Behavior and attitude of consumers regarding green products

A comparison between France and Sweden

Authors: Solène Salaün salaun.solene@hotmail.fr 19910906
          Marine Pontet pontet.marine@gmail.com 19921226
Abstract

During the last years, the attitudes concerning the green issues have shifted. Considered as a lasting and a general evaluation of people, objects or issues; attitudes are strongly related to the culture. Years to years, the relation that exists between the individuals and the environment has taken more importance and keeps on growing up. Several reasons are behind the reinforcement of this relationship as for instance health-consciousness, cost-effectiveness, status, security or pleasure.

This change in attitude has been noticed within multiple companies, especially in the cosmetics industry. Nowadays, it is becoming harder for them to find which green strategies they should implement in order to keep their eco-friendly customers and to reach new targets.

Moreover, it has been detected that the consideration of green issues can be different between countries. It is the case between Sweden and France, they are in different stages regarding green issues. Sweden is seen greener than France on several levels: housing, foods and transportation rankings. However, it has been detected that the French population purchase more green goods than Swedish. Consequently, the purpose of this study was to investigate the consumer attitude toward green products and how it is influenced by culture. Based on a literature review, two research questions were created.

A survey has been carried out in the form of questionnaires and fulfilled by more than two hundred respondents from Sweden and France between 15-25 years old, in the goal to answer the purpose.

This study reveals that the factors which impact the most on the attitude and behavior towards green products are ‘affect’, ‘behavior’ and ‘cognition’ among the ones listed. It means that feeling, emotions, behavior intention and the level of knowledge influence consumer’s attitudes and behavior. Moreover, it has been noticed thanks to the analysis that culture influences these factors that impact on the buying behavior and the attitudes of consumer toward green products. For each factors, the mean of Swedish respondents was higher than the one of French.

**Keywords:** Attitudes, affect, behavior, cognition, health-consciousness and reference groups.
Acknowledgements

This study was accomplished as our bachelor thesis during the last semester while participating to the marketing program. The procedure of writing such a paper allowed us to improve and emphasize the knowledge in Marketing that we have obtained during our stay in Sweden. Moreover, it permitted us to get more experience in writing a thesis. That is to say, thanks to this project, we learnt how to manage a limited amount of time given while doing researches on a specific topic and gathering a maximum of information useful for deeper investigation. By choosing to perform a quantitative approach, we got a chance to discover and learn technical ways of doing research, which are mainly used by organizations. The creation of this thesis would not have been possible without the assistance and the encouragement received from a large number of people.

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Marine PONTET & Solène SALAUN
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1. Introduction

This chapter discusses about the culture and the green issues while associating these factors with attitude. A research gap conducting to the purpose of the study has been identified. Moreover, the delimitations have been emphasized and led thereafter to a view of the outlines of the thesis.

1.1 Background

Solomon et al (2010) defined ‘attitude’ as a lasting and general evaluation of people, objects or issues. Attitudes are strongly related with the culture as it is emphasized in the following quotation: “Consumption choices cannot be understood without considering the cultural context in which they are made. Culture is the prism through which people view product and try to make sense of their behavior as well as the one of other people” (Solomon et al., 2010, p.506.). Culture is seen as “the ideas, customs, and social behavior of a particular people or society” (Oxford dictionaries [online], 2012). It defines the human community, its individuals, its social organizations as well as its economic and political systems. Culture also includes values and ethics (Oxford dictionaries [online], 2012).

In addition, the characteristics of a culture contribute to the shaping of consumer behavior. It is a consumer’s culture that will determine the priorities he/she will attach to activities or products. A product or a service that “fits” with a culture and its priorities has better chances to be accepted by customers (Slater et al., 1997).

Finally, one important part of culture corresponds to the relation between the individuals and the environment. One question can be asked by the individuals: “Am I a part of the environment or am I superior to the environment?” The answer to this question is influenced by the attitude that individuals in a given culture have toward environment including their beliefs and values about environment as well as their environmental behavior (Schultz, 2002).
1.1.1 Problem discussion

More and more people are concerned about green issues. From the point of view of consumers, several reasons are behind the idea to go green. It is difficult to evaluate these reasons why consumers want to buy green because they are personal and related to the culture, values and beliefs of consumers (Hopkins, 2009). Consumers do not only buy green products with the motives of providing environmental benefits. In addition to the environmental benefits, other reasons are quoted such as health, cost-effectiveness, status, security and pleasure (Thøgersen, 2011). It is therefore difficult for companies which want to implement a green strategy. Consequently, studies should be made toward the attitude of people in X country towards the entry of X green product (Connolly and Prothero, 2008).

Concerning the cosmetic market, “driving the trend for eco-conscious beauty is the same consumer obsession with natural-and increasingly, environmentally responsible-ingredients behind the organic-food movement” (Park, 2008, p.40). Consumers who are highly sensitive to green cosmetic products do not easily trust every brand even if there is a label on it. Due to the fact that more and more “green-washed” products are inserted into the market, the producers are facing a lack of trustworthiness by consumers concerning their “green” products. The term “green-washed product” is used when supposed green products are made e.g. out of 90% organic ingredients but the remaining 10% contain unsafe ingredients (Organic or Not?, 2010). It has been argued in media that people should only put on their skins ingredients that they would be able to eat as well. Consequently, companies are forced to expand their research and development department in order to produce product that will attract eco-friendly customers (Everman, 2011).

In addition, customers do not just ask themselves if the product is organic. They are also looking for other significant characteristics as for instance: ingredient list from the label, packaging, place where the product has been made, possibility to get a bulk form product or if the product has been tested on animals (Ibid, 2011).

This is why it is very important that companies take into account all of these key factors before entering a market. Otherwise their reputation may be at stake (Chait, 2010).

Finally, organic products are not produced in the same quantity in all countries. This is due to the fact that countries in the world are considering the importance of green issues at different levels (Willer et al, 2008). The consideration of green issues can be different between countries both from the government point of view and from the one of the population.
Regarding the population, a gap exists between the environmental behaviors of consumers and between countries. As an example, Sweden and France, the two countries chosen to illustrate this research are in different stages regarding green issues. It has been noticed in 2012, according to the following survey made by the National Geographic that the Swedish consumers’ Greendex score index was really closed to the French one: 49 for France and 49.7 for Sweden. Nevertheless, Sweden is perceived as greener than France on various levels: housing, foods and transportation rankings (National Geographic, 2012).

However, it has been detected that the French population buys more green goods than Swedish, thing that the authors found surprising and one of the reasons of the research problem. Swedish consumers are “among the least likely to purchase environmentally friendly products (30 percent do so often or all the time, versus an average of 39 percent for France) and to avoid excessively packaged goods (26 percent do so often or all the time versus an average of 39 percent for French consumers)” (National Geographic, 2012, p.2). Moreover, compared to French consumers, Swedish consumers are also among “the least likely to say that they are trying hard to minimize their negative impact on the environment (34 percent, versus an average of 45 percent)” (National Geographic, 2012, p.2).

Consequently, studies should be made in order to understand the consumer’s attitudes regarding green products and this in relation to the culture of the consumers. This paper will therefore have the following purpose:

To investigate the consumer attitude toward green products and how it is influenced by culture.
1.2 Delimitations
The authors are students coming from France and studying in Linnaeus University, Sweden for a period of one year. This is one of the reasons why this paper is focusing on the consumer behavior of Swedish and French.

The study is delimitated to consumers from 15 to 25 years old. In fact, after looking at articles, it has been noticed that very few studies have been made on the behavior of students toward the entry of a green product in the market whereas much more have been done on children (usually until 12 years old), families or women.

Consequently, this paper deals with the consumer’s attitudes towards green products as well as the differences of attitudes that exist between Swedish and French students.
1.3 Outline of thesis

The study, which in total is divided into six chapters, is structured as follows:

1. Chapter one discusses about the culture and the green issues as well as the Swedish and French consumers’ attitudes and behavior during the last years. A research gap conducting to the purpose of the study is also introduced and selected by the chosen delimitations.

2. Chapter two submits a literature review of existing literature concerning the attitudes depending on culture and age. The chapter furthermore clarifies the research gap that is the middle of this investigation.

3. In the chapter three, a certain research model and research questions are exposed while serving as basis for the actual investigation.

4. Chapter four introduces and warrants the methodological stand points chosen for this quantitative research.

5. Chapter five shows and emphasizes a detailed analysis realized from the gathering of information taken from the surveys.

6. Chapter six finally underlines the conclusion of the study which respond to the research questions. Besides, theoretical and managerial involvements but also limitations of the study are leading to some suggestions for future research.
2. Literature Review

*In the chapter, the authors choose a literature review of existing literature concerning the attitudes depending on culture and age. The chapter furthermore clarifies the problem discussion of this study.*

The study of consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon et al., 2010). “Because attitudes exert a strong influence on behavior, attitude research offers a potentially useful device for explaining and predicting consumer behavior” (Udell, 1965, p.46).

An attitude is a lasting and general evaluation of people, objects or issues (Solomon et al., 2010). Consumer attitudes are based on values and beliefs that are used to resolve conflicts or make decisions. Consumer values are the criteria used to evaluate behavior and people (Homer and Kahle, 1988). Attitudes have been perceived as powerful determinants of behaviors and marketers consider that an individual having a positive attitude toward a product is more likely to buy this product (Vantomme et al., 2005).

2.1 Factors influencing attitudes toward buying green

The consumer behavior toward buying a product depends on attitudes toward this product. Hence, the study of attitudes can be really useful for companies in order to understand them and be able to adapt their offer in order to create a positive attitude toward the product they are selling.

To begin with, when buying products and especially green products, consumers do not only take into consideration their concern for environmental conservation but also their concern for their own health (Kim and Seock, 2009). The health consciousness “assesses the degree of readiness to undertake healthy actions” (Chen, 2009, p.168). It reflects the readiness of a person to do something for his/her health. In fact, the Decision New Media (2004) said that consumers control their health by looking for healthy skincare and cosmetics. In fact, they believe that natural ingredients make the products healthier. For some individuals, environmental concern has become a way of life guiding their consumption on a daily basis.
(Kim and Seock, 2009). Many researchers believe that if an individual is ready to take actions to become healthier, his/her attitude toward green product should be positive.

Then, in order to have a successful rate of adoption, the knowledge concerning the existence of the product and its efficacy should be sufficient. Many studies have shown that environmental knowledge has a positive influence on consumers to purchase green products (Mostafa, 2006). Environmental knowledge can be defined as “a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems” (Fryxell and Lo, 2003, p. 45). It has been shown that when knowing about organic product, individuals are more willing to purchase. In the same way, the lack of knowledge is often the reason why individuals do not recycle their trash (Mostafa, 2006). In addition, it has been detected that the attitudes of consumer’s knowing about green issues and feeling concerned about environmental issues are more influenced toward buying environmentally friendly products than attitudes of consumer’s that have none or few knowledge about green issues (Kim and Seock, 2009). In other studies, it has been said that when comparing people actively engaged in environmental issues and people non-engaged in these environmental issues, the factor that most differentiated the two groups was the level of knowledge about a specific problem (Simmons and Widmar, 1990). It has been mentioned that an individual who has more knowledge about green issues or about green products will have much more probability to choose a green product on the shelf instead of the product that he already knows (Kim and Seock, 2009). In other words, the reason for choosing a natural product might be that they know about the products (Kim and Seock, 2009, p.630).

In addition, the ABC model of attitudes is a “multidimensional perspective stating that attitudes are jointly defined by affect, behavior and cognition” (Solomon et al., 2010, p.125). This model says that there is an interrelationship between A, B and C and that consumers, needing harmony in their life will change their way of thinking, feeling or acting in order to keep this harmony. This is called the principle of consistency that comes from the cognitive dissonance theory that says that individuals have an internal need to keep attitudes and beliefs in harmony. This theory explains that conflicting thoughts create an internal discomfort for the individuals which motivate their behavior to restore balance (Baca-Motes et al., 2013).
A relationship exists between the ABC model of attitude and the decision making process of consumers. This relationship can be explained by the hierarchy of effects.

a) The hierarchy of effects

Marketers say that there is a series of stages between the point of unawareness of a product and/or brand and the ultimate purchase/sale of a particular brand (Barry, 1987). The hierarchy of effect model describes these “stages that consumers go through while forming or changing brand attitudes and purchase intentions” (Smith et al., 2008, p. 50). There are three levels in the hierarchy of effects:

- “High – involvement hierarchy (C-A-B) that means that the consumer gathers the information, evaluate it and then behaves.
- Low – involvement hierarchy (C-B-A) that means that the consumer evaluates after buying the product.
- Experimental/ Hedonic hierarchy (A-B-C) that means that the consumer will focus on what he/she wants, buy it and then thinks.” (Solomon et al., 2010, p. 277).
Nevertheless, “consumers vary in their commitment to an attitude and that the degree of commitment is related to their level of involvement with the attitude object” (Solomon et al., 2010, p. 282).

Moreover, it has been shown that getting individuals to accept small requests helps to make them accept a biggest request after. A test has been made with participants of an AIDS project. The participants saying that they would like or will participate were more likely to show up than those who didn’t answer (Freedman et al., 1966).

b) The level of commitment

There are three levels of commitment to an attitude:
- “Compliance: It is the lowest level of involvement; the attitude is formed because it helps avoiding punishment or gaining rewards.
- Identification: Attitudes are formed in order for the consumer to be similar to another person/group.
- Internalization: It is the highest level of involvement; the attitude is part of the consumer’s value system” (Solomon et al., 2010, p. 282).
Researchers have shown that commitment is affected by messaging. In fact, specific messaging increases commitment rates in comparison to non-specific messaging. An example has been taken into account when asking people to give their best work and asking people by defining the goals. When exactly defining the goals that had to be fulfilled in order to give the best work, employees actually increase their performance (Locke and Latham, 2002). Hence, attitudes have an impact on the buying behavior of consumers.

2.2 Culture and attitude
Culture refers to “the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving” (Culture [online], 2013).

Culture is one of the main factors to determine behaviors. In fact, the human behavior is formed by both internal factors as physiological and psychological factors and external factors as the cultural and physical environment (Chang, 2005). In addition, Kotler (1999) said that a consumer decision is profoundly affected by factors such as the consumer’s culture and society.

“Existing literature suggests that people’s cognitive styles vary significantly across nations and cultures” (Cui et al, 2013, p. 16). As it has been mentioned before, attitudes are linked to the way people think, their self-image, but also the importance they attach to the image others can have about them. Hence, the cognitive style of individuals that refers to the way someone thinks, perceives and remembers information is influenced by one’s culture (Cui et al., 2013).

Hence, culture and the values of each culture have an important influence on consumer’s attitudes and behaviors directly or indirectly through for example their shopping patterns or their exposure to media.

2.3 Age and attitude
Age has an important influence on the attitude toward purchasing a product or a service. Certainly, it has been said that children can be considered as consumers in training and this is the reason why young people are influenced in many ways (Solomon et al., 2010). According to the psychological social development theory of foreign scholar Eriskson, the young people
are in a stage called “delay period of psychological society”. In this stage young people are seeking for identification. In this process, they are affected by their peers (Chang, 2005). These peers are their reference groups. A reference group is “a group with which an individual identifies and whose values the individual accepts as guiding principles” (Dictionary reference [online], 2013). Reference groups affect all individuals and not only children. According to Wei and Yu (2012), the social identity theory states that the identity of an individual consists of two components: the personal (individual sense of self) and the social (group to which the person belong). Individuals also manage their image via social signaling. They behave in ways that communicate to others what kind of a person they are or what kind of a person they wish others will think they are (Baca-Motes et al., 2013). This explains why individuals are influenced by reference group; the social identity is an important part of their identity. The buying behavior of consumer hence depends on reference groups and also on the social power of the reference group or the opinion leader. The social power refers to the “capacity of one person to alter the actions of another person” (Solomon et al., 2010, p.393). There are different kinds of power as information power, legitimate power, referent power, expert power and reward power (French and Raven, 1959).

In addition, the buying behavior of a consumer depends on its ideal self. The ideal self is “a person conception of how he would like to be” (Dictionary reference [online], 2013). In this case, the consumer will buy in order to be in harmony with the image of how he/she would like to be. The consumer wants to maintain his/her self-concept which is “the attitude a person hold to himself.” (Solomon et al., 2010, p.144). Research based on social identity theory has shown that consumers purchase brands in order to construct their self-concepts. People are usually more interested in developing stronger connections with some particular products or brands that will help them to define and create their self-concepts (Wei and Yu, 2012). Finally, individuals can have an independent self-concept where “the mental representations of one’s own traits, attitudes, and preferences are associated with the motivation to withstand undue social pressure and to be independent” (Torelli, 2006, p.240). It corresponds to the conception of oneself as separated from others. In another hand, individuals can have an interdependent self-concept where mental representations of social norms, group memberships, and others’ opinions are linked to the motivation to adjust to the demands of others and to maintain harmony. It corresponds to a conception of oneself as connected to others. Many researches have shown that these self-concepts affect persuasion, judgment and choices (Torelli, 2006). This is one of the reason why the buying behavior of consumers can
be influenced by the way people see them. In fact, “the psychographic variables like lifestyle, personality, self-image of a person, influence attitudes profoundly” (Anilkumar and Jelsy, 2012, p. 31).

Hence, reference groups, through self image, self concept and ideal self, have an impact on attitude. This impact defers regarding the age of individuals. This is due to the fact that the reference group will be different for an adult or for children as well as for adolescents. First, adolescents are influenced by their parents, by what they hear their parents saying, what their parents want them to be and the image they want to give to their parents. Another reference group that has an important social power is the friends. In fact, in their decision making, adolescents take into account the experience and advices of different reference groups as parents and peers (Wilks, 1986). In addition, young people are influenced by the medias and more especially by the television. French people watch more television than Swedish with 23 hours against 18 hours for the Swedish (Nation Master [online], 2013). The medias influence differently according to the age as the same channel will not be watched by a children and an adult. The publicity diffused in this channel hence has a really different influence on consumers. Hence, depending on the age of individuals, reference groups are from different types and consequently, attitudes are different. This contrast in reference group will lead to different priorities, different values and hence to different attitudes leading to different buying choice.

2.4 Chapter summary

In this chapter, the authors explained the critical point and knowledge necessary to understand the following parts of the thesis. The authors have described what an attitude is, and what can influence an individual’s attitude.
3. Research Model and Research Questions

This following chapter exhibits a certain research model and research questions while serving as basis for the actual investigation.

3.1 Proposed research model

As it has been said before, the goal of this study is to obtain a deeper understanding of the factors concerning attitudes which impacts on the buying behavior of consumer and examines the attitudes associating to the cultures.

The relationship between these three elements was emphasized in the previous chapter named literature review. The following figure illustrates the suggested research model.

Figure 3: Proposed research model

Design adapted from Stein and Folzt’s model (2010)

This research model is adapted from the model of Stein and Folzt’s model (2010) used in representing the functioning of the mind when purchasing. It explains all the factors that impact on the consumer behavior while buying a product. Inside this research model, the ABC model of attitudes appears. As explained before, the ABC model tries to find explanations to the attitudes of individuals. These explanations are given by the relationship
between Affect, Behavior and Cognition. Consequently, these explanations allow a better understanding of the consumer behavior (Ajzen, 1991). It has also been adapted using the model of Chen (2009) in order to emphasize the impact of health when buying green products. In addition knowledge is related to behavior as it can be seen in the model of Mostafa (2013). Hence, knowledge also appears in this adapted model even if it is not written. In fact, knowledge is a part of cognition.

**3.2 Hypothesis**

According to the research model, the following hypotheses will be tested:

*H1: There is a difference in the level of health consciousness between countries.*

*H2: There is a difference in the way consumer put importance to their feelings and emotion when buying green products depending on countries.*

*H3: There is a difference in the level of behavior intention between countries.*

*H4: There is a difference in the level of knowledge (cognitive) between countries.*

*H5: There is a difference in the way consumer put importance to the opinion of reference groups depending on the two countries, France and Sweden.*

*H6: There are different attitudes based on the country consumer comes from resulting from the differences existing for the five factors in each country.*

**3.3 Research Questions**

Founded according to the purpose established and developed through the previous literature review, several research questions have been emphasized. The aim of this investigation is to obtain a deeper understanding of the different steps quoted in the research model. This has led to the formulation of one question per each element:

**Research question 1:** What are the factors impacting the most on attitudes toward green products and purchase of green products?

**Research question 2:** How attitudes toward green products differ in different countries?
3.4 Chapter Summary

In this chapter, a research model has been established in accordance to the literature review. Furthermore, two research questions, deduced from this model, appeared. These interrogations which are in relation with the purpose, allow the authors to be more accurate towards the direction of their studies.
4. Methodology

In this chapter, an introduction of the methodological stand points chosen for this quantitative research has been emphasized.

“Marketing research, whether basic or applied, is designed to solve problems.” (Bagozzi, 1994, p.1).

4.1 Research approach

Bryman and Bell, authors of the book “Business research methods” (2011), determine ‘research approach’ as the way the authors choose their approach in order to establish their thesis for example. Generally, it depends on which theory the authors cohere to and on epistemological and ontological considerations as for instance positivism, rationalism or even postmodernism.

4.1.1 Deductive Research

The method of deductive research moves towards hypothesis testing, after which the principle is confirmed, refuted or modified. By starting to collect theories which are adapted to their subject, authors try to gather updated data (Gray, 2009).

According to the topic of this thesis, it has been decided to choose the deductive research method because the aim is to try to find accurate theories concerning the attitudes, culture and age as it can be perceived in the literature review chapter while being in accordance with the research questions expressed previously.

4.1.2 Quantitative Research

Quantitative research encompasses results which are supposed to be measurable and presentable throughout numbers or statistic forms. Moreover, the purpose of this kind of research is to make generalizations which are founded thanks to the investigation conducted and the authors use generally only few variables on a large number of entities (Bryman and Bell, 2011).

The research the most adapted for this thesis is the quantitative one because with the collection of data that will be obtained from the surveys, statistics will be established and therefore generalizations will be made according to the results founded.
4.2 Research Design

The research design is described as an overarching plan for the collection, measurement and analysis of data (Gray, 2009).

Exploratory research design is a type of research conducted for a problem that has not been clarified yet. It is used in order to clarify the research problem and direction at the early stages of a project.

In this thesis, an exploratory research design will be used but a descriptive research design will also be emphasized. In fact, a survey was established in order to study the consumer behavior and attitudes toward green products. France and Sweden will be the population targeted with the aim to compare the answers and relate them to the culture of both countries. It is an exploratory research design as the answer from this survey will be an important help in the clarification of the research problem and the direction of the thesis but it is also a descriptive research design, in the sense that, it will enable the authors to find the percentage of unit in two different populations experimenting a behavior X.

4.3 Data sources

Primary data represent information that has been gathered first-hand in the aim to answer to specific research questions. Concerning the positive features of these data sources, it provides tailor-made, specific and updated information. Nevertheless, this can subsequently cause various disadvantages such as time consumption, high-costs as well as a risk of non-responses from the population studied (Bryman and Bell, 2011). There are several different methods for collecting primary data: establish questionnaires, interviewing, make observations or even identify unobtrusive measures. Questionnaires are considered as one of the most broadly used primary data gathering techniques but fewer people are knowledgeable about ‘how difficult it is to construct surveys that are valid, reliable and objective’ (Gray, 2009, p.337).

As regards to this thesis, the focus will be made on finding primary data thanks to the establishment of the survey in the two languages. It is therefore important to collect current information while taking into account the previous quoted disadvantages.
4.4 Research strategy

Research strategies provide a “logic, or a set of procedures, for answering research questions, particularly what and why questions” (Blaikie, 2010, p.80).

One of the main parts of the research strategy is survey. It is defined as the sampling of individuals from a population with the intention of making statistical inferences concerning the population utilizing the sample (Bryman and Bell, 2011).

With respect to the subject, the objective will be to use the survey as research strategy. In order to compare the attitude of French and Swedish, it will be the most adapted method and the one that will provide some advantages as for example to avoid consuming too much time and to save money.

4.5 Data collection method

When determining which method to use when gathering the data necessary for a study there is a wide variety to choose from. Researchers appear to agree on five main methods. According to the book “Business research methods” from 2011, most common of the data collection methods are founded from research strategy and this includes:

- Archival analysis (e.g. annual reports, financial data and websites)
- Surveys (e.g. email, telephone, in person)
- Case studies (e.g. in depth interview, focus group, triangulation)

In this case, the study will be concentrated on surveys, as previously mentioned. There are two types of survey. On the first-hand, there are census surveys which study every element of the population and in the other hand; there are sample surveys which focus on an investigation of a representative proportion of the population. In this circumstance, the most suitable for this thesis will be the use of the sample survey because the authors want primarily to target French and Swedish women from 15 to 25 years old. Here the easiest method was to send an email to the French respondents and to enter personally in contact with the Swedish respondents to ask them to answer the questionnaire.
4.6 Data collection instrument

4.6.1 Operationalization and measurement of variables

According to Bryman and Bell (2011), operationalization is the process of defining fuzzy concepts in order to make them measurable in form of variables composed of accurate observations.

The process consists in six steps:

- Theoretical insight
- Define the key variables
- Provide operational definition of the key variables
- Find and list potential measures for the key variables
- Pretest
- Design data collection instrument (Bryman and Bell, 2011).

According to the literature review chapter, a table can be designed in which the key variables are defined and a table of operational definition of these variables can also be included.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Conceptual definition</th>
<th>Operational definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health-consciousness</td>
<td>“Health-consciousness assesses the degree of readiness to undertake healthy actions” (Chen, 2009, p.168).</td>
<td><strong>Measures</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 - I think that I take health into account a lot in my life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2- I have the impression that I sacrifice a lot of money into organic cosmetics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3- I have the impression that other people pay more attention to their health than I do</td>
</tr>
<tr>
<td>Attitude</td>
<td>“Many attitude theories hold that our current attitudes are, at least in part, based on our own past actions. These theories maintain that when reporting one’s evaluation of a given attitude objects, an individual looks back at the actions he or she has taken in the past, and that these</td>
<td>A measure that reflects attitude in the context of different culture.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Example of questions regarding attitudes:</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>AFFECT (feelings and emotions)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4- I don’t want to worry about the ingredients that my green products are composed of.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5- I think that green products do not perform as well as</td>
</tr>
</tbody>
</table>
actions influence the current attitude report.” (Frye et al., 2012, p.307).

- Reference group

“The fact that people act in accordance with a frame of reference produced by the groups to which they belong” (Bearden and Etzel, 1982).

non-green products

6- I feel proud when I buy/use green products

**BEHAVIOR (behavior intention)**

7- I am willing to make sacrifices to protect the environment by using organic body products

8- I would definitely intend to buy those products that are environmental friendly

9- I actively seek out information about organic products

10- I would switch from my usual brands and buy environmentally safe Body care products, even if I have to give up some cleaning effectiveness

11- I intend to buy more green cosmetics when the manufacturer has an eco-friendly image

**COGNITION (knowledge and beliefs)**

12- I consider my knowledge to be high regarding green issues, especially in cosmetics

13- The concept of buying organic products depends on individual knowledge towards green issues

14- I trust information given about green cosmetic products

15- Organic product will ensure a long and healthy life for me

**REFERENCE GROUPS**

16- I think my participation in environmental protection would influence my family and friends to participate too.

17- I would recommend to my family green products when buying cosmetics

18- I would recommend to my friends green products when buying cosmetics
4.6.2 Questionnaire design

Questionnaires are defined by Gray as “research tools through which people are asked to respond to the same set of questions in a predetermined order” (Gray, 2009, p.337).

Regarding the questionnaire design, once the concepts and hypotheses have been neatly expressed and a good sample drawn, the next step in the research chain is the data-collection instrument. A good way to start writing a questionnaire is first to anticipate and avoid possible sources of errors coming from the respondents. For instance, a respondent could refuse to cooperate, or also he or she could think that the answers given will be used against him or her (Bailey, 1987).

This is why the construction of the survey should be based on ‘relevance’ which can be divided into three facets:

1/ Relevance of the study’s goals

2/ Relevance of questions to the goals of the study

3/ Relevance of the questions to the individual respondent (Bailey, 1987).

Moreover, there are some pitfalls in questionnaire design that have to be taken into account as for example: double barreled questions, ambiguous questions, level of wording, leading questions or even sensitive or threatening questions (Bailey, 1987).

In addition, concerning the measurement of scale, there are different levels: nominal, ordinal, interval and ratio scales. With ‘nominal scale’ considered as the lowest level and ‘ratio scale’ as the highest level. Nominal and ordinal scales are designed for qualitative data compared to ratio and interval which are for on quantitative data (Bryman and Bell, 2011).

For the one used in this study, emphasizes will be made on the rational method which is a metric method with shares a high-level of accuracy.

Finally, a measurement scale going from 1 to 7 has been created where 1 tends to ‘strongly disagree’ and 7 ‘strongly agree’ with the quotation previously highlighted.

4.6.3 Pretesting

The pretesting is perceived as the final stage in questionnaire construction and it is one of the most important. The survey should be distributed to a few respondents in the goal that its flaws can be identified and revised (Bailey, 1987).
In this case, the survey were shown to potential respondents as for instance six young French and Swedish but also to the tutor of this thesis and to the teacher in charge of the course, before sending the final surveys to the sample of the population targeted. By this way, the questionnaires were structured in a more accurate way and thereafter achieve a better analysis process.

4.7 Sampling

Sampling is separated into three distinct stages:

1/ Define population

2/ Identify the sampling frame from which the sample will be selected

3/ Decide on the sample size (Bryman and Bell, 2011).

In a first step, the population studied has to be defined. Population is specified as all the entities that belong to the same group or/ and exist in the same geographical area. In this case, the population chosen belongs to the same group of ages (from 15 to 25 years old) and also shares the same geographical area which is the European area (France and Sweden).

4.7.1 Sampling frame

The identification of the sampling frame from which the sample will be selected is crucial for the proper conduct of the investigation. The definition of sampling frame reveals that it is a list of elements of the population from which the sample is drawn (Bryman and Bell, 2011).

For this thesis, the majority of this list will be founded thanks to the social media named Facebook. Nowadays, the internet tool allows reaching a lot of people in a short lapse of time. Moreover, it can permit to reach even more people that the authors are expected and limit the risk of non-response.

4.7.2 Sample selection and data collection procedure

According to Bailey: ‘The correct sample size is dependent upon the nature of the population and the purpose of the study’ (Bailey, 1987, p. 53).

There are several methods to determine the sample size as for instance: rules of thumb, average size samples from previous similar investigations, statistical method, or even the method where authors try to find all they can afford (Bryman and Bell, 2011).
For this thesis, the last method will be the one used, that is to say that the authors will try to find all they can afford. An attempt will be made in order to obtain minimum 100 complete answers from each country by the social media previously cited.

### 4.8 Chapter summary

The chapter four presents the different steps realized before actually making the analysis. From the choice of the research approach to the data collection method and to the sampling, each step is defined and detailed in order to explain to the reader how the research of this paper has been conducted.
5 Results
In this chapter, the results obtained during the analysis on SPSS will be presented. As previously said, the quantitative method was the one performed in the establishment of this thesis. Therefore, it was important to carefully follow the subsequent recommended steps while making the analysis in the software SPSS (Bryman and Bell, 2011).

5.1 Data coding
The first step in doing the analysis is the data coding in SPSS. This step is basically needed in order to instruct SPSS on which questions have been used in the survey questionnaire (Pallant, 2010). In the variable view in SPSS, a name has to be given for each question of the questionnaire. In this case, the initial of the word was used as a name. For instance, HC1 was the name given for the first question of Health Consciousness. In addition, the exact question from the questionnaire should appear in the case label in the variable view. The way of measurement also has to be defined, in this case, scale.

5.2 Data entry
The second step consists in entering the data in SPSS. The data has to be entered in the sheet data view of the software. The data of this survey has been collected in two different ways. For the French respondents, internet and especially Google drive have been used in order to create a questionnaire that can be filled from the respondent from their computers. With Google drive, the data can be copied and pasted from the file from Google drive to the file in SPSS.
For the Swedish respondents, questionnaires have been printed and distributed to Swedish and hence, all the answers needed to be transcript manually in SPSS.

5.3 Data examination
The next step was the examination of data. In fact, there are a lot of probabilities that missing data exist in the file previously created. The first thing to do is to run a Little MCAR test in order to show that the items are missing totally at random. In order to show that the data is missing totally at random, the significance must be superior to 0.05. In this case, the result obtained was sig: 0.000. It means that there is a significance and hence that the items are not missing at random. The missing values were still replaced but there are potential issues with
the randomness of missing data and the results of this study should be interpreted with caution.

5.4 Descriptive statistics
After the examination of the data, the descriptive statistic analysis was carried out. In this thesis, it has been decided that all the items would be analyzed using the Expectation-Maximization technique.

The results that are obtained in the descriptive statistics are statistics such as frequencies, means, values and standard deviations. Again, and as each time that an analysis is performed in SPSS, the significance (sig) has to be inferior to 0.05 in order for the information to be significant (Pallant, 2010).

Among a lot of tables, this table was obtained. In it, it is possible to see all the variables, the means and standard deviations.

Figure 4: Descriptive statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Missing</th>
<th>No. of Extremes²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Count</td>
<td>Percent</td>
</tr>
<tr>
<td>HC1</td>
<td>206</td>
<td>5.3107</td>
<td>1.25332</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>HC2</td>
<td>207</td>
<td>2.6570</td>
<td>1.66779</td>
<td>0</td>
<td>.0</td>
</tr>
<tr>
<td>HC3</td>
<td>207</td>
<td>3.8164</td>
<td>1.69096</td>
<td>0</td>
<td>.0</td>
</tr>
<tr>
<td>A1</td>
<td>206</td>
<td>4.3252</td>
<td>1.94712</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>A2</td>
<td>205</td>
<td>3.0878</td>
<td>1.54415</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>A3</td>
<td>205</td>
<td>4.6000</td>
<td>1.62215</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>B1</td>
<td>206</td>
<td>4.9272</td>
<td>1.42779</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>B2</td>
<td>207</td>
<td>4.8019</td>
<td>1.62934</td>
<td>0</td>
<td>.0</td>
</tr>
<tr>
<td>B3</td>
<td>206</td>
<td>2.7913</td>
<td>1.61702</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>B4</td>
<td>205</td>
<td>3.2390</td>
<td>1.61684</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>B5</td>
<td>207</td>
<td>4.2174</td>
<td>1.62388</td>
<td>0</td>
<td>.0</td>
</tr>
<tr>
<td>C1</td>
<td>204</td>
<td>2.8578</td>
<td>1.44331</td>
<td>3</td>
<td>1.4</td>
</tr>
<tr>
<td>C2</td>
<td>203</td>
<td>4.6207</td>
<td>1.53151</td>
<td>4</td>
<td>1.9</td>
</tr>
<tr>
<td>C3</td>
<td>206</td>
<td>4.4126</td>
<td>1.57497</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>C4</td>
<td>207</td>
<td>3.5314</td>
<td>1.62437</td>
<td>0</td>
<td>.0</td>
</tr>
<tr>
<td>RG1</td>
<td>206</td>
<td>4.5000</td>
<td>1.61321</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>RG2</td>
<td>205</td>
<td>3.7073</td>
<td>1.81558</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>RG3</td>
<td>207</td>
<td>3.6570</td>
<td>1.85211</td>
<td>0</td>
<td>.0</td>
</tr>
<tr>
<td>Country</td>
<td>207</td>
<td></td>
<td></td>
<td>0</td>
<td>.0</td>
</tr>
</tbody>
</table>

a. Number of cases outside the range (Q1 – 1.5*IQR, Q3 + 1.5*IQR).

Table from SPSS software
In order to emphasize the data and to make it clearer for the reader, the creation of graphical representation has been realized. Graphs have been created for each variable in order to see the differences of answers in each country. It shows how much Swedes and how much French answered 1, 2, 3, 4, 5, 6 or 7 for each of the variables and enables a comparison of the answers obtained from each country.

For example, this table was obtained for the variable RG3, “I would recommend to my friends green products when buying cosmetics”. It can be seen that whereas French answered a lot 1 and 2, Swedes in another hand answered more the number 4 and 6. It means that Swedes would recommend to their friends green products when buying cosmetics more than French would do.

Figure 5: Graphics representing data from SPSS

![Graph from SPSS software](image)

In the following graph, figure 6, the resemblance between Swedish and French answers can be notices. In fact, both graphs are similar with more answers for the numbers 1, 2, 3 and 4. Nevertheless, a difference can be observed as there are more answers from the numbers 5, 6 and 7 from the Swedes than from the French.
Figure 6: Graphics representing data from SPSS

Graph from SPSS software

Figure 7: Graphics representing data from SPSS

Graph from SPSS software
Finally, the figure 7 shows that neither French nor Swedes have the impression to sacrifice a lot of money into organic cosmetics.

Then, cross-tabs were used in order to show the dependence that can exist between variables. If the chi-square obtained is higher than the degree of freedom (df), it means that there is a dependence between the two variables. Here again, the significant coefficient should be checked before making any conclusion (Landeau and Everitt, 2004).

For example, the following table is the cross tabulation table used to see if a dependence exits between the variable B1 “I am willing to make sacrifices to protect the environment by using organic body products” and B2 “I would definitively intent to buy those products that are environmental friendly”. The chi-square is superior to the degree of freedom; hence there is dependence between the variables B1 and B2. In addition, this result is significant as sig: 0.000.

Figure 8: Table representing data on SPSS

<table>
<thead>
<tr>
<th>Count</th>
<th>I would definitively intent to buy those products that are environmental friendly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.00</td>
<td>7.00</td>
</tr>
<tr>
<td>1.00</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>2.00</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3.00</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>4.00</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>5.00</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>5.25</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>6.00</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>7.00</td>
<td>4</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>100.57</td>
<td>42</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>168.87</td>
<td>42</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>72.07</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>207</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 39 cells (68.6%) have expected counts less than 5. The minimum expected count is 0.4.

Table from SPSS software
Also, the data had to be checked in order to know if the independent t-test method could be the one run in the hypothesis testing. The assumption of normal distribution has been tested through normal probability plots, skewness and kurtosis. The z value, for skewness as well as for kurtosis were between +/- 2, 58 which is needed for the data to be normally distributed (Hair et al., 2006). In addition, the Shapiro-wilk test was above 0, 05 and it was then concluded that the data was normally distributed. In addition, there were no proofs of aberrant outsiders. Finally, as the dependent variable is considered as ordinal, the independent t-test method has been chosen as the one to be deployed in testing the hypothesis (Pagano, 1994).

Figure 9: Table representing data from SPSS

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABA</td>
<td>207</td>
<td>2</td>
<td>7</td>
<td>4.07</td>
<td>.959</td>
<td>-.039</td>
<td>.169</td>
</tr>
<tr>
<td>AIBB</td>
<td>207</td>
<td>1</td>
<td>7</td>
<td>4.00</td>
<td>1.228</td>
<td>.063</td>
<td>.169</td>
</tr>
<tr>
<td>AIC</td>
<td>207</td>
<td>1</td>
<td>6</td>
<td>3.96</td>
<td>.949</td>
<td>-.176</td>
<td>.169</td>
</tr>
<tr>
<td>allbehav</td>
<td>207</td>
<td>1,78</td>
<td>5,84</td>
<td>3.9731</td>
<td>.77856</td>
<td>-.137</td>
<td>.169</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>207</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table from SPSS software

The assumptions showed that the sample independent t-test was the best method to use in order to compare the results obtained for one variable by two different countries.

5.5 Reliability test
Reliability tests have been conducted in order to verify the reliability of the questions of the questionnaire survey (Landeau and Everitt, 2004).
Reliability is an underlying condition for validity but not the other way around. It can be assessed by:

- Repeating the study at a later point in time (repeatability)
- Calculating and reporting the Cronbach alpha (α) coefficient (preferably > .7, but > .6 is acceptable)

Here, the Cronbach alpha coefficient was calculated and then reported. A Cronbach alpha is based on a scale from 0 to 1 where 1 represents a perfect reliability. A good level of reliability
is around 0.70 but 0.60 is also considered as acceptable. The significance needs to be checked once again in order to confirm that the Cronbach alpha is significant and can be used in the research. The Cronbach alpha will then be the variable used in order to determine if the questions are reliable or not. Cronbach alpha if item deleted shows the new Cronbach alpha that would appear if the item was deleted. If it is superior to the actual Cronbach alpha, then the variable has to be deleted (Landeau and Everitt, 2004).

These are the results that have been obtained from the reliability analyses:

- **Health consciousness set of variables:**

  Figure 10: Reliability test HC variables

  ![Table from SPSS software](image)

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.513</td>
<td>-0.535</td>
<td>3</td>
</tr>
</tbody>
</table>

- **Affect set of variables:**

  Figure 11: Reliability test Affect variables

  ![Table from SPSS software](image)

  a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

  ![Table from SPSS software](image)
- **Behavior intention set of variables:**

Figure 12: Reliability test Behavior intention variables

![Reliability Statistics Table](image)

Table from SPSS software

- **Cognitive set of variables:**

Figure 13: Reliability test cognitive variables

![Reliability Statistics Table](image)

Table from SPSS software

- **Affect, Behavior and Cognition set of variables:**

Figure 14: Reliability test A, B and C variables

![Reliability Statistics Table](image)

Table from SPSS software

- **Reference group set of variables:**
As it can be seen, the variables of health consciousness, affect and cognition are not reliable with a Cronbach alpha of respectively -0.513, -0.092 and 0.457. Hence, as an hypothesis cannot be run with unreliable variables, the hypothesis 1 and 2 about health consciousness and affect will not be run (Pallant, 2010). Nonetheless, the reliability of affect, behavior and cognition as a group has been calculated and it resulted that all together; the questions are reliable at 74% which is a good level of reliability. This reliability is important as they are the main factors of attitudes.

5.6 Hypothesis testing

- \textit{H1: There is a difference in the level of health consciousness between countries.}

In this hypothesis, the level of health consciousness in Sweden and in France was studied in order to show that a difference exists between the two countries. Nevertheless, it has been decided not to run this hypothesis as the variable of health consciousness has been determined as unreliable in the reliability analysis.

This hypothesis is hence excluded of the study.

- \textit{H2: There is a difference in the way consumer put importance to their feelings and emotions when buying green products depending on countries.}
In this hypothesis the authors wanted to study the importance given to feelings and emotions when buying green products in order to once again show that a difference existed between the two countries.

As for hypothesis 1, it has been discovered while running the reliability analysis that the variable affect was not reliable alone. In fact, it is reliable only when studied together with behavior and cognition.

This hypothesis is hence excluded of the study.

- **H3: There is a difference in the level of behavior intention between countries.**

Here, the goal was to study the fact that the behavior intention of French is higher than the one of Swedes. In order to do so, an independent sample t-test has been run. In fact, the t-test is a method used to compare means for two different groups, which is exactly what was needed here. In order to have a global answer, a mean of all the behavior intention variables has been created.

The results obtained were the following:

*Figure 16: Hypothesis testing 3*

<table>
<thead>
<tr>
<th>Group Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td><strong>AUIR</strong></td>
</tr>
<tr>
<td>&quot;France&quot;</td>
</tr>
<tr>
<td>&quot;Sweden&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Independent Samples Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td><strong>AUIR</strong></td>
</tr>
<tr>
<td>Equal variances assumed</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
</tr>
</tbody>
</table>

*Table from SPSS software*
In the table “group statistics”, the t-test gives the mean for France and the mean for Sweden. It can be seen that there is a difference between these two means of about one point. On a seven point scale with one being totally disagree and seven totally agree, French averaged 3, 65 and Swedish 4, 36.

Also, the significance of these results has been studied. In the table independent sample t-test, it can be seen that sig is equal to 0,000. It means that there is a significance of 99, 99%. The t-value equals to -4,378.

✓ Null hypothesis is hence rejected. There is a difference in the level of behavior intention between the two countries.

• **H4: There is a difference in the level of knowledge (cognitive) between countries.**

Here, the authors wanted to show that a difference exists in the level of knowledge (cognitive) between countries. As for hypothesis 1 and 2, the variable cognition, when studied alone was not reliable. For this reason, this hypothesis will not be run.

This hypothesis is hence excluded of the study.

• **H5: There is a difference in the way consumer put importance to the opinion of reference groups depending on the two countries, France and Sweden.**

Here, the hypothesis that there is a difference in the way consumer put importance to the opinion of reference groups depending on countries was studied. For this reason, the exact same steps as before in the hypothesis 3 were followed.

The results obtained for the hypothesis 5 were the following:
It has been found out that on a seven point scale with 1 corresponding to totally disagree and 7 totally agree, French averaged 3.37 and Swedish 4.56 with a standard deviation of respectively 1.308 and 1.438. The t-value equaled -6.191. When looking at the significance, sig equals to 0.000 which means that there is 99.99% of significance in the results. Hence, there is a significant difference toward the importance accorded to reference groups between France and Sweden.

✓ Null hypothesis is hence rejected. There is a difference in the way consumers give importance to the opinion of reference groups depending on the two countries, France and Sweden.

• **H6: There is a difference in attitudes toward green products depending on the country consumers come from resulting from differences existing for each previous factor.**
As attitudes are defined by all the previous factors, it has been decided to analyze all these factors together in comparison to countries. All these previous factors were used in order to represent the consumers’ attitudes toward green products.

Hence, the independent sample t-test was again used in order to see if a difference exists between the attitudes of French and the attitudes of Swedish toward green products. First of all, it has been seen before, that when tested together, affect, behavior and cognition were reliable. Hence a mean of these variables can be calculated in order to have a variable representing the attitudes toward green products. Then, this mean was used as the variable when running the t-test.

The results obtained for the hypothesis 6 were the following:

Figure 18: Hypothesis testing 6

<table>
<thead>
<tr>
<th>Group Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
</tr>
<tr>
<td>France</td>
</tr>
<tr>
<td>Sweden</td>
</tr>
</tbody>
</table>

Independent Samples Test

<table>
<thead>
<tr>
<th>1-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>allattitudes</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Table from SPSS software

On a seven point scale with 1 being totally disagree and 7 totally agree, French averaged 3, 68 and Swedish 4, 27 with a standard deviation of respectively 0,68 and 0,76. The t-value equaled -5,916. There is a difference between the means of almost one point. Then, there is still a need to look if the results are significant or not. When looking at the sig, the results are reliable at 99, 99% as sig: 0,000.
✓ Null hypothesis is hence rejected; there is a difference in attitudes toward green products depending on the country consumers come from.

5.7 Other analysis that have been run

In the process of analyzing the hypotheses, other analyses as a correlation analysis and a regression analysis have been run.

A correlation explains the relationship between 2 variables. It can be positive or negative. A positive correlation means that if one variable increase the other increase. A negative correlation means that if one increases the other decrease. A correlation equal to zero means that there is no relationship between the two variables. A good correlation number is above 0, 8. The “r” value indicates the strength and the direction of the correlation. If the number is quoted with**, it means that these numbers are almost 99% sure.

It has been decided to test the correlation between all the variables. For this, the means of each set of variables previously calculated have been used in order to run the correlation analysis. The following information appeared:

Figure 19: Correlation analysis

<table>
<thead>
<tr>
<th>Correlations</th>
<th>AllHC</th>
<th>AllA</th>
<th>AllB</th>
<th>AllC</th>
<th>AllRG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1.140</td>
<td>.250</td>
<td>.336</td>
<td>.222</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.044</td>
<td>.000</td>
<td>.000</td>
<td>.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.140^</td>
<td>1</td>
<td>.211^</td>
<td>.196^</td>
<td>.247^</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.044</td>
<td>.002</td>
<td>.005</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.250^</td>
<td>.211^</td>
<td>1</td>
<td>.547^</td>
<td>.697^</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.336^</td>
<td>.196^</td>
<td>.547^</td>
<td>1</td>
<td>.578^</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.005</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.222^</td>
<td>.247^</td>
<td>.697^</td>
<td>.579^</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td>207</td>
<td></td>
</tr>
</tbody>
</table>

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table from SPSS software
In this table, it can be seen that the best correlations are between the behavior set of questions and the cognitive set of questions with a positive correlation of 0.547 for which there is 99, 99% of significance. Also, the correlation between the reference group variables and the cognition variable equaled to 0.579 with a significance of 99, 99%. Finally, the highest correlation exists between the behavior set of variables and the reference group set of variables with 0.697 and a significance of 99, 99%. Nevertheless, it can be noticed that no correlation exceeds 0.80.

Then, a regression analysis has also been run in order to determine which one of the five variables was the one that most impact on attitudes. As it has been said before, the variable health consciousness has been determined unreliable. For this reason, it hasn’t been taken into account in this analysis. Affect and cognition when analyzed together with behavior are reliable; hence they were included in this regression analysis. The multiple regression analysis has been the method used. The following results have been obtained:

Figure 20: Regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.834a</td>
<td>.696</td>
<td>.685</td>
<td>.43012</td>
</tr>
<tr>
<td>2</td>
<td>.941b</td>
<td>.885</td>
<td>.884</td>
<td>.26489</td>
</tr>
<tr>
<td>3</td>
<td>1.000c</td>
<td>1.000</td>
<td>1.000</td>
<td>.00000</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), AIE
b. Predictors: (Constant), AIE, AIA
c. Predictors: (Constant), AIE, AIA, AIC

Table from SPSS software

From the regression analysis, it resulted that the variables of behavior intention and affect were really good predictors of attitudes. In fact, when looking at the table above, it can be seen that the R square value equals to 0.696 and 0.885. From all the variables in this study, they are the two variables that most impact on attitudes. As it has been said before, the variable affects wasn’t reliable when studied alone but was reliable when studied together with behavior intention and cognition. For this reason, the results have to be taken into
account with precaution, but the regression analysis can still be run taking the variable of affect into account.

In addition, in the following ANOVA table, when looking at the sig, it can be seen that it equals to 0.000. This significance means that the model is a good predictor of the outcome.

**Figure 21: Regression analysis - Anova**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>86,942</td>
<td>1</td>
<td>86,942</td>
<td>469,947</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>37,925</td>
<td>205</td>
<td>.185</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>124,863</td>
<td>206</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Regression</td>
<td>110,554</td>
<td>2</td>
<td>55,277</td>
<td>767,818</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>14,314</td>
<td>204</td>
<td>.070</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>124,868</td>
<td>206</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Regression</td>
<td>124,863</td>
<td>3</td>
<td>41,623</td>
<td>.</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>.000</td>
<td>203</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>124,868</td>
<td>206</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: allattitudes
b. Predictors: (Constant), AIIb
c. Predictors: (Constant), AIIb, AII A
d. Predictors: (Constant), AIIb, AII A, AII C

*Table from SPSS software*

To finish, in the last table “Coefficients”, it can be seen that the variable behavior intention is the one that has the most important impact on attitudes. This can be seen when looking at the beta in the standardized coefficients. The number that is higher represents the variable that impacts most on the dependent variable which is attitude. This result emphasizes the previous result obtained in the Anova table. Finally, the results are significant as the sig: 0.000.
Figure 22: Regression analysis - Coefficients

Table from SPSS software

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant) 1,858</td>
<td>.102</td>
<td></td>
<td>18.212</td>
</tr>
<tr>
<td></td>
<td>AllB</td>
<td>.529</td>
<td>.834</td>
<td>21.678</td>
</tr>
<tr>
<td>2</td>
<td>(Constant) 6.627</td>
<td>.092</td>
<td></td>
<td>6.821</td>
</tr>
<tr>
<td></td>
<td>AllB</td>
<td>.470</td>
<td>.741</td>
<td>30.546</td>
</tr>
<tr>
<td></td>
<td>AllA</td>
<td>.361</td>
<td>.445</td>
<td>18.345</td>
</tr>
<tr>
<td>3</td>
<td>(Constant) 1.000E-013</td>
<td>.000</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>AllB</td>
<td>.333</td>
<td>.526</td>
<td>630872178,6</td>
</tr>
<tr>
<td></td>
<td>AllA</td>
<td>.333</td>
<td>.411</td>
<td>577534249,4</td>
</tr>
<tr>
<td></td>
<td>AllC</td>
<td>.333</td>
<td>.406</td>
<td>489427560,1</td>
</tr>
</tbody>
</table>

a. Dependent Variable: allattitudes

5.8 Conclusions

Table from SPSS software

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>T-value</th>
<th>Significance</th>
<th>Supported or not?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Excluded of the study</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Excluded of the study</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>-4.378</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Excluded of the study</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>-6.191</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>6</td>
<td>-6.596</td>
<td>0.000</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Own design by Solene Salaun and Marine Pontet

5.9 Discussions

In the literature review, it has been seen that different factors impact on the buying behavior of consumers. These factors have been determined as being health consciousness, affect,
behavior, cognition and the influence of reference groups. In fact, it has been found out that depending on the level of health consciousness, consumers will be more willing to buy green products. Another finding was that the three factors of the ABC model that are affect, behavior and cognition were the main factors influencing attitudes. These factors imply the influence of feelings and emotions in the buying process, the intention that a consumer can have to buy a certain product while making a purchase and finally the level of knowledge that a consumer can have about a product or an issue that impacts on one’s choice to purchase or not. Last but not least, reference groups have an importance in creating attitudes toward green products. Finally, as it has been seen in previous studies, this study found out that the variable that most impact on attitudes is the behavior intention (Han et al., 2009).

In this thesis, the focus has been made on showing that culture could influence these factors that impact on the buying behavior and the attitudes of consumer toward green products. This impact of culture has been tested during the hypothesis testing as all of the hypotheses in this paper were to show this impact. It resulted that yes, culture has an impact on attitudes. The hypothesis 6 showed that there is a difference in attitudes toward green products depending on the country consumers come from. It has been highlighted that the behavior intention toward buying green of Swedish is more important than the one of French. In fact, the mean equaled 3,65 for French respondents and 4,36 for Swedish respondents. This finding verifies the fact that the percentage of Swedish ready to buy green reach 88% against 77% for French (Eurobarometer - European commission, 2008). Then, the hypothesis 4 pointed that the level of knowledge (cognition) of Swedish respondents is more important than the one of French respondents with a mean of respectively 4,05 and 3,67. A study from Eurobarometer (European commission, 2008) has explained that the best informed citizens about green issues are more likely to live in northern Europe than in other part of Europe. According to this source, 70% of Swedes feel that they are well informed about environmental issues against 61% of French in 2007. Finally, the hypothesis 5 showed that Swedes give more importance to the opinion of reference group than French people do with a mean difference of more than one point with respectively 3,37 for French and 4,56 for Swedes.

To finish, the main point of this paper was to show that “there is a difference in attitude toward green products depending on the country consumer come from, resulting from differences existing for each previous factor”. This hypothesis turned out to be supported. It can be said that attitudes toward green products differ in different countries in the same way as attitudes differ regarding each factors previously cited and representing attitudes. It can be
seen that in each of the hypotheses that has been done with separated factors (H1 to H5), Swedish have a better attitude toward green products as the mean of Swedes is always higher than the mean of French respondents. Swedish are giving more intention to their feelings and emotions when buying green (Eurobarometer - European commission, 2008), their behavior intention to buy green is more important, their knowledge toward green is more important and they take more into account the opinion of reference groups when buying green.

Nevertheless, it has been seen in the problem discussion that French people were consuming more green products than Swedes. After running the hypothesis and confirmed that yes there is a difference of attitudes between countries, the authors also have seen that Swedes had more positive attitudes than French toward green products. Hence, it would be interesting in further studies to see if there is a relation between the actual act of buying and the attitude toward buying a product.

5.10 Chapter summary
In this chapter, the authors presented the results from the analysis that has been made on SPSS. The results are presented in different sections corresponding to the different analyses that have been run in SPSS, including the hypothesis testing. Finally, a discussion is made comparing the hypotheses that have been made at the beginning of the study, the answers obtained and empirical data that has been found on internet reports.
6. Conclusions

In this final chapter, the main findings and conclusions from the analysis and discussion are submitted. The authors underline the conclusions of the study by responding to the three research questions. Besides, theoretical and managerial involvements but also limitations of the study are leading to some suggestions for future research.

This study has focused on investigating the behavior and attitude of consumers regarding green products, especially by doing a comparison between France and Sweden. The purpose of the research was therefore to: investigate the consumer attitude toward green products and how it is influenced by culture. Based on scientific articles, two research questions were formulated: What are the factors impacting the most on attitudes toward green products and purchase of green products? And how attitudes toward green products differ in different countries?

According to the results obtained previously, it is possible to say that the means for the five factors (Health-consciousness, Affect, Behavior, Cognition and Reference groups) are really closed between each other’s. The three factors of the ABC model are the ones that have the most impact on attitudes consumers can have toward green products. In addition, the feelings, emotions, behavior intention and the level of knowledge influence a lot on the buying behavior of consumers.

The analysis has demonstrated that the behavior intention of the French is less important that the Swedish one concerning the purchase of green products. Moreover, the analysis of the surveys reveals that the level of knowledge which is a part of cognition is higher in Sweden than in France. This could be related to the difference of information received regarding green issues in each country studied. Finally, it has been detected that the Swedes grant more importance to the viewpoint of reference groups than the French when it comes to purchase organic products. To finish, culture can be seen as a factor which has an influence on the variables previously quoted and has an impact on the buying attitudes of consumers toward green products.
7. Reference list


Ethical Human Psychology and Psychiatry.. 12 number 1, pp.11.


Trigger-Reciprocity Theory for the Etiology of the Normal and Abnormal Mind/Brain.


Appendix 1: Questionnaire

This questionnaire is made by two exchange students of Linnaeus University, Växjö, Sweden. Both students are from France studying in Växjö to obtain a double degree in Marketing.

The answers obtained in this questionnaire will be used for the pure academic purpose of writing a Bachelor Thesis.

We kindly request that you complete the following questionnaire. Your answers are of a huge importance for us as we will conclude our research with these answers. Completing the questionnaire shouldn’t take you more than 10 minutes of your time.

Please, do not enter your name or contact details in this questionnaire, it must remain anonymous.

Should you have any questions or comments regarding this survey, you are welcome to contact us to the following e-mail addresses:

- mp222jg@student.lnu.se
- ss222rm@student.lnu.se

Yours sincerely,

Solène Salaün and Marine Pontet
Please, answer the following questionnaire by making a circle around the answer that seems for you the most appropriate, 1 corresponds to totally disagree and 7, totally agree.

**Example of how to answer this questionnaire:**

<table>
<thead>
<tr>
<th>Question</th>
<th>Totally disagree</th>
<th>Totally agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think that studying is important</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

**HEALTH-CONSCIOUSNESS**

1 - I think that I take health into account a lot in my life 1 2 3 4 5 6 7

2- I have the impression that I sacrifice a lot of money into organic cosmetics 1 2 3 4 5 6 7

3- I have the impression that other people pay more attention to their health than I do 1 2 3 4 5 6 7

**AFFECT (feelings and emotions)**

4- I don’t want to worry about the ingredients that my green products are composed of. 1 2 3 4 5 6 7

5- I think that green products do not perform as well as non-green products 1 2 3 4 5 6 7

6- I feel proud when I buy/use green products 1 2 3 4 5 6 7

**BEHAVIOR (behavior intention)**

7- I am willing to make sacrifices to protect the environment by using organic body products 1 2 3 4 5 6 7

8- I would definitely intend to buy those products that are environmental friendly 1 2 3 4 5 6 7

9- I actively seek out information about organic products 1 2 3 4 5 6 7

10- I would switch from my usual brands and buy environmentally safe Body care products, even if I have to give up some cleaning effectiveness 1 2 3 4 5 6 7

11- I intend to buy more green cosmetics when the manufacturer has an eco-friendly image 1 2 3 4 5 6 7
COGNITION (knowledge and beliefs)

12- I consider my knowledge to be high regarding green issues, especially in cosmetics 1 2 3 4 5 6 7

13- The concept of buying organic products depends on individual knowledge towards green issues 1 2 3 4 5 6 7

14- I trust information given about green cosmetic products 1 2 3 4 5 6 7

15- Organic product will ensure a long and healthy life for me 1 2 3 4 5 6 7

REFERENCE GROUPS

16- I think my participation in environmental protection would influence my family and friends to participate too. 1 2 3 4 5 6 7

17- I would recommend to my family green products when buying cosmetics 1 2 3 4 5 6 7

18- I would recommend to my friends green products when buying cosmetics 1 2 3 4 5 6 7

Thank you for your co-operation in completing this questionnaire.