011). It is an approach that follows consumers’ needs and enables a softer transition into more sustainable lifestyles (Barr & Gilg, 2006; Barr, Gilg, & Shaw, 2011).

Social marketing is the second proposed dimension of sustainability marketing which tries to complement green marketing and impacts the social environment by changing consumers’ values, attitudes and behaviours (Peattie & Peattie, 2009). Its foundation is in behavioural change theory (Bandura, 1977) and it “seeks to utilize tools, techniques and concepts derived from commercial marketing in pursuit of social goals” (Andreasen, 1995 as cited in Peattie & Peattie, 2009, p. 262). Social marketing implies concepts like customer orientation, a pursuit of behaviour changes through de-marketing unsustainable and promoting sustainable behaviour, stakeholder approach and partnerships opportunities (Peattie & Peattie, 2009). The promotion of sustainability issues is well established in promoting quality of life (health campaigns) but relatively narrowly focused in environmentally oriented social marketing (promoting recycling, promoting alternative ways of transportation) and needs further research (Thongplew et al., 2014).

Similarly as consumers, companies are having problems with equally managing the environmental, social and economic/financial aspects of sustainability (Epstein & Buhovac, 2014). These conflicting goals can represent an important obstacle to the successful implementation of sustainable marketing strategies. Researchers in several disciplines have found similar discrepancies. For example, Seuring and Müller (2008) analysed sustainable supply chain management literature and found that the majority of articles address environmental issues (around 70%), the minority address social issues (10%) and others integrate both dimensions. Since consumers’ attitudes and behaviours toward the environment and society evolve quickly, additional and continuous research is needed to identify consumer evaluations of sustainability marketing strategies and potential influences on their responsible behaviour (Chamorro et al., 2009).

4.2.3. Alternative view on the dimensionality of sustainability marketing

Both proposed sub disciplines of environmental and social marketing that mostly describe and attempt to explain the current situation, are approached from the managerial side and offer a less normative approach toward what should be done in the future to increase sustainability in marketing practice. Gordon et al. (2011) thus proposed a framework of sustainable marketing including three sub-disciplines, namely green, social and critical

marketing. Based on theory, principles and techniques, critical marketing sets to challenge “dominant institutions associated with marketing and the capitalist system, encouraging a marketing system in which sustainability is a key goal” (p. 143). The proposition thus is that the potential of both could be further exploited through critical research of marketing practices and the (negative) effects marketing has on society as a whole (Gordon et al., 2011). Through the use of critical theory, a proposition for more sustainable marketing can be achieved by “monitoring marketing and informing social marketing efforts while also providing guidance for regulation, control and correction of the market” (Gordon et al., p. 154). Critical theory must consider the benefits of all relevant stakeholders and propose solutions that do not harm any party involved.

Other authors proposed other dimensions to be added to the environmental, social and economic dimensions of sustainability (see Table 8). Lim (2016) identifies two additional dimensions in sustainability marketing, namely ethical and technological. To achieve greater sustainability the author argues that all stakeholders of a company, including marketing should comply with ethical considerations and include morality in their considerations of what is right and good for everyone. Moreover, marketing further needs to adopt technological advancements to achieve better solutions and manage resources better. Only inclusion of all dimensions can lead to greater sustainability.

Table 8: Alternative frameworks/dimensions for sustainability marketing

A blueprint for sustainability marketing (Lim, 2016)	Framework for sustainable marketing (Gordon et al., 2011)
Economic Environmental Social	Green Social
Ethical Technological	Critical

4.3.Role of marketing in (corporate) sustainability

To gain a more holistic approach of sustainability research in marketing we follow Lim (2016) and firstly present the potential contribution of marketing to sustainability and further ask a question about what sustainability marketing can bring to corporate sustainability.

Lim (2016) finds several reasons why marketing is important for advancing global sustainability initiatives. First, marketing builds and maintains direct relationships with several different stakeholders, has knowledge of them and knows how to influence their decision-making process. With the emergence of an “environmental marketing philosophy” stakeholder research in marketing has especially gained momentum

(Polonsky, 1995). The practice of marketing is increasingly under the influence of new trends and developments in society. New developments are thus made on the basis of current trends and constant improvements to practice and strategies are made. Additionally, Lim (2016) observes that marketing is responsible for changing people's behaviour with constant creativity and innovation. This "creative and innovative nature argues in support of better, smarter, and more efficient ways to produce and consume" (p. 6). Rettie, Burchell, and Riley (2012) further propose that marketing can be the driving force of accepting sustainability actions as socially acceptable and normal. They argue that marketing can:

"First, encourage consumer adoption of sustainable activities by repositioning them as mainstream, normal, and what everyone else does, and, second, encourage the consumer abandonment of unsustainable activities by repositioning them as no longer normal" (p. 421).

As observed by Davey (2010) sustainability within a company "resides in marketing, corporate communications, corporate responsibility, and finance; thus, one of the challenges for organizations is that sustainability is quite fragmented in terms of responsibility". Marketing is thus usually not the sole player in reaching sustainability. In general, literature suggests that the marketing role within companies is changing and that it is losing its importance within firms. Nath and Mahajan (2008) for example maintain that "over the past three decades, marketing academics have raised their concern with marketing's decreasing influence at the level of corporate strategy" (p. 65). The marketing role within the firm remains with more tactical decisions, connected to advertising, relationship management, satisfaction measurement and traditional strategic decisions regarding segmentation, targeting and positioning (Varadarajan, 2010).

Marketing can contribute to corporate strategy at the corporate or business unit level (Varadarajan, 1992; Varadarajan, 2010). At the corporate level, the decisions are mainly connected to which customer groups to serve and how to satisfy their needs with specific technologies and resources allocations to add value. At the business level, the main aim is to define which skills and resources can bring competitive advantage and how functional marketing strategy can be integrated into competitive business strategy. Marketing decisions included as a content of marketing strategies according to Varadarajan (2010) include decisions of where (defining markets and consumer segments to serve) and how to compete in the market (differentiation of products and services, segmentation, targeting, positioning (STP) decisions, marketing mix resources allocation, price and branding strategies).

4.4. Sustainability marketing strategy

Marketing strategy can be defined according to Varadarajan (2010) as:

“an organization’s integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives” (p. 119).

Varadarajan (2010) expected that the high level of interest among marketers in sustainability-related issues will have an impact on the nature and scope of the marketing discipline. Sustainability marketing has an array of aims and one of the more holistic definitions provided by Lim (2016) describes them as:

“To sell sustainable products that satisfy customer needs and significantly improve the social and environmental performance along the life cycle while also increasing customer value and achieving organizational objectives” (p. 7).

Kumar et al. (2013) explains the connection between marketing strategy and sustainability marketing as follows:

“The marketing strategy is simply based on two approaches - strategic marketing and marketing mix. When the dimension of sustainability is added to marketing strategy, it becomes Sustainability Marketing Strategy ... Sustainability Marketing Strategy deals with adopting sustainability in strategic marketing and marketing mix” (p. 602).

Marketing mix elements are proposed to take the viewpoint of the consumer in the form of: consumer solutions, consumer cost, communication and convenience (Belz and Schmidt-Riediger, 2010, p. 31). Belz and Schmidt-Riediger (2010) further explain specific aspects of strategic sustainability marketing:

“Sustainability marketing analyses customer needs and wants, develops sustainable solutions that provide superior customer value, and prices, distributes and promotes them effectively to selected target groups. The segmentation of the market, the selection of certain target groups and the positioning of products are strategic decisions of sustainability marketing – aside from the social and ecological product qualities” (p. 402).

To address the needs of consumers and other stakeholder groups, companies can pursue different strategies. In the continuation, different possible types of strategies are presented.

Cronin et al. (2011) observe three main types of green strategies: (1) green innovation, (2) greening the organisation, and (3) green alliances. The first is based on new or innovative development of green products that shows to stakeholders that the company is taking greening of the organisation seriously. The second focuses on the greening of processes within the company and the third on seeking partnerships with other green companies. All of these strategies can signal that the company is “going green”. Belz and Schmidt-Riediger (2010) add their own view of possible competitive strategic directions in sustainable development concerning more the targeting of specific consumer groups, namely (1) focus, (2) differentiation, and (3) cost strategies. The focus strategy aims at targeting specific market niches, differentiation means finding a unique selling proposition based on superior technology, design, service or product quality and the third with gaining overall cost advantage with an emphasis on e.g. eco-efficiency.

Belz and Schmidt-Riediger (2010) define four types of companies based on their evaluation of strategic sustainability marketing in the food industry, namely performers, followers, indecisives and passives. The five evaluated dimensions of strategic sustainability marketing are: (1) ecological product quality, (2) social product quality, (3) market segmentation, (4) targeting and (5) positioning. They also find an important linkage between marketing strategies and the (pricing) market structure acknowledging that “companies that are positioned in the premium or quality segment are more inclined to take an active stance on sustainability marketing than companies that compete in the price segment” (p. 412). Performers and followers belong to the “quality segment” and could be described as sustainability leaders offering high socio-ecological product quality at premium or higher prices and selective distribution. The indecisives do not follow a distinct competitive strategy and belong to the mid-tier segment. The passives serve massive consumers, with no particular socio-ecological consciousness and provide a distinct low-cost strategy. The characteristics of the four segments of companies are described in Table 9.

Table 9: Company typology based on Belz and Schmidt-Riediger (2010)

	Performers (27%)	Followers (40%)	Indecisives (23%)	Passives (10%)
Marketing strategy (Segmentation, Targeting, Positioning)	<ul style="list-style-type: none"> - serving market niches - socio-ecological active consumer groups - social and ecological criteria 	<ul style="list-style-type: none"> - serving selected market segments - serving consumers that can be socio-ecologically activated 	<ul style="list-style-type: none"> - serving market niches - consumers with a certain socio-ecological consciousness - no distinct strategy 	<ul style="list-style-type: none"> - serving mass market - no particular socio-ecological conscious consumer group
Marketing mix (Price, Product, Place, Communication)	<ul style="list-style-type: none"> - premium prices - high socio-ecological product quality - high number of relatively small distribution channels - active communication using a wide range of tools building trust/credibility 	<ul style="list-style-type: none"> - higher prices, consisting value for money - high socio-ecological product quality - fairly high number of smaller channels - motive alliances 	<ul style="list-style-type: none"> - low social product quality and a medium ecological product quality 	<ul style="list-style-type: none"> - lower prices - a medium to low socio-ecological quality - conventional retail channels, discounters - price and performance play greater role compared to product quality
Company size	small	medium	medium	large

Similarly Ginsberg and Bloom (2004) present their own typology of possible strategic orientations when companies change their strategic positioning and go green (see Table 10). This typology is specific for environmental (green) strategies. Companies fully integrating environmental issues in their processes are called extreme greens. This strategy involves heavy use of all the marketing mix elements to promote holistic values of sustainability. Substantial financial and non-financial commitment to sustainability is characteristic of the shaded green strategy; greenness is also pursued in product development, design and manufacturing as well as in pricing. Using green claims as a precautionary measure in crises or competition is represents a defensive green strategy that mainly involves the use of public relations promotions rather than advertising tools. The lean green strategy characterises companies who are mainly considering cost reduction, improving efficiency and offering low-cost competitive advantage. Greenness is exhibited mostly in product development, design and manufacturing, without the use of communication tools.

Table 10: Company typology based on Ginsberg and Bloom (2004)

	Extreme Green	Shaded Green	Defensive Green	Lean Green
Marketing strategy & orientation (Segmentation, Targeting, Positioning, Orientation & goals)	<ul style="list-style-type: none"> - environmental issues fully integrated in business, processes and product life-cycle - serve niche markets - total-quality environmental management and manufacturing - holistic philosophy & values 	<ul style="list-style-type: none"> - a substantial financial and nonfinancial commitment - environmentally responsible processes - competitive advantage based on innovative, need-satisfying products and technologies 	<ul style="list-style-type: none"> - use green as a precautionary measure - responding to crises or competition - serving green segments because they can be profitable and thus cannot be overlooked - building brand image or repairing damaged image 	<ul style="list-style-type: none"> - being good corporate citizens without over communicating green activities - cost reduction - improving efficiency - low-cost competitive advantage
Marketing mix (Price, Product, Place, Communication)	<ul style="list-style-type: none"> - heavy use of all the marketing mix elements - life-cycle pricing - selling through specialty channels 	<ul style="list-style-type: none"> - greening the product, pricing, design and manufacturing 	<ul style="list-style-type: none"> - focus is on promotion through public relations 	<ul style="list-style-type: none"> - greening the product, design and manufacturing

4.4.1. Antecedents of sustainability marketing strategy

Based on the resource-based view (RBV) of the firm, organisational resources and capabilities to utilise those resources drive organisational performance (Baker & Sinkula, 2005; Hart, 1997). Hart (1995, p. 986 in Baker & Sinkula, 2005) describes that “RBV takes the perspective that valuable, costly to copy firm resources and capabilities provide the key sources of sustainable competitive advantage”. Baker and Sinkula (2005) describe resources as tangible or intangible, valuable and non-substitutable, usually tacit, socially complex, and rare. RBV theory also defines specific paths between resources, capabilities, strategies and firm performance (Baker & Sinkula, 2005), where “firm resources lead to capabilities, and capabilities influence firm performance” (Baker & Sinkula, 2005, p. 464). To gain insight into how corporate environmental and social market responsiveness is developed, organisational and individual drivers have been identified (Rivera-Camino, 2011). One of the proposed concepts for starting research on sustainable marketing behaviour is stakeholder- and environment-oriented marketing. It is extremely important for companies to know their environmental and social stakeholders which are defined as “individuals or groups that can affect or be affected by the achievement of a firm’s environmental goals” (Freeman, 1984 in Banerjee, Iyer, & Kashyap, 2003). Stakeholder orientation demands an openness of the firm to its external environment and special attention of the marketing function that manages relationships between an organisation and its environment (Maignan & Ferrell, 2004). It also requires companies to employ three sets

of behaviours: generation, dissemination and responsiveness to stakeholder intelligence (Maignan & Ferrell, 2004).

Seminal work on sustainability marketing strategy was done regarding the environmental dimension so first we look at literature from this field and then add the social perspective, to provide a more holistic view, reflecting the concept of sustainability.

4.4.1.1. Environmental, stakeholder and sustainable orientation

Researchers distinguish between environmental orientation and the strategy view of corporate environmentalism (Banerjee et al., 2003), explained later, and view market orientation as a foundation for marketing strategy (Mitchell, Wooliscroft, & Higham, 2010). A broader conceptualisation of market orientation proposes a term called sustainable market orientation which includes economic, social and ecological sustainability view (Mitchell et al., 2010). Another concept which reflects a company's orientation and commitment to the environment is an enviropreneurial marketing strategy which emphasises the entrepreneurial approach in joining ecological concerns and marketing strategy objectives (Menon & Menon, 1997).

One of the earliest concepts presenting environmentalism as possible market strategy was "enviropreneurial marketing". In the forefront of this approach was the idea that environmental technologies and innovations drive solution generation and competitive advantage rather than pressures from different stakeholders. The approach unites social, economic and environmental objectives with overall entrepreneurial orientation (Menon & Menon, 1997) and sees environmental needs as "market opportunities rather than management or business constraints" (p. 54). The importance of the technological aspect is also mentioned in Lim's (2016) work, where he sees technological innovation as one of the 5 dimensions of sustainability marketing. Next the idea of corporate environmentalism evolved comprising themes of environmental orientation and environmental strategy focus (Banerjee, 2002). Here environmental strategy focus is defined as "the degree to which environmental issues are integrated into the strategic planning process" (Banerjee, 2002, p. 182) and Baker and Sinkula (2005) add "whether managers consider the environment when making plans" (p. 464).

In order for a firm to be proactive and create effective environmental strategies, not only to comply with the regulative laws, but to gain competitive advantage it needs to take into account a variety of different forces that drive the behaviour of their stakeholders (Buysse & Verbeke, 2003). Although the importance of specific stakeholder groups for a company is relative, can change over time and depends on the firm's current issues (Buysse & Verbeke, 2003), researchers regard consumers, employees, shareholders and local community groups as most important in corporate environmental management practices (Belz & Schmidt-Riediger, 2010; Henriques & Sadosky, 1999). Their interests / pressures

are a potential contributor to environmentally responsible actions of companies (Berry & Rondinelli, 1998). Stakeholder orientation demands an openness of the firm to its external environment, special attention of the marketing function that manages relationships between an organisation and its environment and three sets of behaviours: generation, dissemination and responsiveness to stakeholder intelligence (Maignan & Ferrell, 2004). It is extremely important for companies to know their “environmental stakeholders” which are defined as “individuals or groups that can affect or be affected by the achievement of a firm’s environmental goals” (Freeman, 1984 in Banerjee et al., 2003). Stakeholders provide, and can also withdraw different resources important for the company’s work or success and can employ a legalistic approach, exit or voice strategies for achieving their goal (Hill, Jones, 1992 in Maignan & Ferrell, 2004).

In marketing increased research on different stakeholders has only been gaining more attention in recent years, especially with emergence of an “environmental marketing philosophy” (Polonsky, 1995). There is a clear need to provide more guidance to the environmental marketing strategy making influenced by different stakeholders (Rivera-Camino, 2007) and a more holistic view of marketing management theory and practice (Ferrell et al., 2010; Gundlach & Wilkie, 2010; Polonsky & Hyman, 2007; Prothero et al., 2010). Researchers propose that marketing should approach environmental issues by starting with addressing current and future consumers’ needs and then broaden their research to other stakeholders (Ottman et al., 2006; Peattie & Crane, 2005). Based on the above, we propose the following research propositions:

RP 1: The higher the perceived influence of stakeholders, the more likely it is that companies will pursue an active sustainability marketing strategy.

RP 2: The higher the perceived influence of environmental problems, the more likely it is that companies will pursue an active sustainability marketing strategy.

In research on corporate environmentalism researchers identified four environmental stakeholder groups as antecedents of corporate environmentalism: regulators (governments), organisational members (consumers, shareholders, employees), community members (nongovernmental organisations, public), media and an additional group of top management that can act as an intermediary between stakeholders’ initiatives and companies’ decisions (Banerjee et al., 2003). All antecedents are also moderated by industry type. The importance of management decision making has also gained the interest of Hunt and Vitell (2006) who developed a general theory of ethical decision making where an individual when faced with a decision on an ethical/unethical alternative also takes into account the consequences of all relevant stakeholder groups and final behaviour is intervened by intention. Despite the well-recognised importance of different stakeholders for business activities (Agle, Mitchell, & Sonnenfeld, 1999) in the field of green (environmental) marketing, existing literature has been focused mainly on

consumers and marketing channel intermediaries (Maignan & Ferrell, 2004). Other potential areas to explore (moderators), which have not been thoroughly explored in the literature, but can have an influence on proposed relationships, are situational factors (market turbulence, economic recession) (Baker & Sinkula, 2005; Greenley & Foxall, 1998; Jaworski & Kohli, 1993; Srinivasan, Rangaswamy, & Lilien, 2005) and individual factors (attitudes, perceived control, ethical decision making of marketers) (Rivera-Camino, 2011). Based on the above, we propose the following research propositions:

RP 3: The relationship between company orientation and marketing strategy is moderated by the influence of individual factors of managers.

RP 4: The relationship between company orientation and marketing strategy is moderated by the influence of situational factors.

4.4.2. Outcomes of sustainability marketing strategy

In order to develop effective sustainability marketing strategies, we need to know the expected/wanted potential outcomes which have also been identified as an under-researched topic (Leonidou & Leonidou, 2011). Outcomes can be researched on a financial (Baker & Sinkula, 2005; Cronin et al., 2011; LeCren & Ozanne, 2011; Mathur & Mathur, 2000; Menguc & Ozanne, 2005; Miles & Covin, 2000) and non-financial level (Bhattacharya & Elsbach, 2002; Maignan & Ferrell, 2004).

Researchers note that conflicting results have come out from an investigation of the impact that socially responsible initiatives can have on financial performance of a company (Cronin et al., 2011; Fraj-Andres, Martinez-Salinas, & Matute-Vallejo, 2009; LeCren & Ozanne, 2011). Among the positive outcomes of sustainability marketing strategies are increased profits and market share (Menguc & Ozanne, 2005), reputation (Miles & Covin, 2000), customer satisfaction (Luo & Bhattacharya, 2006) and new product success (Baker & Sinkula, 2005). While several potential benefits may come from sustainability marketing strategies, research indicates that announcements of some responsible marketing activities (e.g. green promotions) are not received well with investors and produce negative stock price reactions, especially with firms that have weaker financial performance (Mathur & Mathur, 2000). Research opportunities still emerge to investigate the link between marketing strategies, firm performance and effectiveness of marketing strategies (Cronin et al., 2011). We also need to be aware of the marketing role in the company and actual influence on the firm's performance (Verhoef, 2009). Based on the above, we propose the following research proposition:

RP 5: The more sustainability marketing strategies are developed in a company, the more positive financial outcomes are expected.

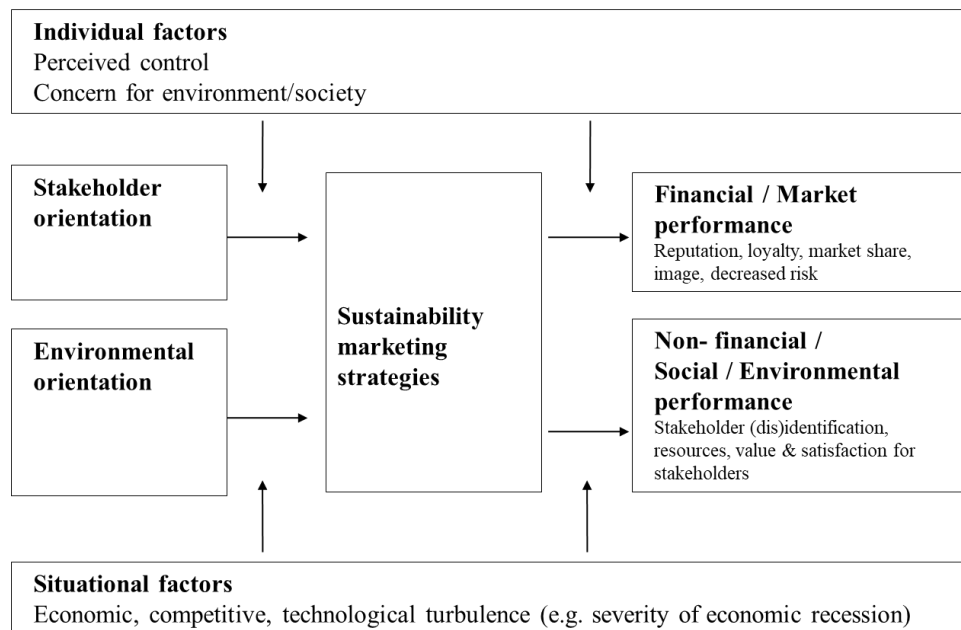
Among less researched outcomes of corporate social responsibility initiatives are stakeholder identification and increased stakeholder resources (Bhattacharya & Elsbach, 2002; Maignan & Ferrell, 2004) that can also bring benefits to an organisation. Marketers employing environmentally and socially responsible marketing strategies also need to understand why and how consumers react to their initiatives, how their activities are influencing their behaviour (Groza, Pronschinske, & Walker, 2011; S. Sen & Bhattacharya, 2001) and what value they bring to the consumer to ensure their satisfaction, gain their loyalty (Bhattacharya et al., 2009) and achieve marketing strategy objectives (El-Ansary, 2006). Researchers have examined reactions and support for corporate responsibility activities based on stakeholder expectations (Mohr et al., 2001; Podnar & Golob, 2007), awareness of activities (K. H. Lee & Shin, 2010), perceived organisational motives (Groza et al., 2011), information and identification with the company (S. Sen & C. B. Bhattacharya, 2001), and specific beliefs (Maignan, 2001). They have come to the conclusion that “not all are viewed equally positive, or positive at all by stakeholders” (Peloza & Shang, 2011). As effects of support, researchers studied consumers’ product purchase intentions (S. Sen & C. B. Bhattacharya, 2001) and willingness to pay (Sichtmann, Geigenmüller, & Žabkar, 2010). They have also studied the negative influence of consumers’ perceptions of trade-offs needed between corporate abilities and corporate social responsible activities (CSR-CA beliefs) that a company needs to make when creating responsible strategies (S. Sen & C. B. Bhattacharya, 2001). Based on the above, we propose the following research proposition:

RP 6: The more sustainability marketing strategies are developed in a company, the more positive non-financial outcomes are expected.

4.4.3. Proposed model of sustainability marketing strategy

Figure 8 is a conceptual framework based on the previous discussion. It represents the antecedents, consequences and moderators of sustainability marketing strategies, based on RBV theory and stakeholder theory. The model is further explored in the next subchapter.

Figure 8: Proposed model of sustainability marketing strategy antecedents and outcomes, based on the literature review



4.5. Qualitative research

The exploratory study presented in the next section aims to get a deeper level of understanding of the proposed factors from the conceptual model. This approach is used to adjust conceptual model by including the view of participants. The qualitative insights are valuable for gaining insight into the emerging and developing topic of sustainability marketing. We agree with the observation of Ozturan and Grinstein (2016) that the development of a socially responsible marketing manager is still in its “embryonic stage” and needs further investigation and deeper insights which can be obtained with qualitative approaches. The study included 8 in-depth interviews with marketing and communication managers from different companies. The sample was selected on a non-random basis, since we wanted to select companies with at least some form of activities in this field. Larger companies, from Slovenia, with more visible sustainability activities were invited to participate. Established interviewing protocol was used in the process.

The interviews had two major objectives. The first was to obtain an understanding of how marketers viewed sustainability⁴, their role, goals and strategies in sustainability of their organisation. The other was to understand how they see consumers and their role in sustainability. We prepared an open-ended questionnaire with four main questions and sub-questions based on the literature review and our previous studies conducted with consumers on the topic of sustainability. Interviews were held between May and June 2015

⁴ Since the term social responsibility is commonly used in business reports and everyday business language (Belz & Peattie, 2012) and often includes both social and environmental responsibilities/dimensions as the concept of sustainability we used both terms – sustainability and social responsibility –in our interviews.

with marketing managers, communications managers and sustainable development managers of different sized firms, the majority large from different business areas (see Table 11).

Table 11: Demographic characteristics of the sample units

Company*	Nr. of employees	B2B/B2C	Ownership	Position	Gender
Services 1	L	B2B/B2C	Slovenian	MD	M
Services 2	L	B2C	Slovenian	SDD	M
Manufacturing 3	L	B2C	Foreign	CD	F
Services 4	L	B2C	Slovenian	MD	M
Services 5	L	B2C	Slovenian	CD	F
Services 6	L	B2C	Foreign	CD	F
Services 7	L	B2B/B2C	Slovenian	MD	M
Services 8	S	B2B	Slovenian	MSD	F

L=large, M=medium, S=small; B2B=business to business, B2C=business to consumer; M=male, F=female; M(S)D=marketing (and sales) director, SDD=sustainable development director, CD=communication director

Interviews lasted up to an hour and were recorded with the permission of the interviewees. Later, transcriptions of all interviews were made. Data were analysed following procedures recommended by Miles et al. (2014), which consist of data reduction, data display, data comparison and conclusion drawing. The data reduction process began by transcription of audio-taped interviews, organisation of notes and observations. Data was reduced and organised by using coding to create categories of information and detect patterns in answers, which enabled us to compare managers' attitudes and opinions. The answers with the main ideas, keywords and quotes of each manager were displayed in tables to gain a more organised view of the collected data in order to systematically compare specific issues and variables. Cross-personal comparisons, examination of patterns and themes provided the basis for drawing conclusions. Through iterative review of responses, the propositions of the conceptual model were explored.

Data was treated similarly as in the process described in Chapter 1. It was reduced in iterations and mixed approaches of coding were used, including descriptive and process coding (Miles et al., 2014). Occasionally also "in vivo" coding was used to obtain the original language of the respondents. Coding was done manually, since it was manageable with the amount of data collected. First main paragraphs of answers were put in a table consisting of main themes based on research questions (the meaning of corporate responsibility, dimensionality of corporate responsibility, strategy development and goals). Specific meaningful paragraphs were transcribed in full for later presentation of results in narrative form. Data were displayed in tables in order to make cross-company comparisons, examination of patterns and overarching themes which finally provided the basis for drawing conclusions. Findings from interviews were synthesized with literature

review thus providing a more complete understanding of antecedents and consequences of sustainability marketing strategy development and creation of a conceptual framework.

4.6. Findings

When eight respondents were asked to define sustainability and corporate social responsibility, their answers revolved around three broad categories. Especially in larger companies sponsorships and donations came first to mind (n=4) when talking about sustainability and CSR. *Services 4: "We are also recognised as one of those that gives back a lot to its environment in Slovenia, through donations, sponsorships and other activities."*

Others see it as a combination of different activities that offer the opportunity to give back to the community (n=2). The majority also mention that a consideration of different stakeholders is necessary (n=6). *Services 1: "A company gives back a share of what it creates in a business sense in the form of different activities to different stakeholders"*.

Regarding dimensionality of the responsibility and the concept of sustainability, the majority do not distinguish between environmental, social and economic dimensions. Mainly they see it as a combination of both dimensions (n=4) or a balance between both (n=2) and some see the distinction as unnecessary (n=3). Some examples of related statements are the following: *"It must be a mix of society and nature, our responsibility to the owners, a sustainable business model and ethical conduct."*(Manufacturing 3), *"We can try to separate society and nature, but this is forcing things unnecessarily. We do not separate them, we consider it as one; society is also nature."* (Services 4). The majority equally mention the environmental and social dimensions. The social dimension is usually described as being aware of and responsive to different stakeholder groups. During interview some also mention the economic point of view, usually not stated specifically (n=3) as the basis for all company activities. Additionally, some add the importance of the ethical view (n=2) and legal view (n=2): *"In the midst of everything we can easily forget the basics like paying taxes; compliance with legislation is also one dimension and especially exceeding the legislative frameworks with good practice"* (Services 7), *"At the end of the day, the company must generate profits; possibilities to re-invest in SR are greater when the company has more resources."* (Services 7).

The marketing function in the majority of interviewed companies mainly deals with strategy for sponsorships and donations (in sports, cultural, science, humanitarian projects). Other activities (especially for the environmental dimensions) are usually in the domain of other departments (sustainable development, quality assurance and other), mainly with a more technical background. Those departments deal with changing processes within the company to make them more green (changing lights, energy sources and other). The majority of companies have a written sustainability or CSR report. Some develop strategy based on the "mother company" (n=1) and others are still in the process of writing one

(n=1), e.g. *“The mother company has designed this system, strategy, we know where our borders are, and inside those borders we can do what we like, based on the needs of the local environment.”* (Services 6) Marketing takes a more communicational and organisational role or as a trend watcher and in this sense contributes to the sustainability strategy, e.g. *“Marketing takes care of an appropriate image. Involvement of a larger number of people is necessary and useful for greater success.”* (Services 1) or *“Marketing is one of the strategy leaders and looks at what is happening in the market, in industry, and brings these insights to strategy development and execution.”* (Services 4).

The majority agree that the strategy needs to be written in order to comply with it: *“It has to be written as a strategy ... all in all sustainable development is not cheap, not only as an investment but you have to change everything from the organisational point of view.”* (Services 2). Strategy is mainly developed at the corporate level with inclusion of different departments. Communication with stakeholders must be simple, understandable and adapted to their language. The majority of companies though do not do specific research concerning sustainability or responsibility of consumers in order to develop their strategy, it is mainly based on values and general sustainable orientation. Only measurement of specific activities sometimes happens, like how many people responded to a philanthropic call for action. Sustainability segments, their targeting and positioning are thus usually not specifically defined: *“We did not do any research. We ask a lot of things about customers, but not specifically SR. I think that they recognise and respond to such activities, we all want to work with trusted partners who have a good reputation. We do not have defined target segments.”* (Services 1) The quotes in Table 12 provide an insightful representation of the specific concepts discussed.

Table 12: Representative quotes of concepts

Company*	Quote
Definition of sustainability / CSR	Services 1: “A company gives back a share of what it creates in a business sense in the form of different activities to different stakeholders”.
	Services 2: “We see responsibility differently and on different levels, as donations and sponsorships ... on the other side the influence on society, positive with awareness raising and different activities”. “Sustainable development is not about being the most environmentally responsible, but doing as few as possible things harmful to the environment and to look beyond just profit.”
	Manufacturing 3: “Following all local and international legislations, ethical and responsible behaviour but going one step further in addressing wider stakeholders, not only shareholders and employees but also the local community and other stakeholders”.
	Services 4: “We are also recognised as one of those that gives back a lot to its environment in Slovenia, through donations, sponsorships and other activities that revolve around our stories.”
	Services 6: “Corporation which gives back to the community within company capabilities”.

	Services 8: "Responsibility toward employees and customers, followed by other stakeholders influenced outside of our company."
Dimensionality of the concept of sustainability	<p>Manufacturing 3: "It must be a mix of society and nature, our responsibility to the owners, a sustainable business model and ethical conduct."</p> <p>"Social responsibility is a commitment to ethics, which sometimes does not go hand in hand with profits."</p> <p>Services 4: "We can try to separate society and nature, but this is forcing things unnecessarily. We do not separate them, we consider it as one; society is also nature."</p> <p>Services 7: "In the midst of everything we can easily forget the basics like paying taxes; compliance with legislation is also one dimension and especially exceeding the legislative frameworks with good practice".</p> <p>"At the end of the day, the company must generate profits; possibilities to re-invest in SR are greater when a company has more resources."</p>
Sustainability marketing strategy	<p>Services 1: "Marketing takes care of an appropriate image. Involvement of a larger number of people is necessary and useful for greater success."</p> <p>Services 4: "Marketing is one of the strategy leaders and looks at what is happening in the market, in industry, and brings these insights to strategy development and execution."</p> <p>Manufacturing 3: "Marketing deals mainly with communications, but we try to make innovations backed by market information, to use feedback from consumers and customers in development; marketing is also actively involved in product development."</p> <p>Services 1: "We did not do any research. We ask a lot of things about customers, but not specifically SR. I think that they recognise and respond to such activities, we all want to work with trusted partners who have a good reputation. We do not have defined target segments."</p>
	<p>Services 2: "It has to be written as a strategy ... all in all sustainable development is not cheap, not only as an investment but you have to change everything from an organisational point of view. It is all connected, we look at everything".</p> <p>Services 5: "Recently we have commissioned a reputation survey, but I could not say we do these activities in order to gain reputation, we do not do things in this way. It is about maintaining and building a presence in the whole of Slovenia. Sometimes we manage a specific service through this responsible communication."</p> <p>Services 6: "The mother company has designed this system, strategy, we know where our borders are, and inside those borders we can do what we like, based on the needs of the local environment."</p> <p>Services 7: "It is difficult to measure the specific effects of CSR, it is only a small part of reputation, which also includes how the company's representatives appear, how the company appears, how employees work with partners, with customers, and to only look at this part is too little."</p>

The findings revealed the following aspects to be influential for sustainability strategy development: top management commitment, personal attitudes, stakeholder orientation and specific situational factors (industry trends). Managers see their own behaviour as crucial for sustainable development of the firm, be that their behaviour as consumers or part of the

corporation, co-workers and local community, since it all starts with personal responsibility: *“It starts with the personal attitude to co-workers, consumers, respect and cooperation”* (Services 1), or *“The key people are management, our unit.”*(Services 2), *“We do a lot of things as individuals that are responsible; only afterwards, can we be responsible as a company.”* (Services 2), and *“We have a value of SR, which means that this value has been recognised in a very wide team of people, even among the highest management, and certain elements are included in processes, from reporting, projects, collaboration.”*(Services 7) Smaller, family-owned companies see the basis for their sustainability initiatives in their type of organisation, namely the family structure as a source for greater sustainability. Some also mention situational factors like consumer and industry characteristics and industry trends that encourage sustainability, specifically pressure and trends on environmental sustainability were mentioned by the only manufacturing company. Many stakeholders are usually mentioned, especially partners and often, specifically the importance of working with children and young people, partnering with schools, kindergartens, is stressed: *“The key is to raise awareness of how important this is to young people, it is difficult to change it for the elderly, and the opportunity lies in the education of young people, to become a way of life, thinking, where more work should be done.”*(Services 1)

When asked to describe barriers or potential negative impacts, respondents mentioned only a handful of factors. Some observe negative comments from the general public (n=5), some expect irrational business decisions can be made due to exaggerated focus on sustainability (n=2) and potential greenwashing (n=1). The quotes in Table 13 provide insightful representation of sustainability strategy antecedents.

Table 13: Representative quotes of concepts

Company*	Quote
Antecedents of sustainability strategy	Services 1: <i>“It starts with the personal attitude to co-workers, consumers, respect and cooperation”</i> .
	Services 2: <i>“The key people are management, our unit ... everyone can have a proposal, most of the proposals come from employees.” “We do a lot of things as individuals that are responsible; only afterwards can we be responsible as a company.”</i>
	Services 6: <i>“It comes from people, management, our director is an extremely socially responsible person, placing an importance on responsible issues and our influence on society. Our team and people are such that this is important to them and they live like that. Specifically, our CSR system determines that we must form a team of different people from different areas. I think CSR is like a virus that works in the long run and then infects the bulk of the company, but you have to include a lot of your own energy. You have to start your activities in selected areas; first, you must take the area that is connected to your industry and where you can make the greatest impact”</i> .

	<p>Services 7: “The popularity of SR has grown and everyone has become SR, because it is popular. You have to have a realistic base. It has to follow from your strategy, from the organisation itself, it begins with small steps, and you slowly see that it benefits you and those around you and then you start thinking about it in order to fully develop the story in the future.”</p> <p>“We have a value of SR, which means that this value has been recognised in a very wide team of people, even in the highest management, and certain elements are included in processes, from reporting, projects, collaboration.”</p> <p>Services 8: “The foundation is that this is a family business.”</p>
Stakeholder orientation	<p>Services 1: “The key is to raise awareness of how important this is to young people, it is difficult to change it for the elderly, and the opportunity lies in the education of young people, to become a way of life, thinking, where more work should be done.”</p> <p>Services 2: “We work very hard on connecting with different partners and suppliers and with these partners we are creating successful stories.”</p>
Negative impacts	<p>Services 2: “The problem is that there are so many ideas / projects that we cannot even carry them all. Then we set priorities, we do not need everything at once, then there is no organic growth, if you are doing everything at once.”</p> <p>Services 4: “People get used to certain (responsible) activities which may be reduced in times of worse financial results”.</p> <p>Services 5: “You can get a boomerang effect when someone does not see the wider effects of activities”.</p>

The respondents suggested that the main outcomes or goals of strategy development were mainly positive, though seen in the long term. The majority mention reputation and image (n=4), positive consumer perceptions (n=4), communication opportunities (n=3), building trust (n=2), commercial interest (n=1), short-term projects with saving benefits (n=1), efficiency, better products (n=1), satisfied customers and employees (n=1), predisposition for growth (n=1). Some of the representative statements are the following: “*Reputation that the company acquires through such conduct; it returns in the form of satisfied clients and employees, who are properly motivated.*” (Services 1) and “*Advantages in a marketing sense, communications, promotion, for creating good stories, not only in the sense for PR, but also for the wider good for all*” (Services 5) or “*The satisfaction and trust that society has in you*” (Services 8). Smaller companies also for brand recognition, as a communication starter for opening doors to win new business and competitive advantages (n=1). Due to their personal contacts with clients, smaller companies also observe more emotional responses like “you really did well”, “you are really excellent at all levels” (Services 8). They observe that long-term goals are difficult to measure. The representative quotes in Table 14 provide an insightful representation of outcomes and objectives of a sustainability strategy.

Table 14: Representative quotes of concepts

Company*	Quote
Outcomes of sustainability strategy	Services 1: “Reputation that the company acquires through such conduct, it returns in the form of satisfied clients, and employees who are properly motivated.”
	Services 2: “Now our goal is cost optimisation, we are looking for projects to generate additional revenue; then one goal is always company image, that people feel good too. This is sustainable development, it requires gradual steps.”
	Manufacturing 3: “We give additional guidance to the company about which are the key areas that we will focus on, what is important from the point of financial contribution, the number of employees. We also sometimes turn down some business because it is not in accordance with our standards. Social responsibility helps us to be more efficient as a company and to have better products.”
	Services 4: “Sponsorships are also aimed at business effects, because we are creating an ecosystem around it to communicate our basic services, here the line between business interest and SR is slightly blurred.”
	Services 5: “Advantages in a marketing sense, communications, promotion, for creating good stories, not only in a PR sense but also for the wider good for all, for corporate communications it is a big advantage”.
	Services 6: “You cannot do everything with SR, you cannot be the best, but if you are successful and offer the best to the consumer for a relatively favourable price if you have a customer service, if you add SR strategically in the long run it has a benefit for a brand, for a company.”
	Services 7: “Some companies recognise their advantages, which they can also use in relation to the core business, a distinctive advantage, and greater visibility in the target groups where you want to cultivate your relationships and engagement.” “We build partnerships based on trust, which is the most important category for consumers. It is important to admit your mistakes; you can build honesty and trust only with honest relationships, even small things; sometimes it is enough to apologise to someone, investigate what went wrong and report what was wrong and what will change. This all creates trust in a brand, company and individual.”
	Services 8: “The satisfaction and trust that the society has in you.”

4.7. General discussions and conclusion

The present research aimed to provide a review of the popular but ever-evolving concept slowly changing everyday lives of consumers. We offer theoretical as well as empirical insight into the concept of sustainability from the point of the corporate marketing function. Due to assumed “incompatibility” between the marketing function and the concept of sustainability, the field is not getting the developmental push it needs to evolve further. The topic rarely achieves publication in major journals and marketing managers are shying away from it, fearing greenwashing claims. Some companies get lost in searching for opportunities outside their core values and businesses, but fail to see the larger potential sustainability has for real changes in their orientation and development.

Knowing how and where to compete and develop a sustainability marketing strategy in this changing environment is the key for long-term success of any company. How well a specific company function contributes to this strategy development, influences the importance of the function within the company. Marketing as a function where trends in markets and consumer behaviour are constantly observed and marketing tools can be used for behavioural change marketing should take a leading role in a company's transformation in the ever-changing environment. It seems the marketing function has somehow halted between striving for ever greater consumption and an urge to make business decisions considering the sometimes-contrasting needs of the natural and social environments. As Bill Gates once said, "we always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction" (Gates, 1996). Companies failing to see the social and environmental changes happening and adapting their business strategies to those changes are slowly losing their customers searching for greater quality of life.

The concept of sustainability has evolved from recognition that the natural environment and humans have limits and present consumption patterns are unsustainable for both. Both concepts, however, did not evolve with equal pace. Through the years, the environmental dimension was much more represented in marketing and general business literature. Developing from ecological to green, greener and environmental marketing, it got quite some visibility in marketing research and practice. In contrast, the social dimension composed of concepts like corporate philanthropy, cause (related) marketing, social marketing and community volunteering was more fragmented and researched more on the corporate level than functional. This overlooked dimensionality of sustainability in the marketing field has led to a "developmental gap" (Choi & Ng, 2011) in the concept. Some new insights were, however, recognised and developed in the later research like the importance of stakeholder orientation in developing sustainability strategies. The purpose of the research was to look at current definitions of sustainability marketing, new developments and significant concepts and to explore and propose a framework of sustainability marketing strategy formulation and implementation.

The importance of stakeholder orientation and the ability to respond to different needs seems crucial when establishing a sustainability marketing strategy. Environmental orientation was not as explicitly stated but from the conversations it was evident that it is already included in changes made and for some industries it does not seem as pressing as for others. Environmental actions are usually first to be included in sustainability development, since companies usually make the first changes in waste reduction and resource efficiency. This usually happens outside marketing departments, thus increasing the importance of stakeholder orientation for marketing department. Present research offers more insight on services companies than manufacturing companies and this may also influence the importance of stakeholder (social) vs. environmental dimension.

Managers, though, usually see both environmental and social/stakeholder orientation as a combination, not two separate dimensions. This can also be implied from lack of trade-offs they perceive between those two dimensions, they rarely mention specific trade-off's and do not see the possible negative effects. Only possible trade-offs mentioned were between financial results and environmental/social dimension of sustainability. This is a similar finding as in Epstein et al. (2015), where in case studies of four big companies, managers mainly stated tensions between environmental/social and financial dimension of sustainability, Thus environmental and social dimension could possibly be merged under the same sustainability orientation concept. Thus the new proposition would be:

RP 1: The higher the perceived influence of sustainability issues (environmental or social), the more likely it is that companies will pursue an active sustainability marketing strategy.

The results of qualitative research suggest that in addition to environmental and stakeholder considerations, top management, individual and general social responsibility play an important role in strategy development which is in line with several other research (Rivera-Camino, 2011, Bansal & Song, 2017). Top management as well as each individual contribution increases the ability for a company to develop and implement sustainable strategy. One important dimension of social responsibility mentioned was the ethical dimension which should also be considered to better understand strategic sustainability marketing. As Lim (2016) argues that “for sustainability marketing strategies to be developed and implemented effectively, marketers, organizations, and governmental agencies must conduct themselves in an ethical manner” (p. 8). Economic and legal responsibilities of companies were also mentioned in interviews.

Although many researchers do not distinguish between the concepts of corporate sustainability and responsibility newer research observes those two concepts have become blurred since “they both shared a common interest in the relationship between business and society and spoke to the same business audience” (p. 106, Bansal & Song, 2017). This overlapping of both constructs has hindered the development of the field (Bansal & Song, 2017). We also approach them as two distinct concepts and include construct of responsibility in our framework as possible moderator between sustainable orientation and strategy development, thus increasing the likelihood of companies developing sustainability marketing strategy. We adjust the second proposition as follows:

RP 2: The relationship between company sustainability orientation and marketing strategy is moderated by the influence of top management responsibility and individual responsibility of marketing managers as well as social responsibility of a company.

On the other side fewer situational factor were mentioned than in the literature, and may depend on the time of study. Since interviews were conducted at a time when recession was over, it might not play such an important role as in some previous studies (Srinivasan,

Rangaswamy, & Lilien, 2005). Factors like industry and consumer trends were at this point mentioned as pull factors, for increasing the development of sustainability marketing strategies, so we change the third proposition as follows:

RP 3: The relationship between company sustainability orientation and marketing strategy is moderated by the influence of situational factors.

Research shows that marketing managers mainly see social responsibility and sustainability as a set of philanthropic activities containing “sponsorships and donations” sometimes combined with specific marketing goals like introducing new products. Companies with better developed sustainability strategies strive for a more holistic view of sustainability, trying to include it in all aspects of corporate behaviour. Many companies have written strategies at the corporate level but the marketing function deals mainly with creating an image and providing inputs from markets and consumers for strategy development. According to Baker and Sinkula (2005) they do act strategically in the sense that they “consider environment and society when making plans” (p. 464). Though when considering the Belz and Schmidt-Riediger (2010) definition of sustainability marketing strategy stating several steps like analysing customer needs and wants, developing sustainable solutions with superior customer value, segmenting the market accordingly and targeting and positioning sustainable solutions, many companies do not approach strategy development in that way. Rather, they include the necessary aspects in specific projects with specific goals usually targeting all their interested consumers. Similarly, as the results of the HBR study show, we also observe that “companies seem less interested in totally integrating CSR with their business strategies and goals than in devising a cogent CSR program aligned with the company’s purpose and values.” The HBR study also observes that “CSR programs are often initiated and run in an uncoordinated way by a variety of internal managers, frequently without the active engagement of the CEO” (Rangan et al, 2015). They determine that it is acceptable that most CSR programmes are not strategic, but they still need to strive toward greater coherence.

A sustainability strategy usually results in market performance or nonfinancial results, since measurement of financial results is often stated as quite difficult. Usually, managers mention increased reputation, building image, brand and mitigating risks as market performance indicators and building trust, relationships and satisfaction as positive stakeholder indicators (non-financial results). As Rangan et al. (2015) observe, there is “increasing pressure to dress up CSR as a business discipline and demand that every initiative deliver business results” and continue:

“That is asking too much of CSR and distracts from what must be its main goal: to align a company’s social and environmental activities with its business purpose and values. If in doing so CSR activities mitigate risks, enhance reputation, and

contribute to business results, that is all to the good. But for many CSR programs, those outcomes should be a spill over, not their reason for being.”

Necessary rethinking of assumptions and conventional marketing practices are outlined by Bridges and Wilhelm (2008). They state that “necessary changes include lengthening corporate time horizons for return on investment and valuing financial continuity over profit...Marketers must also be willing to manage consumer demand and expectations downward, practicing demarketing when necessary to encourage responsible consumption (e.g., promoting energy conservation or decreased usage of certain ecotourism destinations)” (p. 35). Educating, awareness raising and building trust are also important outcomes of sustainability marketing strategies mentioned in our interviews. The quality of product/service value should not be compromised in these processes. Based on these findings we are slightly altering final two propositions:

RP 4: The more sustainability marketing strategies are developed in a company, the more positive market performance outcomes are expected.

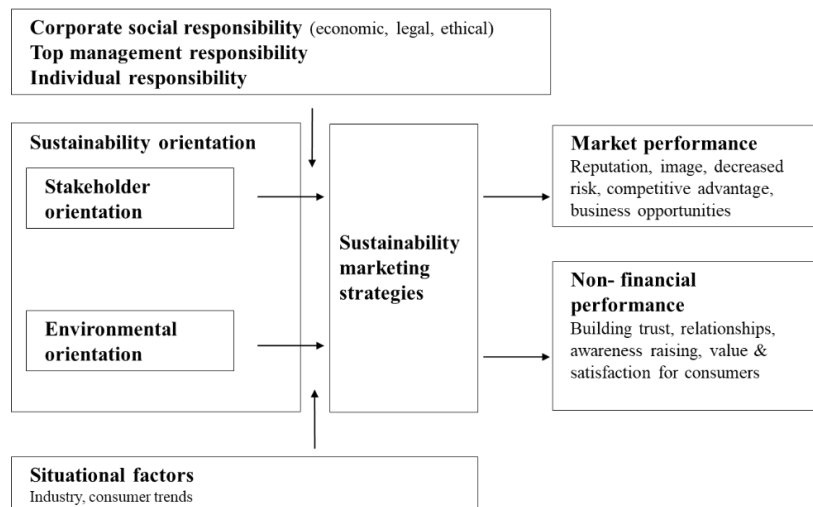
RP 5: The more sustainability marketing strategies are developed in a company, the more positive non-financial (stakeholder) performance outcomes are expected.

Marketers should be aware that changes do not come easily, but those who approach them with confidence and open-mindedness should be rewarded. As Borland and Lindgreen (2013) observe:

“the progression toward a transformational strategy is not necessarily smooth and may require a step-based change in identity and leap of faith...Just as transformation at an individual level requires a fundamental shift in the depth and level of the individual’s learning and understanding, usually precipitated by a negative, life changing experience, at the collective, corporate level, the experience is often equally life-changing for the very orientation of the company” (p. 17).

Figure 9 shows the final model of sustainability marketing strategy antecedents and outcomes, based on the initial literature review and additional insight of qualitative research.

Figure 9: Proposed conceptual model of sustainability marketing strategy antecedents and outcomes, based on the literature review and qualitative research



This research contributes to the awareness of the concept of sustainability with more dimensions and conceptualisation of the sustainability strategy development process, an emerging field still underdeveloped and in its “embryonic stage” (Ozturan & Grinstein, 2016). It uses a combination of knowledge from different fields like environmental sustainability, social sustainability and corporate social responsibility and views them from a marketing perspective. The findings mainly include services companies, which is an additional contribution of the research, usually covering the specifics of manufacturing companies. The inclusion of concepts of responsibility and sustainability as two distinct constructs also tackles newer encouragement from researchers to distinguish those concepts (Bansal & Song, 2017).

Our empirical research has some limitations. The majority of companies included in our empirical research are large and mainly come from services sector. Although services sector was less researched previously, it consequently offers less comparisons and industry specific insights. By including different industries additional factory would be shown (e.g. different situational factors). On the one hand we were looking at companies known for more developed responsibility and sustainability practices and on the other hand they were more willing to participate, probably due to the same reason. For further generalisations of results, more interviews or quantitative testing would be needed. During questioning of the respondents there was a certain amount of probing and effort taken to disclose as much information as possible from respondents. Though this may not be sufficient for a full disclosure of believes, since research in this area can potentially be influenced by social desirability bias, with respondents trying to present their actions and actions of their companies in mainly positive ways. To make the process of strategy making clearer, the research should divide it into strategy development and implementation, but this was beyond the purpose of our study, which focused more on building a model of antecedents and outcomes of sustainability marketing strategy.

GENERAL DISCUSSION, SUMMARY AND CONCLUSION

The concept of sustainability has developed and evolved rapidly in recent decades and is gaining support from various institutional and market actors. To further accelerate its implementation, especially in the business and marketing field, market actors need new knowledge of how to adjust their behaviour to recent changes. Ways of including the concept of sustainability in the field of marketing, from the viewpoint of two important players, namely consumers and companies, is the purpose of this dissertation. With the doctoral thesis we aimed to contribute to development in the field of sustainability marketing strategies by knowing how and why consumers and companies are including sustainability in their everyday consumption and business. The research process, including research questions, objectives, theories and methodologies used and main findings, are summarised in the continuation and presented in Table 15 and Table 16.

The four chapters individually, each offers their own distinct findings and contribution. The first three chapters take the viewpoint of consumers. The aim of the first paper is to answer the “how” part of the proposed questions by making a clear distinction between the sustainability and responsibility of consumer behaviour and explore their different theoretical dimensions. It reviews the research and meaning of sustainability and responsibility concept, with the aim providing a framework for other chapters in the dissertation. The second aim of this paper was to explore a variety of responsible consumption actions and fundamental differences that arise from purchase, usage, disposal or other environmentally or socially responsible behaviour. The first chapter makes several propositions for further research, though merely some are answered in this doctoral dissertation and others can serve for further examination. The framework of responsible and sustainable consumption (RSCB) is presented to broadly represent behaviours that can differ in terms of motivations for acting responsibly (intent) and their impact on specific dimensions of sustainability (emphasis). The main finding from the interviews is that not all consumers act based on their ethical considerations but also on their self-interest. Measures of perceived value and ethical obligation to measure self- and other-centred motivations for acting responsibly are proposed to potentially explain the oft-mentioned attitude-behaviour gap.

The second and third chapters aimed to answer the “how and why” consumers behave in a responsible and sustainable way. A concept of responsible sustainable consumer behaviour (RSCB) was proposed and antecedents of both environmentally and socially responsible behaviour were tested, using structural equation modelling. The aim was also to estimate the relative importance, differences and similarities of environmentally and socially responsible sustainable behaviours. A literature review on responsible and sustainable consumption is combined with findings from in-depth consumer interviews, to develop specific hypotheses. Findings from qualitative research were used mainly to complement

environmental topics, which were more thoroughly covered in the literature, with social dimensions findings. Two models of environmentally and socially responsible sustainable behaviour and its antecedents were presented and tested based on the theory of planned behaviour. The ability of our model to predict the willingness to behave in an environmentally and socially responsible way is fairly good (72% for the environmental and 65% for the social model). It is evident from the model that concern, personal effectiveness, personal norms and ethical obligation are positively related to willingness to behave and that willingness to behave and information availability are positively related to behaviour in both types of behaviour, environmentally and socially responsible. Socially responsible behaviour is more influenced by perceived behavioural control and possibly social norms than environmentally responsible behaviour.

Following the findings from first chapter that consumers also act in a sustainable way by caring for their own self-interest, the third chapter moves the topic forward by observing the possible (perceived) values consumers can gain through sustainable behaviour. The aim of the research was to gain an understanding of how consumers perceive value gained, affecting their decision to behave in environmentally responsible way. An extended model of environmentally conscious consumer behaviour where 'pro-social status' perceptions moderate the relationship between willingness to act and actual environmentally friendly consumption was proposed and tested on a general population sample. This potential gains outweighing the costs, could potentially provide incentives for consumers to overcome the attitude-behaviour gap.

In the final chapter, the view of managers is presented. Similarly as in previous chapters, the aim is to answer why and how marketing managers include the concept of sustainability in their strategic decisions. To have a sustainable impact within a company and in society at large, marketing needs to include sustainability issues in its strategic thinking. The final chapter presents an insight into sustainability marketing strategy development, its antecedents and outcomes to shed light on marketing's role and potential contribution to corporate sustainability. We offer a theoretical as well as empirical insight into the concept of sustainability from the point of the corporate marketing function. The purpose of the research was to present current definitions of sustainability marketing, new developments and significant concepts, and to propose a framework of sustainability marketing strategy development. Research shows marketing managers mainly see social responsibility and sustainability as a set of philanthropic activities including "sponsorships and donations". The importance of stakeholder orientation and the ability to respond to different needs seems crucial when establishing a sustainability marketing strategy. A sustainability strategy usually results in nonfinancial results.

The research was also guided by the need to better understand and also explain actions of consumers and companies by taking a multi-stakeholder (consumer, managerial), multi methods (qualitative, quantitative) approach. The aim was to gain a more complete understanding of sustainability and responsibility concept in terms of their dimensionality and what differences this brings to the consumption behaviour and companies strategy development. Previous research often times did not take into account those different dimensions, thus possibly overlooking potential research avenues. With this approach we join several researchers recently calling for better conceptualisations of these fields (Bansal & Song, 2017, Chabowski et al., 2011, Galafassi et al. 2017, Geiger et al., 2018).

The overarching contribution of all studies lies in combining different fields and perspectives to compare knowledge gaps, developments and possible solutions or research avenues from both. Historically it seems like consumer and managerial literature had a different focus regarding sustainability dimensions. In consumer literature environmental dimension (e.g. green, environmental marketing) was more emphasized (Balderjahn et al., 2013) and in managerial social dimension (e.g. corporate social responsibility), though different arguments can be seen across research (Bansal & Song, 2017). Although economic dimension was often seen as integral part of sustainability, especially in the management literature as the bottom line of financial profitability, it was usually not clearly positioned as individual dimension in consumer research (Balderjahn et al., 2013). In this dissertation we see economic dimension as part of responsibility construct, namely a consumer and company's intent for personal and economic well-being (Sheth et al. 2011). One important consequence of this multi-dimensional view of sustainability and responsibility construct are perceived trade-offs between dimensions. From our qualitative research it seems consumers are more aware of the trade-offs they need to take between environmental and social sustainability dimension and companies more between economic and ethical responsibility dimensions.

Currently, managerial literature seems to provide better understanding and solutions to this dilemmas, currently working on the circumstances under which this trade-offs occur, how managers respond, and provide solutions (Haffar & Searcy, 2017). Though Bansal & Song (2017) still observe that “while sustainability scholars may be able to explore systems disruptions, they lack the tools to explore even the simplest of equifinal trade-offs” (p. 127) and that trying to simultaneously manage social, environmental and financial performance is still one of the challenges in the field of corporate sustainability (Epstein et al., 2015, p. 35). Consumer literature seems to lag behind with currently still addressing the dimensionality and measurement issues of the sustainability concept (Balderjahn et al., 2013, Geiger et al., 2018) and thus providing several opportunities for researchers to fill the existing knowledge gap.

Table 15: Summary of research process and main findings (Chapters 1-3)

Title	Objectives	Theories/models	Methodology	Main findings
<p>Chapter 1: Consumer sustainability and responsibility: beyond green and ethical consumption</p> <p>RQ1: What does sustainable and responsible behaviour mean and what are consumers doing to behave in a responsible and sustainable way?</p>	<p>a) To distinguish the two concepts of sustainable and responsible consumer behaviour, b) identify their dimensions and c) present an array of responsible and sustainable consumer behaviours</p>	<p>CSR pyramid model Sustainability framework</p>	<p>Qualitative research, critical, qualitative literature review, personal in-depth interviews with consumers in Slovenia</p>	<p>A framework of responsible and sustainable consumption (RSCB) is proposed which includes behaviours that can differ in terms of motivations for acting responsibly (intent) and their impact on specific dimensions of sustainability (emphasis). Not all consumers act based on their ethical considerations but also in their self-interest. Measures of perceived value and ethical obligation to measure self- and other-centred motivations for acting responsibly are proposed.</p>
<p>Chapter 2: Antecedents of environmentally and socially responsible consumer behaviour</p> <p>RQ2: Which antecedents affect sustainable responsible consumer behaviour and how they are different between different dimensions of sustainable responsible consumer behaviour?</p>	<p>Do consumers act differently when behaving in an environmentally or socially responsible way and whether environmentally and socially responsible behaviours have different antecedents</p>	<p>Theory of planned behaviour (TPB)</p>	<p>Quantitative research, online questionnaire of the general population, structural equation modelling (SEM) analysis</p>	<p>The antecedents of environmentally and socially responsible sustainable consumption are similar in their effect on consumer behaviour, with personal norms, concern and ethical ideologies having the strongest impact on RSCB. When comparing both types of behaviour, socially responsible behaviour is more influenced by perceived behavioural control and possibly social norms, than environmentally responsible behaviour.</p>

<p>Chapter 3: Willingness to act and environmentally conscious consumer behaviour: can pro-social status perceptions help overcome the gap?</p> <p>RQ3: How does perceived value gained affect mainstream consumers to act in an environmentally responsible way?</p>	<p>Explore the effect of ‘pro-social status’ perceptions as a potential moderator for environmentally responsible consumer behaviour</p>	<p>Social exchange theory Theory of planned behaviour (TPB) Costly signalling theory Status characteristic theory Competitive altruism theory</p>	<p>Quantitative research, online questionnaire of the general population, structural equation modelling (SEM) analysis</p>	<p>‘Pro-social status’ perceptions increase the positive association between ‘willingness’ and ‘behaviour’ and could be incorporated into green products and advertising to signal personality traits like kindness and intelligence.</p>
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Table 16: Summary of research process and main findings (Chapter 4)

Title	Objectives	Theories/models	Methodology	Main findings
<p>Chapter 4: No sustainability without responsibility – marketing managers interpreting responsibility, sustainability and sustainability marketing strategies</p> <p>RQ4a: How do marketers integrate sustainability into their sustainability marketing strategy?</p> <p>RQ4b: Which antecedents affect sustainability marketing strategies, what are the outcomes and how they are different regarding different dimensions of sustainability?</p>	<p>a) Define the concept of sustainability marketing, its dimensions and the role of marketing in corporate sustainability and sustainable development, (b) propose a conceptual model of antecedents and consequences of a sustainability marketing strategy</p>	<p>Resource-based view (RBV) Stakeholder theory</p>	<p>Qualitative research, critical, qualitative literature review, personal interviews with marketing managers in Slovenia</p>	<p>The results of the qualitative research suggest that in addition to environmental and stakeholder considerations, top management and personal vision, the ethical dimension should also be considered to better understand strategic sustainability marketing.</p> <p>Research shows marketing managers mainly see social responsibility and sustainability as a set of philanthropic activities containing “sponsorships and donations”. The importance of stakeholder orientation and the ability to respond to different needs seems crucial when establishing a sustainability marketing strategy. A sustainability strategy mainly results in nonfinancial results.</p>

Theoretical contributions

The main theoretical contributions of the dissertation are the following. First, acknowledgement of different dimensions of consumer and marketing sustainability and responsibility, simultaneously combined to broaden the research perspective in marketing to go 'beyond green' and ethical studies, since consumer and managerial sustainability research is heavily influenced by research in the environmental field. It aims to add to the understanding that according to Choi & Ng (2011) is lacking in the current literature, saying sustainability marketing research “does not offer an examination of the notion that different dimensions of sustainability can exist in the minds of consumers” (p. 270) and that the “lack of attention to sustainability, as a concept with multiple dimensions, has presented a developmental gap in green marketing literature, sustainability, and marketing literature for decades” (p. 269).

The original contribution of the doctoral dissertation is integration of different dimensions of responsible consumption behaviours (environmental, social) and observing the antecedents of each specific responsible behaviour. Some previous results indicate differences between the environmental and social dimensions in behaviour generation (Collins, Steg, & Koning, 2007), though usually specific single measures are used, or gathered under a single (ethical, sustainable) dimension (Chabowski et al., 2011). We contribute toward more consistent conceptualisations of sustainable, environmentally and socially responsible consumer behaviour. In Chapter 2 and 3 our contribution lies in testing the extended models of planned behaviour theory on two dimensions of sustainable behaviours – namely socially and environmentally responsible behaviours and adding a moderating construct of “pro-social status perceptions”. We have introduced scales for socially responsible behaviour and willingness to behave, which was previously not often measured. We addressed our research problem by conducting a representative study and using structural equation modelling to look at the relationships between variables.

Results from the qualitative and quantitative research of consumers are mainly complementary and help us elaborate more on some of the results. We find out in qualitative research that consumers place greater emphasis on environmental issues and attribute this to greater information availability and more control connected with natural environment. Quantitative research showed the highest predictive power for willingness to behave in environmentally responsible way is information availability, personal norms and ethical ideologies. Social issues seem to be less often mentioned in news and media, are out of respondents' control, products are less likely found at the stores and are more appropriate for special occasions. Quantitative research showed that for socially responsible willingness to behave information availability, concern and personal norms have the greatest predictive value. Not aligned with the theory of planned behaviour is also

finding that social norms do not have a direct effect on willingness to behave, though some other studies have come to similar conclusions (e.g. Bamberg & Moser, 2007).

The dissertation also contributes to the broader understanding of sustainable marketing strategies development seen in Chapter 4. An additional contribution is offered through the extended research on different sustainable marketing strategies (simultaneously observing but distinguishing environmental and social issues) which has been an under-researched topic, usually including only a single dimension (Choi & Ng, 2011; Pelozo & Shang, 2011). Diminishing research on strategic marketing also calls for additional enquiry into the topic (Varadarajan, 2010). It uses a combination of knowledge from different fields like environmental sustainability, social sustainability and corporate social responsibility and views them from a marketing perspective. By doing research in a transitional country, the research also expands beyond traditionally observed western cultural contexts and increases the generalisability of previous results (Papaoikonomou, Ryan, & Valverde, 2011). Research of mainly service companies also adds an additional research perspective.

Managerial implications

Due to assumed “incompatibility” between the marketing function and the concept of sustainability, the field is not getting the developmental push it needs to evolve further. The topic rarely achieves publication in major journals and marketing managers are shying away from it, fearing greenwashing claims. Some companies get lost in searching for opportunities outside their core values and businesses and fail to see the larger potential that sustainability has for changes in their orientation and development. Knowing how and where to compete and develop a sustainability marketing strategy in this changing environment is the key for the long-term success of any company. How well a specific company function, namely marketing, contributes to this strategy development, influences the importance of the function within the company. Marketing managers should strive to better understand current market changes and trends and evolving consumer needs, and adapt their marketing decisions accordingly. Since marketing tools can be used for behavioural change, marketing should take a leading role in a company’s transformation in an ever-changing environment.

Findings in this dissertation can have implications for managers and/or public policy. The main framework in Chapter 1 not only provides important dimensions that researchers need to take in consideration when studying sustainable responsible consumption, but can also provide insight for managers on the complex behaviour of sustainable responsible consumer behaviour. When developing strategies they should also take into account versatile decisions and possible trade-offs of responsible consumers. Although these decisions can sometimes be very subtle, they usually do exist and can also hinder the behaviour. These might include different emphasis of actions (Should I be environmentally or social responsible or can I be both), different intentions (Should I look for what suits my

needs best or should I act in a way it is best for others/community/planet) and the consumption phase of the behaviour (Is a customer in a purchase, usage, or disposal stage of behaviour). Managers and/or public policy should try to understand these dimensions and dilemmas and address them, when designing marketing strategy programs, communication or products/services and public policy.

Results in Chapter 2 and 3 can provide some ideas for marketers and public policy on how to potentially increase the desirability of sustainable and responsible behaviour. To raise the awareness of social issues and social actions of responsible consumers, marketers and public policy should try to increase the social desirability of social issues and attempt to limit the obstacles or present possible ways toward this type of behaviour. Their appeals should stress the social norms connected with social problems to perform socially desirable actions. They could for example include influencers or positive examples from other countries, which are admired by a specific population. For increasing sustainable responsible behaviour (both environmental and social) marketers and public policy should also be attentive and provide consumers with enough information, increase personal norms by influencing social norms, concern and ethical ideologies.

Our findings call for sustainability programmes that are aligned to consumer sustainability needs and wants. Signalling theory combined with competitive altruism can be used to explain why people act in environmentally responsible ways. It can also be used for “understanding effective and efficient signal design” (Saad, 2011, p. 229). Marketers should bear in mind that green and sustainable products carry a high symbolic value and are consumed in the social context in which people want to present their self-identity to others in a positive way. Marketing communication can influence sustainable responsible consumer behaviour by focusing on specific kinds of appeals. In the current market situation, where green products are still considered more costly but are simultaneously becoming more fashionable, status-based appeals may prove to be very successful. We also propose appealing to the more valuable, positive and desirable personal characteristics (kindness, intelligence) that are sometimes missing from sustainable marketing communication (Saad, 2011).

When developing strategies, marketers should strive to prepare holistic strategies including all sustainability aspects in many different activities, caring for the needs of different stakeholders, and including ethical considerations in their everyday decisions. Findings from Chapter 4 suggest managers should see their actions in a more long-term view, with positive results on market performance as well as non-financial performance, especially educating, awareness raising and building trust in stakeholder relationships.

From our interviews it seems the stakeholder and environmental (or sustainability) orientation needs to be supported from the top management and coordinated from a central point, together with a full support and responsibility of different people in a company. Progression toward a new, sustainability strategy is not necessarily smooth and at the

beginning CSR programmes do not necessarily need to be strategic, but should strive toward greater coherence and gradually develop. Necessary rethinking of assumptions and conventional marketing practices are though needed in this process and can acquire marketers also to practice demarketing to encourage ways of responsible consumption (e.g., raising awareness on energy conservation, alerting on potential devastating effects in ecotourism destinations).

Table 17: Summary of theoretical contributions and managerial implications

Title	Theoretical contributions	Managerial implications
Chapter 1: Consumer sustainability and responsibility: beyond green and ethical consumption	Framework of sustainable and responsible consumer behaviour, Integrating different dimensions of responsibility and sustainability.	Consumers combine self and other interests when behaving sustainably. Trade-offs between other- versus self-interested behaviours could potentially hinder consumer willingness to behave in responsible way. By understanding consumers' different emphasis of actions (environmental, social) and responsibility intentions (self-interest, other-interest), we can better understand and resolve consumer responsibility dilemmas that arise from a one-dimensional view.
Chapter 2: Antecedents of environmentally and socially responsible consumer behaviour	Consideration of the antecedents of two dimensions of sustainability simultaneously (environmental, social) and influence on specific environmentally or socially responsible behaviour. Additional inclusion of the ethical dimension in TPB the model.	Increase social desirability of social issues and make an effort to limit barriers for behaviour. Communication appeals should stress the social norms connected with social problems to perform socially desirable actions. Our findings call for successful sustainability programmes that are aligned to consumer sustainability needs and wants.
Chapter 3: Willingness to act and environmentally conscious consumer behaviour: can pro-social status perceptions help overcome the gap?	Extended model of environmentally responsible consumer behaviour adding the construct of “pro-social status” perceptions in the model of theory of planned behaviour.	Green and sustainable products carry a high symbolic value, consumed in the social context in which people want to present their self-identity to others in a positive way. We propose that communication should include valuable, positive and desirable personal characteristics (kindness, intelligence). Those with high pro-social status perceptions are usually women with above-average education and incomes—a finding that presents a recognisable and manageable characteristic that can be pursued by marketers.
Chapter 4: No sustainability without responsibility – marketing managers interpreting responsibility, sustainability and sustainability marketing strategies	Addressing the gap of the multidimensionality of sustainability in a sustainability marketing strategy. Observing environmental and social antecedents (namely stakeholder and environmental orientation) for strategy development and its outcomes.	Managers should see their actions in a more long-term view; strive for a more holistic view of sustainability, trying to include it in all aspects of corporate behaviour. It is important to include stakeholder orientation and the ability to respond to different needs in their strategy development. Educating, awareness raising and building trust are the main outcomes of stakeholder relationships. Progression toward a new, sustainability strategy is not necessarily smooth.

Limitations and further research suggestions

The doctoral dissertation has several limitations. Starting with the literature review, the traditional qualitative literature review can be more influenced by the researcher's point of view than newer, quantitative methods of literature reviews. Limitations of objectivity, completeness, constraints of language, time and knowledge when providing a thorough literature review are limitations one has to be aware of. In addition, although it tries to include views from different fields (management, psychology) the literature review is concentrated mainly on mainstream marketing journals, potentially leaving other important books and international journals from marketing field and other fields (e.g. public policy, ecology ...) out of the review. The aim, however, was to be as comprehensive as possible in this process.

Qualitative research in first and fourth chapters has the objective limitations of any qualitative research, namely the results are not as generalisable as in quantitative research, since the samples are smaller and causality of different research phenomena is hard to conclude. It does however provide more insights into those phenomena and potential research paths for further quantitative investigations. The majority of companies included in our empirical research are large and service oriented. On the one hand, we were looking at companies known for more developed responsibility and sustainability practices and on the other hand, they were more willing to participate, probably due to the same reason. For further generalisations of results, more interviews or quantitative testing would be needed.

Mixed methods were selected also to enhance the skills of a candidate and to give a more insightful perspective on issues researched. The validity of qualitative methods can also be questioned. Some strategies were used trying to increase the validity of qualitative research like using "in vivo" codes, reflexivity of the researcher to try to be aware as possible of its own goals and biases, peer-review of the research before publication (Johnson, 1997). Though some additional measures could be added to increase validity of research like obtaining more data from informants (e.g. writing journals), gathering data through extended period of time (like e.g. Carrington 2014), including views from other relevant participants from each company and investigator triangulation. During questioning of both the general population and company's respondents, there was a certain amount of probing and effort taken to disclose as much information as possible from them. Though they still may have not disclosed all the information or presented their actions and actions of their companies in mainly positive ways.

Quantitative research in the second and third chapters included general population consumers, since we wanted to capture the views of the more mainstream population. Employing this this procedure we might have missed environmental and social attitudes which are perhaps subtler and not easily observable in the general consumer groups. Behavioural construct was measured in general terms, not for a specific category of

products. Since the goal of the study was to advance the theoretical understanding of the antecedents of environmentally and socially RSCB in general, we focused on global rather than specific (i.e. product category- or brand-level) consumer responses relating to concern, willingness to behave and RSCB. Consumers were thus not referred to a specific product or product category, which would relate their answers to the specific category and possibly encourage more specific answers. For behaviour measurement we used measures usually addressed as “behaviour measures” though some authors also call it “impact purchase and use criteria” (Webb et al., 2008) and not specific product/service behaviours. In order to follow and use more already established scales, proxy measures for behaviours were used specifically Ecologically Conscious Consumer Behavior scale (Roberts & Bacon, 1997) and scales used in research of Webb et al. (2008). This is though not necessarily the actual behaviour of a consumer, since it is self-reported. The reported and actual behaviour might differ (Chao & Lam, 2011). Some newer studies instead use an experimental auction approach to provide a more accurate measure of consumer willingness to buy and thus providing better link to actual consumption (Vecchio & Annunziata, 2015). As with similar research in the field of ethics and responsible consumer behaviour, a social desirability bias could also play a role in the answers of consumers. Another source of bias that can lead to misleading results could come from not considering important independent variables, “where independent variable included in the model is correlated with the error terms” which is called endogeneity bias. Several measures exist to omit the bias, including the use of experiments (Echambadi, Campbell, and Rajshree, 2006, p.1805).

All research in this dissertation was done in Central European developed country thus potentially limiting the results to a specific (more developed) cultural context. Respondents from less developed cultures may view issues of sustainability and responsibility differently. They might be less sensitive to environmental or social issues and put more emphasis on economic issues, have differently developed personal norms or would perceive more obstacles to their behaviours. Due to lower consumption levels they might not see sustainable consumption as their responsibility. For managerial respondents same logic applies. In less developed countries stakeholder importance might not be so prevalent and sustainability marketing strategies less developed. Additional cross-national research would be necessary to allow for a deeper understanding of these issues in an international context. The main model used in empirical research, namely TPB model, has previously been shown as robust across different cross-cultural samples, with “some indication that the theory is more appropriate in well established markets that are characterised by clearly formulated behavioural patterns” (p. 441, Kalafatis, Pollard, East, & Tsogas, 1999).

There is still plenty of room for additional research and this dissertation opens more questions than it successfully answers. Two main research suggestions follow from this dissertation. Firstly from the basic framework of the research, namely trade-offs between different dimensions researched in the dissertation. The second follows from comparing

consumer and managerial view and combining both in a coherent whole. Some other suggestions are also mentioned.

Mixed methods research, especially inclusion of qualitative research provides some additional research directions. By comparing results of interviews with established findings, some new and interesting topics were identified (e.g. trade-offs), encouraging confirmatory research extensions. Further research could look more in detail at what trade-offs consumers make, when they decide between environmentally and socially responsible consumption and self- and other-centred consumption. This could provide additional reasons that explain why consumers do not achieve more sustainable consumption. Especially recently the notion of the need to “refuse” (along with “reuse”, “recycle”) has become important, but could be hindered by believing that refusing consumption could bring good for environment but not to society as a whole (or could even harm it). Consumer research could be influenced by the results already established in managerial field, where they have observed trade-offs can also transform into synergies (Haffar & Searcy, 2015). Although we did manage to find some complementary contributions from consumer and managerial fields, the main direct comparison of perspectives is yet to be done. We did not manage to directly compare the views of consumers and managers (e.g. on the same activities/events) which should be done in further research by providing for example specific examples of trade-offs and establishing under which conditions they can have an effect on behaviour. This would probably need to be done on a specific industry or company to be able to achieve more comparison and relevance (Haffar & Searcy, 2015).

Additional topic that was observed in our qualitative research, but was not further investigated, is negative social influence in contrast to positive (and its effect for example on status). It was mentioned by two respondents that their environmentally friendly behaviour can be seen also as too extreme and could even provoke laughter from others. Further research could thus investigate which are those behaviours that can lead to increased status in society (e.g. buying expensive eco-friendly car) or can lower people's status (e.g. cleaning plastic bags or yoghurt cups to reuse them) and how does it affect further responsible behaviour. This effect would be even more interesting to study over time and in connection with overall (societal and media) acceptance of sustainability. Increased media coverage and social media attentions (influencers, vlogs) showing environmental and social problems, conversations daily held in social media groups about responsible consumption habits provide a big social influence that calls for further investigation.

From the consumer perspective more actionable research directions could be obtained, by including specific industry (retail) or more general (service) constructs for measuring behaviour, its antecedents or consequences. Further segmentation studies based on attitudes and behaviours regarding the dimensions of responsible consumption could be developed to better understand differences among consumers in their RSCB and response

to antecedents of sustainable consumption. Further studies should test the measurement scale for pro-social status perceptions in different contexts and should include some additional measures of personal qualities that can be signalled through environmentally conscious consumer behaviour, such as the “big five” personality traits proposed by Griskevicius et al. (2010). Further research should also investigate which environmentally responsible consumer behaviours and product categories potential status gains could have the most impact upon. The relationship with other personal benefits (e.g., health) and the possibility of pro-social status gains to act as a replacement for some missing utilitarian requirements that green products usually lack (convenience, low price) could also be explored. Further research should explore the differences between men and women to determine whether pro-social status may be a tactic for women to get attention among men. The complexities and struggles between doing what is good for the environment and society could be the reason why consumers have difficulties achieving sustainable responsible consumption. Further research should consider real value gained (not just perceived value) after purchase, as a consequence of sustainable responsible behaviour and differences between heavy, medium or low consumers of a specific product/service. One interesting question could be whether those who act more upon social norms receive greater social value, and those who act more on concern receive more emotional value. From the company side an important construct for further examination is stakeholder trust and its influence on stakeholder behaviour. An interesting dilemma for further consideration for marketers is how to manage stakeholder and consumer orientation, can marketers manage both, or should they leave one to other functions within company, since until now marketing function has been mainly devoted to serving customer needs.

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APPENDICES

Okoljsko in družbeno odgovorne trženjske strategije z vidika managerjev in porabnikov

Ozadje

Evropa se je v zadnjih desetih letih soočala z mnogimi izzivi in si prizadevala najti načine za doseganje "pametne, trajnostne in vključujoče rasti" ter ustvariti "socialno tržno gospodarstvo za 21. stoletje" (Evropska komisija, 2010, str. 3). Ideja, da naj se človeštvo nenehno razvija, vendar to počne na trajnosten način, je tukaj že trideset let. Od leta 1987, ko je bilo objavljeno prvo poročilo Svetovne komisije za okolje in razvoj, je bil trajnostni razvoj opredeljen kot razvoj, ki "poskuša zadovoljiti potrebe sedanjih generacij, ne da bi pri tem ogrozil zmožnost prihodnjih generacij za izpolnjevanje njihovih potreb" (Brundtland, 1985). Trije stebri trajnosti so bili od takrat opredeljeni kot gradniki trajnostnega razvoja, in sicer okoljski, družbeni in gospodarski. Za nadaljnji napredek v smeri trajnosti je Evropa vzpostavila ambiciozno in uporabno strategijo krožnega gospodarstva z novim zavedanjem da je "blaginja človeštva, okolja in delovanja gospodarstva odvisna predvsem od odgovornega upravljanja naravnih virov našega planeta" (Evropska komisija, 2015). Akcijski načrt EU za krožno gospodarstvo predlaga splošne in specifične dejavnosti vezane na proizvodnjo in porabo dobrin, vključno s spremembami v proizvodnih procesih, zasnovi izdelkov, inovacijami, spremembami v izbranih gospodarskih sektorjih in materialih. Te spremembe in izzivi zahtevajo odgovornost ključnih akterjev na trgu, to so porabniki in podjetja, da s svojim vedenjem pomagajo spremeniti naše gospodarstvo, da bo bolj ustrezalo omejitvam našega naravnega in družbenega okolja.

Vedenje porabnikov, ki vodi k boljši prihodnosti, se pogosto opisuje z besedami, kot so trajnostna, etična, odgovorna in okolju ali družbi prijazna poraba. Trajnostno vedenje porabnikov lahko opredelimo kot vedenje, ki temelji na zavedanju o dolgoročnih posledicah posameznikovega vedenja za naravno ali družbeno okolje (Epstein, 2008). Odgovornost porabnikov po drugi strani pomeni, da porabniki s svojim vedenjem istočasno kombinirajo svoje racionalne, k lastnim interesom usmerjene vrednote z moralnimi, k družbi oz. okolju usmerjenimi vrednotami (Luchs, Phipps & Hill, 2015). Kljub temu so trenutno obstoječe prakse porabnikov večinoma nevzdržne ali šibko trajnostne (Lorek & Spangenberg, 2014). Pogosto porabniki nimajo zadostnega znanja, informacij in pripravljenosti za doseganje skupnih ciljev trajnostnega razvoja, hkrati pa ni popolnoma jasno, kaj vpliva na to, da bi običajni porabniki spremenili svoje vedenje, da bi dosegli te cilje. V literaturi obstaja splošno razumevanje, da sta trajnost in trajnostno vedenje sestavljena iz več dimenzij (okoljske, družbene in ekonomske) in da različni porabniki dajejo različne poudarke okoljskim, družbenim ali ekonomskim vprašanjem (Belz & Peattie, 2012). Vendar je dejanska vključitev vseh treh dimenzij v zasnove porabniških raziskav redka (za izjemo glej npr. Roberts, 1995). Okoljska in družbena vprašanja se

običajno obravnavajo bodisi popolnoma ločeno, večji poudarek pa je običajno namenjen samo eni dimenziji, npr. naravno okolje (Bridges & Wilhelm, 2008) ali pa so različne dimenzije združene v eno, kot so etični pomisleki (Creyer, 1997).

Hkrati so globalizacija in gospodarske krize ustvarile izzive, ki tudi od podjetij zahtevajo, da presežejo pogled v računovodske izkaze in odprejo širši pogled na poslovanje podjetja. Da bi dosegli napredek na področju trajnostnega razvoja na področju poslovanja, je Elkington (1997) ustvaril pristop "trojnega izida" za merjenje ekonomskih, okoljskih in družbenih uspehov podjetij. To je od podjetij zahtevalo, da presežejo svoje lastne interese in si iz širše perspektive ogledajo svoje poslovanje. Trenutno se tudi podjetja srečujejo s številnimi izzivi pri prizadevanjih za enakovredno upravljanje okoljskih, družbenih in ekonomskih vidikov trajnosti (Buhovac in Epstein, 2015). Nasprotni cilji vsake dimenzije lahko še vedno predstavljajo pomembno oviro za uspešno izvajanje trajnostnih korporativnih strategij. Še posebej trženje kot korporacijska funkcija, ki je običajno odgovorna za "večjo prodajo, spodbujanje porabe in ustvarjanje dobička" (Gordon et al, 2011, str. 145) se sooča z več izzivi, ko poskuša vključevati vidik trajnosti v svoje ključne dejavnosti. Choi in Ng (2011) sta opazila, da je "pomanjkanje razumevanja trajnosti, kot koncepta z več dimenzijami, ustvarilo razvojno vrzel v zeleni trženjski literaturi, trajnostni in na splošno trženjski literaturi celotnega desetletja" (str. 269). Trenutno se trajnostne trženjske strategije preučujejo predvsem na okoljski ravni in ne upoštevajo drugih dimenzij trajnosti (Cronin et al., 2011). Raziskovalci predlagajo, da bi trženje obravnavalo trajnostna vprašanja tako, da bi začelo obravnavati sedanje in prihodnje potrebe porabnikov ter nato svoje raziskave razširjalo na druge pomembne deležnike (Ottman et al., 2006).

Porabniške in trženjske prakse bistveno oblikujejo vlogo porabnikov in podjetij kot zavednih "državljanov" in soustvarjalcev trajnostne prihodnosti. V disertaciji obravnavam ta široka vprašanja s preučevanjem obeh strani, ki so vključene v razvoj (oblikovanje in izvajanje) okoljsko in družbeno odgovornega vedenja in strategij: deležnike (stran porabnikov) in organizacije (stran managerjev). V štirih poglavjih disertacija obravnava vlogo, ki jo imajo lahko porabniki in trženjska funkcija pri programu trajnostnega razvoja. S kombinacijo različnih perspektiv in metodologij poskušam vnesti nove in celovite vpogled v raziskovano temo. S priznavanjem različnih dimenzij trajnosti in odgovornosti porabnikov ter trženjske funkcije si prizadevam razširiti raziskovalno perspektivo v trženju, z namenom pogledati dlje od "zelenih" raziskav. Prva tri poglavja vključujejo vidik porabnikov in četrto poglavje perspektivo trženjske funkcije.

V nadaljevanju predstavljam pregled tistega, kar je bilo napisano in izvedeno v disertaciji. Opišem glavna raziskovalna vprašanja, teorije in uporabljene metodologije ter vključujem kratke povzetke glavnih ugotovitev vsakega posameznega poglavja. Na koncu so opisani teoretični prispevki in priporočila za managerje, vključno z nekaterimi omejitvami in predlogi za nadaljnje raziskave.

Raziskovalna vprašanja

Glavna raziskovalna vprašanja v tej disertaciji so naslednja: kaj, kako in zakaj porabniki in podjetja počnejo, da vključijo trajnostni vidik v svojo vsakdanjo porabo in poslovne prakse. Ideja za raziskovanje izhaja iz želje po večji ozaveščenosti in občutljivosti porabnikov do okoljsko in družbeno odgovornih vprašanj ter boljšega razumevanja vključevanja koncepta trajnosti v podjetja. Ker se koncept trajnosti nenehno razvija, ni enotne definicije in celovitih konceptualnih okvirjev, ki bi v celoti razložili vse različne motive in vedenja. Različne opredelitve in pomanjkanje praktičnih dokazov ovirajo razvoj potrebnih sprememb. Nekateri koncepti potrebujejo boljše razlikovanje (npr. okoljska in družbena dimenzija) in nekateri se močno prekrivajo (npr. trajnost in družbena odgovornost). Prvo raziskovalno vprašanje te disertacije je tako:

RV1: Kako se porabniki obnašajo odgovorno in trajnostno?

Trajnostno vedenje v osebem in poslovnem kontekstu je kompleksno vedenje. Odgovorno trajnostno vedenje porabnikov vključuje kompleksen sklop okoljskih in družbenih tem. Mnogi porabniki se ne zavedajo različnih dimenzij trajnosti in ko so soočeni s praktičnimi, vsakodnevnimi dilemi in kompromisi, se spremembe njihovega vedenja težko nadaljujejo. Drugo pomembno vprašanje s stališča porabnikov je, zakaj se porabniki vedejo okoljsko in družbeno odgovorno. Ker je bila okoljska dimenzija predhodno bolj raziskana kot družbena dimenzija, si prizadevam zagotoviti celovitejšo predstavitev obeh dimenzij. Z vključitvijo obeh dimenzij v raziskave je naslednje raziskovalno vprašanje:

RV2: Kako večdimenzionalnost koncepta trajnosti vpliva na predhodnike odgovornega trajnostnega vedenja porabnikov?

Raziskovalci in praktiki so kmalu spoznali, da sta »tisto, kar so ljudje rekli in končno storili, pogosto dve različni stvari« (Roberts, 1996), zato je prepad med pozitivnim odnosom in dejanskim vedenjem postal očiten in je pritegnil veliko raziskovalcev. Družbeni kontekst vedenja in prepričanje o tem, kako drugi ljudje dojemajo to vedenje, je zato lahko pomemben dejavnik odgovornega trajnostnega vedenja (Welte & Anastasio, 2010). To se odraža v zadovoljevanju lastnega interesa pri nakupih kjer se vrednost pridobiva na prepričanju, da bodo posameznikove nakupne odločitve ustvarile pozitivno podobo pri drugih. Nedavna literatura kaže, da je višji zaznan status v družbi ena od potencialnih dolgoročnih individualnih koristi, pridobljenih z okoljsko odgovornim vedenjem (Griskevicius, Tybur, Van den Bergh, 2010). Tu je raziskava osredotočena na okoljsko dimenzijo in sledi vprašanju:

RV3: Kako zaznana vrednost vpliva na običajne porabnike, da delujejo na okolju odgovoren način?

Podobno kot za porabnike je glavno vprašanje, ki zaznamuje raziskavo podjetij, zakaj, kako in koliko podjetja vključujejo okoljska in družbena vprašanja v strateško trženjsko razmišljanje in kako obe dimenziji usklajujejo. Tržni raziskovalci in strokovnjaki se trudijo zagotoviti trdno teoretično osnovo za nadaljnje sprejemanje konceptov trajnosti in razvoj

uporabnih principov trženja (Lim, 2016). Trženjska strategija trajnosti vključuje razvite elemente trženjskega spleta in dodajanje dimenzij trajnosti pri razvoju trženjskih strategij. Glavni cilj je pridobiti managerski pogled na razvoj strategije in zaznati pomembnost ustvarjanja vrednosti za deležnike. Pregled trženjskih strategij trajnosti zagotavlja dodaten prispevek, saj z nekaj izjemami (npr. Ginsberg & Bloom, 2004) ni na voljo jasnih navodil za njihovo kategorizacijo.

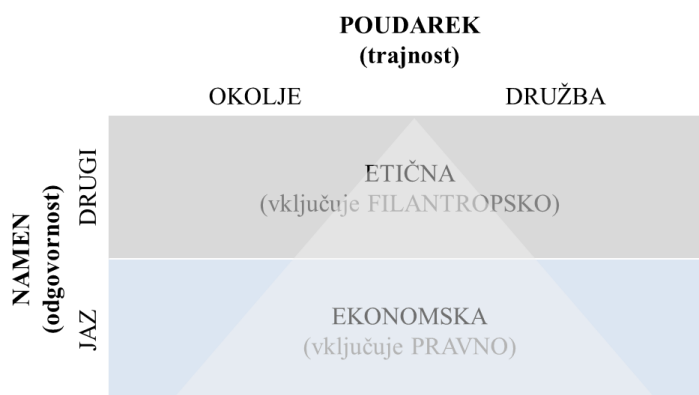
RV4a: Kako tržniki v trženjsko strategijo vključijo trajnost?

RV4b: Kako večdimenzionalnost koncepta trajnosti vpliva na predhodnike in posledice trženjskih strategij trajnosti?

Teoretično ozadje

Disertacija preučuje različne dimenzije/ravni trajnosti in odgovornosti porabnikov, ki temelji na delih Chabowskega et al. (2011) in Carroll (1991) ter na drugi literaturi o trajnostnem razvoju, z namenom ustvariti okvir za odgovorno trajnostno vedenje porabnikov in podjetij (OTVP). V tem okviru se vedenje porabnikov / podjetij lahko razlikuje glede na motivacijo za odgovorno ravnanje (namen) in njihov vpliv na posamezne dimenzije trajnosti (poudarek). Pomaga bolje razložiti kompleksno vedenje odgovornih porabnikov in podjetij (glej sliko 1).

Slika 10: Okvir za trajnostno in odgovorno vedenje porabnikov in podjetij



Vir: Prirejeno po Chabowski in ostali (2011)

Različni teoretični okviri so bili razviti, da bi razložili predhodnike trajnostnega odgovornega vedenja porabnikov (Kollmuss & Agyeman, 2002), čeprav Carrington, Neville in Whitwell (2010) ugotavljajo, da je večina izhajala iz koncepta "temeljnega kognitivnega napredovanja", kjer »prepričanja določajo stališča, ta vodijo k namenom, ki nadalje spodbudijo vedenje«. Za razložitev predhodnikov odgovornega trajnostnega vedenja porabnikov je bila v disertaciji uporabljena teorija načrtovanega vedenja (Ajzen, 1991) in teorija družbene menjave. Glede na teorijo načrtovanega vedenja (Ajzen, 1991) so glavni pojmi, ki jih je treba vključiti v model odgovornega vedenja, nameni, odnos/stališča do vedenja, subjektivne (družbene) norme in zaznana kontrola vedenja. Teorija družbene menjave v okoljsko in družbeno odgovornem vedenju zlasti pomeni, da porabniki želijo trgovati s podjetjem, da bi pridobili funkcionalno in čustveno vrednost ter vrednost, ki jo

ustvarja vzajemna interakcija v družbi (Green & Peloza, 2011). Teorija načrtovanega vedenja vključuje koncepte, ki se nanašajo na vedenje v skladu z lastnimi interesi. Druga dimenzija pa predstavlja etično odgovornost, ki je povezana z moralo, normami in vrednotami, ki se odražajo v nakupih, lahko pa tudi privede tudi do zmanjšanja porabe ali bojkota izdelkov ali podjetij. Teorije, na katerih temelji ta proces, vključujejo modele razvoja etičnosti (Rest & Barnett, 1986) in trženjsko etiko (Hunt & Vitell, 2006). Kot bolj neposreden napovedovalec okoljsko in družbeno prijazne izbire izdelkov je predlagana "osebna etična obveza" kot pomemben konstrukt (Minton & Rose, 1997).

Trajnostno odgovorno vedenje pri nakupu ni mogoče razložiti le z utilitarno ekonomsko izmenjavo, pri čemer porabniki pridobijo funkcionalno vrednost izdelka (udobje, stroškovno učinkovitost, varnost) v zameno za denar. Ti izdelki pogosto stanejo več in zahtevajo dodaten razmislek in vključitev drugih dejavnikov pri porabnikih. Teorija tekmovalnega altruizma (»competitive altruism«) in teorija, ki nakazuje da je nekaj drago/vredno (»costly signalling theory«) (Hardy & Van Vugt, 2006; Price, Feick, & Guskey, 1995; G. Roberts, 1998), predstavljata osnovo za pojasnitev okoljsko odgovornega vedenja porabnikov. Teorija družbene menjave tako uvaja nove koncepte v odnos med podjetjem in porabnikom, kot so so-udeležba in zaznana vrednost, kar postaja nujno v sodobni managerski in marketinški praksi.

Za raziskovanje trajnostnega trženjskega vedenja je eden izmed predlaganih konceptov k deležnikom in okolju usmerjeno trženje. Usmerjenost k deležnikom zahteva odprtost podjetja do zunanjega okolja in posebno pozornost trženjske funkcije, ki upravlja odnose med organizacijo in njenim okoljem (Maignan & Ferrell, 2004). Pogled z vidika upravljanja virov podjetja pravi, da morajo biti viri vredni in dragi za posnemanje, da bi vodili organizacijsko učinkovitost (Baker & Sinkula, 2005; Hart, 1997). Da bi pridobili dodaten vpogled v to, kako se razvija odzivnost podjetij na okolje in družbo, so predlagani organizacijski in individualni dejavniki (Rivera-Camino, 2011).

TRAJNOST IN ODGOVORNOST PORABNIKOV: PREMIK NAPREJ OD ZELENE IN ETIČNE PORABE

V prvem poglavju je predstavljen začetni kritični pregled obstoječe literature in konceptualni model procesa odločanja kupcev. Običajnemu pogledu na trajnostno literaturo, ki temelji na domnevi, da je zmanjšanje porabe samo po sebi pozitivno (predvsem kot pozitivne okoljske posledice) in temelji na etičnih vidikih dodajam nov vidik. Uvedem vprašanje družbenih posledic tega zmanjšanja in namenov, ki izhajajo iz osebnih interesov v porabi, ki so pogosto izključeni iz običajnih raziskav. Namen dokumenta je opredeliti dimenzije trajnostnega in odgovornega vedenja porabnikov, razmejiti oba koncepta in predstaviti ovire za odgovorno ravnanje porabnikov. Poglavje vključuje pregled literature, predlaga okvir odgovornega in trajnostnega vedenja porabnikov (OTVP) in ponuja vrsto predlogov za doseganje odgovorne in trajnostne porabe. Za dodatno razumevanje predstavljenih pojmov je dodan vpogled iz osebnih razgovorov s porabniki. Intervju sem izvedla z desetimi posamezniki (starost 25-65 let, 6 žensk, 4 moški, s srednješolsko izobrazbo ali več, gospodinjstva s srednjim ali višjim

dohodkom, zaposlen ali upokojen, dva brez otrok). Poudarek je bil na zbiranju mnenj tipičnega porabnika z nekoliko - čeprav ne ekstremno - stopnjo okoljske ali družbene skrbi. Anketiranci so bili namerno izbrani. Skozi okvir OTVP prikazujemo potencialne kompromisne odločitve, ki jih morajo porabniki sprejeti pri vključitvi vprašanj trajnosti in odgovornosti v vsakodnevne procese nakupnega odločanja. Boj med delati, kar je dobro za njih in kar je dobro za okolje in družbo je lahko razlog, da imajo porabniki težave pri doseganju odgovorne in trajnostne porabe. Obravnavam raziskovalno vrzel pri razumevanju dimenzij trajnostnih in odgovornih ukrepov porabnikov v smislu njihovega poudarka (okoljski in družbeni) ter namenov (lastni interes in interes drugih). Z razumevanjem teh dveh dimenzij vedenja lahko upravljavci in porabniki razrešijo dileme, ki izhajajo iz enodimenzijskega pogleda in premaknejo trajnostne raziskave in prakso naprej. Rezultati kažejo, da vsi porabniki ne delujejo na podlagi etičnih dejavnikov, ampak tudi na podlagi njihovega lastnega interesa. Predlagani so kazalniki za merjenje motivov, ki izvirajo iz lastnih interesov ali interesa do soljudi kot sta zaznana vrednost in etična obveznost, ki bi lahko prispevala k razumevanju vrzeli med naravnostjo in dejanskim vedenjem. Samo s priznavanjem teh različnih dimenzij trajnostne in odgovorne porabe lahko nadaljujemo trajnostne raziskave in spremenimo vedenje porabnikov.

PREDHODNIKI OKOLJSKO IN DRUŽBENO ODGOVORNEGA VEDENJA PORABNIKOV

Odgovorno trajnostno vedenje porabnikov (OTVP) vključuje zapleten vzorec okoljskih in družbenih vprašanj v skladu s pogledom na trajnost kot konstrukt z okoljsko in družbeno dimenzijo. Doslej je bila okoljska dimenzija precej bolj raziskana kot družbena dimenzija. Cilj drugega poglavja je najti nabor predhodnikov predlaganega odgovornega in trajnostnega vedenja. Na podlagi teorije načrtovanega vedenja je predlaganih več kazalnikov, ki jih istočasno preverim tako za okoljsko kot družbeno dimenzijo trajnostne in odgovorne porabe, pri čemer je uporabljena metodologija modeliranja strukturnih enačb. Za boljšo razlago in razširitev tradicionalne teorije načrtovanega vedenja so vključeni kazalniki zaskrbljenosti, zaznane kontrole vedenja, osebne / družbene norme in etična obveza. V vzorec je bilo vključenih 426 anketirancev iz Slovenije (od 18 do 65 let). Uporabili smo vzorčenje kvot po starosti, spolu in lokaciji. Predhodniki okoljsko in družbeno odgovorne trajnostne porabe so podobni v svojem vplivu na vedenje porabnikov, kjer imajo osebne norme, zaskrbljenost in etične ideologije najmočnejši vpliv na OTVP. Pri primerjavi obeh načinov vedenja na družbeno odgovorno vedenje bolj vpliva zaznana kontrola vedenja in družbene norme, kot na okoljsko odgovorno vedenje. Zato je mogoče trajnostno odgovorno porabo doseči le z vključitvijo vseh razsežnosti trajnosti. Porabniki morajo vzeti v obzir tako za družbena kot okoljska vprašanja.

NAMERA IN OKOLJSKO TER DRUŽBENO ODGOVORNO VEDENJE PORABNIKOV: ALI LAHKO ZAZNAVE PRO-DRUŽBENEGA STATUSA POMAGAJO PREMOSTITI VRZEL?

V tretjem poglavju se bolj podrobno osredotočim na temo vrednosti za porabnika in njen vpliv na odgovorno vedenje. Čeprav je zeleno trženje uspelo nagovoriti resnično

zaskrbljene porabnike, so potrebni dodatni vpogledi kako tako vedenje približati širši skupini porabnikov. Tako v tem poglavju predlagam razširjeni model okoljsko odgovornega vedenja porabnikov, v katerem obravnavam razkorak med pripravljenostjo za delovanje in dejanskim okoljsko odgovornim vedenjem ter vpeljujem koncept porabnikove zaznave "pro-družbenega statusa". V modelu je "zaskrbljenost" pozitivno povezana z "namero" in "namera" ter "informiranost" sta pozitivno povezani z "vedenjem", medtem ko zaznava "pro-družbenega statusa" moderira "vedenje". Model je bil preverjen z uporabo vzorca 319 anketirancev iz Slovenije. Rezultati kažejo, da zaznava "pro-družbenega statusa" povečajo pozitivno povezavo med "pripravljenostjo" in "vedenjem" in bi jih lahko vključili v zelene izdelke ter njihovo oglaševanje, kot simbole, ki kažejo na osebne lastnosti kot so prijaznost in inteligenca. Eden od rezultatov kaže tudi na višjo povprečno zastopanost žensk v skupinah ljudi z visokim zaznavanjem pro-družbenega statusa.

NI TRAJNOSTI BREZ ODGOVORNOSTI – TRŽENJSKI MANAGERJI POJASNJUJEJO ODGOVORNOST, TRAJNOST IN TRŽENJSKE STRATEGIJE TRAJNOSTI

V četrtem poglavju pozornost usmerim od porabnikov k trženjski funkciji v podjetju. Trženjski raziskovalci in strokovnjaki poskušajo zagotoviti trdno teoretično podlago za nadaljnje sprejemanje konceptov trajnosti in razvoj uporabnih principov trženjske prakse. Za večji vpliv znotraj podjetja in v družbi na splošno, mora trženje vključiti vprašanja trajnosti v svoje strateško razmišljanje. V poglavju so predstavljene definicije koncepta trajnostnega trženja; razložene so njegove dimenzije in vloga trženja v trajnosti podjetja in širšem trajnostnem razvoju. Predlagan je konceptualni model predhodnikov in posledic trženjskih strategij trajnosti. Izvedena je bila kvalitativna raziskava s katero smo osvetlili vlogo trženja in potencialni prispevek k trajnosti podjetja. Za vpogled v managersko odločanje so bili izvedeni intervjuji, ki so potekali od maja do junija 2015 z vodji trženja, skrbniki komunikacij in skrbnikom trajnostnega razvoja večinoma velikih podjetij, iz različnih poslovnih področij. Rezultati kvalitativnih raziskav kažejo, da je treba poleg vključevanja razmisleka o okolju in deležnikih, najvišjega vodstva in osebne vizije upoštevati tudi etično razsežnost, da bi bolje razumeli trženjske strategije trajnosti. Raziskave kažejo, da vodje trženja večinoma vidijo družbeno odgovornost in trajnost kot niz človekoljubnih dejavnosti, ki vključujejo predvsem sponzorstva in donacije. Pomembnost usmerjenosti k deležnikom in sposobnost odziva na različne potrebe se zdi ključnega pomena pri oblikovanju trženjskih strategij trajnosti. Strategija trajnosti prinaša predvsem nefinančne rezultate.

Teoretični in managerski prispevek

Glavni prispevki disertacije so naslednji. Prvič, priznavanje različnih dimenzij trajnosti in odgovornosti porabnikov ter trženja za razširitev raziskovalne perspektive na področju trajnostnega trženja, z namenom preseči zgolj "zelene" in etične študije, saj so bile v preteklosti raziskave močnejše usmerjene le v okoljsko dimenzijo trajnosti. S tem se pridružujem raziskavam in ugotovitvam raziskovalcev kot sta Choi & Ng (2011), ki pravita, da sedanja literatura raziskovanja trajnostnega razvoja "ne ponuja preučitve različnih dimenzij trajnosti, ki lahko obstaja v porabnikovem razumevanju" (str. 270) in da je "pomanjkanje razumevanja trajnosti, kot koncepta z več dimenzijami, ustvarilo razvojno vrzel v zeleni trženjski literaturi, trajnostni in na splošno trženjski literaturi celotnega desetletja" (str. 269).

Prispevek doktorske disertacije je celovita integracija različnih dimenzij odgovornega vedenja porabnikov (okoljske, družbene) in opazovanje predhodnikov vsakega posameznega odgovornega vedenja. Nekateri predhodni rezultati že kažejo na razlike med okoljsko in družbeno dimenzijo (Collins, Steg in Koning, 2007), čeprav se običajno uporabljajo posamezne mere ali so združene v okviru ene (etične, trajnostne) dimenzije (Chabowski et al., 2011). Prispevam k doslednejšim konceptualizacijam etičnega, trajnostnega, okoljskega in družbeno odgovornega vedenja porabnikov. Testiranje razširjenega modela teorije načrtovanega vedenja na dveh dimenzijah trajnostnega vedenja je dodatni prispevek disertacije. Raziskave na reprezentativnih vzorcih so bile izvedene in metode modeliranja strukturnih enačb uporabljene, za preučitev odnosov med med izbranimi spremenljivkami.

Disertacija prispeva tudi k širšemu razumevanju razvoja strategij trženja trajnosti. Dodaten prispevek je zagotovljen z razširjenimi raziskavami o različnih strategijah trajnostnega trženja (istočasno opazovanje, vendar razlikovanje okoljskih in družbenih vidikov), ki je premalo raziskana tema in običajno vključuje samo eno dimenzijo (Choi & Ng, 2011; Pelozo & Shang, 2011). Zmanjševanje raziskav strateškega trženja na splošno zahteva tudi dodatne raziskave o tej temi (Varadarajan, 2010). Uporabljam kombinacijo znanja iz različnih področij, kot so okoljska trajnost, družbena trajnost in korporativna družbena odgovornost s trženjskega vidika. Raziskava v tranzicijski državi razširja tradicionalno opazovane zahodne kulturne kontekste in povečuje splošnost prejšnjih rezultatov (Papaoikonomou, Ryan, & Valverde, 2011). Raziskave predvsem storitvenih podjetij prav tako dodajajo dodatno perspektivo.

Poznavanje, kako ter kje konkurirati in razvijati strategijo trženja trajnosti v tem spreminjajočem se okolju, je ključ za dolgoročni uspeh katerega koli podjetja. Da bi povečali ozaveščenost in ukrepe odgovornih porabnikov, morajo tržniki povečati družbeno zaželenost družbenih vprašanj in se truditi omejiti ovire in predstaviti možne načine za spremembo vedenja. Njihova komunikacija bi morala poudariti družbene norme, povezane z družbenimi problemi, za izvajanje družbeno zaželenih dejanj. Teorija signalizacije v kombinaciji s tekmovalnim altruizmom lahko pomaga pojasniti, zakaj ljudje delujejo na okoljsko odgovorne načine. Prav tako se lahko uporablja za razumevanje učinkovitega

oblikovanja sporočil (Saad, 2011, str. 229). Tržniki morajo upoštevati, da imajo zeleni in trajnostni izdelki visoko simbolno vrednost (Uusitalo & Oksanen, 2004) in se uporabljajo v družbenem kontekstu, v katerem si ljudje želijo pozitivno predstaviti svojo lastno identiteto drugim. V trenutnih razmerah, kjer so zeleni in trajnostni izdelki še vedno zaznani kot dražji, a hkrati modni, se lahko statusna sporočila izkažejo za zelo uspešna. Predlagamo tudi povezavo s pozitivnimi in zaželenimi osebnimi značilnostmi (prijaznost, inteligenca), ki včasih manjkajo v trženjski komunikacije (Saad, 2011). Pri razvijanju strategij si morajo tržniki prizadevati za celostne strategije, vključevati vse vidike trajnosti v številne različne dejavnosti, skrbeti za potrebe različnih deležnikov, in vključiti etične vidike v vsakodnevne odločitve.

Omejitve in prihodnje raziskave

Doktorska disertacija ima več omejitev. Tradicionalni, kvalitativni pregled literature, ki je bil uporabljen je lahko bolj pod vplivom pomanjkljivih izkušenj in zornega vidika raziskovalca kot novejša, kvantitativne metode. Pomanjkanje popolne objektivnosti, celovitosti, jezikovne ter časovne omejitve, prispevajo k pomanjkljivostim pri temeljitem pregledu literature katerih se je treba zavedati. Poleg tega je bil pregled literature, čeprav je vključeval vidike iz različnih področij (management, psihologija), osredotočen predvsem na glavne trženjske revije in tako morebiti iz pregleda izpustil druge pomembne knjige in mednarodne revije z drugih področij (npr. javne politike, ekologija, ...). Cilj je vsekakor bil, da bi bil ta pregled čim bolj izčrpen.

Kvalitativne raziskave imajo objektivne omejitve kvalitativnih raziskav na splošno, in sicer, da rezultatov ni mogoče tako posplošiti kot v kvantitativnih raziskavah, saj so vzorci manjši in vzročnost različnih raziskovalnih pojavov težko ugotovimo. Vendar pa zagotavlja več različnih vpogledov v določen pojav in podpira nadaljnje raziskovalne poti za kvantitativne preiskave. Večina podjetij vključenih v izvedeni empirični raziskavi so velika podjetja. Iskali smo podjetja, ki so znana po bolj razvitih trajnostnih praksah, po drugi strani pa so bila ta podjetja tudi v večji meri pripravljena sodelovati. Za nadaljnje posploševanje rezultatov bi bilo potrebno izvesti več intervjujev ali kvantitativno raziskavo. Kvantitativne raziskave v drugem in tretjem poglavju so vključevale porabnike iz splošne populacije, saj smo želeli ujeti stališča običajnega prebivalstva. Konstrukt vedenja je bil merjen na splošno, ne za določeno kategorijo izdelkov. Ker je bil namen študije izboljšati teoretično razumevanje predhodnikov okoljsko in družbeno odgovornega vedenja, smo se osredotočili na splošne in ne specifične odzive porabnikov (tj. kategorijo izdelkov ali blagovne znamke) v zvezi z zaskrbljenostjo, namero in vedenjem. Tako kot pri podobnih raziskavah na področju etičnosti in odgovornega vedenja porabnikov je lahko tudi v naši raziskavi prišlo do družbeno zaželenih odgovorov.

Za dodatne raziskave je še vedno veliko prostora. Z vidika porabnika bi bilo smiselno raziskave omejiti na posamezne kategorije oz. blagovne znamke izdelkov in podrobneje preučiti kakšne kompromise porabniki naredijo, ko se odločajo med okoljsko in družbeno odgovorno porabo ter porabo z namenom zadovoljevanja lastnih interesov. Pri tem bi bilo smiselno vpeljati tudi eksperimente. To bi lahko odkrilo dodatne razloge, zakaj porabniki

ne dosežajo bolj trajnostne porabe. Nadaljnje študije bi lahko preverile katere osebnostne lastnosti bi še lahko posameznik predstavljal preko odgovornega vedenja kot je na primer "velikih pet" lastnosti, ki jih predlagata Griskevicius et al. (2010). Zanimiva dilema za tržnike za nadaljnje razmišljanje je, kako upravljati različne skupine deležnikov, ali lahko tržniki obvladujejo različne deležnike, saj je bila doslej trženjska funkcija osredotočena predvsem na zadovoljevanje potreb porabnikov in ne ostalih skupin deležnikov.

Appendix 2: Personal interviews with consumers - questions

1. What does responsible consumer mean? Could this word describe you?
2. What are current problems in our society? Specifically what are current environmental/social/ethical/economic problems?
3. Why do you act responsibly? When do you act responsibly? Specifically are you concerned/informed/effective/influenced by someone?
4. Does anything hinder you from acting responsibly?
5. How do you decide which aspects (environmental, social) you will take into consideration when buying responsibly?

Appendix 3: Examples of codes

Frequency	Code description	Code	Theme
CATEGORY 1: Concrete attributes of environmentally and socially responsible behaviour (used for framework development and generating examples of responsible behaviour in Chapter 1)			
7	buying eco/bio products	products ECO	Purchase
6	buying local	local	
4	buying or knowing fair trade products	products FT	
1	buy second hand	second hand	
8	food, with less additives, coffee, regular consumption	FMCG food	
2	cleaning and cosmetic products	FMCG non-food	
3	other technical products like electric cars and household products	household products	Usage/actions
8	using less of waste materials including plastic, packaging, plastic bags	reduce waste materials	
4	recycling	recycling	
4	reduce consumption, buy only what is really needed	reduce consumption	
2	monetary and non-monetary donations	donations	
1	using products by producer's instructions	following instructions	
1	disposing products by producer's instructions	following instructions	Disposal
CATEGORY 2: Attributes of sustainability issues (used for framework development and developing quantitative scales in Chapter 2)			
5	waste	waste	ENV - Pollution of natural environment
4	global warming	global warming	
2	air pollution	air	
5	unemployment	unemployment	SOC - Social economic problems
3	violation of workers right, low payments, exploitations	workers' rights	
2	poverty	poverty	
4	lack of values, integrity	values	SOC- Social personal problems
3	bad relationships between people, not cooperative or communicating properly	relationships	
1	individuality, thinking only about oneself	individualism	
2	ineffective institutions (schools, government)	inefficiency	SOC - Social institutional problems
1	globalisation	globalisation	

Frequency	Code description	Code	Theme
CATEGORY 3: Attributes of responsible behaviour (used for framework development)			
6	toward others	others	Consequences/ receiver - OTHERS
5	toward nature	nature	
1	for future generations	future	
6	towards self (health, safety)	self	Consequences/ receiver - SELF
4	self first	self-first	
3	duty, moral duty	duty	Moral duties
1	“doing more good than harm”		
3	consciousness, “thinking about buying”	consciousness	Consciousness intent

CATEGORY 4: Consumer trade-offs in sustainable and responsible behaviour

ENVIRONMENTAL vs. SOCIAL	SELF vs. OTHERS
<p>ECONOMIC SURVIVAL OF SOCIETY (survival, safety needs) 'For good of nature you should buy less and for society more, so that more money goes around' (female, 63). 'Factory needs to work so people can survive, but it does damage to environment, it is an enchanted circle' (female, 49). 'I used to buy yoghurt from a home producer and I am now buying ecologically produced yoghurt from a foreign producer' (female, 32).</p> <p>PRACTICAL REASONS (psychological needs) 'I would rather buy on a farm, but I also need to drive there and exhaust gases, which is again not good' (female, 40).</p>	<p>CONNECTEDNESS WITH SOCIETY (transcendental needs) 'Things are connected, you have to be healthy, this is good for society, and otherwise you are a burden to society which has to pay for you. You have to be healthy first and in a good condition to help others' (male, 33). 'If you are good to others it comes back to you' (male, 53).</p> <p>PRACTICAL REASONS (psychological needs) 'When I bought shoes I was looking for good materials to protect myself, to not get cold and wet, to feel comfortable, the last thing was to look at label “made in” ... it may be a selfish purchase because I looked first at my satisfaction and less on others' (female, 30). 'We bought airplane ticket, which was cheaper, but we had to change airports and thus we were more wasteful' (male, 31). 'Why should I clean longer time with healthy cleaning products if I can do it in 5 minutes with toxic cleaner, multinationals waste more in one second than I in one week' (female, 40).</p>

Appendix 4: Selected measurement scale items

1. *Concern for the environment / society (CONCERN)*

(Antil, 1984; The Socially Responsible Consumption Behavior scale (SRCB); only selected items from the original scale were used and environmental dimension was tested previously on a sample of 319 respondents)

- 1.1 Pollution is presently one of the most critical problems facing this nation. / Unemployment is presently one of the most critical problems facing this nation.
- 1.2 Natural resources must be preserved, even if people must do without some products. / Workers rights must be protected, even if people must do without some products.
- 1.3 Pollution is personally affecting my life. / Unemployment is personally affecting my life.
- 1.4 You become incensed when you think about the harm being done to the plant and animal life by pollution. / You become incensed when you think about the harm being done to some people by irresponsible actions of other people.

2. *Perceived behavioural control (PBC)*

- 2.1 If I wanted to I could easily avoid buying products that are not environmentally friendly. / If I wanted to I could easily avoid buying products that are not socially friendly.
- 2.2 There are likely to be little or no barriers for me in buying environmentally friendly products. / There are likely to be little or no barriers for me in buying socially friendly products.

3. *Perceived consumer effectiveness (PCE) (r)*

(Ellen et al. (1991))

- 3.1 There is not much that any one individual can do about the natural environment. / There is not much that any one individual can do about the social environment.
- 3.2 The conservation efforts of one person are useless as long as other people refuse to conserve. / The human rights protection efforts of one person are useless as long as other people refuse to conserve.

4. *Social norms (SOCNOR)*

(Adapted from Thøgersen, 2006)

- 4.1 Most people who are important to me think that I should buy environmentally friendly products. / Most people who are important to me think that I should buy socially friendly products.
- 4.2 Most of my acquaintances expect of me that I buy environmentally friendly products instead of conventional product. / Most of my acquaintances expect of me that I buy socially friendly products instead of conventional product.

5. Personal norms (PERNOR)

(First two items adapted from Thøgersen, 2006, other 3 items self-made)

- 5.1 I feel an obligation to choose environmentally friendly products / socially friendly products.
- 5.2 I feel I should choose environmentally friendly products instead of conventional products. / I feel I should choose socially friendly products instead of conventional products.
- 5.3 I feel I have an ethical obligation to buy natural products / fair trade products.
- 5.4 I feel I have an ethical obligation to buy eco/bio products / local products.
- 5.5 I feel I have an ethical obligation to buy environmentally friendly products / socially friendly products.

6. Willingness to behave in environmentally conscious way (WILLINGNESS)

(Antil, 1984; The Socially Responsible Consumption Behavior scale (SRCB); only selected items from the original scale were used and environmental dimension was tested previously on a sample of 319 respondents)

- 6.1 I would be willing to sign a petition or demonstrate for an environmental cause. / I would be willing to sign a petition or demonstrate for a human/workers' rights cause.
- 6.2 I would be willing to ride a bicycle or take a bus to work in order to reduce air pollution. / I would go several miles out of your way to buy from a store that you knew cares for its employee rights.
- 6.3 I would donate a day's pay to a foundation to help improve the environment. / I would donate a day's pay to a foundation that improves human living conditions.
- 6.4 I would be willing to stop buying products from companies that are guilty of polluting the environment, even though it might be inconvenient. / I would be willing to stop buying products from companies that are guilty of discriminating against women, even though it might be inconvenient.
- 6.5 I would be willing to make personal sacrifices for the sake of slowing down pollution, even though the immediate results may not seem significant. / I would be willing to make personal sacrifices for the protections of human rights, even though the immediate results may not seem significant.

7. *Environmentally/socially responsible sustainable consumer behaviour (BEHAVIOR; RSCB)*

(Roberts & Bacon, 1997, Ecologically Conscious Consumer Behavior scale (ECCB) and Webb et al, 2008, factor 1 “CSR performance”; only selected items from the original scale were used and environmental dimension was tested previously on a sample of 319 respondents)

- 7.1 When there is a choice I always choose the product that contributes to the least amount of pollution. / When I am shopping, I try to buy from companies that are working to improve conditions for their employees.
- 7.2 Whenever possible I buy products packaged in recyclable containers. / I try to buy from companies that hire people with disabilities.
- 7.3 When I purchase products I make a conscious effort to buy those products that are low in pollutants. / I make an effort to buy products and services from companies that pay all of their employees a living wage.
- 7.4 When I have a choice between two equal products, I always purchase the one less harmful to natural environment. / When given a chance, I switch to brands where a portion of the price is donated to charity.
- 7.5 I do not buy a product if the company that sells it is environmentally irresponsible. / I do not buy a product if the company that sells it is socially irresponsible.
- 7.6 I have switched products for ecological reasons. / I have switched products for social reasons.

8. *Information availability about environmental/social impact (INFORMATION)*

(Self-made; developed from an initial pool of items from the literature, e.g. De Pelsmacker & Janssens (2007), Cheung et al. (2008))

- 8.1 I usually verify the information given by the companies about their environmental impact / social impact.
- 8.2 I usually know where to verify the information about the products environmental impact / social impact.
- 8.3 I know the environmental impact / social impact of products I usually buy.
- 8.4 I know the production process impact of environmental products / socially friendly products I usually buy.

9. Ethical obligation

(Ethics Position Questionnaire, Forsyth, 1980 in Singhapakdi, Vitell, Rallapalli, & Kraft, 1996; selected 5 idealism items from 10 idealism and 10 relativism items)

- 9.1 A person should make certain that their actions never intentionally harm environment even to a small degree. / A person should make certain that their actions never intentionally harm another person even to a small degree.
- 9.2 The existence of potential harm to environment is always wrong, irrespective of the benefits to be gained. / The existence of potential harm to other people is always Wrong, irrespective of the benefits to be gained.
- 9.3 One should not perform an action which might in any way threaten the dignity and welfare of animals or environment. / One should not perform an action which might in any way threaten the dignity and welfare of another individual.
- 9.4 If an action could harm the environment, then it should not be done. / If an action could harm an innocent other, then it should not be done.
- 9.5 The dignity and welfare of natural environment and animals should be the most important concern in any society. / The dignity and welfare of people should be the most important concern in any society.

Appendix 5: Online questionnaire

Pozdravljeni,

pred vami je anketni vprašalnik, ki se nanaša na vaš odnos do okolju in družbi prijaznih izdelkov. Pripravljen je za potrebe doktorskega dela, ki ga pripravljam na Ekonomski fakulteti v Ljubljani. Zaradi obsežnosti doktorskega dela je tudi anketni vprašalnik nekoliko daljši kot običajno.

Večina vprašanj bo od vas zahtevala izražanje vaših mnenj na lestvici od 1-7 in se nanašajo na vaš odnos, nakupne navade in informiranost glede okolju in družbi prijaznih izdelkov. Zanimajo me vaša osebna mnenja, torej ni pravih in napačnih odgovorov. V zadnjem delu vprašalnika vas bom prosila še za nekaj splošnih podatkov o vas.

Za vaše sodelovanje se vam vnaprej lepo zahvaljujem.

1. DEL: OKOLJSKO ODGOVORNO VEDENJE

1. Najprej bi vas radi vprašali glede vašega odnosa do problemov naravnega okolja/narave.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Onesnaževanje okolja je trenutno eden izmed najbolj kritičnih problemov, s katerim se srečuje Slovenija.	1	2	3	4	5	6	7
Naravne vire je potrebno ohraniti, četudi bi se ljudje morali odpovedati določenim izdelkom.	1	2	3	4	5	6	7
Imam občutek, da onesnaževanje okolja vpliva neposredno tudi na moje življenje.	1	2	3	4	5	6	7
Menim, da so črnogledi in zaskrbljeni komentarji na temo onesnaževanja zraka in vode upravičeni.	1	2	3	4	5	6	7
Misel na škodo, ki jo z onesnaževanjem povzročimo rastlinskemu in živalskemu svetu, me razburja.	1	2	3	4	5	6	7

2. V nadaljevanju sledi še nekaj vprašanj glede vašega odnosa do naravnega okolja.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Posameznik namenoma ne bi smel škoditi naravnemu okolju, niti v najmanjši meri.	1	2	3	4	5	6	7
Kar je potencialno škodljivo za okolje, je slabo, ne glede na koristi, ki jih lahko prinaša.	1	2	3	4	5	6	7
Posameznik ne bi smel storiti dejanja, ki bi lahko na kakršenkoli način ogrozilo dostojanstvo in dobrobit narave in živali.	1	2	3	4	5	6	7
Če lahko dejanje škoduje naravi, potem ga posameznik ne sme izvesti.	1	2	3	4	5	6	7
Ohranjanje dostojanstva in dobrobiti naravnega okolja in živali bi morala biti najpomembnejša skrb vsake družbe.	1	2	3	4	5	6	7

3. Sedaj nas zanima vaša pripravljenost za izvedbo aktivnosti povezanih z naravnim okoljem.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Pripravljen/a bi bil podpisati peticijo ali sodelovati na demonstracijah v povezavi z okoljskimi problemi.	1	2	3	4	5	6	7
Organizaciji, ki deluje na področju varovanja okolja, bi bil/a pripravljen/a donirati svoj enodnevni zaslužek.	1	2	3	4	5	6	7
Pripravljen/a sem na osebna žrtvovanja za zmanjševanje onesnaževanja, čeprav takojšnji rezultati morda niso vidni.	1	2	3	4	5	6	7
Pripravljen/a bi bil prenehati kupovati izdelke podjetij, ki so kriva za onesnaževanje okolja, čeprav bi bilo to manj udobno.	1	2	3	4	5	6	7
Pripravljen/a bi bil/a plačati precej več denarja za izdelek podjetja za katerega bi vedel/a, da skrbi za naravno okolje.	1	2	3	4	5	6	7
Če bi imel/a izbiro med dvema podjetjema, enim ki skrbi za naravno okolje in drugim, ki temu ne posveča posebne pozornosti, ne bi izbral/a tistega, ki temu ne posveča posebne pozornosti.	1	2	3	4	5	6	7

4. Naslednje izjave se nanašajo na vašo pripravljenost za nakup okolju prijaznih izdelkov.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

V nadaljevanju navajam nekaj primerov okolju prijaznih izdelkov:

- so narejeni iz recikliranih, naravnih, biorazgradljivih materialov;
- v proizvodnem procesu ali pri njihovi uporabi porabijo manj energije, materiala;
- jih je možno reciklirati, ponovno uporabiti.

Sem uvrščamo tudi izdelke, ki jih označujemo z oznakami eko, bio, organsko, »zeleno«.

Kadar obstaja izbira, vedno izberem izdelek, ki najmanj prispeva k onesnaževanju.	1	2	3	4	5	6	7
Kadarkoli je to mogoče, kupim izdelke v embalaži, ki jo je možno reciklirati.	1	2	3	4	5	6	7
Kadar nakupujem, zavestno kupim izdelke, ki imajo manjši vpliv na onesnaževanje.	1	2	3	4	5	6	7
Kadar imam izbiro med dvema enakima izdelkoma, vedno kupim tistega, ki je manj škodljiv za naravno okolje.	1	2	3	4	5	6	7
Ne kupujem izdelkov, če podjetje, ki jih proizvaja, ne ravna okoljsko odgovorno.	1	2	3	4	5	6	7
Zaradi ekoloških razlogov sem že zamenjal izdelke, ki jih kupujem.	1	2	3	4	5	6	7
Ne zanima me nakup okolju prijaznih izdelkov, saj ne poznam veliko ljudi, ki bi jih kupovali.	1	2	3	4	5	6	7
Enostavno me nakup okolju prijaznih izdelkov ne zanima.	1	2	3	4	5	6	7
Nakup okolju prijaznih izdelkov me ne zanima, saj raje kupujem svoje običajne znamke.	1	2	3	4	5	6	7

5. Sedaj vas prosim, da pomislite na nakup okolju prijaznega izdelka, ki bi ga bili pripravljeni kupiti v prihodnosti.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Za osvežitev spomina zopet navajam nekaj primerov okolju prijaznih proizvodov:

- so narejeni iz recikliranih, naravnih, biorazgradljivih materialov;
- v proizvodnem procesu ali pri njihovi uporabi porabijo manj energije, materiala;
- jih je možno reciklirati, ponovno uporabiti.

Sem uvrščamo tudi izdelke, ki jih označujemo z oznakami eko, bio, organsko, »zeleno«.

Okolju prijazen izdelek:

bi mi prinesel zadovoljstvo.	1	2	3	4	5	6	7
bi mi pomagal, da bi se počutil sprejetega v družbi.	1	2	3	4	5	6	7
ima običajno nespremenljivo kvaliteto.	1	2	3	4	5	6	7
ima običajno sprejemljivo ceno.	1	2	3	4	5	6	7
bi si želel kupiti in uporabiti.	1	2	3	4	5	6	7
bi izboljšal mojo podobo pri drugih.	1	2	3	4	5	6	7
je običajno dobro narejen.	1	2	3	4	5	6	7
ponuja dobro vrednost za denar.	1	2	3	4	5	6	7
bi mi omogočil, da bi bil bolje sprejet v družbi.	1	2	3	4	5	6	7
ima običajno sprejemljive standarde kvalitete.	1	2	3	4	5	6	7
je dober izdelek glede na ceno.	1	2	3	4	5	6	7
Dobro bi se počutil ob uporabi okoljsko odgovornega izdelka.	1	2	3	4	5	6	7

6. Ali ste že kupili katerega od navedenih izdelkov (ne glede na kategorijo izdelkov)? Prosim označite z:

1. še nisem kupil
2. sem že kupil

Biorazgradljiv izdelek	1	2
Izdelek narejen iz recikliranih materialov	1	2
Izdelek, ki ni bil testiran na živalih	1	2
Izdelek, ki prihrani energijo	1	2
Izdelek z naravnimi ali organskimi sestavinami	1	2
Izdelek z eko / bio oznakami	1	2
Izdelek, ki ga je možno reciklirati	1	2
Drugo (navedite):	1	2

7. Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Če bi želel/a, bi se zlahka izognil/a nakupu izdelkov, ki niso prijazni do narave.	1	2	3	4	5	6	7
Pri nakupu okolju prijaznih izdelkov ne občutim ovir.	1	2	3	4	5	6	7
Enostavno se je izogniti nakupu izdelkov, ki niso prijazni do narave.	1	2	3	4	5	6	7
Na trgu je dovolj velika ponudba okolju prijaznih izdelkov.	1	2	3	4	5	6	7
Nakup okolju prijaznih izdelkov zahteva veliko truda.	1	2	3	4	5	6	7
Posameznik ne more narediti veliko za ohranjanje naravnega okolja.	1	2	3	4	5	6	7
Trud enega človeka za ohranjanje naravnega okolja je brez pomena,	1	2	3	4	5	6	7

če se tudi ostali ljudje ne trudijo za ohranjanje naravnega okolja.							
Z nakupi okolju prijaznih izdelkov lahko zaščitim naravno okolje.	1	2	3	4	5	6	7

8. Sedaj sledi še nekaj vprašanj glede vaše informiranosti o okolju prijaznih izdelkih.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Imam občutek, da so informacije o vplivu proizvodov na naravno okolje običajno predstavljene na način, ki je zame primeren.	1	2	3	4	5	6	7
Informacije o vplivu proizvodnega procesa na naravno okolje so običajno predstavljene na razumljiv način.	1	2	3	4	5	6	7
Informacije o vplivu proizvodov na naravno okolje so običajno zlahka razumljive.	1	2	3	4	5	6	7
Menim, da so informacije o vplivu proizvodov na naravno okolje običajno točne.	1	2	3	4	5	6	7
Menim, da so informacije o vplivu proizvodov na naravno okolje običajno zaupanja vredne.	1	2	3	4	5	6	7
Menim, da so informacije o vplivu proizvodov na naravno okolje običajno zanesljive.	1	2	3	4	5	6	7
Običajno preverim informacije, ki jih dajo podjetja o svojem vplivu na naravno okolje.	1	2	3	4	5	6	7
Običajno vem, kje lahko preverim informacije o vplivu proizvodov na naravno okolje.	1	2	3	4	5	6	7
Za proizvode, ki jih običajno nakupujem, poznam njihov vpliv na naravo.	1	2	3	4	5	6	7
Za proizvode, ki jih običajno nakupujem, poznam vpliv njihovega proizvodnega procesa na naravo.	1	2	3	4	5	6	7
Iskanje informacij o vplivu proizvodov na naravno okolje ni enostavno.	1	2	3	4	5	6	7
Vedno imam občutek, da ne dobim vseh informacij o vplivu proizvodov na naravno okolje, ki jih potrebujem.	1	2	3	4	5	6	7
Potreboval bi veliko časa, če bi želel ugotoviti, kakšen vpliv na naravno okolje imajo proizvodi, ki jih običajno nakupujem.	1	2	3	4	5	6	7

9. Prosim označite v kolikšni meri ste seznanjeni z naslednjimi dejavnostmi. Pri tem ocena 1 pomeni, da »sploh niste seznanjeni/informirani« in ocena 7 pomeni, da ste »popolnoma seznanjeni/informirani«.

O vplivu proizvodov na naravo.	1	2	3	4	5	6	7
O vplivu proizvodnih procesov na naravo.	1	2	3	4	5	6	7
O aktivnostih podjetij, ki prodajajo okolju prijazne izdelke.	1	2	3	4	5	6	7
O podjetjih, ki so okoljsko odgovorna ali ne.	1	2	3	4	5	6	7

10. Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Večina ljudi, ki so mi pomembni, meni, da naj kupujem okolju prijazne izdelke.	1	2	3	4	5	6	7
Večina mojih znancev pričakuje od mene, da bom kupoval okolju	1	2	3	4	5	6	7

prijazne izdelke in ne običajnih.	
Čutim obveznost, da izberem okolju prijazne izdelke.	1 2 3 4 5 6 7
Mislim, da bi moral namesto običajnih izdelkov izbrati okolju prijazne.	1 2 3 4 5 6 7
Menim, da je moja etična dolžnost, da kupujem naravne proizvode.	1 2 3 4 5 6 7
Menim, da je moja etična dolžnost, da kupujem proizvode označene z eko/bio oznakami.	1 2 3 4 5 6 7
Menim, da je moja etična dolžnost, da kupujem okolju prijazne proizvode.	1 2 3 4 5 6 7

2. DEL: DRUŽBENO ODGOVORNO VEDENJE

1. Sedaj nas zanima vaš odnos do problemov družbenega okolja/družbe.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Neodgovorna dejanja nekaterih ljudi, ki povzročajo škodo drugim, so trenutno eden izmed najbolj kritičnih problemov, s katerim se srečuje Slovenija.	1 2 3 4 5 6 7
Pravice delavcev se morajo zaščititi, četudi bi se ljudje morali odpovedati določenim izdelkom.	1 2 3 4 5 6 7
Neodgovorna dejanja nekaterih ljudi, vplivajo neposredno tudi na moje življenje.	1 2 3 4 5 6 7
Menim, da so črnogledi in zaskrbljeni komentarji na temo varovanja delavskih in človekovih pravic upravičeni.	1 2 3 4 5 6 7
Misel na škodo, ki jo nekateri ljudje s svojimi neodgovornimi dejanji povzročajo drugim ljudem me razburja.	1 2 3 4 5 6 7

2. V nadaljevanju sledi nekaj vprašanj glede vašega odnosa do družbenega okolja.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Posameznik namenoma ne bi smel škoditi sočloveku, niti v najmanjši meri.	1 2 3 4 5 6 7
Kar je potencialno škodljivo za družbo, je slabo, ne glede na koristi, ki jih lahko prinaša.	1 2 3 4 5 6 7
Posameznik ne bi smel storiti dejanja, ki bi lahko na kakršenkoli način ogrozilo dostojanstvo in dobrobit ljudi.	1 2 3 4 5 6 7
Če lahko dejanje škoduje drugim ljudem, potem ga posameznik ne sme izvesti.	1 2 3 4 5 6 7
Ohranjanje dostojanstva in dobrobiti ljudi bi morala biti najpomembnejša skrb vsake družbe.	1 2 3 4 5 6 7

3. Sedaj nas zanima vaša pripravljenost za izvedbo aktivnosti povezanih z družbenim okoljem.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Pripravljen/a bi bil/a podpisati peticijo ali sodelovati na demonstracijah v povezavi z družbenimi problemi (npr. pravice delavcev/človekove pravice).	1	2	3	4	5	6	7
Organizaciji, ki pomaga pri izboljševanju življenjskih pogojev prebivalstva, bi bil/a pripravljen/a donirati svoj enodnevni zaslužek.	1	2	3	4	5	6	7
Pripravljen/a sem na osebna žrtvovanja za varovanje človekovih pravic, čeprav takojšnji rezultati morda niso vidni.	1	2	3	4	5	6	7
Pripravljen/a bi bil/a prenehati kupovati izdelke podjetij, ki so kriva za izkoriščanje svojih zaposlenih, čeprav bi bilo to manj udobno.	1	2	3	4	5	6	7
Pripravljen/a bi bil/a plačati precej več denarja za izdelek podjetja za katerega bi vedel/a, da skrbi za širšo družbo.	1	2	3	4	5	6	7
Če bi imel/a izbiro med dvema podjetjema, enim ki skrbi za širšo družbo in drugim, ki temu ne posveča posebne pozornosti, ne bi izbral/a tistega, ki temu ne posveča posebne pozornosti.	1	2	3	4	5	6	7

4. Naslednje izjave se nanašajo na vašo pripravljenost za nakup družbi prijaznih izdelkov.

V nadaljevanju navajam nekaj primerov družbi prijaznih izdelkov:

- izdelki podjetij, kjer delavci niso izkoriščani in dobijo pravično plačilo za delo;
- lokalno pridelani izdelki ali
- izdelki podjetij, ki nudijo pomoč ljudem v stiski, spoštujejo človekove pravice.

Sem uvrščamo tudi izdelke, ki jih označujemo z oznakami pravične trgovine (»fair trade«).

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Kadar nakupujem, poskušam kupiti izdelke podjetij, ki izboljšuje pogoje dela za svoje zaposlene.	1	2	3	4	5	6	7
Poskušam kupovati izdelke podjetij, ki pomagajo prizadetim v naravnih nesrečah.	1	2	3	4	5	6	7
Potrudim se kupovati izdelke in storitve podjetij, ki vsem svojim zaposlenim zagotavljajo vsaj minimalno plačilo.	1	2	3	4	5	6	7
Kadar imam priložnost raje kupim blagovno znamko, ki delež od svoje cene podari dobrodelnim organizacijam.	1	2	3	4	5	6	7
Ne kupujem izdelkov podjetij, ki so družbeno neodgovorna.	1	2	3	4	5	6	7
Zaradi družbenih razlogov sem že zamenjal izdelke, ki jih kupujem.	1	2	3	4	5	6	7
Ne zanima me nakup družbi prijaznih izdelkov, saj ne poznam veliko ljudi, ki bi jih kupovali.	1	2	3	4	5	6	7
Enostavno me nakup družbi prijaznih izdelkov ne zanima.	1	2	3	4	5	6	7
Nakup družbi prijaznih izdelkov me ne zanima, saj raje kupujem svoje običajne znamke.	1	2	3	4	5	6	7

5. Prosim pomislite na nakup družbi prijaznega izdelka, ki bi ga bili pripravljeni kupiti v prihodnosti.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Za osvežitev spomina zopet navajam nekaj primerov družbi prijaznih proizvodov:

- prijazni do zaposlenih (delavci niso izkoriščani in dobijo pravično plačilo za delo);
- do lokalnega okolja (lokalno pridelani izdelki) in
- širše družbe (podjetja nudijo sponzorstva, pomoč ljudem v stiski, spoštujejo človekove pravice).

Sem uvrščamo tudi izdelke, ki jih označujemo z oznakami pravične trgovine (»fair trade«).

Družbi prijazen izdelek:

bi mi prinesel zadovoljstvo.	1	2	3	4	5	6	7
bi mi pomagal, da bi se počutil sprejetega v družbi.	1	2	3	4	5	6	7
ima običajno nespremenljivo kvaliteto.	1	2	3	4	5	6	7
ima običajno sprejemljivo ceno.	1	2	3	4	5	6	7
bi si želel kupiti in uporabiti.	1	2	3	4	5	6	7
bi izboljšal mojo podobo pri drugih.	1	2	3	4	5	6	7
je običajno dobro narejen.	1	2	3	4	5	6	7
ponuja dobro vrednost za denar.	1	2	3	4	5	6	7
bi mi omogočil, da bi bil bolje sprejet v družbi.	1	2	3	4	5	6	7
ima običajno sprejemljive standarde kvalitete.	1	2	3	4	5	6	7
je dober izdelek glede na ceno.	1	2	3	4	5	6	7
Dobro bi se počutil ob uporabi družbeno odgovornega izdelka.	1	2	3	4	5	6	7

6. Ali ste že kupili katerega od navedenih izdelkov (ne glede na kategorijo izdelkov)? Prosim označite z:

1. še nisem kupil
2. sem že kupil

Izdelek z oznako pravične trgovine (»fair trade«)	1	2
Lokalno pridelan izdelek	1	2
Izdelek, kjer ni bila uporabljena otroška delovna sila	1	2
Izdelek podjetja kjer delavci niso izkoriščani in dobijo pravično plačilo za delo	1	2
Izdelek podjetja, ki nudi pomoč ljudem v stiski	1	2
Drugo (navedite):	1	2

7. Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Če bi želel/a, bi se lahko izognil/a nakupu izdelkov, ki so neprijazni do družbe.	1	2	3	4	5	6	7
Pri nakupu družbi prijaznih izdelkov ne občutim ovir.	1	2	3	4	5	6	7
Enostavno se je izogniti nakupu izdelkov, ki niso prijazni do družbe.	1	2	3	4	5	6	7
Na trgu je dovolj velika ponudba družbi prijaznih izdelkov.	1	2	3	4	5	6	7
Nakup družbi prijaznih izdelkov zahteva veliko truda.	1	2	3	4	5	6	7
Posameznik ne more narediti veliko za izboljševanje družbenega okolja.	1	2	3	4	5	6	7

Trud enega človeka za varovanje človekovih pravic je brez pomena, če se tudi ostali ljudje ne trudijo za varovanje človekovih pravic.	1	2	3	4	5	6	7
Z nakupi družbi prijaznih proizvodov lahko zaščitim družbo in soljudi.	1	2	3	4	5	6	7

8. Sedaj sledi še nekaj vprašanj glede vaše informiranosti o družbi prijaznih izdelkih.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Imam občutek, da so informacije o vplivu proizvodov na družbo običajno predstavljene na način, ki je zame primeren.	1	2	3	4	5	6	7
Informacije o vplivu proizvodnega procesa na družbo so običajno predstavljene na razumljiv način.	1	2	3	4	5	6	7
Informacije o vplivu proizvodov na družbo so običajno zlahka razumljive.	1	2	3	4	5	6	7
Menim, da so informacije o vplivu proizvodov na družbo običajno točne.	1	2	3	4	5	6	7
Menim, da so informacije o vplivu proizvodov na družbo običajno zaupanja vredne.	1	2	3	4	5	6	7
Menim, da so informacije o vplivu proizvodov na družbo običajno zanesljive.	1	2	3	4	5	6	7
Običajno preverim informacije, ki jih dajo podjetja o svojem vplivu na družbo.	1	2	3	4	5	6	7
Običajno vem kje lahko preverim informacije o vplivu proizvodov na družbo.	1	2	3	4	5	6	7
Za proizvode, ki jih običajno nakupujem, poznam njihov vpliv na družbo.	1	2	3	4	5	6	7
Za proizvode, ki jih običajno nakupujem, poznam vpliv njihovega proizvodnega procesa na družbo.	1	2	3	4	5	6	7
Iskanje informacij o vplivu proizvodov na družbo ni enostavno.	1	2	3	4	5	6	7
Vedno imam občutek, da ne dobim vseh informacij o vplivu proizvodov na družbo, ki jih potrebujem.	1	2	3	4	5	6	7
Potreboval bi veliko časa, če bi želel ugotoviti, kakšen vpliv na družbo imajo proizvodi, ki jih običajno nakupujem.	1	2	3	4	5	6	7

11. Prosim označite v kolikšni meri ste seznanjeni z naslednjimi dejavnostmi. Pri tem ocena 1 pomeni, da »sploh niste seznanjeni/informirani« in ocena 7 pomeni, da ste »popolnoma seznanjeni/informirani«.

o vplivu proizvodov na družbo.	1	2	3	4	5	6	7
o vplivu proizvodnih procesov na družbo.	1	2	3	4	5	6	7
o aktivnostih podjetij, ki prodajajo družbi prijazne izdelke.	1	2	3	4	5	6	7
o podjetjih, ki so družbeno odgovorna ali ne.	1	2	3	4	5	6	7

9. Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Večina ljudi, ki so mi pomembni meni, da naj kupujem družbi prijazne izdelke.	1	2	3	4	5	6	7
Večina mojih znancev pričakuje od mene, da bom kupoval družbi prijazne izdelke in ne običajnih.	1	2	3	4	5	6	7
Čutim obveznost, da izberem družbi prijazne izdelke.	1	2	3	4	5	6	7
Mislim, da bi moral namesto običajnih izdelkov izbrati družbi prijazne.	1	2	3	4	5	6	7
Menim, da je moja etična dolžnost, da kupujem proizvode pravične trgovine.	1	2	3	4	5	6	7
Menim, da je moja etična dolžnost, da kupujem lokalno pridelane proizvode.	1	2	3	4	5	6	7
Menim, da je moja etična dolžnost, da kupujem družbi prijazne proizvode.	1	2	3	4	5	6	7

3. DEL: SPLOŠNO

1. Naslednji sklop vprašanj se nanaša na vaš odnos do podjetij in njihove odgovornosti za varovanje okolja in družbe ter lasten obstoj.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Zdi se mi pomembno, da podjetja skrbijo za naše okolje.	1	2	3	4	5	6	7
Zdi se mi pomembno, da proizvodnja izdelkov ne škoduje našemu okolju.	1	2	3	4	5	6	7
Zdi se mi pomembno, da je možno izdelke reciklirati.	1	2	3	4	5	6	7
Dolgoročna ohranitev naravnih virov me skrbi.	1	2	3	4	5	6	7
Zdi se mi pomembno, da lahko izdelke ponovno uporabim, saj tako ohranjam naravne vire.	1	2	3	4	5	6	7
Zdi se mi pomembno, da podjetja zmanjšujejo svoje izpuste.	1	2	3	4	5	6	7
Zdi se mi pomembno, da podjetja ravnavo pošteno s svojimi zaposlenimi.	1	2	3	4	5	6	7
Zdi se mi pomembno, da proizvodnja izdelkov ne deluje v nasprotju s človekovimi pravicami.	1	2	3	4	5	6	7
Zdi se mi pomembno, da podjetja ravnavo kot pošten igralec na trgu.	1	2	3	4	5	6	7
Zdi se mi pomembno, da proizvodnja izdelkov ne izkorišča delovne sile.	1	2	3	4	5	6	7
Skrbi me za primerna plačila delovne sile.	1	2	3	4	5	6	7
Zdi se mi pomembno, da so podjetja uspešna na dolgi rok.	1	2	3	4	5	6	7
Zdi se mi pomembno, da podjetja ustvarjajo zadosten dobiček za preživetje na trgu.	1	2	3	4	5	6	7
Zdi se mi pomembno, da so podjetja usmerjena v prihodnost.	1	2	3	4	5	6	7

2. V nadaljevanju sledi še nekaj vprašanj glede vašega odnosa do naravnega in družbenega okolja.

Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Kadar ljudje posegajo v naravo, to pogosto pripelje do katastrofalnih posledic.	1	2	3	4	5	6	7
Ljudje resno zlorabljam okolje.	1	2	3	4	5	6	7
Naravno ravnoesje je zelo občutljivo in se lahko hitro podre.	1	2	3	4	5	6	7
Človeštvu je namenjeno, da zavlada preostali naravi.	1	2	3	4	5	6	7
Ljudje imamo pravico, da glede na svoje potrebe preoblikujemo naravno okolje.	1	2	3	4	5	6	7
Ravnotežje narave je dovolj močno da se spopade z vplivi sodobnih industrijskih družb.	1	2	3	4	5	6	7

3. Prosim označite v kolikšni meri se strinjate z naslednjimi trditvami na lestvici od 1 do 7, kjer ocena 1 pomeni, da se »sploh ne strinjate« s trditvijo in ocena 7 pomeni, da se »popolnoma strinjate« s trditvijo.

Moj prvi vtis o človeku se običajno izkaže za pravilnega.	1	2	3	4	5	6	7
Težko bi mi bilo prekiniti katero od slabih navad.	1	2	3	4	5	6	7
Nisem bil/a vedno odkrit/a sam/a s sabo.	1	2	3	4	5	6	7
Vedno vem, zakaj mi je nekaj všeč.	1	2	3	4	5	6	7
Kadar se za nekaj odločim, me drugi težko prepričajo v nasprotno.	1	2	3	4	5	6	7
Nikoli ne obžalujem svojih odločitev.	1	2	3	4	5	6	7
Redko cenim kritiko.	1	2	3	4	5	6	7
Ne poznam vedno vseh razlogov, zakaj počnem stvari, ki jih počnem.	1	2	3	4	5	6	7
Včasih lažem, če je to potrebno.	1	2	3	4	5	6	7
Nikoli ne prikrivam svojih napak.	1	2	3	4	5	6	7
Vedno spoštujem zakone, tudi če ni verjetno, da bi me pri kršitvah ulovili.	1	2	3	4	5	6	7
Sem že rekel/la kaj slabega o prijatelju/ici za njegovim/njenim hrbtom.	1	2	3	4	5	6	7
Ko sem bil/a mlad/a, sem včasih kaj ukradel/la.	1	2	3	4	5	6	7
Storil/a sem stvari, o katerih ne govorim drugim.	1	2	3	4	5	6	7
Nikoli ne vzamem stvari, ki niso moje.	1	2	3	4	5	6	7
Ne opravljam o zadevah drugih ljudi.	1	2	3	4	5	6	7

Appendix 6: Selected measurement scale items

Concern for the environment (Concern) (Antil, 1984; The Socially Responsible Consumption Behavior scale (SRCB)):

1. Pollution is presently one of the most critical problems facing this nation.
2. You feel that pollution affects your life personally.
3. You think all the worried comments made about air and water pollution are all justified.
4. You become incensed when you think about the harm being done to the plant and animal life by pollution.

Willingness to behave in environmentally conscious way (Willingness) (Antil, 1984; The Socially Responsible Consumption Behavior scale (SRCB)):

1. You would donate a day's pay to a foundation to help improve the environment.
2. You would be willing to have your laundry less white or bright in order to be sure that you were using a non-polluting laundry product.
3. You think it is good to stop buying products from companies that are guilty of polluting the environment, even though it might be inconvenient.
4. You think making of personal sacrifices for the sake of slowing down pollution is important, even though the immediate results may not seem significant.

Information about environmental impact (Information) (Developed from an initial pool of items from the literature, e.g. De Pelsmacker & Janssens (2007)):

1. There is enough information available on the effect that different products have on environment.
2. Information companies release on their ecological influence is reliable.
3. Most reliable information about ecological products comes from the sales clerk.

Environmentally conscious consumer behavior (Behavior) (Roberts & Bacon, 1997, Ecologically Conscious Consumer Behavior scale (ECCB); among the “general recycling behaviors” we chose items related to product recycling and items measuring “ecologically conscious decision making”):

1. When there is a choice You always choose the product that contributes to the least amount of pollution.
2. If You understand the potential damage to the environment that some products can cause, You do not purchase those products.
3. You have switched products for ecological reasons.
4. You have convinced some members of your family and friends not to buy some products that are harmful to the environment.

Pro-social status perceptions (Status) (Developed from concepts and ideas from Cottrell et al. (2007), Griskevicius et al. (2010); Price, Feick, & Guskey (1995)):

1. Most of your family members pay attention to green values.
2. Most of your friends buy green.
3. You think that buying ecological products is a valuable sacrifice towards the welfare of the planet.
4. You think that people that generally purchase green products are more educated than the ones that don't.
5. You think that purchasing green products tells that you are a kind and caring person.

Appendix 7: Personal interviews with managers - questions

1. What does "socially responsible enterprise" mean? Could this describe your business?
2. What are the main advantages / disadvantages of social responsibility?
3. What for you personally means social responsibility?
4. How do you decide which aspects (environmental, social) you will take into consideration? How do you decide which activities to support? Do you see the difference between them? Are trade-offs needed?
5. Why do you choose to integrate environmental / social responsibility into your business? How are environmental / social aspects "entered" into the marketing strategy (in what form / activities)?
6. Do you have a defined corporate social responsibility strategy in your company?
7. Who are the key people?
8. What are your goals / outcomes in setting the strategy?
9. How well do you know your customers and their behaviour and expectations of corporate responsibility? What is the value of social responsibility / products / services for consumers? Is there a difference between the corporate / product level?

THANK YOU FOR YOUR COOPERATION.