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IMPACT OF ECOLOGICAL ISSUES ON MARKETING COMMUNICATIONS OF COMPANIES

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RESUMEN

En la realidad actual, los consumidores se vuelven cada vez más conscientes sobre el impacto de sus decisiones de compra en el medio ambiente. Esta tendencia también es visible en el mercado polaco. Para enfrentar este cambio, las empresas deben centrarse en incorporar soluciones ecológicas en sus estrategias y comunicarlas de manera eficiente en su comercialización.

Este trabajo se centra en las comunicaciones de marketing ecológico en el mercado polaco en 3 categorías principales de productos: alimentos, ropa, cosméticos. En primer lugar, se definirán los conceptos relacionados con el marketing.

El trabajo debe presentar al lector conceptos tales como producto verde, imagen de marca verde, consumidor verde, comportamiento de compra verde, estrategia de marketing verde. En segundo lugar, el trabajo debe estudiar 3 casos con el objetivo de descubrir cómo las diferentes empresas incorporan un enfoque ecológico. Los casos deben cubrir 3 empresas globales de diferentes sectores: ropa, alimentos y cosméticos. Cada empresa debe analizarse sobre su estrategia ecológica y los ejemplos de comunicaciones de marketing ecológico presentados en el mercado polaco. Finalmente, se debe realizar una investigación del comportamiento del consumidor polaco hacia el marketing verde. Su objetivo es averiguar si los consumidores polacos prestan atención al marketing ecológico y valorar lo importantes son los aspectos ecológicos para ellos al tomar una decisión de compra.

Este trabajo muestra la importancia de incorporar un enfoque ecológico en la estrategia de la empresa. Puede ser útil para familiarizarse con los conceptos y definiciones ecológicos, así como para las empresas que desean introducir comunicaciones de marketing ecológicas en el mercado polaco.

Palabras Clave: Productos verdes; Marketing ecológico; Mercado polaco

RESUM

En l'actualitat, els consumidors es tornen cada vegada més conscients sobre l'impacte de les seues decisions de compra en el medi ambient. Aquesta tendència també és visible en el mercat polonès. Per enfrontar-se aquest canvi, les empreses han de centrar-se en incorporar solucions ecològiques en les seues estratègies i comunicar-les de manera eficient en la seua comercialització.

Aquest treball se centra en les comunicacions de màrqueting ecològic en el mercat polonès en 3 categories principals de productes: aliments, roba, cosmètics. En primer lloc, es definiran els conceptes relacionats amb el màrqueting.

El treball presenta conceptes com ara producte verd, imatge de marca verda, consumidor verd, comportament de compra verda o estratègia de màrqueting verd. En segon lloc, el treball estudia 3 casos amb l'objectiu de descobrir com les diferents empreses incorporen un enfocament ecològic. Els casos cobreixen 3 empreses globals de diferents sectors: roba, aliments i cosmètics. Cada empresa s'analitza en base a la seua estratègia ecològica i els exemples de comunicacions de màrqueting ecològic presentats en el mercat polonès. Finalment, es realitza una investigació de l'comportament de consumidor polonès cap al màrqueting verd. L'objectiu és esbrinar si els consumidors polonesos presten atenció al màrqueting ecològic i valorar l'importants que són els aspectes ecològics per a ells al prendre una decisió de compra.

Aquest treball mostra la importància d'incorporar un enfocament ecològic en l'estratègia de l'empresa. Pot ser útil per a familiaritzar-se amb els conceptes i definicions ecològics, així com per a les empreses que volen introduir comunicacions de màrqueting ecològic en el mercat polonès.

Paraules Clau: Productes verds; Màrqueting ecològic; Mercat polonès

ABSTRACT

In today's reality, the consumers become more and more conscious about the impact of their purchase decisions on environment. This tendency is also visible on the Polish market. To face this change, companies should focus on incorporating green solutions in their strategies and communicate them efficiently in their marketing.

This work focuses on the green marketing communications on the Polish market in 3 main product categories: food, clothing, cosmetics. Firstly, the concepts connected to marketing are being defined. The work should introduce the reader to concepts such as green product, green brand image, green consumer, green buying behavior, green marketing strategy.

Secondly, the work should study 3 cases with the goal to find out how different companies incorporate green approach to their overall business strategy. The cases should cover 3 global companies from different sectors: clothing, food and cosmetics. Each company should be analyzed on its green strategy and examples of green marketing communications presented on the Polish market. Finally, the research of Polish consumers' behavior towards green marketing should be executed. Its goal is to find out if Polish consumers pay attention to green marketing and how important the green aspects are to them when making a purchase decision.

This work shows importance of incorporating green approach into the company's strategy. It can be helpful to get familiar with green concepts and definitions as well as to companies who want to introduce green marketing communications on Polish market.

Keywords: Green products; Green marketing; Polish market

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INTRODUCTION

Nowadays, the issues of climate change, environment degradation, extinction of species and other natural problems are getting more and more attention in our society. People are concerned about their future and they introduce new habits into their lives in order to decrease the negative impact on the environment. As this change happens, the expectations towards companies in all industries have risen. Providers of goods have to not only offer products of quality and in line with consumer's needs and desires. They are also expected to care about the planet, the workers and all other parties impacted by their operations. Due to this phenomenon, companies introduce CRS (Company Social Responsibility) programs into their strategies. They analyze how each area of their operations influence societies, nature, animals, natural resources. To gain consumer's trust, companies share the results of their efforts and inform about the decrease of negative impact on the environment, as well as about the introduction of actions that have positive impact. To share this efficiently, companies establish green marketing strategies in their business.

The author of this thesis has interest in ecological issues and sustainable business. She is up to date with current trends in different industries where ecological and sustainable solutions are introduced. This interest was a starting point in establishing the subject of this paper.

The topic of this paper is the importance of green aspects in marketing communications. It presents the basic knowledge and concepts connected to green marketing. It also reviews 3 global companies and their green marketing communications on Polish market. Moreover, a consumer research is executed to establish attitudes and behaviors connected to green marketing of Polish consumers. The goal of this paper is to evaluate the green marketing communications on Polish market in 3 main product categories: food, clothing, cosmetics and to identify the behaviors of Polish consumers towards green marketing communications. The paper consists of 3 main chapters: Literature overview on environmental issues in marketing, Case studies, and Consumer research in the first chapter, the paper reviews the current literature to acquaint the reader with the necessary knowledge connected to the green marketing. It introduces the following concepts: green marketing, green product, green brand image, green consumer, green buying behavior, green marketing strategy.

In the second chapter, the author presents case studies of 3 companies from different industries: H&M as the representative of clothing products, L'Oréal as a cosmetics company and Nestlé with food products. Each case study is constructed in the same way to facilitate building of opinion and comparison to the reader. The information in case studies is based on the secondary sources and virtual ethnography. The global companies are analyzed as it comes to the

incorporation of green concepts in their strategies and their green marketing communications on the Polish market are studied. The green strategy of each organization is evaluated by the author.

The third chapter of the paper is focused on a consumer research. An online survey is executed on Polish respondents. The results are analyzed to establish main tendencies and behaviors of Polish consumers and their reactions to green marketing. It studies Polish consumers' attitude towards green concepts, the sources of their green knowledge and the impact green aspects of the products have on purchase decisions. The research shows the importance of incorporating green strategies by the companies that are present on the Polish market.

The data in this paper comes from different sources. In the literature overview as well as in establishing methodology for each part of the paper different articles, publications and books were used. Among these external sources titles that can be found include: *Evolution of sustainability as marketing strategy: Beginning of new era* by Kumar, Rahman, Kazmi and Goyal, *Consumer Buying Preference Based on Green Marketing and Green Product Development* by Sai Prasanth, Jyothsna and Aruna Kumari, *Sustainability Marketing – An Innovative Conception of Marketing* by Peattie and Belz, *Just good business: A special report on corporate social responsibility* by Whadcock, *From green product definitions and classifications to the Green Option Matrix* by Dangelico and Pontrandolfo, *Choosing the right green marketing strategy* by Ginslerg and Bloom, *Development of a green consumer behavior model* by Paço, Alves, Shiel and Leal Filho or *Seeing the world through GREENtinted glasses: green consumption values and responses to environmentally friendly products* by Haws, Winterich and Naylor. Another important source of data in this thesis was Internet and social media platforms. To perform the case studies as well as to present examples of advertisement in the consumer research survey, the author used official websites and social media accounts of concerned companies and brands. Websites of L'Oréal, Nestlé, H&M were used to analyze the history and profile of these global concerns. Polish Facebook and Instagram accounts of these companies' brands such as Nestlé cereal, Garnier, H&M clothing were used to select examples of green advertisements on Polish market which are analyzed in this paper.

This paper is a valuable source for readers that want to explore basic knowledge on green marketing. It presents basic concepts that are key to understanding green marketing and necessary before broadening such knowledge or incorporating it into their operations. The paper can also be found valuable for companies that seek better understanding of green behaviors of Polish consumers when purchasing goods. It presents their attitudes towards green aspects of the products and reactions to green marketing communications.

LITERATURE OVERVIEW ON ENVIRONMENTAL ISSUES IN MARKETING

In the present world, the success of the company becomes more and more difficult to achieve. Intensive competition in almost every sector of the market forces the companies to find ways of attracting and keeping the customers. A correct marketing strategy is essential.

Nowadays, the topics related to climate crisis or ecological issues are more viral and present than ever (Syaekhoni et al., 2017). The demand of sustainability comes to the companies not only from the governments and legislation but also from consumers. They have become more and more aware of the damaging impact of industry on environment (Bukhari et al., 2017). They start to be more cautious when purchasing goods or services. We can observe environmentally responsible purchases becoming more and more popular. We can distinguish a whole new group of consumers who base their purchase decision on the environmental impact of the product (Paço et al., 2018). These consumers tend to choose small local brands that offer second hand and recycled products or products containing natural ingredients over the big corporations. This has become a problem for the companies who pollute and damage the environment, since the consumers are aware of the issue and are choosing green brands over them.

To face this problem, green marketing strategies are being carried out. Successful implementation of such strategies is extremely challenging (Sai Prasanth et al., 2018). Although the concept of green marketing is not quite new, it was not important and necessary to use so broadly before. That is why the effective solutions concerning green marketing strategy are not well researched yet and effective solutions are still being explored.

There exist various sources concerning the environmental issues in the marketing strategy of the companies. Environmental concerns were taken into consideration in marketing management for the first time in 1970's (Kumar et al., 2012). Back then it was a completely new concept. Nowadays, sustainability, social issues and ecology take a big part in creating marketing strategy of many companies. With global warming and climate crisis as loud topics in today's society, the enterprises need to find ways of winning over the consumers, who are more and more educated about the industry's damaging impact on environment.

This chapter focuses on this tendency in today's market and its impact on the marketing strategy. Based on recent literature and studies, concepts such as green brand, green product, green customer and green marketing strategy are explained.

1.1. Green marketing concept

Green marketing evolved from ecological marketing that was first recognized in 1974 by Fisk. Basing on the social marketing approach, he said “Ecological marketing focuses on the acknowledgement of an impending ecological crisis and the willingness and ability of marketers to assume responsibility for avoiding this doom.” (Kumar et al., 2012). Since then the concept has been developed and modified. First definitions only focused on the producer’s goal to become more sustainable (Dam, Apeldoorn, 1996). Later, other factors like the consumer’s need and the demand of the market were taken into consideration.

It is important to point out that green marketing is not easy to define because other terms that it is connected to are constantly evolving (Sai Prasanth et al., 2018). According to Sai Prasanth, Jyothsna and Aruna Kumari, green marketing refers to a holistic concept where production, marketing, consumption and disposal of merchandise and services happen in a way that is less damaging to the environment. This approach is visible in definition of Charter of greener marketing: “A holistic and responsible management process that identifies, anticipates, satisfies and fulfils stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environmental wellbeing” (Charter et al., 2002).

1.1.1 Many meanings of “green” by Peattie

To understand the broadness of green marketing concept, we have to realize how many connotations go with the adjective “green” alone. Many studies mention how multilayered it is. That makes green marketing concept more complicated to understand and define due to its constant evolvement.

In 1995 Peattie created a mind map showing the different meanings of an adjective “green” in marketing (Figure 1.1.1). It shows how the green approach should not only focus on the environmental sustainability but also on other issues such as social and political correctness or fair trade. This diagram also presents a connection of greenness to consumerism. According to consumerism approach, the well-being of a person is dependent on the increasing amount of goods and services acquired. The studies show that people are buying more than the past generations (DeAngelis, 2004). The growing demand for goods and services has led to the environmental damages (Coghlan, 2009) and green behavior is one that contradicts consumerism. Later interpretations, like the one of Ott (Majid, Amin, Kansana, 2016) made in 2003, links the environment with social and economic factors. Ott claimed that there needs to be balance between these 3 elements.

Another example is the work of McDonagh and Prothero (1996) who identified dimensions similar to Peattie’s: ecological, political, corporate social responsibility, fair trade, conservation, non-profit, new-consumerism, sustainability, equality. The complexity of the meaning of “green” makes companies confused as in what actions they should take in order to become green. This only explains how the modern green marketing strategy became more holistic and how it impacts every part of company’s activities.

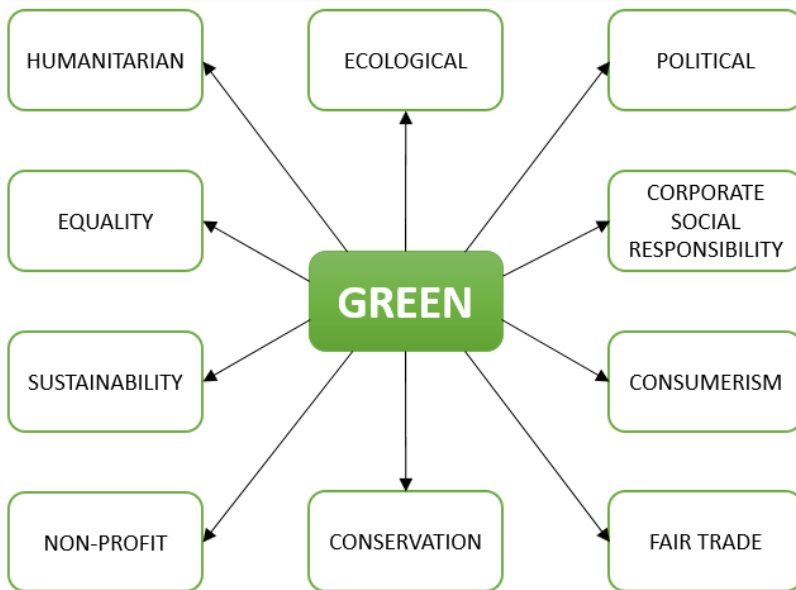


Figure 1.1.1. Mind map of meanings of “green” by Peattie

Source: Majid, J., Amin, S., Kansana, K., *Green Marketing: Sustainable Economy, Environment & Society - Concept & Challenges*, 17/05/2016, *Journal GSD - Green and Sustainable Development*, <https://www.researchgate.net/publication/303284433>, accessed on 24/01/2020, p. 4.

1.1.2 Sustainability Marketing Mix

McCarthy’s 4P’s Marketing Mix (Peattie, Belz, 2010) is one of the most popular marketing tools since its creation 60 years ago. It includes the analysis 4 factors: Product, Price, Place and Promotion. Although it was found efficient and widely used, it is not easy to adapt this method to green marketing approach (Kumar et al., 2012). To face this problem, Belz and Peattie (2009) tried to include the sustainability in 4P’s method. They transformed it to be more customer-oriented by giving each “P” a corresponding “C” component, as illustrated in Figure 1.1.2.

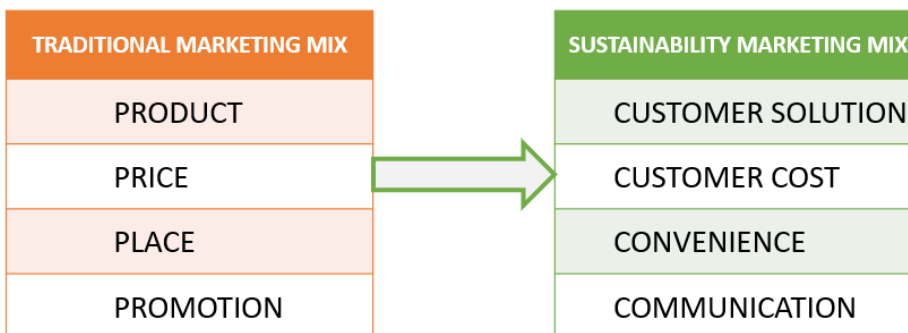


Figure 1.1.2. McCarthy’s 4P Approach Vs Sustainability Marketing Mix

Source: Kumar, V., Rahman, Z., Kazmi, A., Goyal, P., *Evolution of sustainability as marketing strategy: Beginning of new era, ICEE-2012, 2012*, p. 487.

Their 4C's of Sustainability Marketing Mix can be explained as follows (Belz, Peattie, 2009; Kumar et al., 2012):

- **Customer Solution:**
In the 4P method, product was interpreted as a set of benefits to the customer. In the 4C approach products and services are considered as solutions to customer's problems that are manifested by their needs and desires. If the customer buys a bottle of water, what they really buy is quenching of thirst. From the green point of view, while this bottle of water is solving one problem, it is creating another – plastic waste. In the sustainable approach, the products should not only settle customer's problems but also the social and environmental problems. An example of such product could be a reusable water bottle with a filter – while still serving its main purpose to quench the thirst, it also resolves the issue of single-use plastic.
- **Customer Cost:**
Price is traditionally defined by the market's demand and the producer's cost. From the customer's point of view, the monetary price is only one part of the total cost. Peattie and Belz introduce a concept of Total Customer Cost (Figure 1.1.3). It includes the cost of time and effort of getting the product, the maintenance while using it, as well as the disposal of the used product.



Figure 1.1.3. Total Customer Cost

Source: Peattie, K., Belz, F.M., *Sustainability Marketing – An Innovative Conception of Marketing*, *Marketing Review St. Gallen*, Vol. 27, Issue 5, 2010, p. 12.

- **Convenience:**
The 4P's place component is focused on the management of the distribution of products and services and the relationship with the logistics channels. Also, it again only considers the place of the acquisition of the product and does not regard the whole life-cycle of it. In the customer-oriented 4C Mix, place is replaced by convenience. For the customer, the product needs to be convenient to purchase but also easy to use and get rid of.
- **Communication:**
This element is important not only in the sustainability approach but in marketing generally. While promotion focuses on advertising the product, the communication emphasizes the two-way conversation between the company and the consumer. From one side, the company informs about the product and encourages the purchase. Then, the company receives the response from the consumer if they were satisfied with the product. This information is essential to the company in order to improve their products and services to better satisfy the customer's needs. The communication should continue also after the use

and disposal. Effective communication is required to create a long-term relationship with the customers. It is necessary to mention that green communication is very challenging because of the problem of greenwashing.

1.1.3 Corporate social responsibility

Corporate social responsibility (CSR) is, as explained by Moravcikova et al. (2017), voluntary integration of social and environmental aspects into day-to-day business activities and interactions with stakeholders. Its importance has been long noticed. In 2008 a report prepared by The Economist pointed out how it is hard to find a big company that does not have a CSR program (Whadcock, 2008). The pressure from customers and investors to incorporate CSR practices came to the companies as the topics of their damaging environmental impact as well as negative social practices gained popularity (Albuquerque et al., 2019).

Corporate social responsibility is a complex issue. It impacts company’s financial performance, stakeholder’s performance, customer loyalty, customer preference and overall company image (Chakraborty, Jha, 2019). That is why currently incorporating CSR has a holistic approach. Companies can pursue many different initiatives in order to become more socially responsible. In their review, Chacraborty and Jha created a table that summarizes different dimensions of corporate social responsibility and examples of company initiatives connected to them (Table 1.1-1).

Table 1.1-1. Comprehensive list of CSR dimensions

CSR DIMENSION	VARIABLES
SOCIAL	Financial aid, education, infrastructure development, community development, protection of heritage and culture and proactive role in developing progressive public policy
GOVERNANCE	Transparent disclosure, non-anti-competitive behavior, respect for labor rights, equal opportunity and remuneration (gender/sexual orientation/minority/disabled)
ECONOMIC	Shareholder value and dividend policy
EMPLOYEES	Building effective management-union relationships, employee profit sharing, employee participation in decision-making, retirement and health benefits and promoting volunteerism

EXTERNAL STAKEHOLDERS	Maintaining quality, R&D and innovation, customer health and safety, candid labeling, responsible marketing communication, customer privacy, supplier assessment for impact on society and environment and aiding capacity building for local suppliers
ENVIRONMENTAL	Use of clean energy, minimizing water uses, biodiversity, emission control, effluent and waste management, greening the environment and type of material used

Source: Chakraborty, A., Jha, A., *Corporate social responsibility in marketing: a review of the state-of-the-art literature, JSOCM, Vol. 9, No. 4, 2019, pp. 434.*

The environmental dimension of CSR is strictly related to company's green approach. Twinkle and Pakutharivu (2016) summarized the principles that should be followed by companies that strive to become greener:

- Modify existing or adopt new processes in order to reduce their negative environmental impact.
- Establish a management control system of company's environmental safety norms.
- Explore possibilities of recycling of the used products or other less wasteful forms of disposal.
- Use more sustainable materials.
- Introduce appropriate green marketing strategies.
- Evaluate results.

1.1.4 Green advertising

Green advertising is the company's campaign about the product or service focused on its greenness. According to Tiwari, green advertising can be relating to biophysical environment, to green lifestyle or to environmental responsibility (Alamsyah et al., 2018). The aim of green advertising is to inform the consumer about the green characteristics of the product or services in order to convince them to purchase it (Alamsyah et al., 2018). Green advertising and its effectiveness are often the subject of studies connected to green marketing. Consumers do not always believe the green advertising as it is explained in section 1.3.

1.2. Green product and green brand image

1.2.1 Green Product

Due to its complexity, there exist many definitions of green product that draw attention to different attributes of such products. What most of them have in common is that the definitions compare green products and their environmental impact to other similar products available on the

market. Reinhardt's (1998) definition points out that the environmental products might not only cause smaller environmental damage but also bring greater benefits to the environment. Peattie (1995) emphasizes how such products should be eco-friendly in every stage of their life cycle. In the definition of Commission of the European Community (2001), it is said that the environmental impact of a product should be considered already in the conception stage.

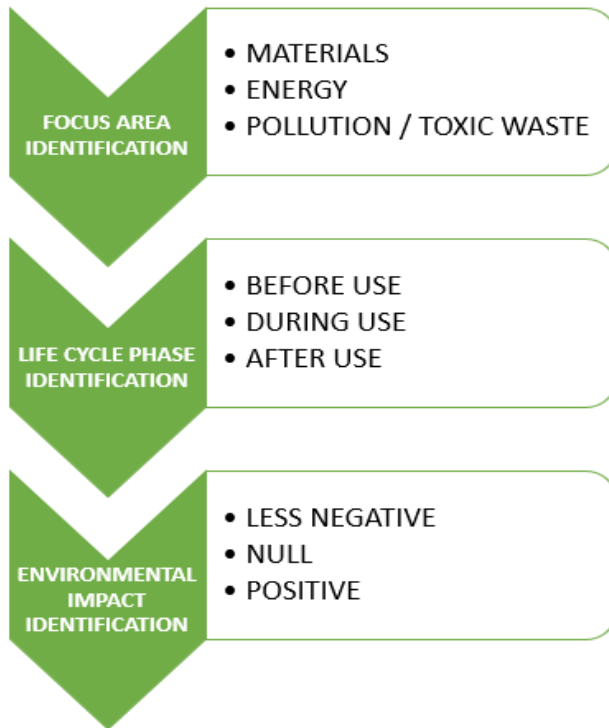


Figure 1.2.1. Green Option Matrix method schema

Source: Own work based on Dangelico, R. M., Pontrandolfo, P., *From green product definitions and classifications to the Green Option Matrix*, in: *Journal of Cleaner Production*, N. 18, Elsevier Ltd., 2010, pp. 1618.

In 2010 Dangelico and Pontandolfo (2010), basing their work on Dewberry and Goggin's Ecodesign Matrix, developed Green Option Matrix for green products. They take into consideration 3 dimensions of a product: life cycle stage, environmental focus and environmental impact. Their idea is presented in Figure 1.2.1. Their method pictures that the problem of a green product is complex (Dangelico, Pontrandolfo, 2010). Green product can be environmentally sustainable as in the material that is used to make it, in the energy that is used to produce it or in the amount of pollution that it generates. These aspects have different meanings in each life cycle phase of a product. The authors divide the environmental impact of a green product in less negative (than other products), null to the environment or positive for the environment.

The company should take into consideration these multiple aspects when developing green products. The tool developed by Dangelico and Pontandolfo (2010) can help companies design their green products as well as analyze the products of competition.

1.2.2 Green Brand Image

According to American Marketing Association (AMA) brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Wijaya, 2013). A green brand is a brand that differentiates itself from competitors by the green activities.

Before focusing on the green aspect, it is important to understand the concept of brand image itself. Since the beginnings of science of marketing, it has been known that brand image is an important part of building competitive advantage. From 1950's to 1970's brand image was mostly associated with the way consumer perceived the product, the feelings and impressions they have towards a brand (Lee et al., 2014). Since then the concept of brand image has evolved into much wider issue. Presently, brand image is considered separately from product image. Though there exist many definitions that take different aspects into consideration, the approaches of Keller and Aaker (Lee et al., 2014) are most popular. They both conclude that brand image is what associations the consumer has in their mind when thinking about the brand as a whole. Their perception of the brand contributes to the consumer's buying behavior and therefore brand image is an essential part of Marketing Mix actions (Ehsan Malik et al., 2012).

Correspondingly to brand image, green brand image is created by the consumer's impression of company's behavior towards environment ((Alamsyah et al., 2018). The consumer creates a green brand image of a company based on their environmental opinions about the brand. Effective green marketing can improve the green brand image of the company and therefore its competitive advantage (Bekk et al., 2015). Green brand image adds or subtracts value of the brand creating the green brand equity (Bekk et al., 2015). Brand equity is the added value of the good because of the brand characteristics such as its name, image or personality (Pappu et al., 2005). According to Chen, green brand equity is "a set of brand assets and liabilities about green commitments and environmental concerns linked to a brand, its name and symbol that add to or subtract from the value provided by a good or service" (Chen, 2010).

Since green brand image can give a company a competitive advantage and improve the green brand equity, all companies try to create a green image, even those that do not pursue environmental sustainability. This kind of company's behavior is called greenwashing (Lin, Lobo, Leckie, 2016). Such practices make the consumer skeptical about the greenness of products and harm the whole green market.

1.3. Green consumer and green buying behavior

1.3.1 Green consumer

Green consumers are the ones that realize how their consumption affects the environment and therefore they try to change their consumption behaviors to one less damaging to the environment (Sai Prasanth et al., 2018). It was found that satisfying their needs is still the priority but recently the environmental concern has become a very important factor (Paço et al., 2018).

Green consumers make their purchase decisions depending on the environmental impact of the product or service (Syaekhoni et al., 2017).

1.3.2 Green consumption values

Green consumption values are defined as “the tendency to explore the value of environmental protection through one's purchases and consumption behaviors” (Haws et al., 2014). Haws et al. compare in their study the behavior of green and non-green consumers in their consumptions. They determine that the green consumer is more responsible with purchasing new goods as well as in their use in order to be more sustainable. They present the tendency to be more careful in spending their financial resources than non-green consumers. Since they are more responsible with their purchases and they analyze the attributes of each product more before buying it, it is important for companies to closely analyze the needs of consumers. Their products need to satisfy these needs in order to be purchased.

1.3.3 Green perceived risk, trust, value and awareness

Green perceived risk is connected to greenwashing (Rizwan et al., 2014). Especially in the beginning of “green boom” in the market, many companies were promoting their eco-friendliness that was not seen in their actions. Because of that, consumers are often skeptical towards green products. They want to be sure that the environmentally sustainable characteristics are legitimate. Another aspect of green perceived risk is the possibility that the product will not be of required quality (Gregg, Walczak, 2008). The companies need to clearly communicate the truthful characteristics of their products and services, green attributes as well as the general aspects. They need to convince the consumers with straight-forward information in order to gain their green perceived trust, which is the consumer’s confidence in producer’s green claims (Chang, Chen, 2008).

The green perceived value is the total value of the product for the consumer (Chen, Chang, 2012). The value is determined by the set of general benefits the product gives to the consumer, its special characteristics like quality, innovation, convenience in use, price and not only green characteristics (Rizwan et al., 2014). A product that has the desired green aspects as well as general benefits comparable with an equivalent non-green product, will be of high green perceived value to the consumer.

Finally, green awareness is the knowledge of the consumer about green characteristics of the product, its impact on environment (Chen, Chang, 2012). It was studied that green characteristics of the products are less communicated than general characteristics (Chen, Chang, 2012). The more the companies talk about the greenness, the more green awareness they create. Since generally more educated consumers care more about environmental problems, if they are aware of the green characteristics of a product, they will be more willing to purchase it. Green awareness is considered the most important element of green purchase intention (Chen, Chang, 2012).

1.3.4 Green purchase intention

Since green awareness is growing, so is the desire to be less harmful to the environment. The consumers want to decrease their negative impact on environment, so they more and more tend to choose green products. Green purchase intention is the consumer's willingness to buy products or services that are less damaging or not damaging to the environment (Chen, Chang, 2012).

1.3.4.1. Intention-action gap in the purchase of green products

There exists a gap between an intention of buying a green product and an actual green purchase (Wei, Chiang, Kou, Lee, 2017). Only about 7% of green consumers are determined to persevere in their green behaviors no matter what circumstances (Conick, 2019). The majority of consumers are not willing to make sacrifices in order to be green (Laroche et al., 2002). The greenness needs to be convenient. Green products and services need to be easily available. Their price needs to be comparable to other products, though higher price is acceptable in some cases, such as if the green material is significantly more expensive. The green option also has to be of similar or higher quality and beneficial characteristics as the conventional option.

1.3.5 Green buying behavior

Green buying behavior is connected to green purchase intention. It is a set of expected actions of environmentally aware customer when buying a product (Paço et al., 2018). Several studies were performed in order to better understand the green buying behavior. Some of the common practices are (Paço et al., 2013):

- Buying energy efficient products;
- Avoiding over-packaged goods;
- Favoring biodegradable and recycled articles;
- Buying fair trade and locally sourced products;
- Contributing to the equity and wellbeing in the community;
- Contributing to the reduction of pollution and the preservation of the planet.

Paço et al. (2014) completed a study of green buying behavior whose model is presented in Figure 1.3.1. They showed the 3-step approach. The first level was environmental concern of a consumer. The second was conservation behavior, so the practices that aim to reduce the use of resources and conserve the environment. The last step is the buying behavior, so the actual purchase of green products.



Figure 1.3.1. Green Consumer Behavior Model

Source: Paço, A., Alves, H., Shiel, C., Leal Filho, W., *An analysis of the measurement of the construct “buying behaviour” in green marketing, J. of Integrative Environmental Sciences, Vol. 11, No. 1., 2014, p. 63.*

Cherian and Jacob (2012) in their study analyze different attitudes of consumer towards environment and green products and compare them to determine repetitive green buying patterns. The conceptual framework of their research is presented in Figure 1.3.2. They conclude that most failures of green products are caused by the lack of green awareness of consumers. The more conscious and informed the consumer is about environmental issues and advantages of green products, the more likely they are to purchase it. Important element is the consumer’s attitude and knowledge of eco-labels and eco-brands and the response to green marketing communications. If the consumers feel responsible of environment, they intent to become more sustainable and therefore they tend to make green purchase decisions.

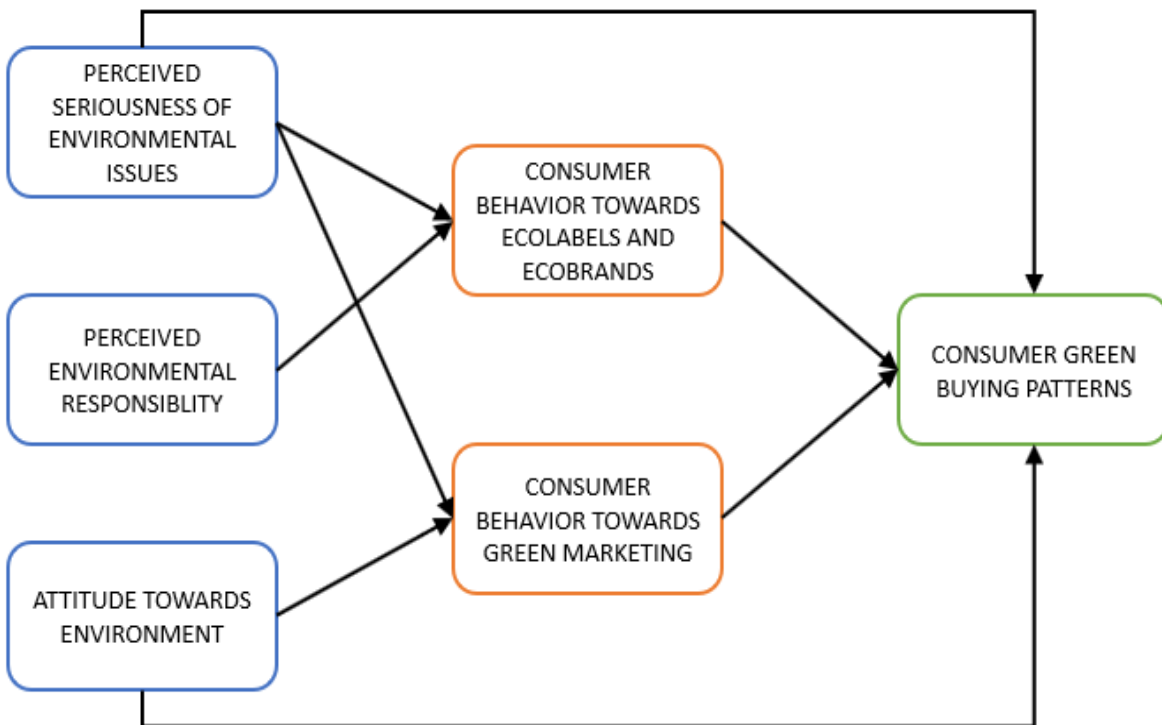


Figure 1.3.2. Consumer’s attitude towards green aspects vs green buying patterns

Source: Cherian, J., Jacob, J., *Green Marketing: A Study of Consumers’ Attitude towards Environment Friendly Products, Asian Social Science, Vol. 8, No. 12, 2012, p. 123.*

1.4. Green marketing strategy

With all the environmental tendencies visible on the market the companies need to adapt. In order to fulfill the expectations of green consumers and keep their competitive advantage they should implement an effective green marketing strategy. Green marketing strategy is simply a marketing strategy of the company that incorporates green values. The goal of green marketing strategy is to gain competitive advantage thanks to greenness of the company and its products of services (Papadas et al., 2017).

Unfortunately, green marketing strategies are often complicated to choose. Researchers and specialist still study them trying to find the most effective, efficient, and simple way to implement green marketing into the company.

1.4.1 Challenges and competitive advantage of green practices

As already mentioned, for most companies, it is not easy to implement a successful green marketing strategy (Groening, Sarkis, Zhu , 2017). They need to be cautious with their communications to avoid greenwashing. They need to gain green consumer’s trust and build their green brand image. Their products need to not only be environmentally sustainable but also of excellent benefits and quality to the consumers since they are not willing to sacrifice their needs for the sustainability.

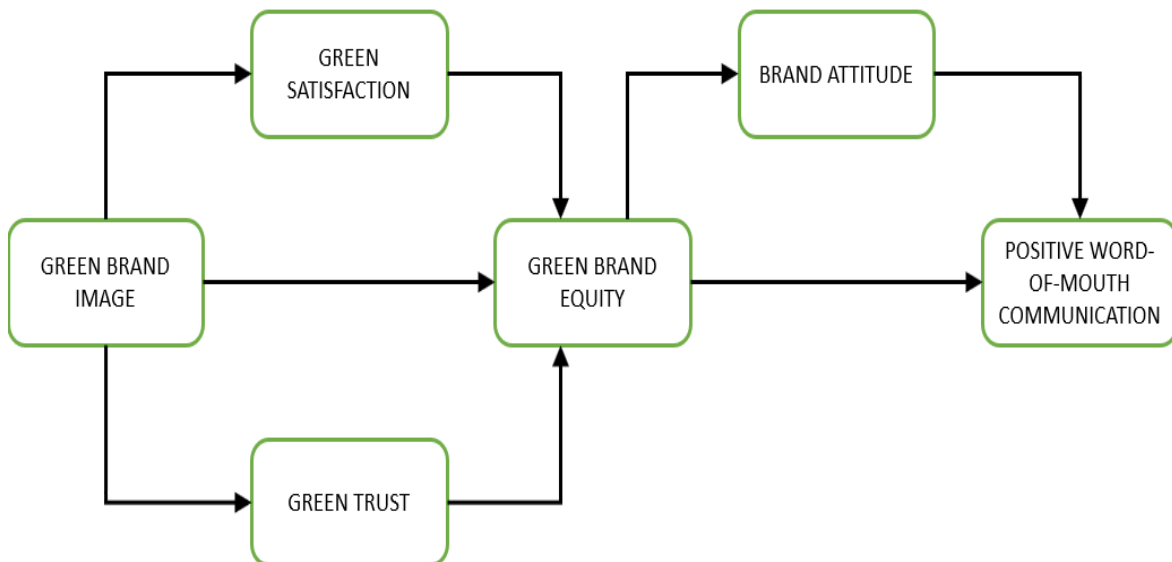


Figure 1.4.1. Green brand equity conceptual framework

Source: Bekk, M., Spörrle, M., Hedjasie, R., Kerschreiter, R., *Greening the competitive advantage: antecedents and consequences of green brand equity*, *Qual Quant*, No. 50, Springer Science+Business Media, Dordrecht, 2015, p. 1729.

Green approach not only improves company's image and helps satisfy green consumers but also improves the company's profit (Baker, Sinkula, 2005). In their research, Fraj et al. (2011) found that green practices make the company's operations more efficient and cut costs. The most effective practices with such results are eco-design, reversed logistics, use of more sustainable materials in products and packaging, recycling own products and packaging. However, most green practices bring visible benefits to the company in long-term which makes some firms hesitant about such changes. Green actions may require a significant investment and reorganization of some operations that may cause short-term loss. Negative results make some companies give up on green changes too early. Companies should look at the long-term results of green practices which are competitive advantage that brings financial income and operational improvements which bring financial savings.

According to the research of Bekk and al. (2015), green brand equity positively impacts consumers' attitude towards the brand. The consumers tend to share their opinions about brands, so in this case positive opinion about the brand is transmitted. In Figure 1.4.1 the conceptual framework of the authors work is presented. On the left there are the elements that form the green brand equity – green brand image, green satisfaction, and green trust. On the right the image presents the outcomes of green brand equity – brand attitude and positive word-of-mouth communication.

1.4.2 Factors impacting green purchase decision

When launching green products, it is important for the companies to recognize different factors that influence the purchase decision. The impact of various factors on the consumer's decision to buy a good is analyzed in the study of Bukhari et al. (2017) where they took the green brand image as the mediator. Their work is visualized in Figure 1.4.2.

The results confirm that when purchasing the product, consumer's drive for environmental protection is an important factor. Also, green consumers take into consideration the brand's support of environmental protection, their experience with green products as well as the experience of other consumers, the social appeal of the brand and the environmental sustainability of the company.

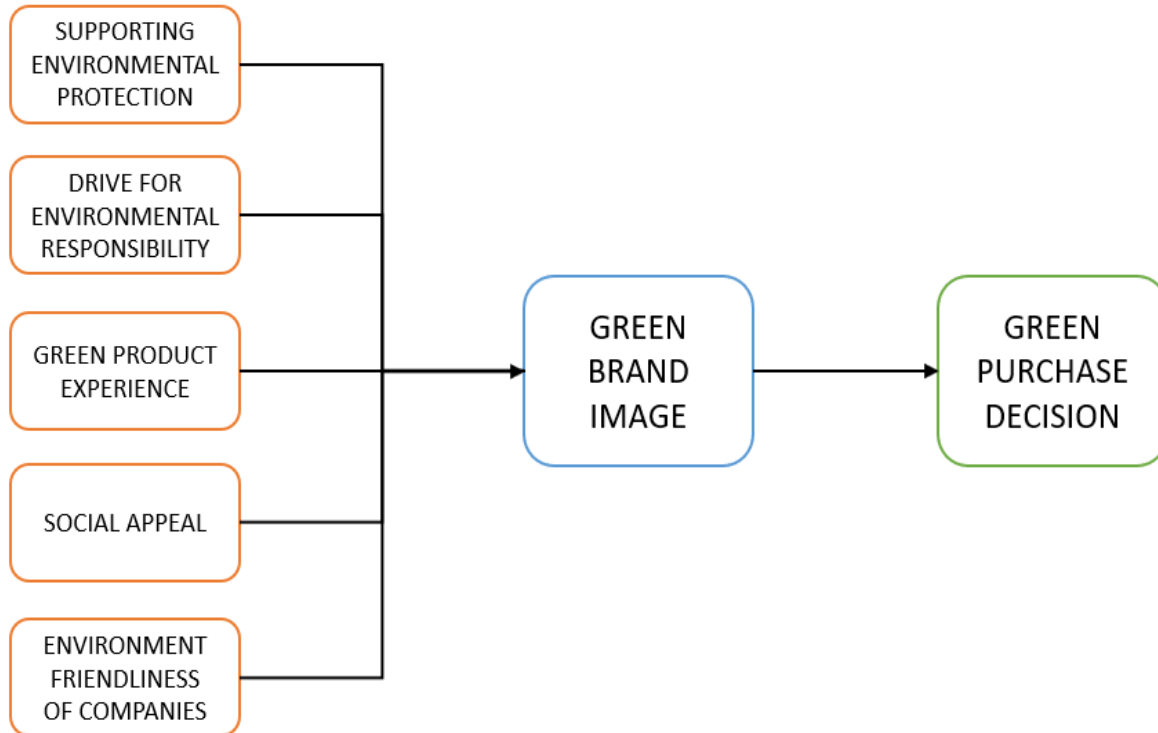


Figure 1.4.2. Factors impacting green purchase decision with green brand image as the mediator

Source: Bukhari, A., Aqdas Rana, R., Bhatti, U., Factors influencing consumer's green product purchase decision by mediation of green brand image, International Journal of Research, Vol. 4, Issue 7, 2017, p. 1625.

1.4.3 Green Marketing priorities

Banyte et al. (2010) in their research try to establish the priorities of green marketing. They conclude that the companies that implement corporate social responsibility standards are the ones that try to trigger the purchase of green consumers. After analyzing the actions of such companies, a set of green marketing priorities has been established (Figure 1.4.3).

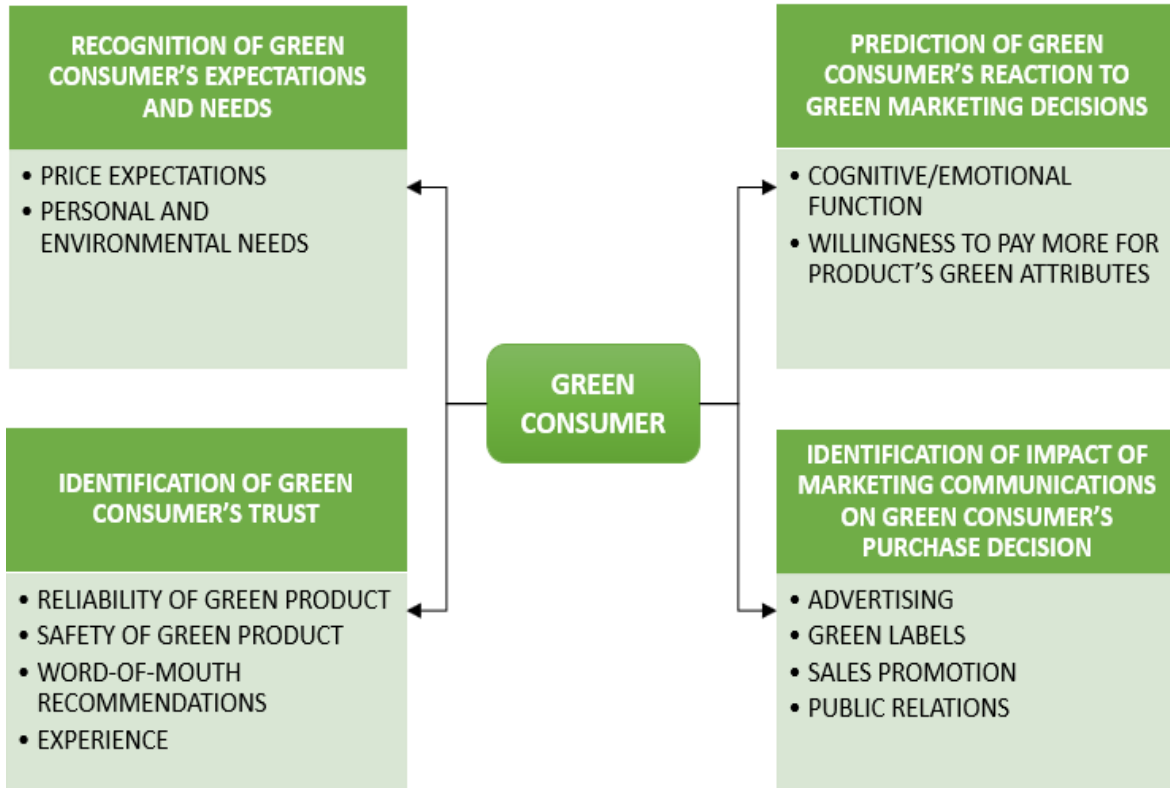


Figure 1.4.3. Green marketing priorities

Source: Banyte, J., Brazioniene, L., Gadeikiene, A., *Expression of Green Marketing Developing the Conception of Corporate Social Responsibility, Inzinerine Ekonomika-Engineering Economics, No. 21(5), 2010, p. 554.*

The priorities are divided into 4 main sections. The first one is the recognition of green consumer's expectations and needs. The consumers already have certain expectations of the green product before its acquisition. The expectations include not only certain characteristics but also price. In order for the consumer to be truly satisfied, the value of the product needs to exceed the consumer's expectations. It is essential to learn these expectations and needs and introduce them in the company's offer. Another subcategory is prediction of green consumer's reaction to marketing decisions. It is proven that the consumers make purchase decisions based on their thoughts and emotions. This buying behavior needs to be observed and understood by the company and the marketing decisions it makes need to be adapted to it. It is also mentioned that a reaction of green consumer towards green marketing decisions is the willingness to pay a greater price for the product because of its green characteristics. The next section is identification of green consumer's trust in green products. According to the authors, the consumer's trust in green product means that for them this product is reliable and safe. This trust can be built by the consumer's own experience or by the word-of-mouth recommendations. If a certain green product did not gain the consumer's trust, it is likely that the consumer will remain skeptical towards later versions of such product. The last subcategory of the diagram is the identification of the marketing communications impact on consumer's purchase decision. Intensive marketing communication is important to

trigger the purchase decision, especially in case of green products. It is advised that the companies use different methods of promoting the eco-friendly aspects of products. These methods include advertising (stating why the product's characteristic is eco-friendly), the use of eco-labels (to increase the credibility), sales promotion (to create positive brand image, for example by using eco-friendly packaging and materials) and public relations (it is crucial to pay attention to public concerns regarding environment).

1.4.4 Green Marketing Strategy Matrix of Ginsberg and Bloom

Ginsberg and Bloom (2004) notice that there does not exist one proper green marketing strategy for every company. Various factors such as type of industry, type of customers or competition make certain green actions impactful or just a waste of time and resources. For some firms, the green marketing is a very powerful tool to gain competitive advantage whilst for others it will not be so influential. To face that dilemma, Ginsberg and Bloom have created a Green Marketing Strategy Matrix (Figure 1.4.4) in which they identify 4 different strategies depending on certain characteristics of the company.

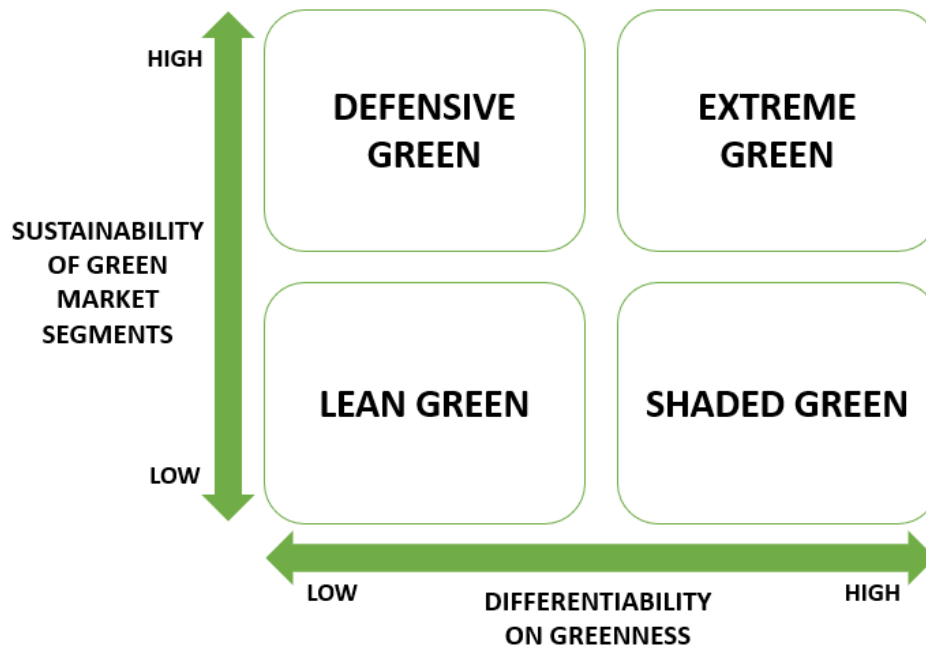


Figure 1.4.4. Green Marketing Strategies by Ginsberg and Bloom

Source: Ginsberg, J.M., Bloom, P.N., *Choosing the right green marketing strategy*, MIT Sloan Management Review, Vol. 46, Issue 1, 2004, p. 81.

According to Ginsberg and Bloom, the company should choose an appropriate strategy by answering questions presented in the Table 1.4-1. These questions will help determine on what lever the green marketing practices will help the company to differentiate from the competition (Ginsberg, Bloom, 2004).

Table 1.4-1. Questions helping to define an appropriate green marketing strategy according to Ginsberg and Bloom

QUESTIONS ON SUBSTANTIABILITY OF GREEN MARKET SEGMENTS	QUESTIONS ON DIFFERENTIABILITY ON GREENNESS
How substantial is the green market for the company?	Can the brand or company be differentiated on the green dimension?
Can the company increase revenues by improving on perceived greenness?	Does the company have the resources, an understanding of what it means to be green in its industry and the internal commitment at the highest management levels to be green?
Would the business suffer financially if consumers judged the company to be inadequately green or plenty of consumers are indifferent to the issue?	Can the company compete, or other companies are so entrenched in the green space that gaining advantage would be expensive and frustrating?

Source: Own work based on: Ginsberg, J.M., Bloom, P.N., *Choosing...*, p. 79.

The authors claim that by answering these questions the company can next choose one of 4 green marketing strategies: Lean Green, Defensive Green, Shaded Green or Extreme Green (Ginsberg, Bloom, 2004). The strategies can be described as follows:

- **Lean Green:**
This strategy refers to the companies that implement certain environmentally friendly practices in order to become more cost-efficient and to be in accordance with legislation. They do not advertise the green practices as they do not pursue them to obtain marketing advantage but to become more efficient and decrease the costs. They do not differentiate in green practices from competitors. They also fear they might be accused of wrongly naming themselves “green” as they only choose environmental options if they lower the cost and the overall actions of the company might still be damaging for the ecosystem.
- **Defensive Green:**
This strategy relates to the companies that implement environmental solutions in a defensive manner. They use green solutions but do not advertise them widely as it would not give them the advantage over competitors. They use green marketing as a response in crisis to protect themselves from competition or attacks on their environmental attitude.
- **Shaded Green:**
In case of Shaded Green strategy, the companies see green solutions as a long-term opportunity. The processes they implement require long-term commitment and significant

resources. The companies use them to create innovative products or technologies that give them an advantage over the competitors but do not promote the greenness as the main benefit. They sell the product thanks to its innovation and general characteristics and the environmental features are secondary.

- **Extreme Green:**

These companies base their activity on environmental solutions that are fully built into their structure. All their business processes and product life cycles are green. Such companies usually serve the niche of environmentally responsible customers and the green marketing creates a competitive advantage for them.

The approach of Ginsberg and Bloom points out that although the environmental topics are important in today's society, using green marketing to advertise environmental attributes or practices does not always create competitive advantage. The companies might though implement ecological solutions for different reasons such as legal requirements or cost efficiency.

1.4.5 Green Marketing Analysis by Dangelico and Vocalelli

In their research, Dangelico and Vocalelli (2017) analyzed definitions, strategies and tools connected to green marketing. They synthesized their study in the diagram presented in Figure 1.4.5.

In the inner circle the authors place Green Marketing Strategy with 4 main marketing strategies applied to the green approach: segmentation, positioning, targeting and differentiation. According to the literature review they executed; the classic application of these strategies is not effective for green marketing.

In case of segmentation, the traditional analysis of consumers to define the right segments of the market is replaced by one of 2 approaches. The first one focuses on the consumer but not the demographic or psychographic qualities. Instead, the "greenness" of the consumer is analyzed – the consumers are divided depending on the level of their involvement in environmental protection. The second approach focuses on the purchase perception. That means that the company should focus on analyzing the needs of the consumer. They should try to create the product that best satisfies these needs, sustainability being an addition. It was proven that the customer in the moment of purchase decision will not be willing to compromise the crucial product characteristics or pay significantly more for sustainability. They will, however, choose the eco-friendly product if the key features are similar to the non-sustainable option they were considering.

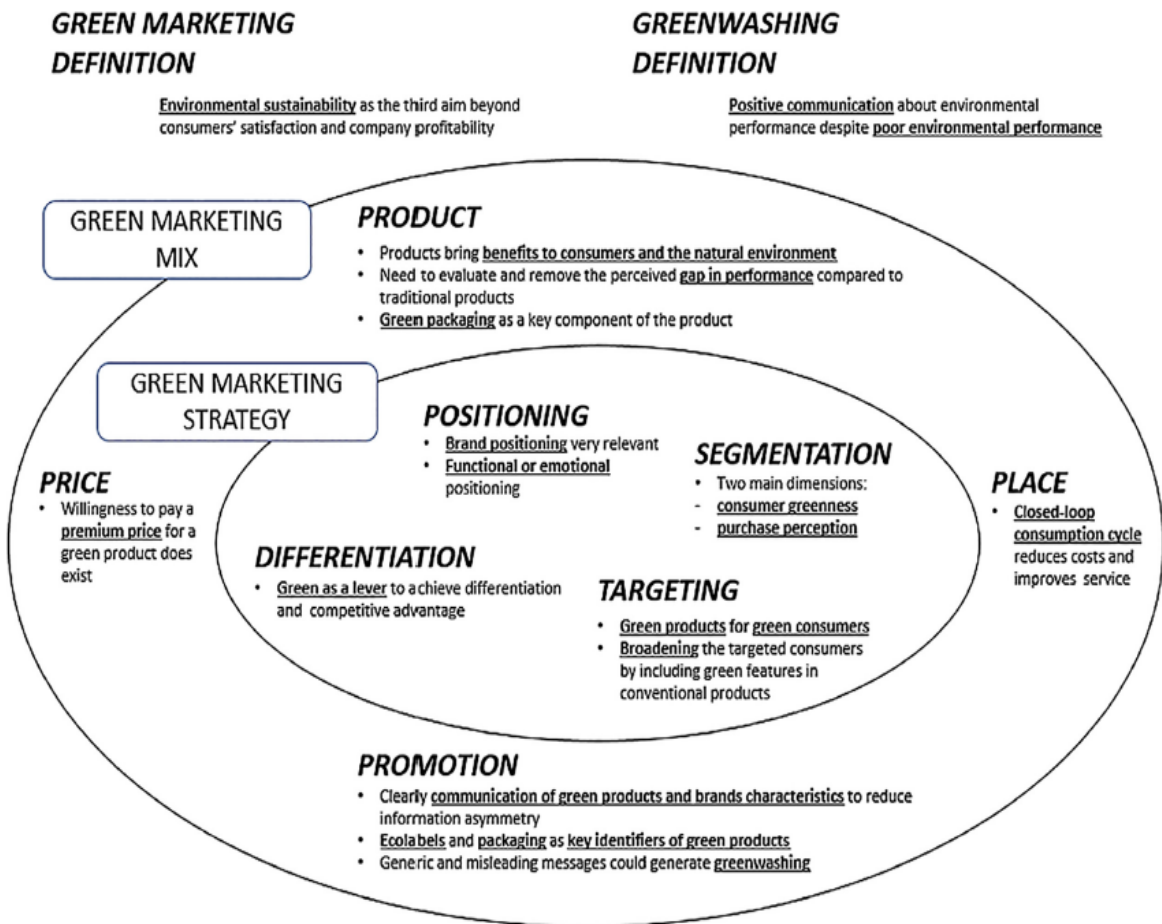


Figure 1.4.5. Green Marketing Strategy and Green Marketing Mix summary

Source: Dangelico, R.M., Vocalelli, D., "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature, in: *Journal of Cleaner Production* 165, Elsevier Ltd., 2017, p.1274.

For targeting, instead of the "green product for green consumer" approach, the company should attract the green consumers in addition to the conventional ones. They should incorporate the eco-friendly features in their regular products to trigger the green customer's purchase instead of creating a separate product just for that niche.

Finally, in case of positioning and differentiation, it was concluded that the brand must not only offer green products, but it also needs to be considered green as a whole. The positioning strategy should indicate the greenness of the company. In addition, the company should differentiate from their competitors in their sustainability. The green characteristics of their product should be different from green features offered by competition. This can be achieved by positioning based on functional or emotional characteristics of the product. Since the environmental function of the product (such as green process of production and life cycle) might not be enough to trigger the purchase, the product should also generate positive emotions in the customer.

The outer circle of the schema represents Green Marketing Mix. To each one of the 4P's (Product, Price, Place, Promotion), green standpoint is described. The product should be beneficial to the consumer as well as the environment. Also, it should be comparable with a conventional product available on the market. The company should also focus on the packaging and minimize its negative environmental impact. As an example, the consumer will not be satisfied if biodegradable wooden utensils will be packed in plastic box. If it comes to place, the green products should be easily found in the same places as other products as the customer is not willing to put effort in searching them when the conventional product is conveniently available. As it comes to promotion, the company should clearly inform about their sustainability and use ecolabels so the product could be easily identified as green. Moreover, the company needs to be cautious with their communication as false or doubtful assurances can cause the greenwashing. Finally, when it comes to price, the customers are willing to pay slightly more for the green product, especially in developed countries. Nonetheless, the higher price needs to be clearly visible by the use of more expensive yet eco-friendly materials or production processes.

In the diagram, there are also 2 concepts visible outside of the circles. They are there because of their relevancy to the green marketing concept. The first one emphasizes that the green marketing definition evolved from the focus on chosen aspects to the holistic approach in which every aspect of the company aims to be sustainable. The other concept mentioned is greenwashing. Companies communicating their eco-friendly features that end up being false harm not only their brand but also all the other green brands by making the customers skeptical and distrustful toward all the green brands in general. Therefore, it is important for the companies not to communicate any information that might lead to greenwashing.

This literature review brought up and explained all important concepts connected to green marketing. The complexity of the meaning of "green" makes companies confused as in what actions they should take in order to become green. The modern green marketing strategy became more holistic and how it impacts every part of company's activities.

Corporate social responsibility is also a complex issue. It impacts company's financial performance, stakeholder's performance, customer loyalty, customer preference and overall company image. That is why currently companies can pursue many different initiatives in order to become more socially responsible. Green consumers are the ones that realize how their consumption affects the environment and therefore they try to change their consumption behaviors to ones less damaging to the environment.

The aim of green advertising is to inform the consumer about the green characteristics of the product or services in order to convince them to purchase it. Greenwashing is a behavior where companies try to create a green image, even when they do not pursue environmental sustainability. Such practices make the consumer skeptical about the greenness of products and harm the whole green market. Green perceived value is the total value of the product for the consumer. The value is determined by the set of general benefits the product gives to the consumer, its special

characteristics like quality, innovation, convenience in use, price and not only green characteristics. A product that has the desired green aspects as well as general benefits comparable with an equivalent non-green product, will be of high green perceived value to the consumer.

Green purchase intention is the consumer's willingness to buy products or services that are less damaging or not damaging to the environment. Green buying behavior is connected to green purchase intention. It is a set of expected actions of environmentally aware customer when buying a product. Green marketing strategy is a marketing strategy of the company that incorporates green values. The goal of green marketing strategy is to gain competitive advantage thanks to greenness of the company and its products of services.

CASE STUDIES

In this chapter case studies of green marketing approach are carried out for 3 different companies: H&M, Nestle and L'Oréal. Firstly, methodology is presented. It is explained how the particular cases were chosen and how they were analyzed. Then, each case study is presented. Finally, conclusions are drawn.

2.1. Methodology

Before executing the case studies, it is important to understand the methodology that was used. Case study is a very often used research method. It aims to deeply analyze a particular case, which can be a person, institution, policy, group, or any other system (Gerring, 2004). Gerring claims that case study is an intensive study of a single unit that aims to generalize amongst other units. Case study is an effective method in preliminary scientific investigations (Flyvbjerg, 2006). According to Flyvbjerg, case studies are also used to produce exemplars of scientific disciplines. In the case studies presented in this chapter, green strategies of three different companies are analyzed with the goal of finding repetitive patterns between these companies and between other firms in general and within their sector of industry. They are also used to formulate hypotheses concerning the consumer behavior.

2.1.1 Choice of cases

The goal of this case study research is to find out how different companies incorporate green approach. Polish market is studied in particular when it comes to green marketing. It was important to get a general perspective of green approach of companies. To obtain comparable results, all three companies are globally present. All three are conventional companies, that is, they were not created based on green approach, but they introduced green marketing strategies later during their existence. To obtain general vision of the market, the companies belong to 3 different sectors: H&M to fast fashion sector, Nestle to food sector and L'Oréal to cosmetics sector. The case studies focus on the green marketing strategies used by these companies on Polish market. In chapter CONSUMER RESEARCH, the analysis of consumer's behavior is carried out.

2.1.2 Structure of case studies

The studies are all composed in the same way. Each case study starts with the general characteristics of the company, its history and position on the market. Secondly, company's brands and products are presented. Then, company's green approach and CSR are investigated. Next, for

chosen brands, the case study analyzes the consumer’s profile and green strategies used. Finally, the author’s opinion on green approach of the company is shared.

2.1.3 Applied methods

Different methods can be used in case studies. They vary depending on the type of study, its aim, branch of science, and other aspects. In the case studies conducted, methods that are used are: analysis of secondary sources, virtual ethnography, and observation.

Analysis of secondary sources is simply the study of all the data that is already available (Reddy, Agrawal, 2014). This method is cost- and time-efficient (Johnston, 2014). The researcher does not have to invest money nor time in collecting the needed data. Instead, the focus is on effectively using the data that already exist for the conducted research. Secondary data is picked and analyzed according to the area of interest of the research. There are different sources of secondary data, as shown in Figure 2.1.1.

Analysis of secondary data is appropriate for the case studies conducted in this paper because there is a lot of information available on subjects of the research – companies H&M, Nestle and L’Oréal. The subjects are efficiently analyzed basing on the secondary data that was found.

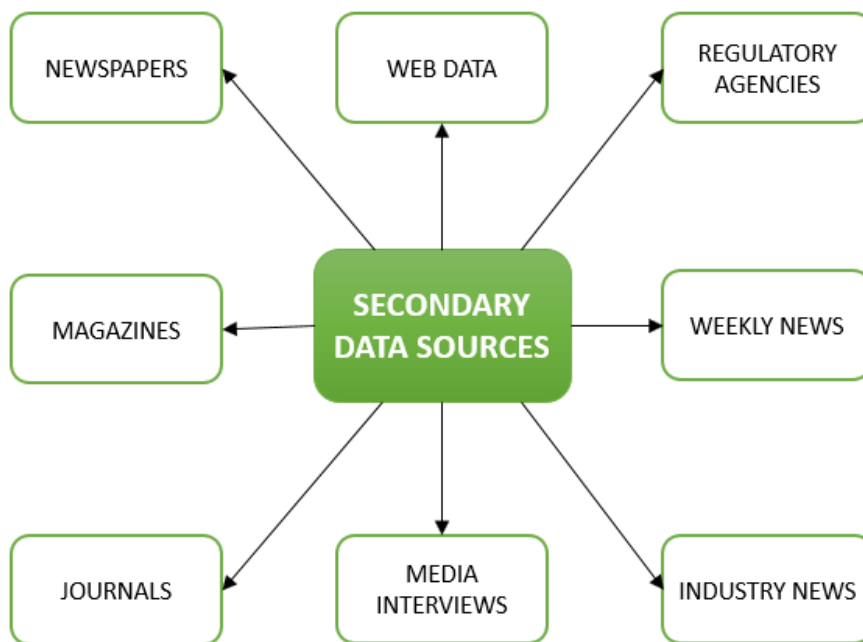


Figure 2.1.1. Secondary data sources

Source: Own work based on Reddy, K.S., Agrawal, R., *Designing case studies from secondary sources – A conceptual framework*, MPRA, No. 60423, 2014.

Another method used in the case studies is virtual ethnography. Ethnography is a qualitative method of research that studies social interactions, behaviors and perceptions that happen in

certain groups, teams, or communities (Reeves, Kuper, Hodges , 2008). As the name indicates, virtual ethnography studies these interactions and behaviors that happen virtually, on the Internet (Domínguez et al., 2007). In this type of ethnography face-to-face interactions between the interviewer and participant and situated study are replaced by the virtual ones (Reeves et al., 2008). In the case studies the virtual ethnography is used to analyze the social media activity connected to the companies studied. An emphasis is put on the social media activities connected to the green marketing communications of these companies. The online interactions of consumers with the brands as well as with other users are analyzed on Facebook sites and groups, Instagram accounts of the brands and companies' Twitter accounts.

2.2. Case study 1 – H&M

2.2.1 Presentation of company H&M

H&M is an abbreviation of Hennes & Mauritz AB (“About H&M Group”, n.d.). It is an international clothing company with headquarters in Stockholm, Sweden. The company started with Hennes clothing store in Västerås, Sweden that opened in 1947. It introduced the concept of fashion brand with frequently updated styles at low prices – fast fashion. It expanded quickly, first in Sweden, then on other markets. It currently operates in 74 countries and hires 126 thousand people. The largest markets of H&M Group are USA with 593 stores, China with 520 stores, Germany with 466 stores and UK with 305 stores (“Market overview”, n.d.).

The company names several values that create their company culture (“Our values”, H&M): being one team, believing in people, entrepreneurial spirit, constant improvement, cost-consciousness, straightforwardness and open-mindedness, simplicity. Moreover, in the core of their values H&M names inclusion and diversity (“Inclusion and diversity”, n.d.).

2.2.2 Presentation of H&M brands and products

H&M is a second biggest clothing retailer in the world (with Inditex being the first). It offers clothes and accessories, beauty products, interior design products and healthy foods. It owns 8 different brands (“Brands”, H&M, n.d.):

- H&M – the biggest and main brand of the company. It is a fashion brand with clothes for women, men, teenagers and kids. Its main focus is on fast fashion, but it has been broadening its approach and offering limited collections collaborating with high-end brands and its high fashion series H&M Studio. Apart from having almost 5000 physical stores, H&M also sells its products online in 51 countries.
- COS – fashion brand with clothing essentials founded in 2007 and based in London. It is known for better quality than H&M clothes, with more traditional designs. It collaborates with new artists, studios and galleries. It has almost 300 stores in 44 countries and is available online in 22 countries.

- Weekday – Swedish street style brand founded in 2002 and acquired by H&M Group in 2008. It has 38 stores in 10 countries and online stores in 18. Weekday ships to Poland and its first physical store in Poland is expected to open in 2020 in Warsaw.
- Monki – Swedish fast fashion brand founded in 2006 and took over by H&M Group in 2008. It currently has 130 stores and sells online in 19 countries.
- H&M Home – interior design brand first launched online in 2009. It now has almost 400 stores, most of them incorporated into H&M clothing stores. It is available on 51 markets and 42 online markets.
- & Other Stories – female clothing brand that started in 2013 with 71 stores in 20 countries. It ships online to 22 countries.
- ARKET – fashion brand that first launched in London and online in 2017. It is available in 20 stores in 7 countries and on 19 online markets.
- Afound – a fashion outlet with high-end brands launched in 2018 in Stockholm. It has 7 stores in Sweden and is available in 2 online markets.

2.2.3 H&M's green approach and CSR

H&M Group claims that the company's culture and values incorporate sustainability strategy ("Our strategy", n.d.). They explain that it is necessary to have a long-term attitude when facing sustainability issues. They set up the goals that are based on three aspects ("Goals and ambitions", n.d.). The first one is leading the change, which means the company wants to promote and encourage sustainable actions. The second one, being circular and climate positive, consists of using recycled and sustainably sourced materials and produce with a circular approach. Their goal is to have a climate positive value chain. The third aspect is to be fair and equal. H&M wants to ensure fair employment in all the divisions of the company and to be inclusive and diverse. The deadlines of the goals that H&M mentions are the following:

- Source 100% sustainable cotton by 2020.
- Use 100% recycled or sustainably sourced materials by 2030.
- Have a climate positive value chain by 2040.

H&M says that the positive value chain is the key in their sustainability strategy. They point out that it is important to them to make sustainable changes not only within the company's operations but also in the value chain outside them ("Value chain", n.d.). They define value chain as all the actions connected to the product from sourcing the materials, production, to recycling or reusing the product. The company claims that it also focuses on the improvement of human rights in the production chain. The H&M designers are told to take into consideration the impact on the environment when choosing the materials for the products. When sourcing the raw materials, the company is trying to improve and source more sustainably or choose the recycled materials. They say that they do not have direct relationships with fabric producers, but they try to influence them and establish proper policies to reduce the use of water, chemical waste and greenhouse gas emissions. Although H&M does not own the factories, they claim to try to improve working conditions of the employees, especially since most of the production is help in the third world

countries. H&M estimates that transport contributes to greenhouse gas emissions in clothing industry by 6%. They try to reduce it by preferring ships and trains as the mean of transportation. If it comes to sales, the company chooses renewable energy sources whenever possible and they claim to advertise in a responsible way. Additionally, they accept old clothes from the customers to recycle. They also mention that they encourage the consumers to wash their clothes at low water temperature and air dry them to reduce the energy use. Finally, to fight the textile waste, H&M tries to recycle the materials. In 2013 they started the clothes collection program which is currently the biggest globally. In 2018 they collected 20.649 t of textiles. Moreover, they launch collections in which they use 20% of recycled cotton.

Another action H&M is taking is to encourage their stakeholders into sustainability actions (“Engaging Stakeholders”, n.d.). The company communicates with suppliers, organizations, policymakers, investors, and others. They try to set the environmental goals for themselves and for other sides involved.

In 2018 H&M received several awards and high scores in the rankings for their sustainability efforts (“Awards and recognition”, n.d.). Among them, in the Dow Jones Sustainability Index, they got highest score in the following categories: Quality & Recall Management, Social Reporting, Environmental Reporting and the highest industry score in Supply Chain Management. Also, in Fashion Revolution’s Fashion Transparency Index, they got 55%, where the highest score was 58%. Another example is that H&M was 11th out of 500 most sustainable companies in the world according to Newsweek Green Ranking.

2.2.4 Consumer’s profile

The consumers of H&M Group are both female and male and come from different age groups. Since it is a fast fashion brand, it aims for people who have limited financial resources and seek to change their wardrobe regularly. Their priority is not quality, they do not need the products to be long lasting, but they want them to be fashionable. The H&M Studio collection and limited collections designed with high-end brands to reach a different consumer segment. They are destined to the consumers who are passionate about fashion and are willing to pay more for unique pieces of garment.

Following with their diversity and inclusion approach, H&M offers clothes in a variety of styles and sizes. Models of different body types can be observed on their promotional materials. In H&M stores, they offer collections for adults, teenagers, and kids, as well as maternity collections and plus size collections. There are the latest trends available as well as the basics collection with simple and timeless styles or the office collections with clothes meant for business environment. With their approach, H&M is seeking to become a leader on the clothing market.

2.2.5 Examples of green marketing communication activities used by H&M

In this section specific examples of green marketing communication activities used by H&M are presented. Since this thesis is focused on Polish consumers, the examples are considered for Polish market and come from the Polish social media and Internet sites. The cases of marketing

presented in this section come from H&M and its brands social media accounts on Facebook and Instagram and its shopping websites from the period from January till March 2020.

2.2.5.1. H&M kids collection advertisement

In Figure 2.2.1 the advertisement of a new children clothing collection is presented. The advert describes the collection – clothes with floral and animal designs made by Polish artist Karolina Kijak. What is interesting from the green marketing point of view is the second part of the caption. It explains: “When buying in the kids’ section you are sure that 100% of cotton used to produce the collection was sustainably sourced”. This comment draws attention to H&M’s efforts to be greener. It can influence a green consumer into purchase decision. Moreover, H&M made a smart move to start incorporating the sustainable cotton in the kids clothing. Parents tend to put more thought into choosing their children’s garments than their own. They want what is the best for them. Seeing the comment about the source of the cotton gives impression of it being better or even safer, which can help the parents decide to buy it.



Figure 2.2.1. Advertisement of Karolina Kijak collection for H&M on H&M Facebook page

Source: <https://www.facebook.com/hmpolskahm/>, 02.03.2020, accessed on 04.03.2020.

2.2.5.2. *H&M collaboration with Koty z Grochowa foundation*

Koty z Grochowa is a foundation that rescues cats and looks for a new home for them. In the advertisement presented in Figure 2.2.2 H&M talks about their collaboration with the foundation. The company encourages the followers to adopt the cats. They combined this announcement with the approaching Valentine's Day. The ad says: "Are you looking for real love not only for Valentine's Day? Open your heart for something veery furry. Adopt the love of your life by contacting the local animal shelter or foundation that takes care of homeless animals!". The advertisement includes the video that presented the cats in the care of Koty z Grochowa. It ends with the comment that adoption is a responsibility and commitment and should be a well thought through decision. This action is a social initiative that can attract animal lovers to H&M. Also, the care for animals connects with the care for environment and can be appreciated by green consumers. The advertisement had very positive reactions and many warm comments from the followers. It definitely helped H&M to improve their image.

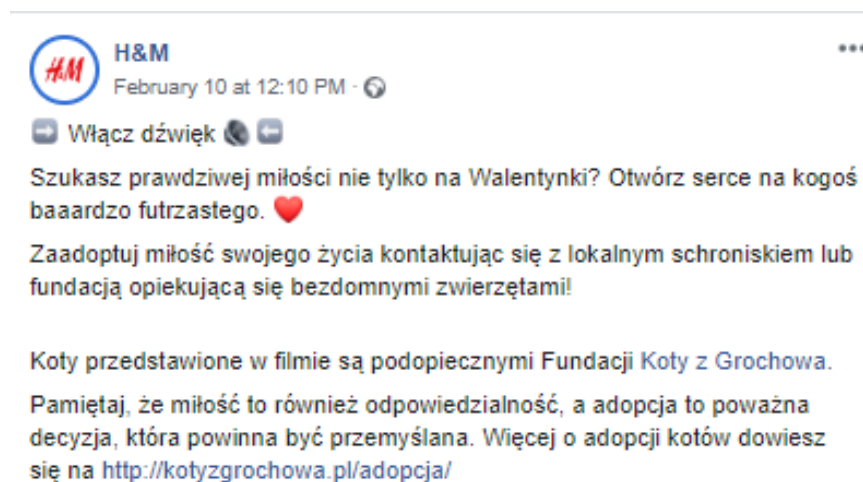


Figure 2.2.2. Advertisement of H&M cooperation with Koty z Grochowa foundation

Source: <https://www.facebook.com/hmpolskahm/>, 10.02.2020, accessed on 04.03.2020.

2.2.5.3. *Advertisement of Basics collection*

An advertisement of Basics collection is presented in Figure 2.2.3. This is an in-store advertisement that was captured in H&M store in Lodz, Poland. The poster informs that 100% of the cotton used for the female Basics collection is now sustainably sourced. The in-store advertisement like that reaches a lot of clients that visit the store and not only the followers of H&M's social media accounts. It informs about H&M's sustainable action right in the spot where the garments it talks about can be found. It can directly influence the customer to make the purchase decision on the spot.



Figure 2.2.3. Advertisement of Basics collection in H&M store in Manufaktura, Lodz

Source: Own work, picture taken on 02.03.2020.

2.2.6 Evaluation of H&M's green approach

H&M Group operates in fast fashion industry which generally is damaging to environment and brings social concerns. Therefore, as all the fast fashion companies, it is criticized by green consumers. Of course, most consumers are either not aware of the negative impact of H&M or they choose to ignore it as they prioritize their fashion needs. Anyhow, part of consumers and potential consumers are concerned by the impact of fast fashion industry. And since the CSR issues are more and more present in the media, H&M must introduce measures to face this problem.

The efforts that H&M Group has so far put into sustainability are worth appreciation. They try to introduce solutions to decrease the waste and their negative impact on the environment. However, the information they provide about specific actions and exact results are mostly vague. They say that their goal is a climate positive value chain, but they do not name exact actions to achieve it. Since the fast fashion industry is known to be destructive to environment, a conscientious consumer has a right to be skeptical about their green approach.

Nevertheless, in the fast fashion market H&M Group deserves recognition since they are still doing more than their competitors on the fast fashion market. They try to change, and they do have some accomplishments like sourcing sustainable cotton and attempting to recycle materials.

Another issue that needs to be taken into consideration is H&M's social approach. Though it is not directly connected to the environment, green consumers take it into consideration when making purchase decisions. H&M Group has a diversity and inclusion program that works very effectively in their offices. They also cast models of different beauty and body types. To face the human rights issues in the factories, H&M has established strict policies. They try to improve the working conditions for the employees, especially in the third world countries. Although there is still much to do, H&M Group constantly improves the situation of their workers. However, if the social

issues are a priority to the conscientious consumer, it is unlikely they will choose to buy garments in H&M, and they will most likely opt for a local brand that does not outsource their production to Asia. But for the majority of H&M consumers, whose priority is price and fashionable style, H&M's efforts will be appreciated, and the consumers will probably choose them over other fast fashion brands.

Thus, H&M Group's products will most likely not be the first choice for green consumers. Their green approach has not yet had results that would be satisfying for that group of consumers. Nonetheless, in their main segment, H&M gains competitive advantage over other fast fashion companies thanks to their green efforts. The green marketing examples analyzed in the study have shown positive reactions of their followers. The company can also attract consumers that want to be greener but do not have enough motivation to change their attitudes and still want to purchase affordable clothes on a regular basis. It can certainly be said that H&M Group proactively reacts to the changes on the market. Since the green issues become more and more current, the company takes measures to adjust to this change.

2.3. Case study 2 – L'Oréal

2.3.1 Presentation of company L'Oréal

L'Oréal was created in 1909 in France ("Historia", n.d.). It is currently the biggest cosmetics company in the world. It has 36 different brands available in 150 countries and hires 86 thousand people ("Liczbny", n.d.). The sales of the group for 2018 were of 26,9 billion EUR with 4,92 billion EUR of operating profit. The group has their own CSR program called Sharing Beauty with All. They also have diversity and inclusion mission and were claimed 1st in Europe in terms of equality ranking.

The company defines its mission as beauty ("Our mission", L'Oréal, n.d.). In the mission statement, it is explained that for them beauty is universal, it is science and responsibility ("Kim jesteśmy", n.d.). They strive for their beauty products to be easily accessible and to be sustainable and socially responsible. They also claim that they believe in diversity and they have set up local Research platforms in different regions of the world to observe needs of local customers. They name passion, innovation, entrepreneurial spirit, open-mindedness, quest for excellence and responsibility as their values ("Our values", n.d.).

2.3.2 Presentation of L'Oréal brands and products

L'Oréal has a wide variety of brands available internationally. Some of the brands are only available in certain markets while others are globally renowned ("Brands", L'Oréal, n.d.). They are divided in 4 different categories:

- L'Oréal Luxe – luxury cosmetics that can be bought in department stores as well as brand's boutiques and dedicated websites. Products include skin care, makeup and perfume. Brands of this division are: Lancôme, Giorgio Armani, Yves Saint Laurent Beauté, Biotherm, Kiehl's, Ralph Lauren, Shu Uemura, Cacharel, Helena Rubinstein, Clarisonic, Diesel, Victor&Rolf, Yue

Sai, Maison Margiela, Urban Decay, Guy Laroche, Paloma Picasso, Atelier Cologne, House 99, IT Cosmetics, Proenza Schouler.

- Consumer Products Division – these brands are distributed in the retail channels. These are the most accessible products of L'Oréal, available for mainstream consumer. Products of this division include coloring products, hair products, makeup and skin care. The brands are the following: L'Oréal Paris, Magic, Garnier, Maybelline New York, African Beauty Brands, Essie, NYX Professional MakeUp, Niely.
- Professional Products Division – these brands focus on hair care and their products are available in the salons. They are L'Oréal Professionnel, Kérastase, Redken, Matrix, Pureology, Shu Uemura Art of Hair, Mizani, Decléor, Carita, Biolage, Seed Phytonutrients.
- Active Cosmetics Division – products of this division are sold in healthcare stores, pharmacies, drugstores. These are the dermacosmetics brands with a range of skin care products. The brands of this division are: Vichy, La Roche-Posay, SkinCeuticals, Roger&Gallet, Sanoflore, CeraVe.

2.3.3 L'Oréal's green approach and CSR

L'Oréal has very elaborate CSR programs. The company tries to minimize its ecological impact. Furthermore, they are involved in social initiatives inside and outside of the company. An example of social action is their strive for equality and diversity in the workplace thanks to the program Diversity and Inclusion (“Diversity and Inclusion”, n.d.). They also emphasize that they try to create projects for the local communities that help them grow. However, in this study the focus is put on their green initiatives that are carried out by L'Oréal in the main program named Sharing Beauty with All, and others: L'Oréal Citizen Day, Women4Climate and Sustainable Sourcing Programs (“Sustainability”, n.d.). All the programs are part of the company's CSR strategy that was created according to United Nations' 17 Sustainable Development Goals (L'Oréal contributes to 14 of them). The company's involvement is pictured by them in Figure 2.3.1. L'Oréal was given a triple “A” score in CDP ranking that concerns climate change, water consumption and deforestation for three years in a row.

L'ORÉAL'S CONTRIBUTION TO THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

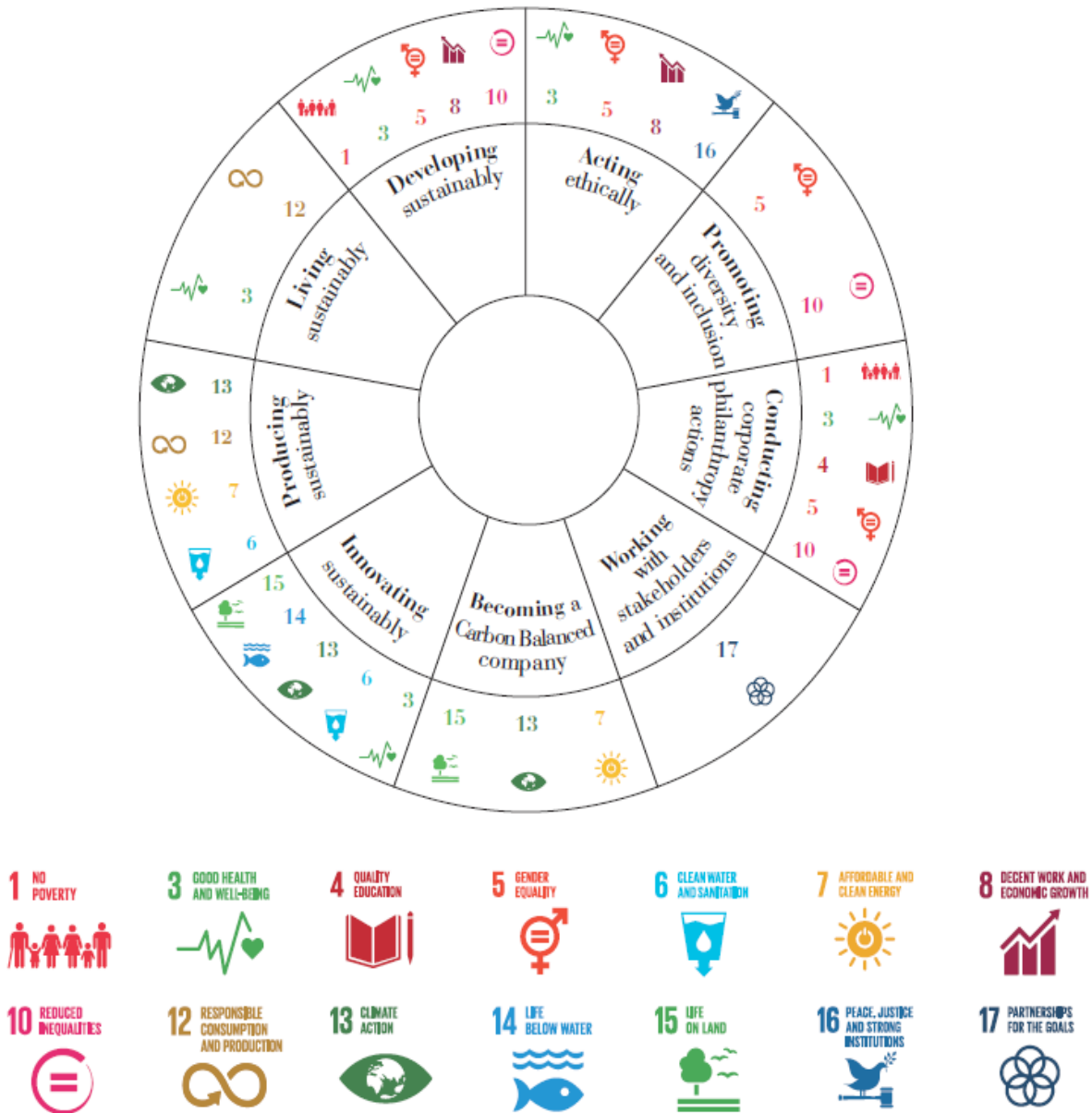


Figure 2.3.1. L'Oréal's contribution to the United Nations' sustainable development goals

Source: *Sharing Beauty with All 2018 Progress Report*, https://www.loreal.pl/sites/default/files/cms/en_-_2018_sbwa_progress_report_0.pdf, accessed on 28.02.2020..., p. 4.

2.3.3.1. *Sharing Beauty with All* (“*Sharing Beauty with All 2018 Progress Report*”, n.d.)

The program *Sharing Beauty with All* is part of L'Oréal's sustainability program. It was launched in 2013 and consisted of commitments with the due goal set for 2020. Every year the

company shares a report with quantified progress of their sustainable actions. In this study the latest version of report available was used which was prepared as of 2018. Sharing Beauty with All program is divided into 4 main pillars: Innovating Sustainably, Producing Sustainably, Living Sustainably, Developing Sustainably.

The first pillar, Innovating Sustainably, focuses on sustainable actions when developing a product. They analyze the impact on the environment of the raw materials, packaging and the problem of deforestation caused by the production. The company successively improves their existing products to make them more sustainable as well as takes the environmental impact into consideration when creating new products. The goal they set up for 2020 is that 100% of their products will had been created or improved within one of 4 criteria that indicate environmental or social improvements. The results of this section are presented below in Figure 2.3.2.











2020 TARGETS	2018 RESULTS	2017 RESULTS
 <p>100% of L'Oréal products will have an improved environmental or social profile.</p> <p>Every time the Group creates or renovates a product, it will improve the product's environmental or social profile with regard to at least one of these four criteria:</p>	<p>79%  of new or renovated products have an improved environmental or social profile.</p>	76%
 <ul style="list-style-type: none"> the new formula reduces the product's environmental footprint, particularly with regard to water use; 	<p>48%  of new or renovated products now have an improved environmental profile due to a new formula with a lower environmental footprint.</p>	
 <ul style="list-style-type: none"> the new formula uses renewable raw materials that are sustainably sourced or derived from green chemistry; 	<p>43%  of new or renovated products now have an improved environmental profile due to a new formula incorporating renewable raw materials that are either sustainably sourced or respect the principles of green chemistry.</p>	
 <ul style="list-style-type: none"> the new product has a positive social impact; 	<p>31%  of new or renovated products now have an improved social profile, as they incorporate raw materials from <i>Solidarity Sourcing</i> programmes.</p>	
 <ul style="list-style-type: none"> the new packaging has an improved environmental profile. 	<p>58%  of new or renovated products now have an improved environmental profile due to packaging with a lower environmental footprint.</p>	

Figure 2.3.2. Innovating Sustainably targets and results as of 2018

Source: *Sharing Beauty with All 2018 Progress Report*, https://www.loreal.pl/sites/default/files/cms/en_-_2018_sbwa_progress_report_0.pdf, accessed on 28.02.2020...., p. 8.

As shown on the figure, so far 79% of the products were improved. It must be emphasized though that the 31% products that had improved social profile cannot be considered as “greener” because this target does not consider the environment. The actions that aim to make the products greener are using the materials that were responsibly sourced, maximizing the biodegradability of the ingredients. The company also claims to improve the packaging by making it smaller and made with sustainable materials. As an example, the company states that they used 8.705 tons of recycled materials in the packaging of their products. Another part of the Innovating pillar is preventing deforestation. The company uses palm oil with RSPO certification, certified organic soya and certified paper and cardboard.

The Producing Sustainably focuses on the reduction of CO₂ emissions, water consumption and waste. The detailed results are shown in Figure 2.3.3.

IMPACT OF ENVIRONMENTAL ISSUES ON MARKETING COMMUNICATIONS OF COMPANIES







2020 TARGETS	2018 RESULTS
 <p>L'Oréal will reduce the CO₂ emissions generated by its plants and distribution centres by 60% in absolute terms, compared to 2005.</p>	<p>-77% reduction in CO₂ emissions from plants and distribution centres since 2005.</p>
 <p>L'Oréal will cut the CO₂ emissions linked to the transport of its products by 20% (in grams of CO₂ per sales unit per km), compared to 2011.</p>	<p>-8% reduction in CO₂ emissions linked to the transport of products (in gram of CO₂ per sales unit per km) since 2011 with 413,568 tonnes of CO₂ emitted in 2018.</p>
 <p>L'Oréal will lower its water consumption by 60% per finished product, compared to 2005.</p>	<p>-48% decrease in water consumption at plants and distribution centres since 2005 (in litre/finished product).</p>
 <p>L'Oréal will reduce its waste generation by 60% per finished product, compared to 2005.</p>	<p>-37% reduction in waste generated from plants and distribution centres since 2005 (in grams per finished product).</p>
 <p>L'Oréal will send zero industrial waste to landfill.</p>	<p>ZERO  waste to landfill from plants and distribution centres. All the Group's plants and distribution centres have achieved zero waste to landfill (exceeding regulatory requirements).</p>

Figure 2.3.3. Producing Sustainably targets and results as of 2018

Source: *Sharing Beauty with All 2018 Progress Report*, https://www.loreal.pl/sites/default/files/cms/en_-_2018_sbwa_progress_report_0.pdf, accessed on 28.02.2020..., p. 8.

In Producing Sustainably section of the report L'Oréal shares some key figures concerning the carbon footprint of the company. They claim that CO₂ emissions in L'Oréal plants and distribution centers decreased by 77% from 2005 to 2018 while the production increased by 38%. In 2018 the company had avoided the emission of 59.341 tons of CO₂. They reduce the emissions by being more energy efficient (i.e.g. optimizing production processes, insulating buildings). Also, the company tries to use renewable energy and limit the emissions of transportation. When it comes to water consumption, the company reduced its use by 48% in 2018 compared to 2005. They optimize the water consumption and implement processes of recycling and reusing the water. The amount of waste is reduced by optimizing product and transport packaging as well as recovering residual waste. In 2018 the amount of waste per product was decreased by 37%.

The Living Sustainably pillar aims to raise awareness about sustainability among the consumers. They also evaluate the social and environmental impact of all the products. L'Oréal publishes the information gathered about the products to let the consumers decide about the impact before buying the products. The company also conducts consumer surveys and takes the consumers' opinion about company's sustainability into consideration. The details are presented in Figure 2.3.4.

IMPACT OF ENVIRONMENTAL ISSUES ON MARKETING COMMUNICATIONS OF COMPANIES





2020 TARGETS	2018 RESULTS
 <p>L'Oréal will evaluate the environmental and social profile of all its products using an assessment tool. All brands will make this information publically available to allow consumers to make sustainable choices.</p>	<p>100% of new or renovated products in 2018 were assessed using our product assessment tool.*</p> <p>% of brands communicating information arising from the product assessment tool to consumers.**</p>
 <p>All brands will assess their environmental and social impact and make commitments to improve it.</p>	<p>88% ✓ of brands have assessed their environmental or social impact.</p>
 <p>Every brand will report on its sustainability progress and raise consumer awareness of its commitments.</p>	<p>57% ✓ of brands conducted a consumer awareness initiative.</p>
 <p>Consumers will be able to influence L'Oréal's sustainability efforts through a consumer advisory committee.</p>	<p>The activities undertaken by the Group take into account consumers' expectations, as expressed through a series of surveys conducted in 2018 by the Group on sustainability issues.</p>

Figure 2.3.4. Living Sustainably targets and results as of 2018

Source: *Sharing Beauty with All 2018 Progress Report*, https://www.loreal.pl/sites/default/files/cms/en_-_2018_sbwa_progress_report_0.pdf, accessed on 28.02.2020...., p. 9.

Finally, the last pillar of Share Beauty with All program is Developing Sustainably. This pillar aims to raise awareness and improve the social situation amongst the stakeholders of the company. One part of this initiative is to provide employment and training in underprivileged communities. The second part is focused on the sustainability of suppliers. L'Oréal chooses the suppliers based on their sustainable performance and encourages the strategic suppliers to incorporate their own green strategies. The third part is to provide healthcare and training possibilities to the employees. This pillar is focused more on the social responsibility than on the environmental issues. The targets and results of this pillar are presented in Figure 2.3.5.

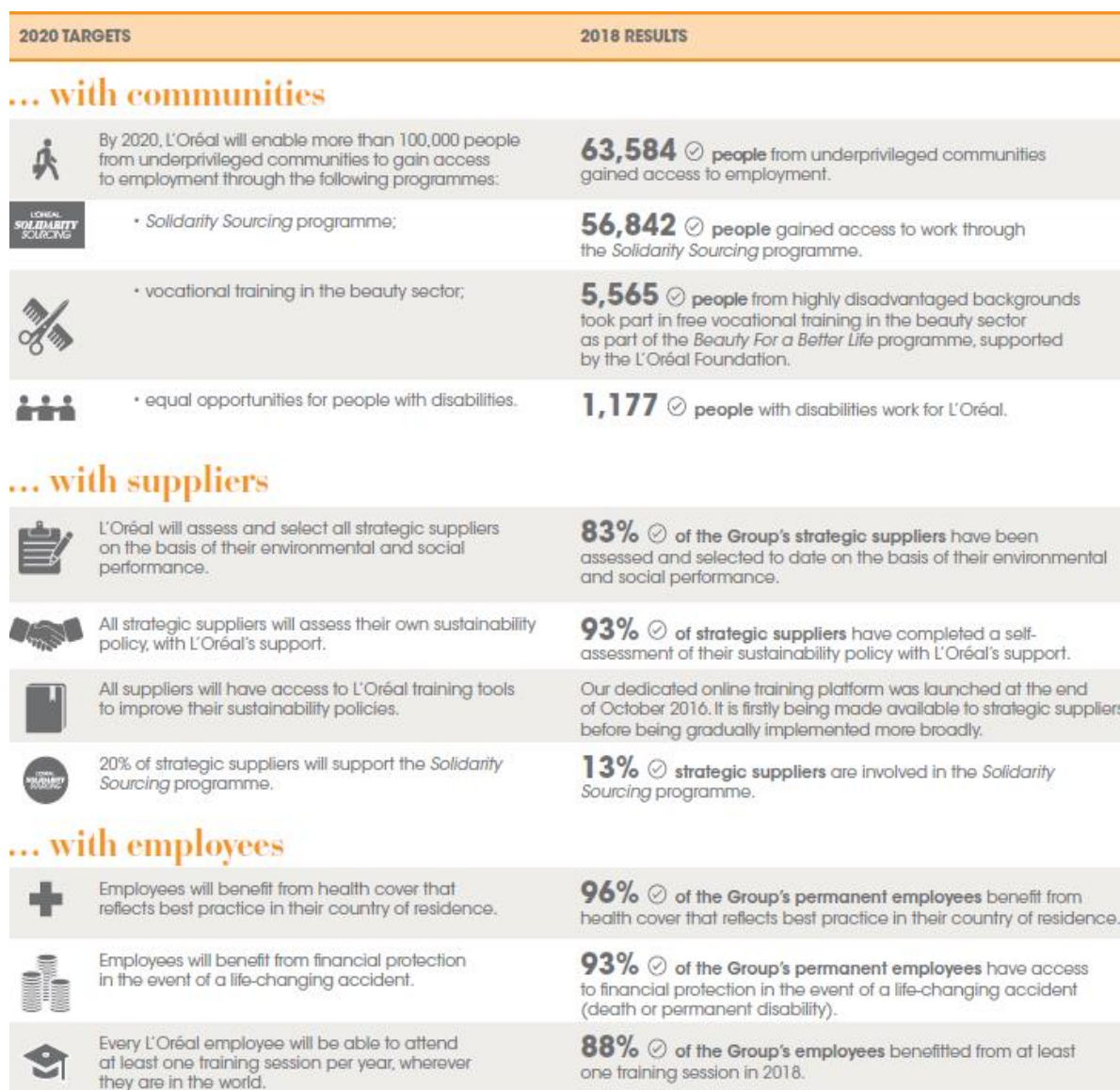


Figure 2.3.5. Developing Sustainably targets and results as of 2018

Source: *Sharing Beauty with All 2018 Progress Report*, https://www.loreal.pl/sites/default/files/cms/en_-_2018_sbwa_progress_report_0.pdf, accessed on 28.02.2020..., p. 9.

2.3.3.2. L'Oréal Citizen Day ("L'Oréal Citizen Day", n.d.)

The L'Oréal Citizen Day is a yearly event that the company initiated in 2010. It consists of an opportunity for all employees to spend one day volunteering for a chosen cause instead of working. The goal is to support the environmental and social initiatives locally.

2.3.3.3. Women4Climate ("Women and climate", n.d.)

The Women4Climate is a program in which L'Oréal combines the environmental initiatives with improving gender equality. The program consists of different initiatives empowering women

and preventing climate change. As examples the company names supporting women leaders and scientists, promoting female researchers, empowering young females to do local projects that fight against climate change.

2.3.3.4. Sustainable Sourcing Programs (“Sustainable Sourcing Programs”, n.d.)

The sourcing programs aim to constantly decrease the negative environmental impact of sourcing materials for L’Oréal products. Currently, the company informs that more than 50% of their raw materials are renewable. Moreover, they explain that these programs also help women. They help women that are involved in the harvesting of raw materials and in facing the climate change consequences. L’Oréal says that the sustainable sourcing programs educate women on their production knowledge and on facing environmental problems.

2.3.4 Consumer’s profile

The L’Oréal group is the biggest cosmetics company in the world and owns many different brands that target different segments of the market. Geographically, they are present in 150 countries. The consumers are mostly women as most of the products are dedicated for females. However, there exist also product lines for men as well as unisex. The company has a huge variety of products for consumers of all ages and economical situations. The company’s goal, as they mention in their mission, is to provide beauty products for all, so they constantly broaden their offer to become leaders in all the segments of the market.

Generally, it can be said that the majority of L’Oréal’s consumers are adult females that care about their beauty. A more detailed profile can only be done separately for each brand or line of products.

2.3.5 Examples of green marketing communication activities used by L’Oréal

In this section specific examples of green marketing used communication activities by L’Oréal are presented. As previously mentioned, all the examples are from Polish market and the Polish social media and Internet sites. The cases of marketing presented in this section come from L’Oréal Group and its brands social media accounts on Facebook and Instagram that were published in January and February 2020.

2.3.5.1. L’Oréal Group environmental advertisement

It can be observed on L’Oréal Group Facebook page that they very often advertise their involvement in environmental issues. In January and February 2020, they published various posts about it. The posts do not present any products, but they show the actions of the company within their CSR strategy. All the posts received positive reactions.

In Figure 2.3.6 L’Oréal’s New Year’s resolutions are advertised. The company talks about their sustainability goals that they set for 2020. In the post they present their results in water savings and say that they aim to use 60% less water per product till the end of 2020.

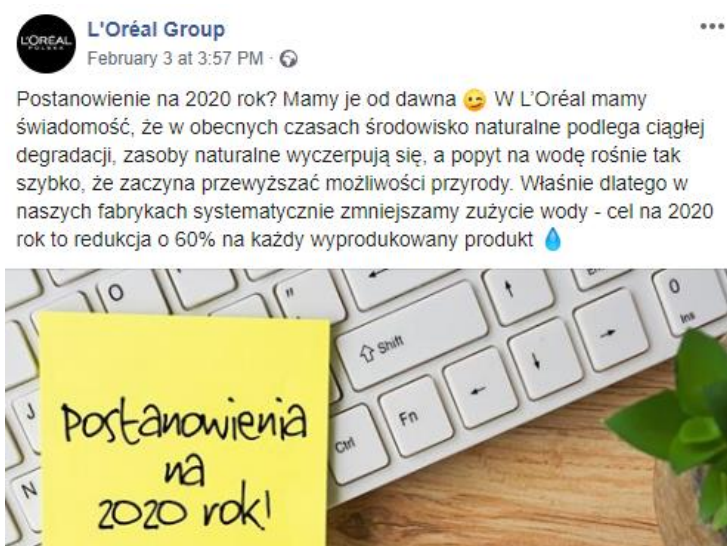


Figure 2.3.6. L'Oréal Group New Year's resolutions advertisement on their Facebook page

Source: <https://www.facebook.com/lorealpoland/>, 03.02.2020, accessed on 02.03.2020.

In Figure 2.3.7 the post from January 2020 can be seen. The company talks about their Sharing Beauty with All program. They explain that goals are to be carbon emissions neutral in all of their units till 2025. The post also includes a link to the latest report where they present the results of the program.



Figure 2.3.7. L'Oréal Group advertisement of Sharing Beauty with All on their Facebook page

Source: <https://www.facebook.com/lorealpoland/>, 29.01.2020, accessed on 02.03.2020.

L'Oréal's announcement of the collaboration with Paper Bottle Company to create plastic-free packaging is presented in Figure 2.3.8. They also talk about their work with company Albéa. They introduced their carton-based tubes onto the market. The post contains a link to the article on wyborcza.biz about ecological packaging used by different companies.



Figure 2.3.8. Advertisement of collaboration with Paper Bottle Company on L'Oréal Group Facebook page

Source: <https://www.facebook.com/lorealpoland/>, 10.01.2020, accessed on 02.03.2020.

2.3.5.2. L'Oréal Brandstorm contest

Brandstorm is an annual contest organized by L'Oréal since 1992 where they support innovative actions. In the beginning of 2020, L'Oréal Group announced an international contest for students. The task is to find an innovative solution to eliminate plastic from beauty industry. The contest is dedicated for teams of students. The winners get the 3-month internship in Paris where they get to work on their project. The posts with the information about the contest are presented in Figure 2.3.9. This is an example of the company showing their engagement in solving environmental issues and at the same time supporting innovative students which is a social initiative. Moreover, the company might get useful solutions for their business without putting any direct effort in it.



Figure 2.3.9. L'Oréal Brandstorm advertisement on L'Oréal Group Facebook page

Source: <https://www.facebook.com/lorealpoland/>, 20.01.2020, accessed on 02.03.2020.

2.3.5.3. L'Oréal Paris Botanical Fresh Care

On February 16th 2020, L'Oréal Paris published on their Polish Facebook page an advertisement of their haircare line Botanicals Fresh Care (Figure 2.3.10). The advertisement presents hair products with arnica flower extract. The post says that the product consists of natural ingredients that are sustainably sourced and that the packaging is made of recycled material. The comments and reactions of followers were positive.



Figure 2.3.10. L'Oréal Paris Botanicals Fresh Care advertisement on L'Oréal Paris Facebook page

Source: https://www.facebook.com/lorealparispolska/?brand_redir=118838248177901, 16.02.2020, accessed on 02.03.2020.

2.3.5.4. Garnier natural lines

In February 2020, Garnier Polska published on their Facebook page a post (Figure 2.3.11) where they inform about the ingredients of the natural products. They say that on all the products with declared percentage of natural ingredients the information about origins of these ingredients will be found. This post received a lot of likes but also some negative comments. People complained about the fact that Garnier is listed as a company that tests their products on animals. The company actively participated in the discussion where they explained that they are on the list because some of their products are available on Chinese market. China requires animal testing of some products. This argument did not satisfy the people involved in discussion. There was also a negative comment about the plastic packaging. All the comments concerning the information about the origins of ingredients were positive though.



Figure 2.3.11. Garnier origins of ingredients advertisement on Garnier Polska Facebook page

Source: <https://www.facebook.com/GarnierPolska/>, 22.02.2020, accessed on 02.03.2020.

2.3.5.5. Garnier Olia

In the beginning of February 2020, Garnier advertised on their social media channels new packaging for their popular hair coloring line – Garnier Olia. They posted on their Polish Instagram on February 8th (Figure 2.3.12) and on Facebook page on February 10th (Figure 2.3.13). The posts explain that Garnier decreased the amount of plastic and paper used for the packaging of the product. They also assure that the product kept the same quality.

The comments and reactions of the followers vary (Garnier Polska Instagram, 2020; Garnier Polska Facebook, 2020). Most of them are positive. However, some people mentioned that the volume of products was lowered. They complain that the company just decreased the amount of the product sold for the same price and promoted it as an ecologically friendly move of reducing the use of plastic.

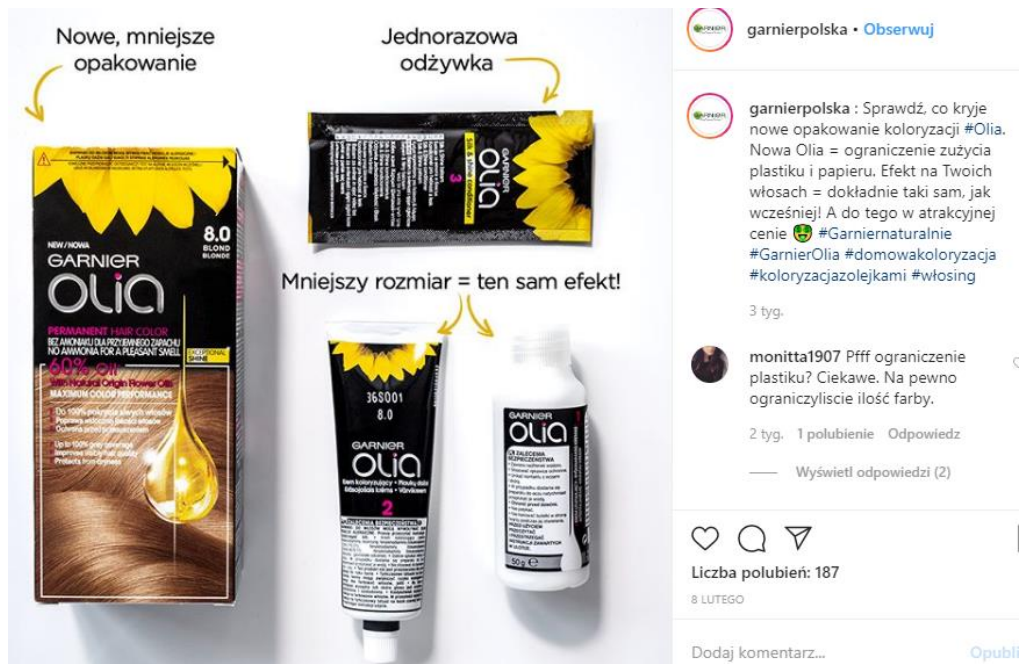


Figure 2.3.12. Garnier Olia advertisement on @garnierpolska Instagram account

Source: <https://www.instagram.com/garnierpolska/>, 08.02.2020, accessed on 02.03.2020.



Figure 2.3.13. Garnier Olia advertisement on Garnier Polska Facebook account

Source: <https://www.facebook.com/GarnierPolska/>, 10.02.2020, accessed on 02.03.2020.

2.3.6 Evaluation of L'Oréal's green approach

In case of L'Oréal there are two sides to be considered – one positive and one negative. On one hand, the company is taking an active effort in reducing their negative impact on environment and in resolving different social issues. They have different programs established. They obtain quantified results of their actions and they spread awareness about the ecological and social issues among their consumers and stakeholders. On the other hand, they are still considered global concern whose main goal is to maximize profit and not save the environment. Although they try to reduce it, they still have a negative impact on the environment. Also, not all of their actions have specified results published.

L'Oréal's effort in sustainability issues is worth respect and can be taken as an example by many other companies. The Sharing Beauty with All program is worth approval. The goals are clearly stated, and the quantified results are published so anyone can check if the company is keeping their promises. In author's opinion, this program is an example of a good and effective green strategy. Unfortunately, other three programs mentioned on L'Oréal's website (Citizen Day, Women4Climate and Sustainable Sourcing) are described very vaguely and no results are published. This reduces these programs' integrity in the eyes of a consumer.

Another problem is the fact that green consumers are aware of the fact that big corporations like L'Oréal, despite efforts, still have negative impact on the environment. They use a great amount of resources and raw materials and produce waste. They often do not appreciate the efforts of the company to become green because of the environmental damage it creates.

Nevertheless, the green marketing examples presented in the study received generally positive reactions and comments. They do not present false information. When asked, the company actively takes part in the conversations with the followers and answers questions. All things considered; L'Oréal's green strategy can be considered successful.

2.4. Case study 3 – Nestlé

2.4.1 Presentation of company Nestlé

Nestlé is an international food and beverage company. It was founded by Henri Nestlé in 1866 ("Nasza historia", n.d.). Its headquarters are located in Vevey, Vaud, Switzerland. He was a pharmacist that created the first food product for babies that couldn't be breastfed. After the infant cereal, Nestlé has started selling condensed milk, then chocolate. By 1913, Nestlé was a global dairy company. During decades of development and acquisitions Nestlé kept growing to become a leader on the market. It is currently the biggest food company in the world. Its products range from baby foods, through bottled water, medical food, coffee and tea, to snacks, and pet foods and others.

Nestlé operates in 189 countries and hires almost 300 thousand employees ("Key figures", n.d.). It has 447 factories and 2019 its sales were of 92,5 billion. It is also one of the main shareholders of L'Oréal, which is the largest cosmetics company in the world. Nestlé has over 2000

brands globally, some of them internationally renowned, others only available on local markets (“Brands”, Nestlé, n.d.).

2.4.2 Presentation of Nestlé brands and products

Globally, Nestlé owns over 2000 brands with different kind of products. The product categories that the company produces are baby food, bottled water, cereals, chocolate and confectionery, coffee, culinary, chilled and frozen food, dairy, drinks, food service, healthcare nutrition, ice cream and pet food (“Brands”, Nestlé, n.d.).

In Poland, Nestlé products are present in all these categories (“Nasze marki”, n.d.). One of the popular brands of Nestlé on Polish market is NESCAFÉ. It is a coffee brand with products such as instant coffee as well as quality arabica espresso coffee. Nestlé also has a right to sell Starbucks coffee products outside of the coffee chain. When it comes to sweets, Nestlé snacks are available in most of the grocery stores. Among them are Kit Kat, Princessa, Lion, Aero. Nesquik is an instant cocoa product and Nesvita is a line of flavored oatmeal. Nestlé offers some of most popular cereals in Poland, such as Cini Minis, Fitness, Corn Flakes, Cheerios. The company has their name brand of Nestlé ice cream as well as the brand Haagen-Dazs. Nestlé is also the leader of infant food products and owns the most popular brands in Poland – Gerber, Bobo Frut, Nan Optipro.

Nestlé also acquired a Polish culinary brand Winiary. One of their famous products is Winiary mayonnaise. They also produce different sauces, including ketchup, and pasta sauces. They have a wide variety of instant foods, soups, powdered sauces, fruit jelly, puddings (“Nasze produkty”, n.d.). Nestlé owns popular animal food brands like Purina that is a mother brand of lines like Friskies, Gourmet, Felix. The bottled water brands of Nestlé available in Poland are Perrier, Nestle-Pure-Life, S.Pellegrino, Acqua Panna, and a Polish brand Nałęczowianka that Nestlé took over. So, it can be said that in case of Polish market, Nestlé is one of the leaders in food industry.

2.4.3 Nestlé green approach and CSR

Nestlé claims on their website that that they care about their environmental impact (“Our impact”, n.d.). They have sustainability commitments and programs that are supposed to help to reduce their negative influence. They also have some social initiatives that include helping children and improving lives of local communities. All the actions together create a CSR strategy that is supposed to help the company adjust to changing social and legal requirements. They called their strategy Creating Shared Value (CSV). Nestlé initiatives can be divided into global ones that concern the operations of the whole company around the world, and local ones that only focus on a certain market. In this section Nestlé green approach and CSR strategy is analyzed by considering the global initiatives and the local ones on the Polish market.

2.4.3.1. Global commitments

Nestlé divided their global ambitions into 3 main areas: for individuals and families, for communities, for the planet. The company’s goals are all set for 2030.

The ambition for individuals and families states that the company wants to help 50 million children lead healthier lives. They inform that they are launching nutritional foods and simplifying the ingredients in their products, as well as reducing sugars, sodium and saturated fat. The highlights of 2018 results of this commitment are presented in Figure 2.4.1.

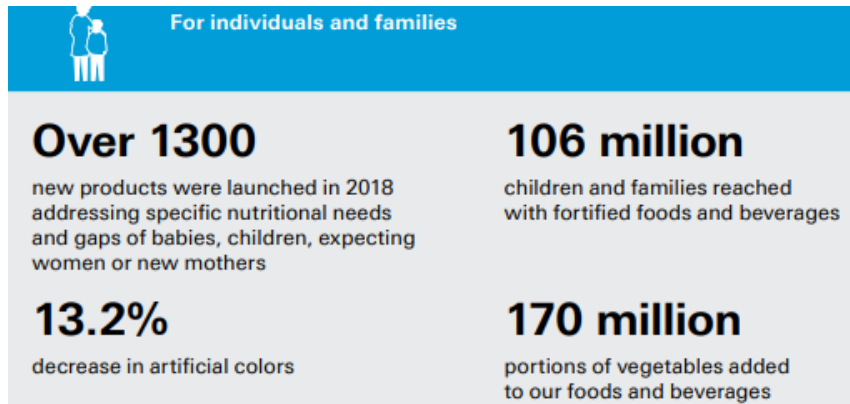


Figure 2.4.1. Nestlé’s 2018 results of commitment for individuals and families

Source: Nestlé Annual Review 2018, <https://www.nestle.com/investors/annual-report>, p. 5.

Regarding the communities, Nestlé says that they want to improve the lives of 30 million people in the local communities that are directly affected by the company’s activities. One of the global initiatives is called Nestlé needs YOUth. Its goal is to help 10 million young people access economic opportunities by 2030. It focuses on 3 different areas: employment, agripreneurship and entrepreneurship. Another part of helping young people is an initiative called Alliance with YOUth. This social initiative is focused not only inside Nestlé. The company partners with governments, foundations, youth organizations and other companies in order to provide work opportunities to young people. Alliance with YOUth program is working in Europe and some Pacific countries (Colombia, Chile, Mexico, Peru). In the 2018 results for communities (Figure 2.4.2), Nestlé trained almost half a million farmers and offered over 26 000 jobs to young people.



Figure 2.4.2. Nestlé’s 2018 results of commitment for communities

Source: Nestlé Annual Review 2018, <https://www.nestle.com/investors/annual-report>, p. 5.

The last ambition is focusing on the planet. The goal for 2030 is for Nestlé to have zero environmental impact of company’s operations. They claim they are working on reducing water consumption and cutting emissions in their value chain. They say they are also reducing the use of plastic and opting for the recycled or reusable one. Their goal is to use 100% recyclable or reusable packaging by 2025. In 2019, Nestlé set a goal of achieving zero green gas emissions by 2050. They claim they help preserving the natural environment by sourcing the raw materials responsibly and by promoting sustainable consumption. Nestlé also declares that it is working on eliminating waste from their operations and they are educating and raising awareness about the global waste problem. In Figure 2.4.3, results of commitments for the planet for 2018 are presented. It is shown that since 2010 Nestlé reduced water usage by almost 30% and as for 2018 34% of electricity used by the company was from renewable sources.

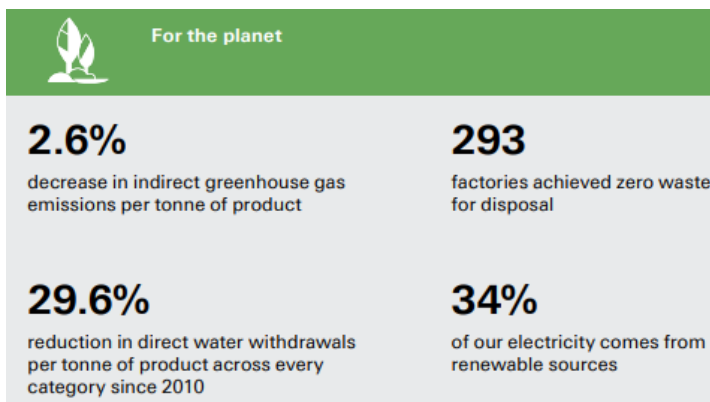


Figure 2.4.3. Nestlé’s 2018 results of commitment for the planet

Source: Nestlé Annual Review 2018, <https://www.nestle.com/investors/annual-report>, p. 5.

In their 2018 Annual Review, Nestlé mentions that they have 18 zero water factories and that since 2015 they have avoided almost 119 000 tons of packaging (“Nestlé Annual Review 2018”, n.d.). Furthermore, Nestlé informs that 63% of ingredients are responsibly sourced for 14 priority categories. However, it is not specified what is considered as responsible sourcing and what sustainable actions it includes. The environmental actions and results for 2018 are further explained in Figure 2.4.4. A lot could be done in areas that are named, such as raising awareness and engaging with stakeholders on climate issues. But it has to be emphasized that no quantified results nor specific actions are indicated in the report. The company only specifies by 2 out of 3 dots on the scale that the actions indicated in Figure 2.4.4. are in progress.



Figure 2.4.4. Nestlé commitments for the planet and their status as of 2018

Source: Nestlé Annual Review 2018, <https://www.nestle.com/investors/annual-report>, p. 37.

2.4.3.2. Commitments on Polish market

On Polish market, Nestlé indicated specific commitments that are connected with their global strategy. Their goals for Poland in years 2017-2019 are the following:

- For individuals and families: help 1,5 million children to lead a healthy lifestyle, reduce sodium by 10% and sugar by 5% in food products;
- For communities: as part of Nestlé needs YOUth program offer 700 jobs and 600 internships to young Polish people, training initiatives for young Polish people, promotion of animal adoption and partnership in Adopciaki program;

- For the planet: reduction of water consumption by 35% for every ton of products comparing to 2010, use of 100% renewable electric energy in Nestlé factories, implementation of zero waste program.

There are no results available yet of the goals listed above. The latest results available are included in Creating Shared Value report from 2017 (“Raport Tworzenia Wspólnej Wartości Nestlé w Polsce”, n.d.). In that report the CSV results in Poland in years 2014-2016 are presented. In case of commitments for the planet, in years 2014-2016 Nestlé in Poland saved 536 tons of packaging. Also, they raised awareness about reducing waste, water consumption and the use of fertilizers. Considering the zero-waste program, 100% of waste from Polish factories is recycled, composted, used for biogas or to produce other source of energy.

2.4.4 Consumer’s profile

Nestlé is the largest food company in the world. It owns over 2000 various brands from different branches that are dedicated to many market segments. When considered geographically, Nestlé products are available in 187 countries. Nestlé consumers are basically all the people – children, adults, and seniors, men and women. Different products are dedicated to consumers of different gender, age, lifestyle, health condition, etc. Depending on all the characteristics of the consumers, different products are created. Some are available globally, like most popular snacks (Kit Kat, Lion), beverages (water brands, Nestea, Nescafé), foods (cereals, ice cream), animal foods (Purina). Other products are dedicated to the local markets. Nestlé acquires local brands around the world with products dedicated to the consumers in certain countries. In Poland, such brands are Winiary and Nałęczowianka. The company is the leader on the global market.

Therefore, it is impossible to analyze the consumer profile of the whole company. It can be said that the customers are the members of a household responsible for grocery shopping. Consumers, however, are all the members of family, including house animals. Consumers can be profiled more precisely for separate brands and product lines. For example, Fitness cereals are dedicated for more specific market segment. They are destined for females who care about their appearance and lead a healthy lifestyle. The packaging and ingredients are designed in an attractive way for this type of consumer. The bag has a feminine design that resembles fit body shape and the cereals contain a lot of nutrients and are low in fat and sugars.

Another example is the brand Gerber which has a variety of infant food products. The consumers are babies and toddlers, but the customers are parents, mostly moms. The packaging emphasizes a natural composition of the foods. The products are presented as the healthy, nutritious and safe option to persuade the parent to make a purchase decision. Such profiles and more detailed ones can be made for each product line or brand of Nestlé.

2.4.5 Examples of green marketing communication activities used by Nestlé

In this section specific examples of green marketing communication activities used by Nestlé are presented. The examples come from social media sites of the company’s brands. They all are from the Polish market and have been published in 2020.

2.4.5.1. Nestlé advertisements about the use of plastic

Nestlé on their official Facebook page added a lot of posts about their work on reduction of plastic use. Two examples of such posts are presented in Figure 2.4.5 (post from March 11 2020) and Figure 2.4.6 (post from January 15 2020). Both posts are accompanied by informative videos that explain measures taken by Nestlé in a visual way.

The first one informs that to further reduce the use of primal plastic the company thinks about how to deliver their products. As an example, Nestlé mentions testing the dispenser systems for the animal food and for instant coffee Nescafé to avoid the packaging. They also name their goals agreed in European pact: reduce the use of primal plastic by 20%, increase the amount of collected and recycled waste in Europe by 25%, and increase the use of recycled plastic by 30%.

The second post says that Nestlé is aware of a great challenge of environmental pollution. They name their initiatives to fight this problem: opening of Nestlé Institute of Packaging Sciences with goal to be able to reuse 100% of company's packaging by 2025, decreasing CO₂ emissions and water usage, organizing educational actions and programs. Nestlé also mentions they plan to introduce more actions and solutions to fight the environmental issues.

Although the Nestlé page on Facebook is liked by millions, there were not many reactions of followers to the posts. One comment worth mentioning is the negative opinion about the ingredients of Nestlé Lion chocolate bar. The follower says that ingredients include hydrogenated palm oil, glucose-fructose syrup, and carrageenan. She blames Nestlé for trying to misguide the consumers by using the logo that, translating from Polish, says "Eat tasty, live healthy". The company responded to the comment that all the ingredients are legal to use and that they are necessary to receive the taste and texture of the product. They also mentioned that all foods are good for the body as long as consumed without excess and that sweet snacks are not unhealthy if limited to 200 kcal a day. This response did not convince the follower. Generally, comments on Nestlé Facebook page focus on unhealthy ingredients the company uses and how it damages the environment. The environmental actions advertised by Nestlé do not convince the followers as there are no positive comments.



Figure 2.4.5. Nestlé advertisement on reduction of single-use plastic on Nestlé Facebook page

Source: <https://www.facebook.com/NestlePL/>, 11.03.2020, accessed on 14.03.2020.



Figure 2.4.6. Nestlé advertisement on their environmental actions on Nestlé Facebook page

Source: <https://www.facebook.com/NestlePL/>, 15.01.2020, accessed on 14.03.2020.

2.4.5.2. *Nałęczowianka advertisement of new packaging*

In Figure 2.4.7, an advertisement from Nałęczowianka Facebook page is presented. The company informs about a new 1-liter water bottle they introduced in Lidl grocery stores. The bottle is produced with 50% of recycled plastic. The company also repeated the advertisement of the bottle on the Facebook page on January 15. The posts are accompanied by advertising videos that inform about the new bottle design and where it is available. Both posts received some positive reactions though not a lot considering that the page is liked by over 76 thousand people and the reactions to each post were of 10-20 followers. In the November 2020, post there is a comment from Żywiec Zdrój which is a competitive water company on Polish market. They congratulate Nałęczowianka and encourage them to produce bottles from 100% of recycled plastic. Żywiec Zdrój uses such bottles for their products. Such comment, though filled with positive and encouraging words, downgrades the use of only 50% of recycled plastic by Nałęczowianka and can cause the green consumers to choose the competitive brand.



Figure 2.4.7. Nałęczowianka advertisement of new bottles on the company’s Facebook page

Source: <https://www.facebook.com/WodaNaleczowianka/>, 25.11.2019, accessed on 14.03.2020.

On February 19 2020, Nałęczowianka published another advertisement of their bottle with a video that encourages people to recycle (Figure 2.4.8). The advertisement’s slogan is “Believe in recycling”. The video shows an animation of a Nałęczowianka bottle turning into headphones. The company informs that all their bottles are 100% recyclable and can be turned into different products such as headphones. This post received significantly more reactions than the ones mentioned above, with 115 likes. However, the comments are mostly negative. Some followers emphasize that the water companies only produce plastic and that good quality water can be obtained from the tap or in some cases with a simple house water filter. Another follower asked

why Naęczowianka won't go back to the solution they were using years ago – selling water in glass bottles that could be returned to the store with a commission. The company responded that they are “heading into other direction”.



Figure 2.4.8. Naęczowianka advertisement of recycling on the company's Facebook page

Source: <https://www.facebook.com/WodaNaeczowianka/>, 19.02.2020, accessed on 15.03.2020.

2.4.5.3. Save the Honeybees initiative of Nestlé Cereals

In Figure 2.4.9 an advertisement of Nestlé Cereals initiative is presented. The action is called Save the Honeybees and it was already executed in 2019 and is repeated in 2020. The consumers who buy Cornflakes or Cheerios cereals can register on the website to receive a letter with flower seeds. Nestlé created a website where more details about the action can be found (“Ratuj pszczoły”, n.d.). The company explains that currently bees are endangered by the environmental conditions and that they are necessary for cultivation of the plants, including fruits and vegetables. The flowers that are sent to the consumers are the kind that attracts the honeybees. Cultivating them is supposed to help the bees get the pollen needed for their survival. The advertisement received a lot of positive reactions and comments from the followers. This action encourages the customers to buy Nestlé cereals and gives them a tangible benefit from it. People feel good because they help the honeybees and in the same time they receive the free flower seeds that they can cultivate for esthetic reasons.



Figure 2.4.9. Save the Honeybees advertisement on Nestlé Cereals Facebook page

Source: <https://www.facebook.com/nestleplatki/>, 02.03.2020, accessed on 14.03.2020.

2.4.6 Evaluation of Nestlé green approach

Nestlé has a CSR strategy that includes green strategy. It is explained on the company's website and it involves operations of all the brands on all the levels of value chain. The company has clear quantified goals with specific due dates. They are involved in different social and environmental actions in different sectors of their business. All these facts can contribute to the positive opinion about Nestlé and their efforts to fight current environmental and social issues.

However, it must be emphasized that Nestlé's green marketing is not very effective. Though the company provides a lot of information about their green strategy on their official website, there is not a lot of advertisement about it on their social media. Also, after author's analysis of products available on Polish market, no such information could be found regarding the products. Also, the reports published for Polish market do not include many quantified results of their efforts so far. There is a quantified goal and the company states that different actions are "in progress" but the progress status is not well defined.

Another negative aspect is a general fact that Nestlé is a big corporation focused on monetary profit. Such companies tend to not care about the environment and their CSR policies are mostly designed to improve their public image. Nestlé was named as one of the companies responsible for most plastic waste produced in the world. On February 26 2020, Nestlé, among other companies that include Coca-Cola, PepsiCo and Procter & Gamble, was sued for the creation of plastic waste (Erskine , 2020). The lawsuit was filed in California Supreme Court by Earth Island Institute. If they win, the sued companies will be obliged to clean up all the waste they produced.

The lawsuit says that the biggest pollutant is PepsiCo and Nestlé is second, and that these 2 companies alone are responsible for 15% global plastic pollution. Since this information went viral, Nestlé's attempts in reducing their negative environmental impact do not seem convincing. Another example of negative image of Nestlé is accusation of child labor on Nespresso coffee farms in Guatemala (Hodal, 2020). Though not directly connected to the environment, such information goes against Nestlé's social strategy and directly impacts the firm's whole CSR strategy and actions.

Therefore, despite Nestlé's attempts to present themselves as a company that cares about environment, for now, they are most likely not to influence green consumers. The company produces plastic waste and uses ingredients such as palm oil that leads to degrading natural environment for cultivation. Consumers that care about the environmental issues are unlikely to purchase Nestlé products. Nestlé's actions seem insufficient considering the damages the company does to the planet. Their green marketing may be considered as greenwashing. In author's opinion the company hides behind the initiatives that do not require a lot of financial or human resources to create green image while continuing the operations that are harmful to the environment.

CONSUMER RESEARCH

In this chapter author's consumer research on green marketing activities is presented. The research was executed by a survey done on Polish market. The Polish consumers' attitude on green marketing was analyzed and confronted with the initial hypotheses of the research. The chapter is divided into different sections. First, the research methodology is presented. The methods and tools used for the survey and the analysis of the results are presented and explained. The hypotheses and the research model are demonstrated. Finally, the results are analyzed.

3.1. Research methodology

Before presenting the results of the survey, methods used to perform the research as well as to analyze the results are presented.

3.1.1 Questionnaire tool

To perform the research, the questionnaire tool is used. As explained by Visser, Krosnick and Lavrakas (Visser, Krosnick, Lavrakas, 2000), survey research is a specific type of field study that involves the collection of data from a sample of elements drawn from a well-defined population through the use of a questionnaire. The questionnaire is a tool used in research that aims to get needed answers from intended population by posing questions (Gillham, 2011). It is crucial that the questionnaire is well-designed and executed in order to get valuable answers. The questions should be written in understandable language, the scales used should be uniform, the entire questionnaire should be easy to fill out and not consume too much time (Gillham, 2011). These are only some of the main rules important in constructing the questionnaire.

3.1.2 Online method of executing the survey

The survey can be executed in various ways by distributing it in person, by telephone or online. Online method means that the survey is distributed online via an appropriate Internet platform. The online survey can be either conducted by email or published on a designated website (Walston, Lissitz, Rudner, 2006). There is no face to face contact between the interviewer and the respondent. Online method is very convenient since the survey can be sent to many people in a short period of time. Since the vast majority of people in the western world has access to the Internet the online method has gained popularity over the time-consuming personal execution of the surveys (Van Selm, Jankowski, 2006).

Due to the outbreak of COVID-19 the survey was executed online via Google Forms. This tool was selected because of its popularity and accessibility in Poland. Many people are familiar with Google tools and they know the layout of Forms. Google tools are recognized and trusted, so it did not raise security concerns. There was no personal contact with the respondents, the survey was distributed through social media accounts of the author and friends and family. The survey was carried out between April 18th and May 30th 2020.

Online survey has many advantages over the traditional paper survey. They are numbered and explained in Table 3.1-1.

Table 3.1-1. Advantages of online survey (Van Selm, Jankowski, 2006; Wright, 2005; Andrews, Nonnecke, Preece, 2003)

ONLINE SURVEY ADVANTAGE	EXPLANATION
Easy distribution	Publishing the survey on the Internet makes it extremely easy to distribute to the respondents. Instead of looking for people in person, all that must be done is send them the link to the survey or publish it on public social media platforms.
Convenience for respondents	Filling out the survey online makes it more convenient to respondents. They can fill it out whenever and wherever they want. The survey is easily readable and doesn't require writing anything by hand – everything is typed.
Easy data analysis	Since all the data is filled out online, it is right away stocked in a format that allows the analysis. Instead of copying the answers from paper, they are prepared in a sheet or other accessible format that can be transferred to appropriate programs.
Absence of interviewer bias	Since there is no personal contact of the interviewer with the respondent, there is less of a chance of bias comparing to conducting the survey in person. The

	presence of the interviewer does not influence the respondent, so the answers are more honest.
Access to unique populations	Distributing the survey on the Internet gives us opportunity to reach a certain audience that is valuable to us because of the demographic characteristics, personal background, or other experiences. For example, online survey can be very easily used by the brands that store their customers' data. If the company is in possession of customer's email, thanks to purchase history or loyalty scheme, the survey can be distributed right away only to the respondents that can provide the information based on their experience.
Time efficiency	All factors considered; the online method gives great time savings in the execution of the survey. The crown is reached fast and easily, the analysis is done in a timely manner. Online method gives us time saving which is very valuable especially if the results of the research are needed fast.
Cost efficiency	Since online method requires less time and resources, it automatically transforms into economical savings.

Source: Own work.

3.2. Hypotheses and research model

The objective of this study is to analyze the consumers' attitude towards green marketing of companies on Polish market. The focus of the research is put on the Internet advertisement and social media content in food, fashion and cosmetics industries and their influence and effectiveness on Polish consumers.

In the beginning of the research different questions about consumer's attitude toward green marketing, as well as about different factors that may affect the green purchase were posed. Basing on these questions, research hypotheses were formulated.

Research question 1: Do green marketing activities affect the purchase intention of green products?

The first question that is being posed is: Do green marketing activities affect the purchase intention of green products? It is asked if the green marketing helps the companies to attract the customers and trigger their purchase intention. Regarding this question, 2 hypotheses are posed. The first hypothesis focuses on social media content of the companies. It is formulated as below:

H1: Green social media content has positive impact on consumer's attention to companies' green activities.

This hypothesis assumes that consumers pay attention to companies' green social media content. It says that the green social media content triggers consumer's interest in companies' green strategy. In the research the hypothesis is being checked in the consumer survey.

The second hypothesis states that green marketing activities influence consumer's purchase intention:

H2: Green marketing activities of companies (such as advertisements, social media content, sponsoring, in-store promotions, etc.) have positive impact on consumer's green purchase intention.

It is checked in the research if different green marketing activities of companies can trigger green purchase intention and convince the customer to buy the green product.

Research question 2: Do green marketing activities affect the green trust of the consumer?

The second research question is: Do green marketing activities affect the green trust of the consumer? It is asked if the green marketing activities impact the green trust of the consumer. To answer this question hypothesis 3 was formulated. The third hypothesis in the research focuses on how the green marketing activities impact the green trust of consumers. It states the following:

H3: Green marketing activities of companies have positive impact on consumer's green trust.

It is assumed that consumers build their green trust in the company based on its green marketing activities. It is also assumed that consumers base their knowledge about the greenness of companies on their social media content. The research checks if the consumers verify the green activities of companies or not and the green trust depends on the green marketing communications.

Research question 3: Are consumers willing to pay more for the green product?

Another research question focuses on the price of green goods. It asks: Are consumers willing to pay more for the green products? It is possible that the consumer has the intention of buying the green product but resigns because of the higher price in comparison with a conventional

product option. To check it hypothesis 4 was formulated. The fourth hypothesis of the research states the following:

H4: Consumer with green purchase intention is willing to pay more for a green product, regardless of the sector, with green trust being a mediator.

This hypothesis assumes that a consumer is willing to pay more for the green product. It considers the green trust as a mediator. It means that the consumers are willing to pay a higher price for the green product if they have a green trust in the company, so if they believe that the green efforts of the company are true and legit. This hypothesis also states that it is true for different sectors of industry. In the research, it is checked whether the consumer, if having a green trust, will pay more for a green product. It is also analyzed if the hypothesis is true for all the sectors or maybe only some of them.

Research question 4: Does product availability affect green purchase?

The last research question asks: Does product availability affect green purchase? It is asked if the consumers will buy the green product only if it is available in their local store or maybe they will spend time on looking for it. To answer this question, hypothesis 5 was formulated. The last hypothesis of the research concentrates on the issue of product availability in the moment of green purchase:

H5: Product availability has a positive impact on consumer's choice of the green product over the conventional one, regardless of the sector.

It is assumed that consumers choose green product rather than conventional alternative if available, regardless of the sector. It is checked in the survey how important the availability of the product is when making a green purchase. It is also compared in different sectors of the industry, to check if the consumers act the same way when acquiring different types of goods.

3.2.1 Conceptual model of the research

To summarize the objectives of the research, a conceptual model was created (Figure 3.2.1). It visualizes the research hypotheses and their dependents. It can be seen in the model how the research assumptions connect to different steps of the buying process, from green marketing activities of companies, through the purchase intention, to the final green purchase.

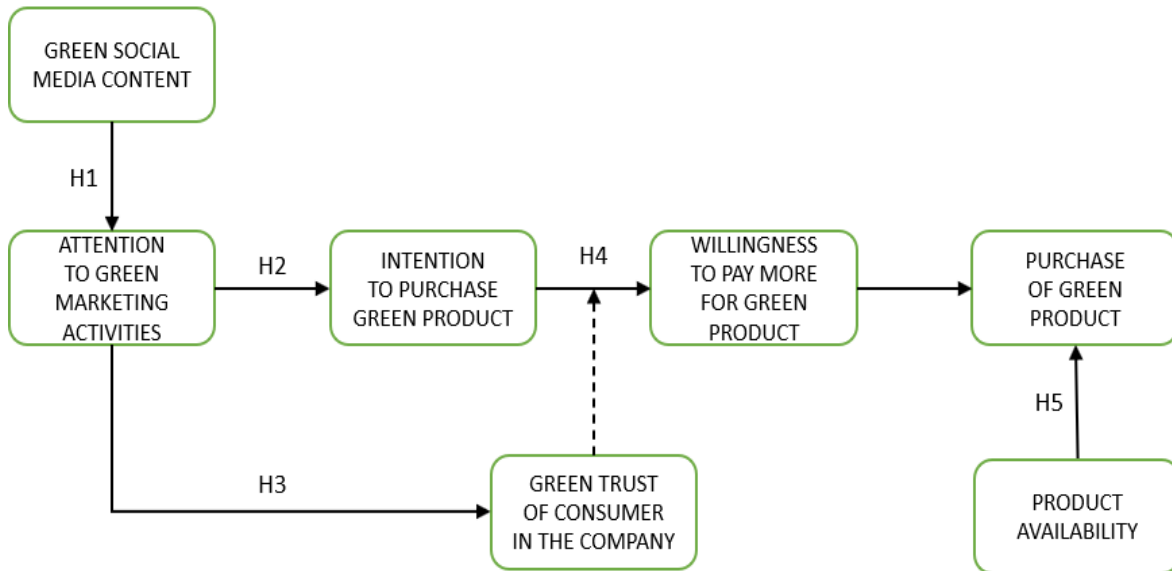


Figure 3.2.1. Conceptual model of the research

Source: Own work.

3.3. Survey characteristics

3.3.1 Survey description

The research survey consisted of 14 questions – 9 topic-related and 5 demographic questions. 233 answers were collected. The entire survey is presented in appendix 1.

The survey was executed in Polish language. It was distributed online using Google Forms tool. The responses were accepted between April 18 and May 18, 2020. This way of execution was selected due to the COVID-19 pandemic. The sanitary restrictions in Poland indisposed the presential way of execution. The Google Forms tool is renowned in Poland, it is well designed, and it allowed making the survey visually friendly to the respondent.

The goal of the research was to learn about Polish consumers’ attitude towards green marketing and about their habits when shopping for green products in 3 different categories – food, clothes and cosmetics. The survey was meant to check if the hypotheses posed in the research were true or not. The results were supposed to help in defining Polish consumers’ behavior when making green purchase decisions and determining recommendations for companies.

The respondents were Polish consumers. The survey had 233 responses registered. The age of the respondents varied but most of them were from 18 to 25 years old. When it comes to gender, female respondents preponderated the male.

The survey had different kinds of closed questions: multiple choice of single or multiple answer, numerical scale, frequency scale. There were no open questions. A group of questions used

graphic content (examples of advertisements on Polish market) that later had to be judged by the respondents.

3.4. Respondents characteristics

As previously mentioned, the total number of respondents was 233. In Figure 3.4.1 the distribution of age of the respondents is presented. The majority (116) were between 18 and 25 years old. The next biggest group is 26-40 years old (79 respondents). This can be explained by the fact that the online tools are mostly used by younger generation in Poland. The use of the Internet limited the responses from seniors (people over 60 years old). Also, since the author distributed the survey through her social media channels, a large part of respondents were people close to her age. Another survey limitation was gender. A vast majority of respondents was female (175 out of 233 respondents).

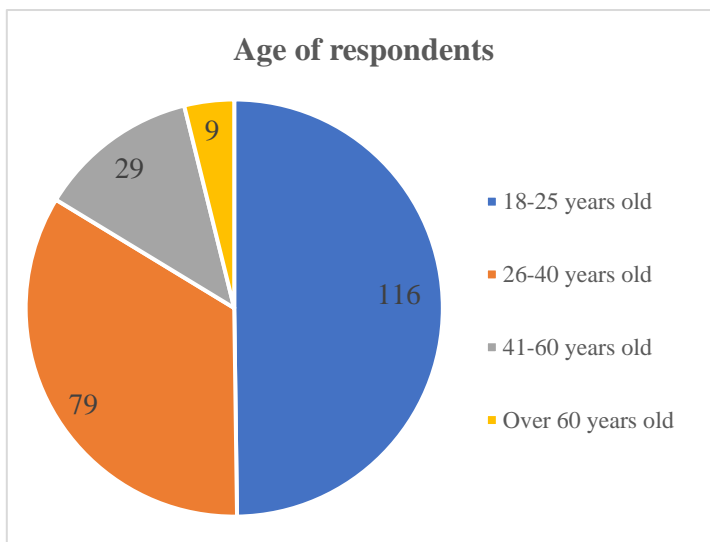


Figure 3.4.1. Age of respondents of the survey

Source: Own work.

208 respondents reside in cities, out of which 156 live in big cities with population of over 500 thousand inhabitants. This leaves 25 respondents living in the countryside. The distribution of place of residence is presented in Figure 3.4.2.

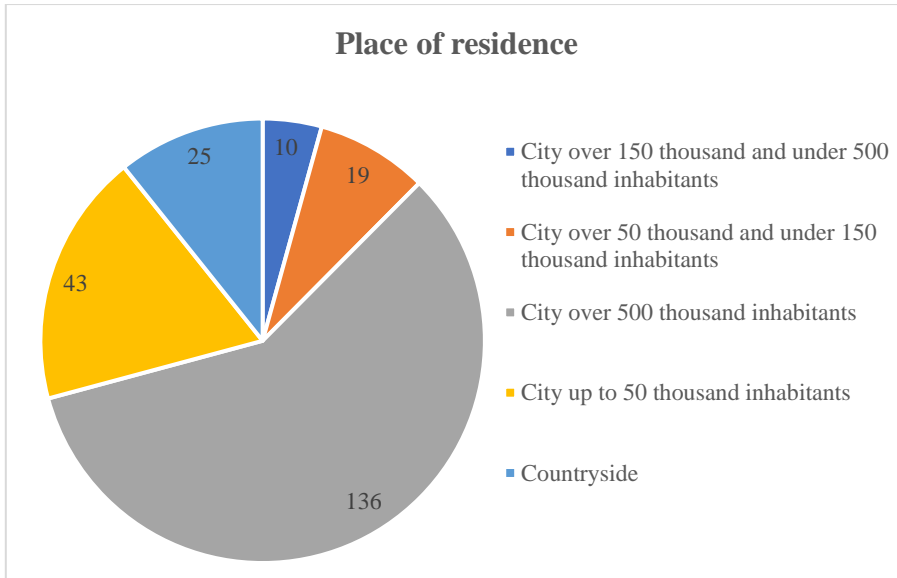


Figure 3.4.2. Place of residence of respondents

Source: Own work.

A greater part of interviewees has higher degree education (170 people). The rest of them (63 people) has high school education.

Most of the respondents work full-time (125). Also, many of them are students (101). The question about employment allowed more than 1 answer as some people belong to more than 1 category. The distribution of employment status is presented in Figure 3.4.3.

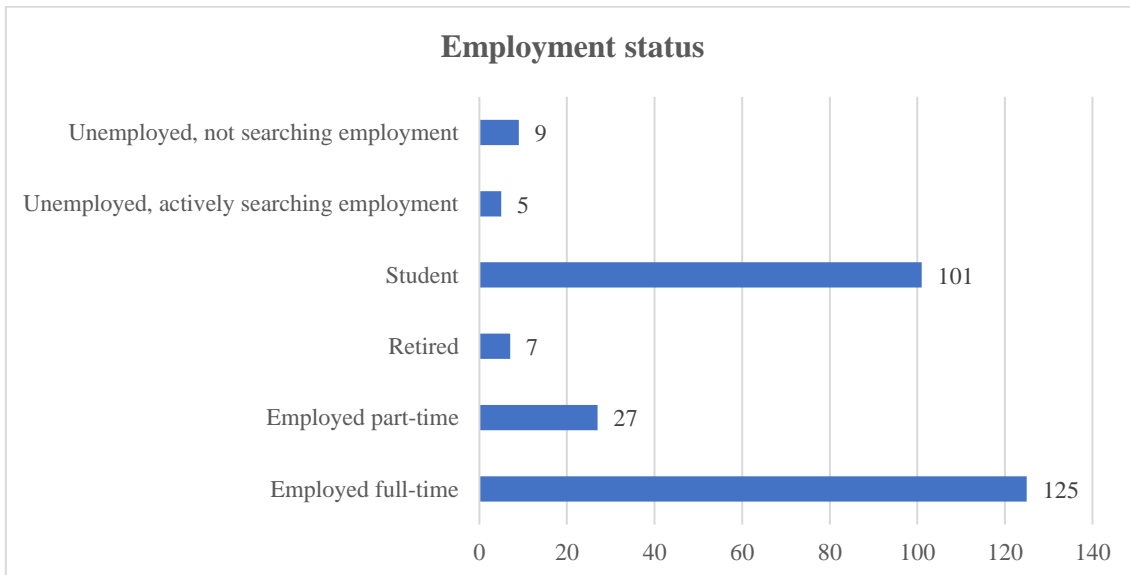


Figure 3.4.3. Employment status of the respondents

Source: Own work.

3.5. Research results

The results analysis consisted of dividing the survey questions into different topic-based groups:

- General interest in greenness of products;
- Interest in green marketing and ways of getting green knowledge;
- Reaction to green marketing communication;
- Price sensitivity when making green purchase decision;
- Importance of product availability when making green purchase decision.

The analysis of each topic consists of analyzing general tendencies, as well as marks out the trends in different demographic groups, if noticeable. Throughout the results analysis, the hypotheses of the research are either confirmed or disproved.

3.5.1 General interest in greenness of products

The first group of questions focuses on consumers' general interest in greenness of products. Questions used to study it are question 1, 4 and 5 of the survey (appendix 1). These aspects are studied separately for 3 different product categories: food, clothing, and cosmetics. This way the sensitivity of consumers to ecological aspects can be compared for different types of products.

Figure 3.5.1 presents the numerical results of question 1 of the survey. It proves that respondents are generally concerned about different ecological issues in their everyday life. As Table 3.5-1 shows, the sums of points for each green aspect are high, with reduction of waste and single-use packaging and protection of environment slightly higher than the rest. They also have the highest score average, of 3,785 in case of protection of environment and 3,803 in case of reduction of waste and single-use packaging (Figure 3.5.2). The least important aspect for the respondents is testing on animals, with the lowest sum of points and the average score of 3,438. However, if looking at the mode, in case of not testing on animals as well as ecological and natural ingredients of the product, their mode is equal 5, while protection of environment and reduction of waste and single-use packaging have a mode equal 4.

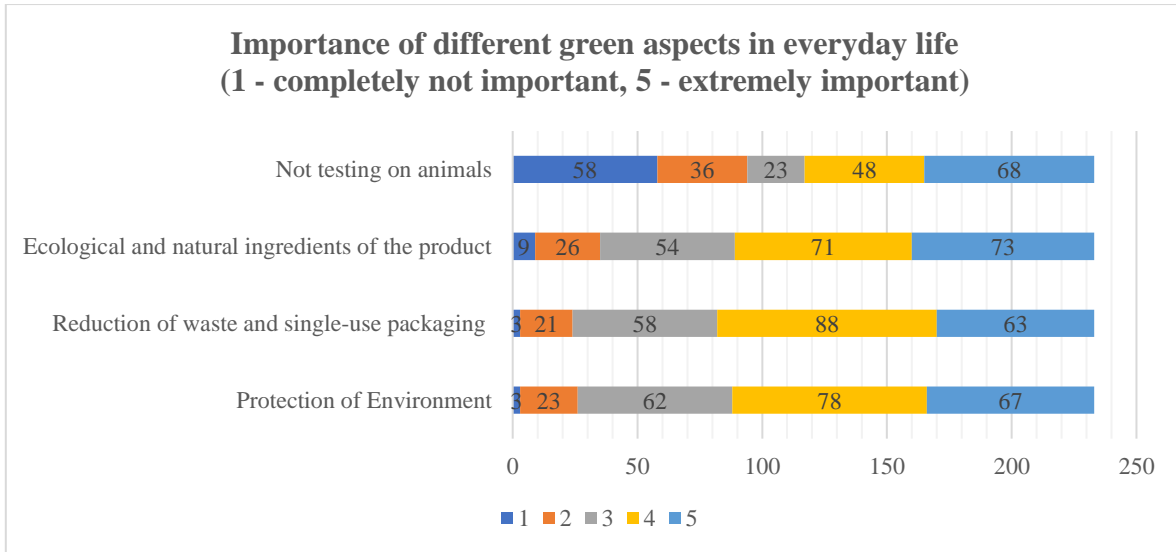


Figure 3.5.1. Importance of different green aspects in everyday life

Source: Own work.

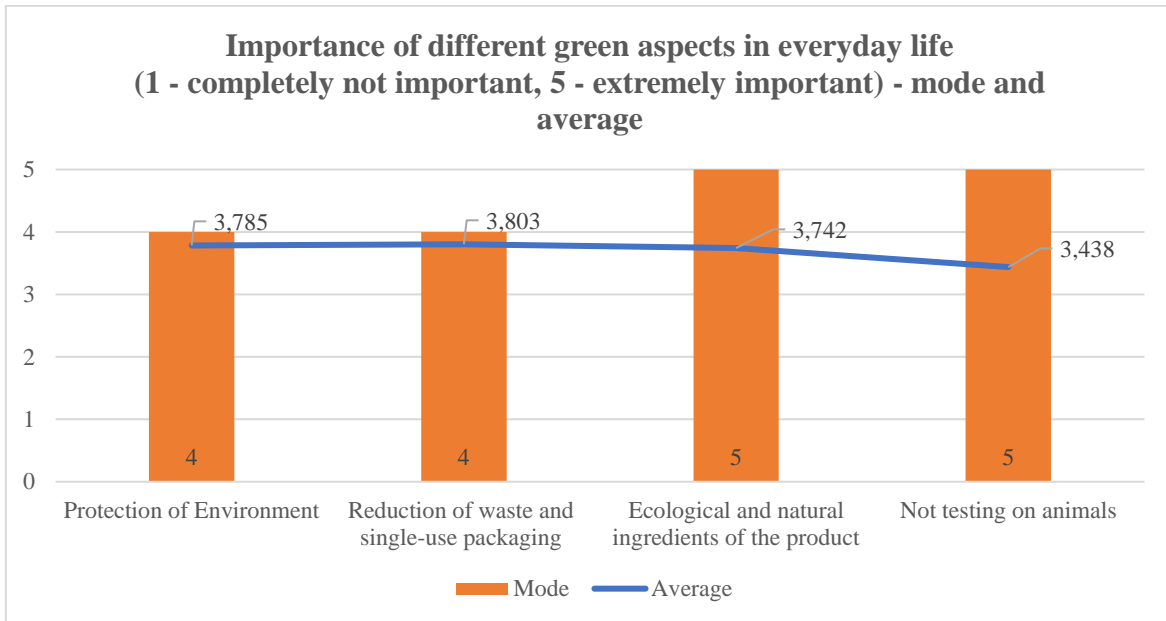


Figure 3.5.2. Importance of different green aspects in everyday life (1 - completely not important, 5 - extremely important) – mode and average

Source: Own work.

Table 3.5-1. Importance of different green aspects in everyday life – sum of points

Protection of Environment	Reduction of waste and single-use packaging	Ecological and natural ingredients of the product	Not testing on animals
882	886	872	731

Source: Own work.

Another point of view is checking the most important aspects of product when making a purchase decision. Figure 3.5.3 presents respondents’ attitude to different aspects of products from 3 categories (clothing, food, cosmetics) when making a purchase decision. As it can be noted, the most important aspect in case of food and cosmetics are ingredients. In case of food, 58,8% of respondents placed it as extremely important, followed by cosmetics (39,5% gave it the highest score). This indicates that companies should pay attention to what they put in their products. Visible information about good quality ingredients can give the product an advantage over the competition.

When clothing products are considered, the most important aspect to respondents is price (32,2% placed it as extremely important). Price is also the second most important in case of cosmetics. In case of these 2 product categories, the companies need to be cautious not to exceed the price limit of their target customers. In case of food, price is only the third most important aspect (19,7% of respondents placed it as extremely important), with the origin of ingredients and place of production placed as second most important aspect (24,9% of respondents state it is extremely important to them). Consumers are getting more and more conscious about sustainable production and they expect the ingredients of their products to be local or come from sustainable sources. They also pay attention to sustainable production, with preference of local production over international one.

Type of packaging and brand were the least important to the respondents with vast majority giving them 1 or 2 points out of 5 on the importance scale. This indicated that companies should focus more on the product itself rather than the packaging. It also indicates that respondents are not loyal to the particular brands and they might opt for an unknown brand if the characteristics of the product are favorable. Companies should be cautious in their business and marketing choices and not count on the brand loyalty of consumers, who do not see the brand name as important aspect of the product.

These results show that ecology and green aspects are important issues for consumers. So, companies should take them into consideration when creating brand image and designing their products. Ecology should be included in company’s strategy.

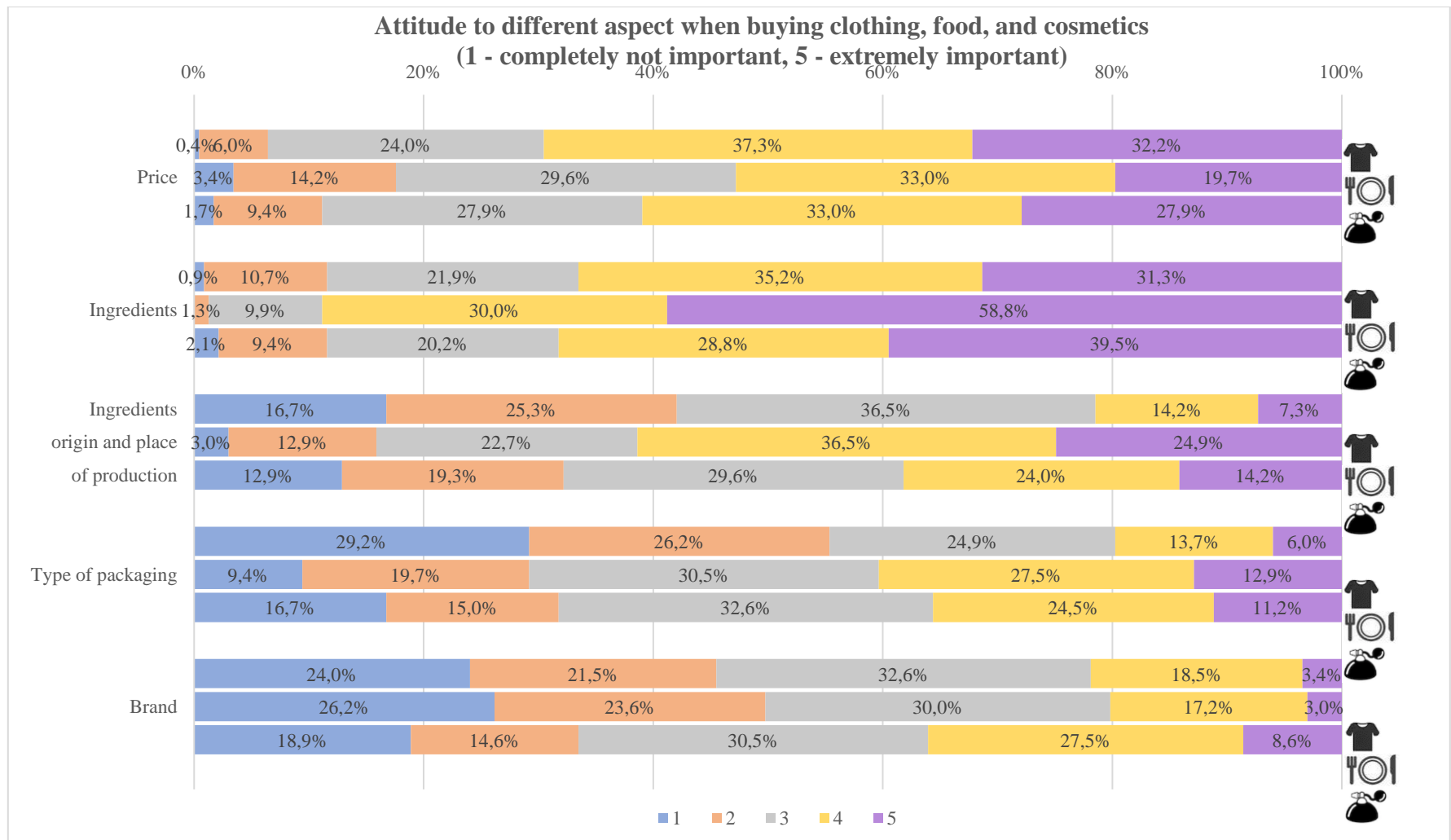


Figure 3.5.3. Attitude to different aspect when buying clothing, food, and cosmetics (1 – completely not important, 5 - extremely important)

Source: Own work

3.5.2 Interest in green marketing and ways of getting green knowledge

The second important topic in the survey is consumers’ interest in green marketing. The respondents are asked if they pay attention to green marketing communications (questions 2, 3, 6 of the survey, appendix 1). Moreover, the respondents are asked what sources impact their opinion about the greenness of companies and the ecological aspects of products (question 6 of the survey, appendix 1).

According to the survey, 70% of the respondents (163 out of 233) (Figure 3.5.4) pay attention to green marketing communication. This is a very important feedback that shows that green aspects should be an important part of the company’s activity. Moreover, in case of cosmetics and food products most respondents showed interest in a brand specifically after seeing the green post or advertisement. In case of clothing, it was the case of minority of around 43%.

Another point of view is presented in Figure 3.5.6. It shows the level of interest in ecological aspects of product after seeing an advertisement about it. The blue column shows the level of general interest in the brand and the red column shows the level of interest when buying a particular product. It can be noticed that in case of food the interest is the highest, especially in the moment of buying a food product (91% of respondents pay attention to green aspects and 83% show interest in the brand). In case of cosmetics the levels are also noticeably high (80% of respondents show interest in the brand and 82% when buying a cosmetic product). The interest in ecological aspects after seeing an advertisement proves to be the lowest in case of clothing (54% of respondents show interest in a brand and 46% when buying a product). This can be caused by the fact that food and cosmetics are considered to have a greater and more direct impact on one’s health than the clothes.

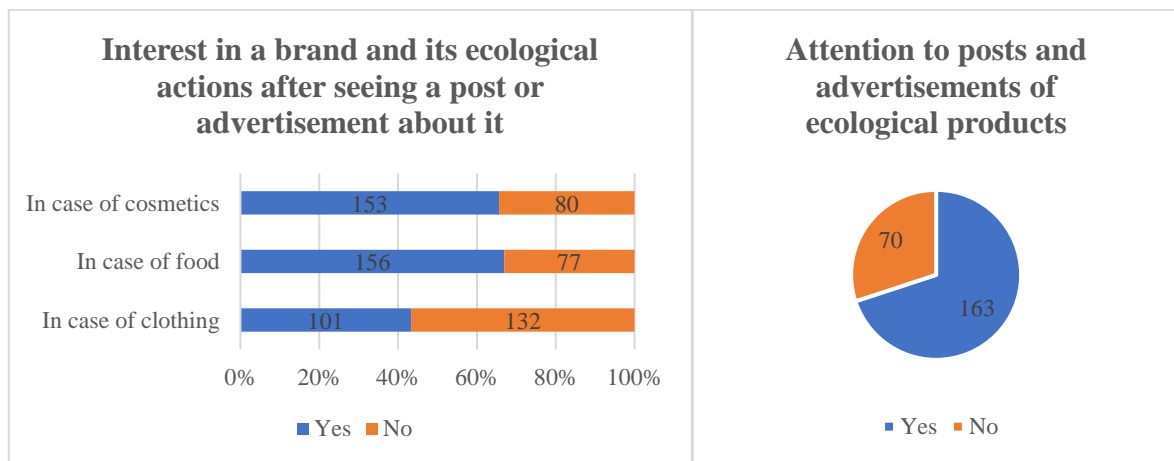


Figure 3.5.5. Interest in a brand and its ecological actions after seeing a post or advertisement about it

Source: Own work.

Figure 3.5.4. Attention to posts and advertisements of ecological products

Source: Own work.

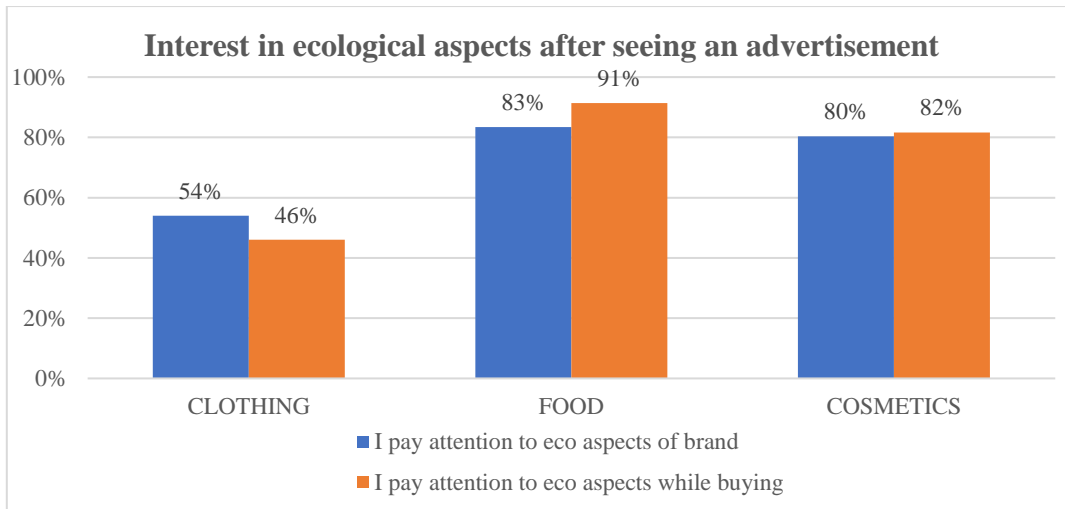


Figure 3.5.6. Interest in ecological aspects after seeing an advertisement

Source: On work.

These analyses mean that companies should consider including ecological information in the marketing communication about their products, especially food and cosmetics companies. Marketing communication positively impacts the interest in the brand and the products and provokes green purchase. These results prove hypothesis 1 (H1) to be correct. The analysis presented in Figure 3.5.6 additionally shows that hypothesis 2 (H2) is correct in case of food and cosmetics. In case of clothing it is true to a smaller number of respondents in comparison with the other product categories. This hypothesis is further checked later on in this chapter.

The graph (Figure 3.5.7) and the table (Table 3.5-2) below shows what has the biggest impact on respondents' opinion about the greenness of the brands. As it can be seen, the biggest trust is put in ecological certifications of the brand. The second most effective way for the brand to be considered green is putting such information on the product packaging. So, it can be concluded that if the product has a visible ecological certification label or information about ecological aspects on the packaging it is more likely the customer will buy it. Thus, it is recommended that brands invest in ecological certifications and that they invest in raising awareness about them, including the labels on the packaging and in the marketing communications.

Official information on the brand's website and articles in other media are also a valuable source for the respondents. So, it is important that the brands keep their official channels updated and that they take care of a positive green image in the media to avoid the bad press.

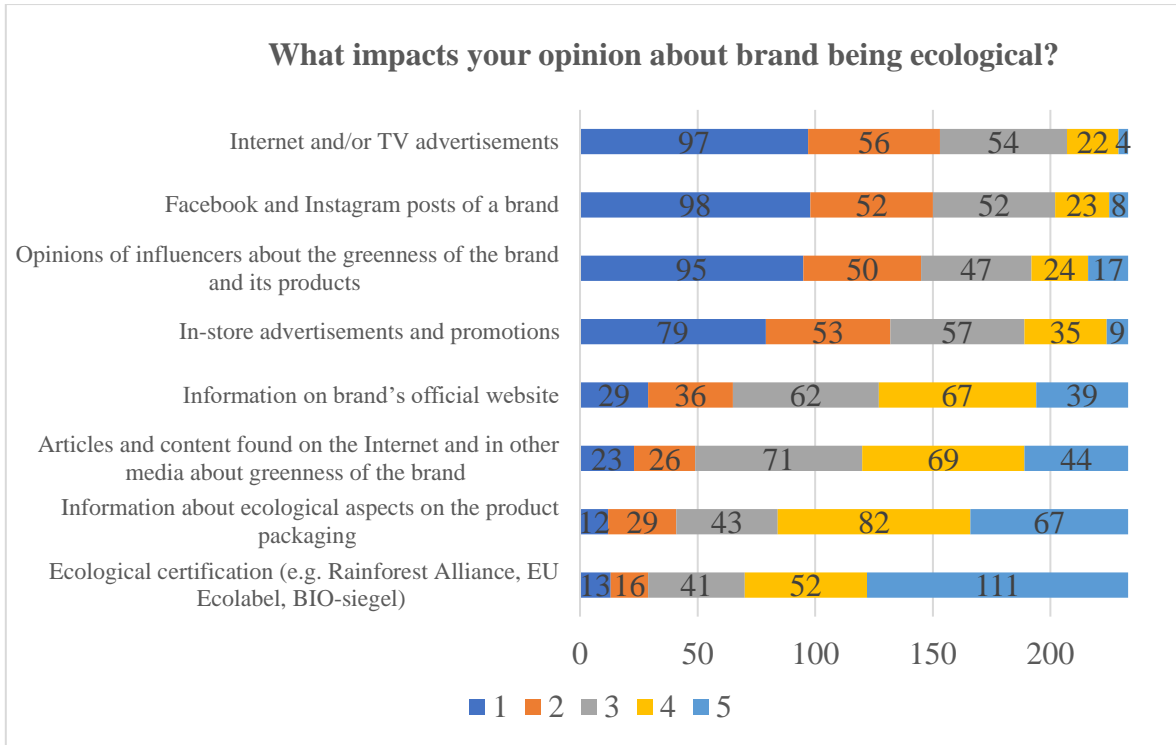


Figure 3.5.7. Impact on opinion about brand being ecological (1 – completely not important, 5 – extremely important)

Source: Own work.

Table 3.5-2. Impact on opinion about brand being ecological – sum of points

Source of information	Sum of points
Ecological certification (e.g. Rainforest Alliance, EU Ecolabel, BIO-siegel)	931
Information about ecological aspects on the product	862
Articles and content found on the Internet and in other media about greenness of the brand	784
Information on brand's official website	750
In-store advertisements and promotions	541
Opinions of influencers about the greenness of the brand and its products	517
Facebook and Instagram posts of a brand	490
Internet and/or TV advertisements	479

Source: Own work.

The respondents have a limited trust toward the information found on the brand's social media channels, such as Facebook, Instagram, as well as the opinion of internet influencers about the brand's products. It might be because the respondents are not sure if such information is credible and true. This makes the hypothesis 3 (H3) not to be true. It is recommended that the brand only shares the green content that can be proven by proper certifications and quantitative results of the company's actions. It is recommended that the social media communications include a proper a proper explanation and verification to build green trust of the followers.

It can be said that generally the consumers are interested in the greenness of the products they are buying. The interest is slightly higher for cosmetics and food than for clothing. They base their knowledge about the greenness of companies mostly on the ecological certifications and information on the product packaging. Another important source are media independent to the company and the company's official website.

3.5.3 Reaction to green marketing communication

Another topic of the survey is consumer's green trust. In question 7 of the survey (appendix 1) different advertisements are presented to the respondents. They are then asked whether they are convinced about the greenness of the product or not.

Figure 3.5.8 shows the reactions of respondents to the advertisements presented to them in question 7 of the survey (appendix 1). The product that most respondents found ecological was Nałęczowianka water (Advertisement 5, appendix 1). 56 out of 233 respondents stated that they are encouraged to buy the product because it is ecological. This result shows how powerful marketing can be – the advertisement includes visible recycling logo and the word “recycling”. In reality, according to studies and conclusions presented in case study of Nestlé (paragraph 2.4 of this paper), this product is the least ecological out of all 5 that were presented. It needs to be emphasized though that this was also found not convincing by the large number of respondents. 50 of them stated they do not find the product ecological.

If looking at the number of respondents that were encouraged to buy the presented product, but were not necessarily convinced by its ecological aspects, Gerber Organic advertisement received the best reaction. 47 respondents were encouraged to buy it and sure of its eco characteristics. Another 139 were encouraged but would check if the ecological aspects were true before buying. This means 186 out of 233 respondents were likely to buy the product due to its ecological aspects. Analyzing the same answers, the second highest score was of Garnier Bio advertisement. 31 respondents were encouraged to buy and convinced of ecological aspects, while another 121 were encouraged but would check the true of ecological characteristics before buying.

The least effective ad was the one of Nescafé espresso capsules. Only 101 out of 233 respondents felt encouraged to buy the product because of its ecological aspects and a large amount of 69 out of 233 did not find this product green. On the other hand, 53 respondents claimed that they do not pay attention to ecological characteristics when buying this type of product. The same opinion was stated by 56 respondents in case of Nałęczowianka bottled water and 55 in case

of H&M baby clothing. This proves that while ingredients, source of materials and place of production might be important to the consumers of food (Figure 3.5.3), it might not apply to all food products. While ingredients of baby food are closely analyzed by customers, the origins of coffee in Nescafé capsules (adult beverage) are not.

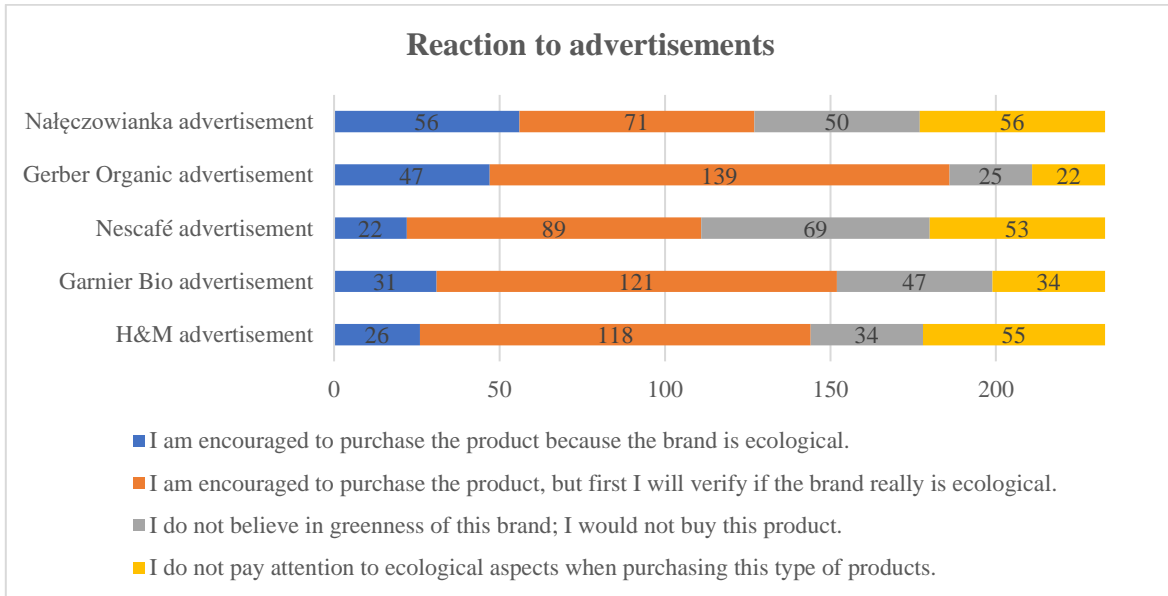


Figure 3.5.8. Reaction to advertisements presented in the survey (question 7, appendix 1)

Source: Own work.

The results of this part of the survey show that Polish market is still divided when it comes to paying attention to ecological characteristics of products. Some people were very skeptical about the green aspects of presented products. Others believed in the information presented in the ads and were encouraged to buy them. These results prove that green knowledge is getting more and more popular but is still not present for all Polish people. This matter should be further analyzed to find connections between the education, age and other characteristics of respondents and their level of belief in green marketing as well as their susceptibility on green washing. The sample of this research was not large enough to detect any certain links between the demographic information on respondents and their reactions to the presented advertisements.

It is certain though that green marketing communications affect the perception of potential customers. It can be said that hypothesis 2 (H2) was further confirmed to be true since the majority of respondents in case of 4 out of 5 presented advertisements were encouraged to buy the products thanks to the ecological aspects shown in the ads. Companies that offer green products should present their green aspects to the crowds as they positively impact their purchase intention. But, since the mode for all 5 advertisements was the answer “I am encouraged to purchase the product, but first I will verify if the brand really is ecological.”, the companies should be careful in what they communicate. Sharing green aspects that are not true for the product or that after a search of independent sources are found not green in general might do more harm than good to the brand.

Since Polish consumers are still learning about the importance of greenness in everyday life, it is also important to not discourage them with green washing. This could harm not only the credibility of a certain product or brand, but of all the green products and brands available on the market.

3.5.4 Price sensitivity when making green purchase decision

The survey also studies consumers' price sensitivity when making green purchase decision. It is checked if the price is an important aspect when purchasing products from food, clothing and cosmetics categories (question 5 of the survey, appendix 1). It is studied if respondent is willing to pay more for the green product and how much more (question 8 of the survey, appendix 1). The price sensitivity is checked for 3 different product categories: food, clothing, and cosmetics, as well as with advertisement examples of specific products (question 7, appendix 1).

Figure 3.5.9 presents the importance of price as a factor influencing the purchase decision. Price is similarly important in all product categories, with mode and median being equal 4 for all of them. The average is slightly higher for clothing (3,948) than for cosmetics (3,760) and for food (3,515).

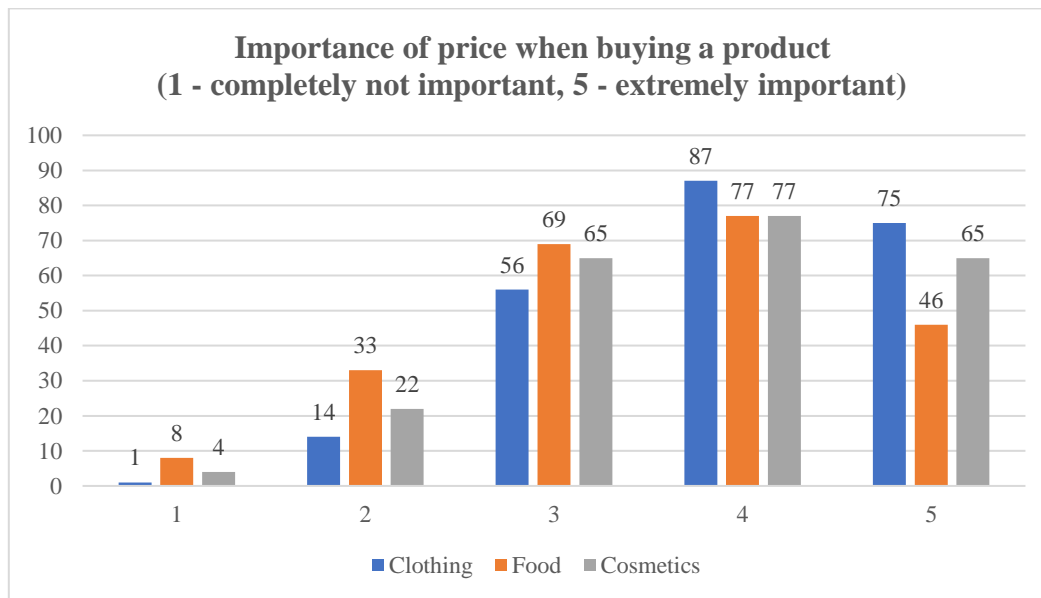


Figure 3.5.9. Importance of price when buying a product

Source: Own work.

Generally, consumers prefer the ecological product over the conventional alternative. In case where the price is the same, majority of respondents choose the ecological option, as presented in Figure 3.5.10, especially in case of food (199 out of 233) and cosmetics (209 out of 233). In case of clothing the percentage is lower but still represents majority (153 out of 233).

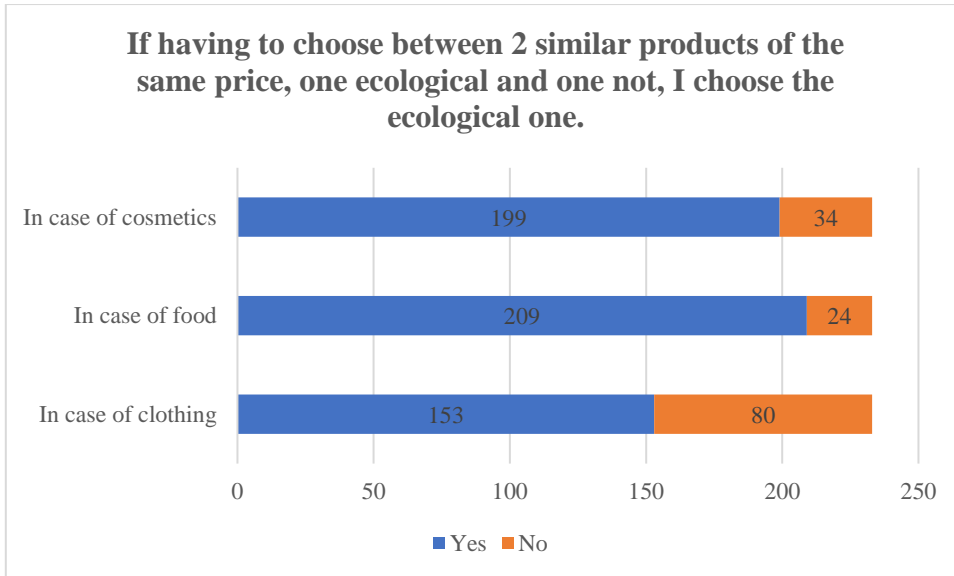


Figure 3.5.10. Choice between ecological and non-ecological product of the same price

Source: Own work

This number does not lower when consumers are asked if they are willing to pay more and not only the same price for ecological product (Figure 3.5.11). Surprisingly, the number is actually higher. It is most likely caused by the fact, that Figure 3.5.10 represents results of simple yes or no question. In case of Figure 3.5.11, the respondents were given examples of pricing that could have been found more visual and clearer (question 8 B, C and D, appendix 1). These results were also analyzed versus the demographic characteristics of respondents. Figure 3.5.12 shows that women were more likely to pay more than men in case of clothing and cosmetics. This difference can be explained by Polish women showing more general interest in these products than men. In other demographic characteristics (age, education, employment status and place of residence) no visible differences were found. Nevertheless, these results show that the consumer is willing to pay more for an ecological product than for its conventional alternative.

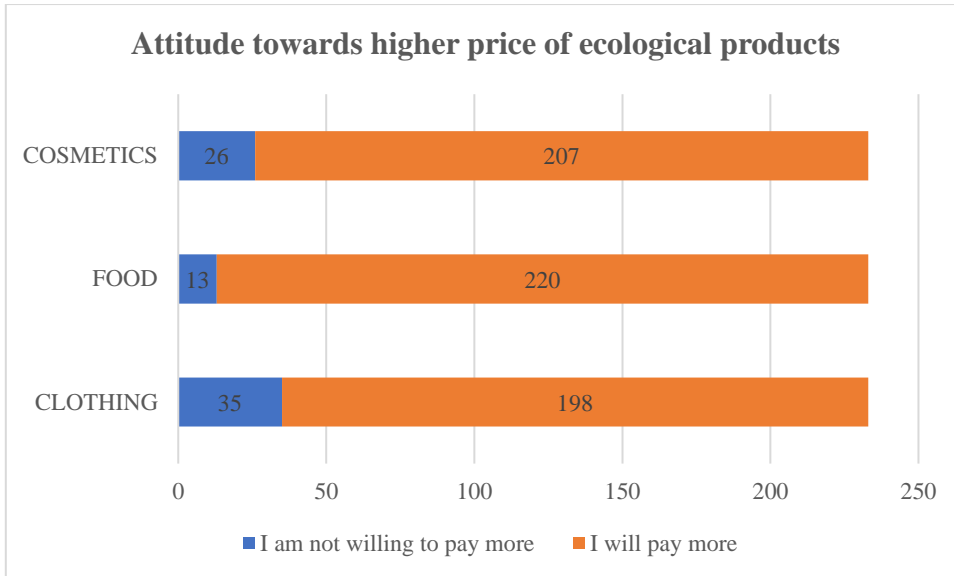


Figure 3.5.11. Attitude towards higher price of ecological products

Source: Own work.

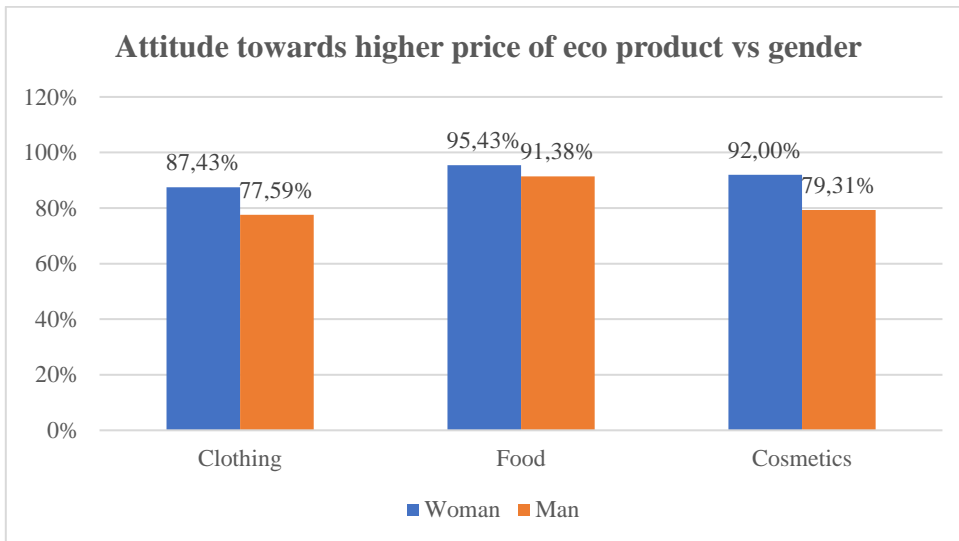


Figure 3.5.12. Attitude towards higher price of ecological products vs gender

Source: Own work.

Finally, the attitude of consumer toward the price of the product is analyzed considering the price sensitivity. The respondents are asked about the maximum price they would be willing to pay for ecological alternative from 3 product categories: clothing, food, and cosmetics. The results presented in Figure 3.5.13 show the sensitivity to price of ecological products. It proves that most respondents are willing to pay more for such products. In all the categories, the majority is willing to pay up to 25% more. The second highest results, also for all 3 categories, is up to 50% more. This

analysis can be helpful to the companies that consider introducing ecological products and are not sure if their customers will accept a higher price.

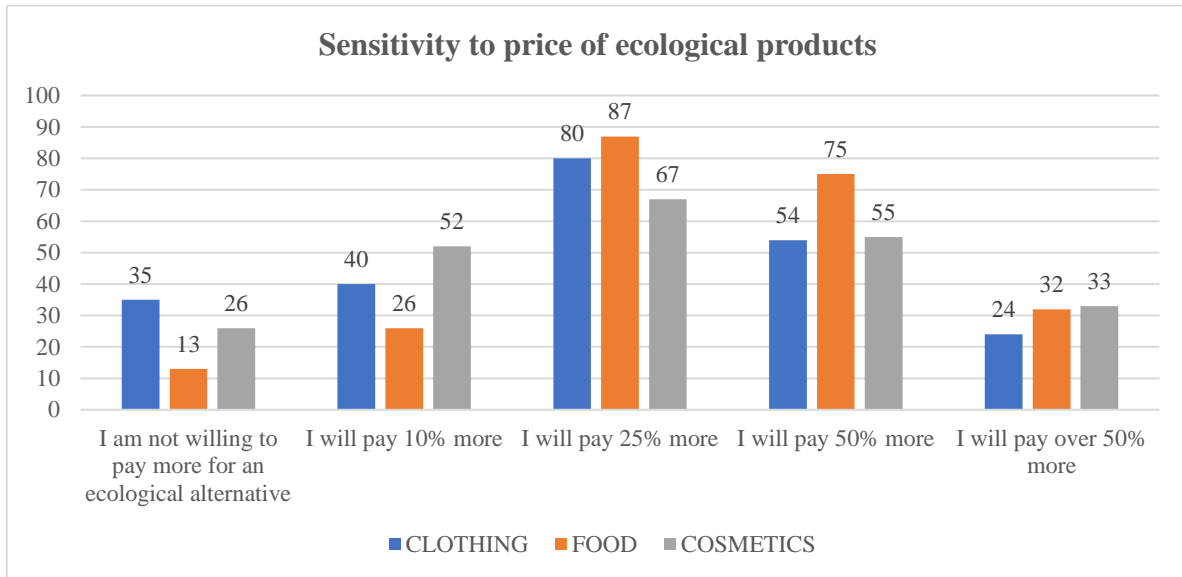


Figure 3.5.13. Sensitivity to price of ecological products

Source: Own work.

Figure 3.5.14 presents the differences in price sensitivity between male and female respondents. Though similar in case of food, the tendency of females willing to pay more is visible in case of clothing and cosmetics. This confirms the results presented in Figure 3.5.12.

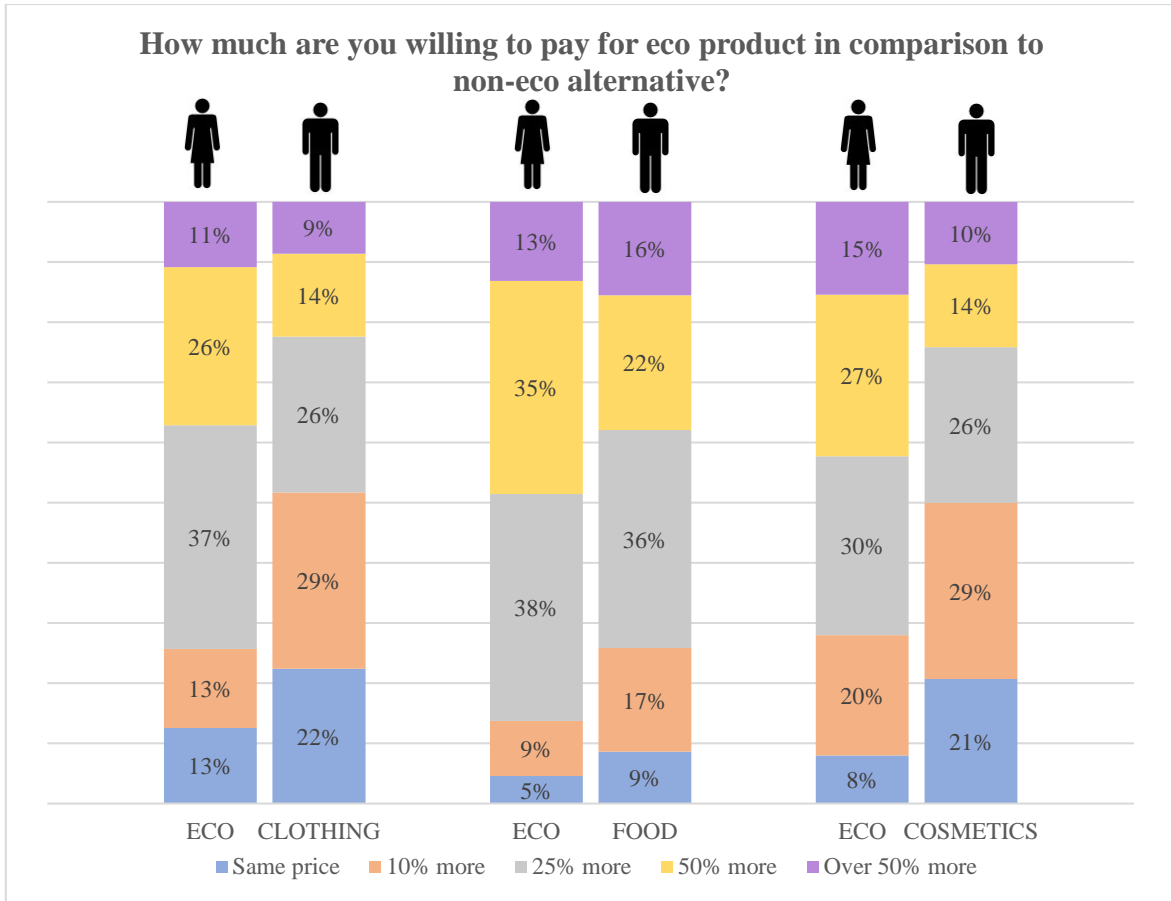


Figure 3.5.14. Sensitivity to price of ecological products vs gender

Source: Own work.

In question 7 of the survey (appendix 1) price sensitivity is checked for some examples of green marketing communications. It is verified whether green trust is a mediator in case of sensitivity to price of green products. Firstly, the respondents were asked if they would purchase the product because of its ecological aspects. Those who answered yes were further requested if they would still buy it if the product was found more expensive than the non-ecological alternative. The results of this query are presented in Figure 3.5.15. Generally, it can be said that most respondents would still buy the product, even if more expensive. In case of all product examples except Nescafé coffee capsules, around 70% of respondents would pay more for it because of ecological aspects. In case of Nescafé capsules only 50,45% would do so. It might be caused by the fact that ecological aspects of coffee or just this type of coffee (capsules for the espresso machine) are less important to the respondents. In case of baby food (Gerber Bio) the percentage is the highest (71,51%). It can be explained by the fact that people tend to pay attention to food and products for babies more than those for adults. The second-best score was of Garnier Bio cosmetics (69,74%).

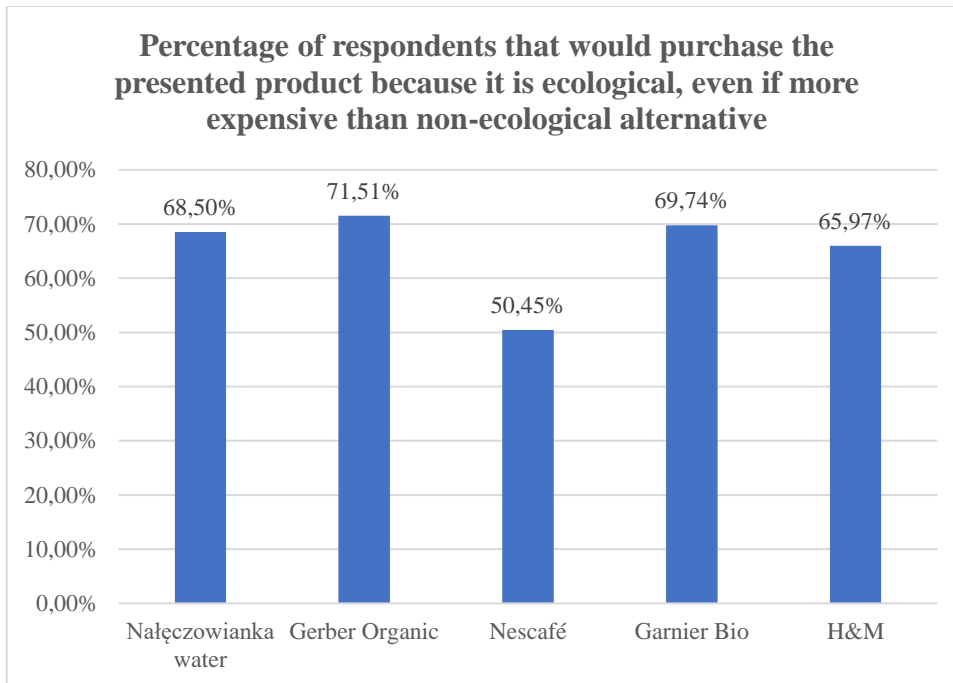


Figure 3.5.15. Percentage of respondents that would purchase the presented product because it is ecological, even if more expensive than non-ecological alternative

Source: Own work.

Table 3.5-3. shows the analysis of answers about price sensitivity vs the green trust of respondents. The reactions to each advertisement (question 7 of the survey, appendix 1) were first categorized to those who were sure about the product being ecological (Completely sure about the product being ecological) and those who would check the ecological aspects in other sources before purchasing it (Skeptical about the product being ecological). Next their answers about the price were analyzed. In the table, the answers of the respondents who would buy the product even if more expensive than non-ecological alternative were counted. Looking at the percentage of these 2 categories of respondents, it is visible that the first one is not higher than the second. This means that the hypothesis 4 (H4) is not fully confirmed. The consumers are willing to pay more for ecological products but no connection between the price sensitivity and green trust was proven. Although, the limitations of the survey need to be taken into consideration. The number of respondents who were completely sure about the product being ecological was much lower than those who were skeptical, in all examples of advertisements. It would be recommended to research the mediation of green trust in price sensitivity with larger number of respondents.

Table 3.5-3. Price sensitivity vs green trust analysis

Respondent's reaction to product advertisement		Completely sure about the product being ecological			Skeptical about the product being ecological		
		Answer	Will buy it even if more expensive than non-eco alternative	Will buy it even if more expensive than non-eco alternative (% of total)	Answer	Will buy it even if more expensive than non-eco alternative	Will buy it even if more expensive than non-eco alternative (% of total)
Product	Total	Total		Total			
Nałęczowianka water	56	39	69,64%	71	48	67,61%	
Gerber Organic	47	33	70,21%	139	100	71,94%	
Nescafé	22	9	40,91%	89	47	52,81%	
Garnier Bio	31	17	54,84%	121	89	73,55%	
H&M	26	14	53,85%	118	81	68,64%	

Source: Own work.

This analysis proves that the respondents are willing to pay more for the ecological product than for the non-ecological alternative. The results were on similar levels in all 3 product categories. The consumers are willing to pay more for the green product but the mediation of green trust in price sensibility was not confirmed, so the hypothesis 4 (H4) is considered only partly confirmed. Due to the limitations of the survey, it is recommended to reevaluate it with greater number of respondents.

3.5.5 Importance of product availability when making green purchase decision

Finally, the last topic raised in the survey is the importance of the availability of green products. The respondents are asked if they only make purchase decision when the green product is available in their usual store or if they are willing to put extra effort to find the green product they need (question 9 of the survey, appendix 1).

Figure 3.5.16. presents the behaviors of respondents when purchasing green products connected to product availability. It visibly shows that the mode of buying eco product if available in the store where the respondent shops is "usually". The rest of behaviors, which indicate putting extra effort in getting the green product because it is not available in the store, have a very low rate of happening, with the mode equal to "never" for all of them.



Figure 3.5.16. Frequency of behaviors connected to ecological product availability during purchasing goods

Source: Own work.

This analysis clearly confirms hypothesis 5 (H5) that product availability has a positive impact on customer’s green purchase decision. It is recommended that the companies introduce their green products in a wide variety of stores to make them available to greater public. It will give them a better chance of the product being purchased since the respondents stated they are unlikely to put extra effort in searching the product.

3.6. Conclusions

The research was executed using an online survey on group of 233 Polish respondents. The results share valuable knowledge on attitude towards green marketing and green purchase decisions of Polish consumers.

Figure 3.6.1 presents the results of the research in a conceptual model. As shown, 3 hypotheses were confirmed, one was partly confirmed, and one was not true.

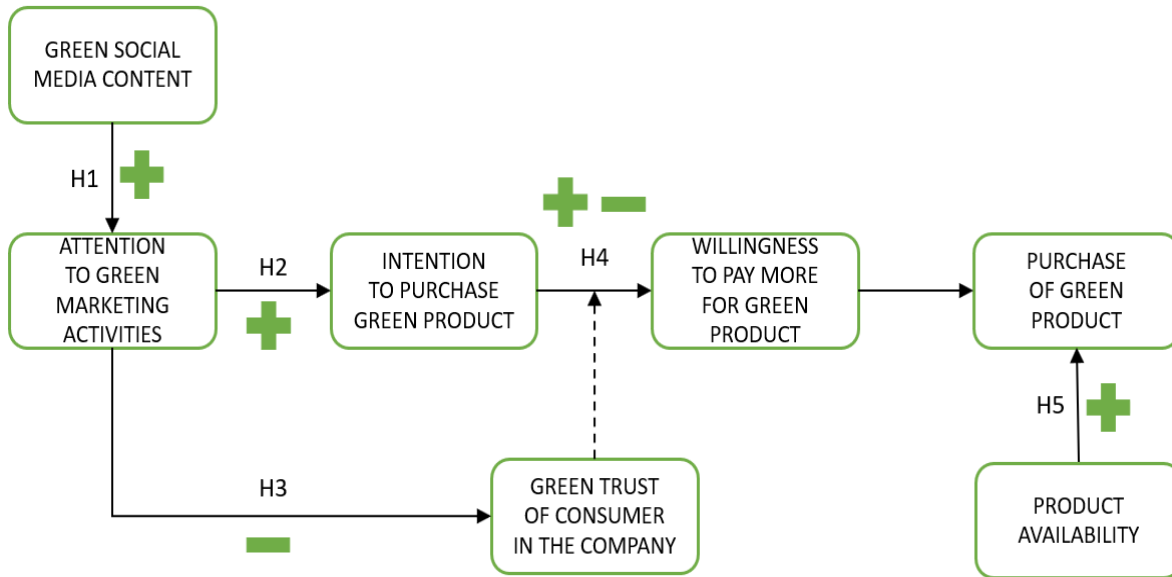


Figure 3.6.1. Conceptual model of results of the research

Source: Own work.

In case of hypothesis 1 (H1), it was proven that green social media content has positive impact on consumer's attention to companies' green activities. 163 out of 233 respondents pay attention to green advertisements. Additionally, in case of food and cosmetics, the majority of respondents got interested in the brand or product and its green aspects specifically after seeing an advertisement about it.

Hypothesis 2 (H2) was also proven correct. Well-designed green marketing communications provoke green purchase intention in most respondents. They are especially powerful in case of food and cosmetics since Polish consumers pay more attention to green aspects of these products than in case of clothing. Green marketing communications are a powerful tool that can provoke purchase decisions and gain consumer's attention.

On the other hand, hypothesis 3 (H3) was not confirmed in this research. No links between attention to green marketing and green trust were found. Respondents claimed that advertisements, social media posts and opinions of influencers are not their main sources of green knowledge. Polish consumers gain green trust based on independent sources such as ecological certifications and articles found on the Internet and in the magazines. They also count on the information on the product packaging more than on the ads. This means it is important for the companies to receive eco-certifications and to put any valuable information on the green aspects directly on the product. Visible information about the product's greenness has more influence on customer's purchase decision than marketing communications online and in TV.

Hypothesis 4 (H4) was partly confirmed. The research validated that the consumers are willing to pay more for the green products than for the non-green alternatives. However, there was no proof of the green trust being a mediator in this matter. This might be caused by the limitations

of the survey. Nevertheless, the companies should not lose income if the price of the green product is higher than the price of conventional alternative. Polish consumers will pay a higher price if the advantages of the green aspects of the product are communicated to them.

Hypothesis 5 (H5) was proven to be true. Polish consumers are likely to purchase the green products only if they are made available to them. Only a small percentage of respondents is willing to put extra effort in acquiring a green product. But when it is available in the store where they shop, they are likely to choose it over the non-green alternative.

This research confirms the importance of green aspects for Polish consumers. It is important that the companies present on Polish market incorporate green strategies in their operations. The use of green marketing communications is crucial to get attention of Polish consumers. The information about the green aspects of products should especially be visible directly on the product packaging as well as on the official website of the brand. As shown, consumers are encouraged to make a green purchase after seeing an advertisement but many of them are likely to verify the green aspects before buying the product. Moreover, ecological certifications play an important role in building green knowledge of Polish consumers. They are more likely to purchase a green product if a logo of such certification is visible on the packaging. This research provided important information for the companies that consider incorporating green products in their offer on Polish market as well as to those who already do offer such products and want an insight on the attitudes and reactions of Polish consumers.

CONCLUSIONS

The objective of this paper was to evaluate the green marketing communications on Polish market in 3 main product categories: food, clothing, cosmetics and to identify the behaviors of Polish consumers toward green marketing communications.

To elaborate this paper, the author used various current sources to create a valuable literature review. This review introduced the most important concepts connected to green marketing to the reader. The literature review served as a useful source of information to anyone who wants to understand the definition of green marketing, how it is connected to the strategy of organization and to the consumer's behavior.

In the case studies, the paper analyzed 3 global companies from different product categories: clothing, cosmetics, and food. The author, using secondary sources and virtual ethnography, presented each company, its history, operations, and consumer's profile. The case studies also analyzed green marketing strategies of companies and examples of green marketing communications on Polish market. Author's opinion on greenness of each company was presented and justified.

In the third chapter of this paper, consumer research was presented. The research consisted of an execution and analysis of an online survey on a sample of 233 Polish consumers. The objective of the study was to analyze the consumer's attitude toward green marketing of companies on Polish market and to evaluate the influence and effectiveness of Internet advertisement and social media content in food, fashion, and cosmetics industries. The research brought up topics of importance of green aspects in everyday life, aspects that influence purchase decision and attitudes towards greenness of products and green marketing communications.

Based on the literature review, case studies and consumer research executed in this paper, the following conclusions can be drawn:

1. The complexity of the meaning of "green" makes companies confused as in what actions they should take in order to become green. The modern green marketing strategy became more holistic and how it impacts every part of company's activities.
2. Corporate social responsibility is also a complex issue. It impacts company's financial performance, stakeholder's performance, customer loyalty, customer preference and overall company image. That is why currently companies can pursue many different initiatives in order to become more socially responsible.

3. Green consumers are the ones that realize how their consumption affects the environment and therefore they try to change their consumption behaviors to one less damaging to the environment.
4. The aim of green advertising is to inform the consumer about the green characteristics of the product or services in order to convince them to purchase it.
5. Greenwashing is a behavior where companies try to create a green image, even those that do not pursue environmental sustainability. Such practices make the consumer skeptical about the greenness of products and harm the whole green market.
6. Green perceived value is the total value of the product to the consumer. The value is determined by the set of general benefits the product gives to the consumer, its special characteristics like quality, innovation, convenience in use, price and not only green characteristics. A product that has the desired green aspects as well as general benefits comparable with an equivalent non-green product, will be of high green perceived value to the consumer.
7. Green purchase intention is the consumer's willingness to buy products or services that are less damaging or not damaging to the environment. Green buying behavior is connected to green purchase intention. It is a set of expected actions of environmentally aware customer when buying a product.
8. Green marketing strategy is a marketing strategy of the company that incorporates green values. The goal of green marketing strategy is to gain competitive advantage thanks to greenness of the company and its products or services.
9. In the first case study H&M Group is analyzed. Part of consumers and potential consumers are concerned about company's impact on environment so H&M introduced CSR strategy to face this problem. They try to introduce solutions to decrease the waste and their negative impact on environment but without naming specific actions or exact results. H&M Group has also a diversity and inclusion program that works very effectively in their offices. They combat the human rights issues in the factories by establishing strict policies. The green marketing examples analyzed in the study have shown positive reactions of their followers. The company can also attract consumers that want to be greener but do not have enough motivation to change their attitudes and still want to purchase affordable clothes on a regular basis. H&M Group proactively reacts to the changes on the market.
10. The second case studied L'Oréal. On one hand the company is taking an active effort in reducing their negative impact on environment and in resolving different social issues, presents quantified results of their actions and spreads awareness about the ecological and social issues among their consumers and stakeholders. On the other hand, they are still a global concern whose main goal is to maximize profit and not save the environment. Although they try to reduce it, they still have a negative impact on the environment. Green marketing examples presented in the study received generally positive reactions and comments. They do not present false information. When asked, the company actively takes part in the conversations with the followers and answers questions. L'Oréal's green strategy can be considered successful.

11. The third case study analyzed Nestlé. The company has a CSR strategy that includes green strategy with clear quantified goals and specific due dates. It is involved in different social and environmental actions. However, Nestlé's green marketing is not very effective since there is not a lot of advertisement about the company's green strategy on its social media or products on Polish market. Though Nestlé's tries to present themselves as a company that cares about environment, for now they are most likely not to influence green consumers. Nestlé's actions seem insufficient considering the damages the company does to the planet. Their green marketing may be considered as greenwashing. In author's opinion the company hides behind the initiatives that do not require a lot of financial or human resources to create green image while continuing the operations that are harmful to the environment.
12. Green social media content has positive impact on consumer's attention to companies' green activities. In case of food and cosmetics, the majority of consumers at least once got interested in the brand or product and its green aspects specifically after seeing an advertisement about it.
13. Well-designed green marketing communications provoke green purchase intention. They are especially powerful in case of food and cosmetics since Polish consumers pay more attention to green aspects of these products than in case of clothing. Green marketing communications are a powerful tool that can provoke purchase decisions and gain consumer's attention.
14. Advertisements, social media posts and opinions of influencers are not the main sources of green knowledge of Polish consumers. They gain green trust based on independent sources such as ecological certifications and articles found on the Internet and in the magazines. Polish consumers also count on the information on the product packaging more than on the ads. It is important for the companies to receive eco-certifications and to put any valuable information on the green aspects directly on the product. Visible information about the product's greenness has more influence on customer's purchase decision than marketing communications online and on TV.
15. Polish consumers are willing to pay more for the green products than for the non-green alternatives. The companies should be able to sell the green product even if its price is higher than the price of non-green alternative. Polish consumers will pay a higher price if the advantages of the green aspects of the product are communicated to them.
16. Polish consumers are likely to purchase the green products only if they are made available to them. Only a small percentage of respondents is willing to put extra effort in acquiring a green product. But when it is available in the store where they shop, they are likely to choose it over the non-green alternative.
17. Polish consumers are encouraged to make a green purchase after seeing an advertisement but many of them are likely to verify the green aspects before buying the product. Moreover, they are more likely to purchase a green product if a logo of ecological certification is visible on the packaging.

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APPENDIX 1: CONSUMER SURVEY

1) On a scale from 1 to 5 (1 – completely not important, 5 – extremely important), how important are these aspects in Your everyday life?

- Protection of environment
- Reduction of waste and single-use packaging
- Ecological and natural ingredients of the product
- Not testing on animals

2) Do You pay attention to posts and advertisements of ecological products?

YES/NO

3) Have You ever gotten interested in a brand and its ecological actions after seeing a post or advertisement about it?

- In case of clothing YES/NO
- In case of food YES/NO
- In case of cosmetics YES/NO

4) Do you pay attention to ecological aspects when buying the following products?

- Clothing YES/NO
- Food YES/NO
- Cosmetics YES/NO

5) On a scale from 1 to 5 (1 – completely not important, 5 – extremely important), how important are these aspects for You when making purchase decision?

- In case of clothing

	1	2	3	4	5
PRICE					
INGREDIENTS					
INGREDIENT ORIGIN AND PLACE OF PRODUCTION					

IMPACT OF ENVIRONMENTAL ISSUES ON MARKETING COMMUNICATIONS OF COMPANIES

TYPE OF PACKAGING					
BRAND					

- In case of food

	1	2	3	4	5
PRICE					
INGREDIENTS					
INGREDIENT ORIGIN AND PLACE OF PRODUCTION					
TYPE OF PACKAGING					
BRAND					

- In case of cosmetics

	1	2	3	4	5
PRICE					
INGREDIENTS					
INGREDIENT ORIGIN AND PLACE OF PRODUCTION					
TYPE OF PACKAGING					
BRAND					

6) What impacts Your opinion about the brand being ecological? Please mark on a scale from 1 to 5 (1 – no impact, 5 – very big impact)

	1	2	3	4	5
Facebook and Instagram posts of a brand					

Internet and/or TV advertisements					
In-store advertisements and promotions					
Information about ecological aspects on the product packaging					
Ecological certification (e.g. Rainforest Alliance, EU Ecolabel, BIO-siegel)					
Opinions of influencers about the greenness of the brand and its products					
Information on brand's official website					
Articles and content found on the Internet and in other media about greenness of the brand					

7) Please base the answers to the questions on the presented advertisement.

A. Please choose the answer that is closest to Your reaction to the advertisement.

- I am encouraged to purchase the product because the brand is ecological.
- I am encouraged to purchase the product, but first I will verify if the brand really is ecological.
- I do not believe in greenness of this brand; I would not buy this product.
- I do not pay attention to ecological aspects when purchasing this type of products.

IF CHOOSES OPTION 1 OR 2:

B. Would You purchase the presented product if it would be more expensive than a non-ecological alternative?

- Yes, because it is ecological.
- Yes, but not because of its ecological aspects.
- No, I would choose a cheaper alternative.

IF CHOOSES OPTION 3:

C. Would You purchase the presented product if it would be cheaper than an ecological alternative?

No, I would buy a more expensive, ecological alternative.


No, but not because of the ecological aspects.

Yes, I would choose the cheaper option instead.

ADVERTISEMENT 1



Bo gdy chodzi o noworodki, najważniejszy jest komfort. Dlatego w naszej ofercie nie znajdziesz żadnych drapiących metek. Odkryj więcej korzyści online już teraz: <https://www2.hm.com/.../free-form-campa.../4021a-hm-newborn.html> #HMKids

 Kupując w dziale dziecięcym masz pewność, że 100% bawełny wykorzystanej do produkcji kolekcji zostało pozyskane ze zrównoważonych źródeł.



ADVERTISEMENT 2

 **Garnier Polska** February 19 · 🌐

Co stoi za wyjątkowością produktów Garnier BIO? 🌿 To skuteczne formuły, oparte na organicznych, aktywnych składnikach roślinnych, które pozyskujemy z odnawialnych źródeł. Garnier BIO to nasza pierwsza certyfikowana linia kosmetyków ❤️ Z dumą oddajemy te produkty w Wasze ręce! Które z nich mieliście już okazję poznać? nowosci.garnier.pl/bio/



ADVERTISEMENT 3



NESCAFÉ Dolce Gusto Polska

February 28 · 🌐



Poczuj egzotyczny aromat swojej kawy! Kolekcja kaw organicznych to smaki powstałe ze starannie wyselekcjonowanych ziaren kawy pochodzących z upraw organicznych w Peru, Hondurasie, Kolumbii i Meksyku. Skusisz się?

➔ dolce-gusto.pl/flavours/kawy-origins



ADVERTISEMENT 4



Czy Twoje dziecko próbowało już posiłków Gerber Organic z warzyw i owoców?
Teraz możesz rozszerzyć jego dietę o kaszki i mleczno-owocowe deserki Gerber Organic.

Wszystkie posiłki Gerber Organic powstają wyłącznie ze składników uprawianych na certyfikowanych, ekologicznych farmach. Warzywa, owoce i zboża rosną w swoim naturalnym tempie, a krowy karmione są paszą eko i pasą się swobodnie.



PL-EKO-07

My wiemy, co kupujemy od farmera,
a Ty wiesz, co dajesz swojemu dziecku.



Dowiedz się więcej na gerberorganic.pl

ADVERTISEMENT 5



Nałęczowianka

March 18 at 10:00 AM · ⚙️

Nałęczowianka ma butelkę, która w 100 % nadaje się do ponownego przetworzenia. Może spotkać się jeszcze raz w formie słuchawek, butów, a może jako nasza butelka stworzona z plastiku z recyklingu ?

LIDL i **NAŁĘCZOWIANKA**
DLA ŚRODOWISKA!

JESTEM WYKONANA
w **50%**
Z PLASTIKU (PET)
Z RECYKLINGU
SPOTKAJMY SIĘ JESZCZE RAZ!

WSZYSTKIE BUTELKI NAŁĘCZOWIANKI
NADAJĄ SIĘ W 100% DO RECYKLINGU!

PAMIĘTAJ O WYRZUCANIU BUTELEK
DO ŻÓŁTEGO POJEMNIKA!

PRODUKT
DOSTĘPNY
TYLKO
W SIECI

LIDL

NAŁĘCZOWIANKA
MINERALNE WODZIANKA

JESTEM WYKONANA Z INNEJ BUTELKI

**UWIERZ
W RECYKLING**

NAŁĘCZOWIANKA
miej w sobie pragnienie

The image shows a blue recycling symbol with a water bottle, a blue jacket, and headphones inside it, set against a blue background.

8) Do You agree with the following statements?

A. If having to choose between 2 similar products of the same price, one ecological and one not, I choose the ecological one.

- B. In case of clothing YES/NO
- C. In case of food YES/NO
- D. In case of cosmetics YES/NO

B. If I am buying a piece of clothing for 100 PLN, I am willing to pay the maximum of ___ for the same product but ecological.

- 110 PLN
- 125 PLN
- 150 PLN
- More than 150 PLN
- I am not willing to pay more for the ecological alternative.

C. If I am buying a food product for 10 PLN, I am willing to pay the maximum of ___ for the same product but ecological.

- 11 PLN
- 12,50 PLN
- 15 PLN
- More than 15 PLN
- I am not willing to pay more for the ecological alternative.

D. If I am buying a cosmetic for 30 PLN, I am willing to pay the maximum of ___ for the same product but ecological.

- 33 PLN
- 37,50 PLN
- 45 PLN
- More than 45 PLN
- I am not willing to pay more for the ecological alternative.

9) How often do You do the following?

	ALWAYS	USUALLY	SOMETIMES	RARELY	NEVER
I buy the ecological product if it is available in the store where I shop.					
I specifically choose to shop in the store where					

ecological products are available.					
I go to a different store just to buy an ecological product.					
I cover a greater distance than my closest store to shop in a store where ecological products are available.					
I look up information about the availability of ecological products in different stores.					
If the ecological product is not available in my stationary store, I purchase it online.					

10) Please choose Your gender.

- Female
- Male

11) Please specify Your age.

- Under 18
- 18-25
- 26-40
- 40-60
- Over 60

12) Please specify Your education degree.

- Elementary/Middle School
- High School
- Higher degree

13) Please specify your place of residence.

- Countryside
- City up to 50 thousand inhabitants
- City over 50 thousand inhabitants and under 150 thousand inhabitants
- City over 150 thousand inhabitants and under 200 thousand inhabitants
- City over 500 thousand inhabitants

14) Please specify Your employment status. (more than 1 answer possible)

- Unemployed, actively searching employment
- Unemployed, not searching employment
- Employed part-time
- Employed full-time
- Retired
- Student