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### Exploring the Influence of National Culture on the Green Consumer

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# **Exploring the Influence of National Culture on the Green Consumer**

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## Abstract

This paper aims to explore how national culture has an influence on consumers to engage in green behaviour and purchase sustainable products. As the world endeavours to achieve sustainable development, to meet the future needs of generations, encouraging consumers to be green is one the hardest challenges facing the planet today. The research to date on green consumer behaviour has paid little attention to how national culture has an influence on consumers' decisions to purchase sustainable products. This research expands the national cultural dimension of masculinity/femininity to explore how the values it encultures into society influences consumers towards green behaviour. As globalisation continues, and products across the globe become more standardised, culture remains stable; so, the research has a stimulating prevalence on understanding consumers worldwide. A purely qualitative approach has been employed; interviewing 6 respondents from a masculine culture and 6 respondents from a feminine culture, to provide, through the theory of planned behaviour, an in-depth view of their intentions to purchase sustainable products. The discoveries highlight the importance of cultural values in influencing a favourable or unfavourable intention towards purchasing sustainable products, but also provides new insights on the masculinity/femininity dimension. One of the most important conclusions that can be taken, is that favourable intention does not always lead to green consumer behaviour. However, these findings present a useful basis to develop theory further, for a deeper understanding of how national culture influences green consumer behaviour. This can help create specialised marketing campaigns, and institutional public policy to encourage sustainable consumption.

***Keywords: national culture, green consumer, sustainability masculinity, femininity, theory of planned behaviour***

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### **List of Abbreviations**

The following table describes the various abbreviations and acronyms used throughout this study. The page on which each one is defined or first used is also given.

<b>Abbreviation</b>	<b>Meaning</b>	<b>Page</b>
I/C	Individualism/Collectivism	4
M/F	Masculinity/Femininity	4
PBC	Perceived Behavioural Control	11
SN	Subjective Norms	11
TPB	Theory of Planned Behaviour	11
UN	United Nations	1

## **Chapter 1: Introduction**

This chapter introduces the basic concepts of the subject, leading to the aims and objectives of the study, and describes the structure of research.

### **1.1 The Rise of the Green Consumer**

The United Nations (UN) Summit (2015) adopted a sustainable development agenda to be reached by 2030. Following the Brundtland Report of the World Commission on Environment and Development, sustainable development is widely defined as “[meeting] the needs of the present without compromising the ability of future generations to meet their own needs” (UN, 1987 p.16). One of the goals is the need for consumers to recycle or re-use products and to reduce consumption of products that have adverse impacts on the environment, in favour of products whose raw materials and production processes release less emissions into the air, water and land (UN, 2015). The result of this dramatic increase in environmental awareness has given rise to the green consumer, defined as anyone who consumes products where the contents and methods of production have a minimal impact on the environment, that satisfies their needs today and consumers tomorrow (Webster, 1975; Shrum et al, 1995; Follows & Jobber, 2000).

Despite the rise in awareness and an increasing presence of green consumer behaviour in many industries, e.g. cars, foods, energy and apparel, nearly 70% of consumers who are concerned about environmental and social issues are not willing to change their behaviour (World Business Council for Sustainable Development, 2008). Encouraging people to engage in pro-environmental behaviour, defined as any behaviour that positively impacts availability of materials and the structure of the biosphere (de Groot & Steg, 2010; Stern, 2000), is arguably one of the biggest challenges facing our world today (OECD, 2000; Peattie, 2010). To help the world achieve its sustainable development goals, the social responsibility of a business is to manage their environmental impacts and promote the green market (Whelan & Fink, 2016; Bonni & Oppenheim, 2008). Marketers have therefore called for additional research to learn what the predictors of pro-environmental behaviour are, to understand how to promote sustainable consumption and to change consumers’ behaviour (Mick, 2006)

## **1.2 Research Aims and Objectives**

There is a strong indication that national culture has an important influence on consumers to engage in green behaviour and purchase sustainable products. This is because, by definition, national culture is the “collective programming of the mind that distinguishes the members of one group or category of people from another” (Hofstede, 2001, p.9). As globalisation continues the number of standardised products bought by consumers has increased, however, consumers’ wants and needs are still influenced by their culture which is found in “centuries old roots” (Hofstede, 2002, p. 1356).

Little attention, however, has been paid in the literature to show how the construct of national culture influences consumers’ green behaviour. A possible reason is that the masculinity/femininity dimension has been neglected. The values this dimension encultures into society are the most appropriate to understand how national culture influences consumers’ green behaviour. The purpose of this research attempts to expand the literature on masculinity/femininity to understand how culture can influence consumers’ intention to engage in green consumer behaviour and purchase sustainable products. To achieve this aim, the research has been split up into two objectives:

- 1: Explore how national cultural masculinity influences a consumers’ intention to purchase sustainable products.*
- 2: Explore whether the consumer’s intentions lead to green consumer behaviour and the influence national cultural masculinity has on their behaviour.*

Understanding how national culture influences consumers’ green behaviour can have real implications on the endeavour of the sustainable development agenda. The outcome of this research wishes to provide practical implications to policy makers and managers to educate and change consumers’ behaviour. This understanding can help create specialised marketing campaigns and public policy to promote green consumer behaviour, reflective of different cultures needs and wants.



### **1.3 Dissertation Structure**

This dissertation will critically review the national culture literature, which will highlight the usefulness of the masculinity/femininity dimension, which has not yet been applied to understand the influence on green consumer behaviour. The literature review will call on other research to expand the dimension to be specifically applied to green consumer behaviour. The methodology builds on the literature review to describe and justify the choice of qualitative research. Findings are presented with the discussion to analyse the influence of national culture on consumers' behaviour. Finally, the concluding remarks are presented with suggestions for future research and implications for public policy and managers

## **Chapter 2: Literature Review**

### **2.1 National Culture**

What is known about national culture is largely based upon Hofstede's (1980) empirical study of IBM employees in 64 countries, in which he identified four dimensions used to classify and compare countries. Power Distance depicts social inequality; Individualism/Collectivism (I/C) refers to the relationship between the individual and the group; Uncertainty Avoidance is the way society handles uncertainty in economic and social processes; and Masculinity/Femininity (M/F) places the values held within society on opposite ends of the gender pole (Hofstede, 1980). There has been a considerable amount of debate related to Hofstede's work and claims have been made that the theory behind the study and methodology is fundamentally flawed (eg. McSweeney, 2002a; McSweeney, 2002b; Smith, 2002). Despite this, Hofstede's (1980; 2001) dimensions have exerted an undeniable influence; according to Harzing's "Publish or Perish" citation index, as of March 2017, there were over 69,000 citations to his work.

The central use of Hofstede's dimensions has been in the field of International Business for cross-cultural research in a work-related context (Kirkman et al 2006; 2017). However, "workers are consumers too" (Milner et al, 1993, p.70), and each cultural dimension has been used as a variable to analyse differences in cross-cultural consumer behaviour (see Hofstede, 2001; Steenkamp 2001; de Mooij 2015; 2010). The dimensions are applicable to consumer behaviour because values are the key construct used to describe the mental programs that influence members of a culture. According to a definition provided by Rokeach, values are "an enduring belief that a specific mode of conduct or end-state of existence is personally and socially preferable" (1972, p.159). This can explain why in a review of research findings de Mooij & Hofstede (2011) report that values directly influence a consumers' behaviour to purchase products such as foods, cars and luxury goods. National culture can also influence psychographic concepts for example personality and concept-of-self because of belief preferences, pointing to the importance of national culture for understanding influences on green consumer behaviour (de Mooij & Hofstede, 2011).

## **2.2 Green Consumer Behaviour**

Most existing studies in the literature on green consumer behaviour have not considered the influence national culture has on consumers. They have instead looked at the relationship between behaviour and social factors (e.g. age, gender, social class), situational factors (e.g. price, product availability) or psychographics (e.g. personality) (Hoyer et al, 2013). Socio-demographics point towards the influence of social class, e.g. young females of a higher social class as the more likely consumer to engage in green behaviour (for a review of such studies see Diamantopoulos et al, 2003). Additionally, a review on situational factors (Joshi & Rahman, 2015) suggests low price sensitivity has a positive effect on influencing consumers to purchase green products (e.g Aertsens et al, 2011; Eze and Ndubisi, 2013; Lea and Worsley, 2008). These factors have been used to segment and target the consumers who are more willing to purchase sustainable products (Laroche et al, 2001). Some examples include: fair trade coffee (De Pelsmacker et al, 2005), organic food (Krystallis & Chryssohoidis, 2005), renewable energy (Roe et al, 2001), sustainable apparel (Hustvedt & Bernard, 2008) and more specifically eco-labelled apples (Loureiro et al, 2002).

However, these studies have not dealt with reasons why those demographics are more likely to engage in green consumer behaviour. Personality variables have been a major contributor in explaining why those consumers are more likely to engage; based on the Big-5 personality inventory (Goldberg, 1990; McCrae & John, 1992), scholars have found that agreeableness, consciousness and openness to experience influence green behaviour (e.g. Hirsh & Doleran, 2007; Hirsh, 2010; Milfont & Sibley, 2012). Critics still further question the ability of personality indicators to understand what influences the green consumer. For example, Schleglmilch et al (1994) explores the extent to which variables specific to environmental consciousness, e.g. knowledge and political action, offer a better explanation. The research to date has tended to focus on personal factors relating to a person's identity, without contemplating how levels of culture, beyond the individual, binding society together, influences their behaviour and plays a key role in consumer choice (Cleveland & Laroche 2007; Usnier et al, 2005).

### **2.3 National Culture & Green Consumer Behaviour**

The limited emphasis of national culture in the literature has tended to focus on explaining the influence of the I/C dimension on green consumer behaviour (Cho et al, 2013). Attention has been drawn to how those in individualistic cultures orientate with the self, whereas those in collectivist cultures, with a concern for the group, are more likely to engage in sustainable behaviour (Leung & Rice, 2002); their study was based upon a comparison of Chinese and Australian behaviour. A similar study comparing Chinese and Canadian behaviour resulted in the same findings (Deng et al, 2006). The dimension is commonly used as an explanation for 'east versus west' (e.g. Earley, 1993; Barkema et al, 2013). A serious weakness of this application is the over-use of I/C to rationalise every variation in cross-cultural behaviour (e.g Kirkman et al 2006; 2017, de Mooij, 2015). As Kagitcibasi (1997, p.9) argues' the key problem with this is, if it is "used to explain everything, it may explain nothing".

A more recent criticism of using the I/C dimension to explain the influence of culture on green consumer behaviour has been put forward by Soyez (2012) claiming that Hofstede's model neglects more modern cultural dimensions. Consequently, Soyez (2012) follows Yaprak's (2008) suggestion that the GLOBE model would enhance our understanding of the complexities of cultural influences on behaviour, using the updated dimensions of in-group collectivism and assertiveness (House et al, 2004). The GLOBE model's interpretation of culture however, is just a conceptual re-evaluation of Hofstede's work, expanding his dimensions to nine (for a debate between the authors of the two models see e.g Hofstede, 2006; Jadvan et al, 2006; Hofstede, 2010). Rather than concentrating on which model is superior, what is more important is the finding that both present basic values that can be used to compare countries and how consumers behave; they both can be useful in understanding green consumer behaviour (Brewer & Venaik, 2010; 2011).

### **2.4 National Culture, Sustainability & Ethics**

Cultural models were not specifically developed for analysing consumer behaviour; de Mooij & Hofstede (2010) suggest that when a manifestation of culture is relevant for an area of

consumer behaviour, the correct dimension must be selected and interpreted. The research on the influence of green consumer behaviour has been unable to draw any conclusions so far, because of the narrow application of I/C. Less specific streams of research on green consumer behaviour, looking at sustainability and more general ethical behaviour suggests that the M/F dimension would be more applicable.

First, scholars have studied the effect national culture has on a country's social and institutional capacity to support sustainable development. Husted (2000) undertook an empirical study with all four dimensions. His research highlights that the most sustainable countries are individualistic, have low levels of power distance and are low on the masculinity scale. Further analysis of the results indicates why some countries, who conversely are collectivist and have a high power distance, still have the social and institutional capacity to be sustainable because they are low on the masculinity scale. This suggests that M/F has the most significant relationship with sustainability, but also explains why I/C cannot be a sole cause. Park et al (2007) found when controlling for variables GNP per capita and educational attainment, when countries were more feminine, they were more likely to be environmentally sustainable. Park et al (2007) suggest that this cultural orientation will be "more conducive" than other factors to enhance environmental sustainability (p.114). Parboteeah et al (2012) investigated the same effect that institutional capacity has on sustainability, but instead used the GLOBE model. Whilst there are differences in the dimensions used, the results are similar; he found that performance orientation was inversely correlated to sustainable initiatives, whereas humane orientation was positively related, this is because the underlying values of these dimensions are built on M/F (Parboteeah et al, 2012).

A second stream of research provided by the Journal of Business Ethics looks at the influence of culture on ethical behaviour. Ethics are defined as the "moral principles that govern a person's behaviour" (Oxford English Dictionary, 2003, p.595) and are an essential component to making sustainable decisions. Looking at a country's involvement with corruption and software piracy, Husted states that "high masculinity can be the single cultural variable that contributes" to unethical behaviour (1999, p. 354; 2000). Sims & Gegez (2004), failure of the M/F dimension to suggest that there were differences between countries and their attitudes towards ethical behaviour was "disappointing" (p.264); they note that this was because their sample did not include any strongly masculine or feminine countries. In a more recent study, Swaidan (2012) confirmed that when applied to consumer ethics, M/F is a strong cultural

variable that influences ethics. This evidence shows that the M/F dimension is more relevant in explaining how national culture can influence consumers' behaviour to purchase sustainable products.

## **2.5 Breakdown of the M/F Dimension**

Hofstede (1980; 2001) built the definitions for his dimensions based on various areas within the social science disciplines, trying to understand the thinking and rationalise the social action among members of nations. In *Cultures Consequences*, the justification for the M/F dimension was built on Anthropology, Linguistics and Psychology. The definition of the dimension provided is:

“Masculinity stands for a society in which men are supposed to be assertive, tough and focused on material success; women are supposed to be more modest, tender and concerned with the quality of life. Femininity stands for a society in which social gender roles overlap: both men and women are supposed to be modest, tender and concerned with the quality of life.” (Hofstede, 2001, p.297)

The dimension was originally developed for work-related behaviour and how the roles within the workplace differed between males and females in masculine countries, but were similar in female countries (Hofstede, 2001). When related to consumer behaviour, there has therefore been a concentration on how the roles in society effect the decision-making between partners in the home, for example men in feminine cultures share more of the household shopping (Hofstede, 1998; de Mooij & Hofstede, 2011). One criticism of this application in consumer behaviour is that it does not consider the reasons why there are differences in the sex roles or the underlying core values these societies hold. This is why previous scholars have found difficulty explaining how the dimension can be valuable to explain the influence of national culture on green consumer behaviour. Exploring the research behind the dimension in more depth, each facet and its values can be related to environmental responsibility and thus how it can influence green consumer behaviour.

### 2.5.1 Anthropology

Firstly, Hofstede (2001) gives significance to anthropology and how Mead (1962) discovered that gender roles develop through socialisation. This does not imply that the masculine and feminine social roles are always ascribed to the male and female sex. Mead's work on the Tchambuli tribe depicts how society socialises gender into roles, for example "the females showed initiative in practical matters and the non-aggressive males concentrated on art and theatre" (Hofstede, 2001, p. 280). A more accurate way to explain the difference between the roles in society, is to refer to the dichotomy of human values, rather than assigning roles to the sex. In 1966, Bakan proposed the duality of human existence; there are two fundamental characteristics of living organisms, the first is *agency* which reflects a sense of self and is manifested in self-assertion, self-protection and self-expansion. The second, *communion*, implies selflessness, a concern for others, and a desire to be at one with other organisms. Scholars have suggested other principles to provide distinctions between the two sets of values: *Outer-Space* versus *Inner-Space* (Eirkson, 1964); *Instrumental* versus *Expressive* (Parsons & Bales, 1956); *Field Dependence* versus *Independence* (Witkin & Goodenough, 1977). Therefore, although Hofstede does assign his two sets of national cultural values with the names of gender, they more "[refer] to the learned styles of interpersonal actions which are deemed to be socially appropriate" (Newson et al, 1978, cited in Hofstede, 2011 p. 284).

The environmental behaviour literature, explains that the values influencing female roles are closer to nature than male roles, not because of biology (Ortner, 1974, cited in Dankleman, 2010), but because the social role is based in the home. They "view environmental issues from the perspective of the home" caring about long-term family health (Rochelau, et al, 1996 p.2). Furthermore, Davidson & Freudenberg (1996) refer to socialisation to trace why female roles are more aware about environmental risk concerns, explaining that their concern stems from their selflessness and care towards those around them. This attentiveness creates a stronger positive attitude towards the environment (Zelezny et al, 2000), resulting in behavioural adjustments from female roles to protect the environment (Hunter, 2004), which sheds light on why female roles display higher levels of sustainable consumer behaviour (Luchs & Moordian, 2012).

### **2.5.2 Linguistics**

Linguistics further demonstrates the difference in values between the two roles. Hofstede (2001) points to Tannen (1992), who illustrates that in language each role has its own way of thinking, feeling and acting. The female language is filled with empathy, the “rapport talk” builds relationships with others through speech, and fills conversation with exchanges of feeling (Hofstede, 2001). The female understanding of how the implications of their actions affects the well-being of others clarifies why female roles promote sustainability (Learned, 2011). In comparison, the masculine approach of “report talk”, is based on asserting roles’ status and position in conversation, which has led society to “get into the... [unsustainable] environmental state in which we currently find ourselves” (Learned, 2011, p.26).

### **2.5.3 Psychology**

Lastly, Hofstede (2001) discusses the psychology of gender, to describe which values were attributed to masculine and feminine societies. Gender schemas ascribe characteristics to the expectations of the social roles (e.g. Jenkin & Vroegh, 1969; Bem Sex Role Inventory, Bem, 1975; The Personal Attributes Questionnaire, Spence et al, 1974). Hofstede uses the characteristics to arrive at the masculine values of society as assertive, tough and focused on material success, and the female values of society as modest, tender and concerned with quality of life (2001).

Hofstede (2001) forewarns that although he bases his dimensions on psychology, the dimensions do not refer to specific personality traits found in masculine and feminine societies. Lippa & Connely (1990) investigated the relationship between social roles and found that females were more agreeable, conscientious and open to experience, whereas males were more extrovert and correlated negatively with neuroticism. Despite Hofstede’s warning, the usefulness of personality traits to develop the dimension to explain how culture influences consumers to engage in green behaviour should not be disregarded (e.g Hirsh & Doldman 2007; Hirsh, 2010; Milfont & Sibley, 2012)



The female traits of conscientiousness lead people to follow guidelines and to look at the “future time perspective” (Milfont & Sibley, 2012, p. 188), which conveys a responsibility to consume without depleting resources for future generations, whereas males, who are less conscientious, are more willing to “cut corners” (Hirsh, 2010, p.248). Agreeableness establishes a “higher level of selflessness, morality, empathy and greater concern for others”, those who are less agreeable are more likely to be selfish and have less concern for others, consequently reflecting their relationship with the environment (Milfont & Sibley, 2012, p.188). Openness to experience is associated with flexibility in thought, encouraging a broader perspective of the environment, and an appreciation of the environment’s aesthetic and its intrinsic value; in contrast, less open males are more likely to have a narrow perspective on nature’s extrinsic value, considering it only to be conserved for human consumption (Hirsh, 2010; Milfont & Sibley, 2012).

The values found in Hofstede’s dimension based on Anthropology, Linguistics & Psychology, i.e. the relationship with female and male roles with the environment, should also apply to masculine and feminine societies. Analysing the literature, builds a deeper understanding as to how a masculine and feminine society are to act. Applying these values at the country level can explain why feminine cultures are more likely to be influenced to engage in green consumer behaviour, than masculine cultures.

## **2.6 Theory of Planned Behaviour**

This research captures the influence of the M/F dimension on green consumer behaviour by drawing on the well-established theory of planned behaviour (TPB) (Ajzen, 1991). The model offers a clearly defined structure of how consumers’ *intentions* lead to green consumer *behaviour*. Intentions are formed through a combination of personal attitudes, subjective norms (SN), which describe social pressures, and perceived behavioural control (PBC), which captures the level of the control consumers believe they have over carrying out the action (Ajzen, 1991). Several studies demonstrate the theory’s value in understanding how intentions have been formed and has led to purchases of sustainable products, for example organic food (Tarkiainen & Sundqvist, 2005; Vermier & Verbeke, 2008) and fair trade goods (Ozcaglar-Toulouse & Shaw, 2006).

National culture is the “lens through which the individual views phenomena” (McCracken, 1986 cited in, Samuel & Douglas, 2006, p.323). Therefore attitudes, SN and control beliefs are driven by the values held in a culture (see figure 1) (Ajzen, 2005; Oreg & Kaz-Gerro, 2006).

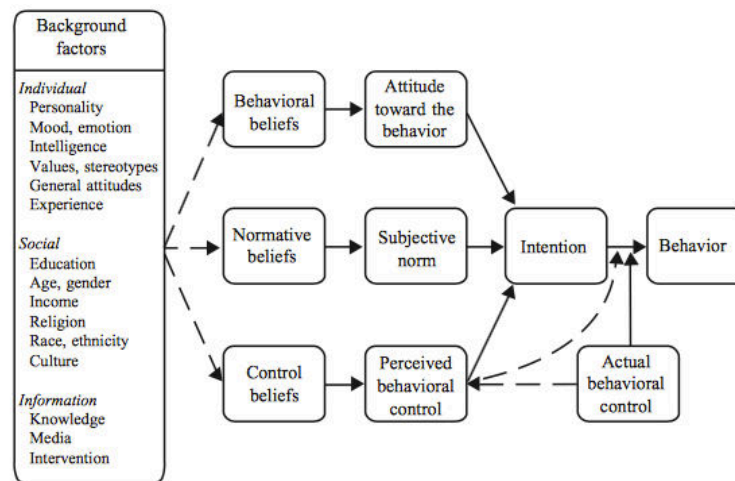


Figure 1: Theory of Planned Behaviour (Ajzen & Fishbein, 2005, p.194)

Hassan et al (2016) explains that this model is valid across cultures, except an *emic* approach should be taken in interpretation, where phenomena which occurs is culture bound and each theoretical role of the culture will influence how the intentions are formed. For example, individualistic cultures place substantially more importance on personal attitudes, whereas collectivist cultures place more importance on societal norms; therefore, in China personal preferences for a greener world would not predict green consumer behaviour, yet such preferences were strong predictors in the United States (Chan and Lau, 2002; Lee & Green, 1991). This approach, however, relies on the east versus west explanation, rather than how the values themselves affect the formation of the attitudes, SN and PBC. For example, Thøgersen et al (2015), based on Schwartz’s (1994) higher-order value system, found that in Western Europe consumers purchased organic food because their values were rooted in universalism, whereas in China, their reasons were rooted more in conformity or tradition, not just because they were collectivist. It is the deeper understanding of the values that explain how culture can influence their intentions and behaviour. Therefore, how masculine and feminine cultural values influence green purchasing behaviour will depend on which values are more important to the society, which in turn will influence their beliefs on attitude, SN and the PBC.

## **2.7 Conclusion**

Having presented a coherent synthesis of the literature, the research to date on green consumer behaviour has so far focused on personal variables, rather than looking at how consumers can be influenced through culture, which exists at the supra-individual-level (Chiu et al, 2010). The limited research that looks at the influence of national culture has only considered the I/C dimension, but conclusion can be drawn that this research is inadequate to explain why and how national culture can influence consumers to behave in a more sustainable way. The gap in our knowledge of how culture can influence consumers is due to the lack of research on the M/F dimension and how the underlying values of the dimension can inherently influence consumers to purchase sustainable products. A detailed expansion of this dimension and mapping of the construct to the environment, is of more value to obtain the depth of detail that is needed to understand the influence on green consumer behaviour. Finally, the TPB is an effective model to illustrate how national cultural values can influence consumers' intention to purchase sustainable products and engage in green consumer behaviour.

## **Chapter 3: Research Methodology**

This chapter describes and justifies this dissertation's research methodology. The research design has been constructed to address limitations, thus ensuring the validity of the research carried out.

### **3.1 Qualitative Interviews**

The purpose of this research is to “develop [Hofstede's] theory, not to test it,” (p.27) to see how the M/F dimension influences green consumer behaviour; this requires the use of qualitative data, since it can “offer insight into [the] complex social process” (p.26) (Eisenhardt & Graebner, 2007). The dominant methodology in cross-cultural research and the TPB is quantitative. Qualitative research is by no means a “hard science”, but it responds to the methodological problems concerning self-reporting in surveys (Watkins, 2010) and “goes beyond the measurement of observable behaviour”, providing the reasons of ‘why’ and ‘how’ behind behaviour (Marshan-Piekkari & Welch, 2004, pp.7-8). Given these reasons, interviews have been chosen as the most suitable research method because they can “further [probe] the cultural embeddedness of consumer behaviour” (Watkins, 2010, p.705) and discover the in-depth meaning behind consumers' behaviour (Kvale, 1996).

### **3.2 Country Choice**

The principal aspect of developing theory is to select cases that are “particularly suitable for illuminating” (p.27) the concept being studied and can offer insight; following Eisenhardt & Graebner's (2007) advice, a theoretical country selection has been chosen. Sivakumar & Nakata (2001) recommend that, when choosing country combinations, it is important to “rule out the role of other cultural factors” (p.550) when the aim of the research is to look at the influence of one dimension. Britain and Sweden have been chosen because there is an extreme difference on the M/F scale, the focal variable. The non-focal dimensions of the two countries “have very proximate scores”, displayed in Figure 1 (Sivakumar & Nakata 2001, p.563). The two countries' differences are also a *prima facie* case of the effect of M/F on sustainability, Sweden has ranked 3<sup>rd</sup>, and Britain 91<sup>st</sup> on the Environmental Sustainability Index (World Economic Forum, 2002).

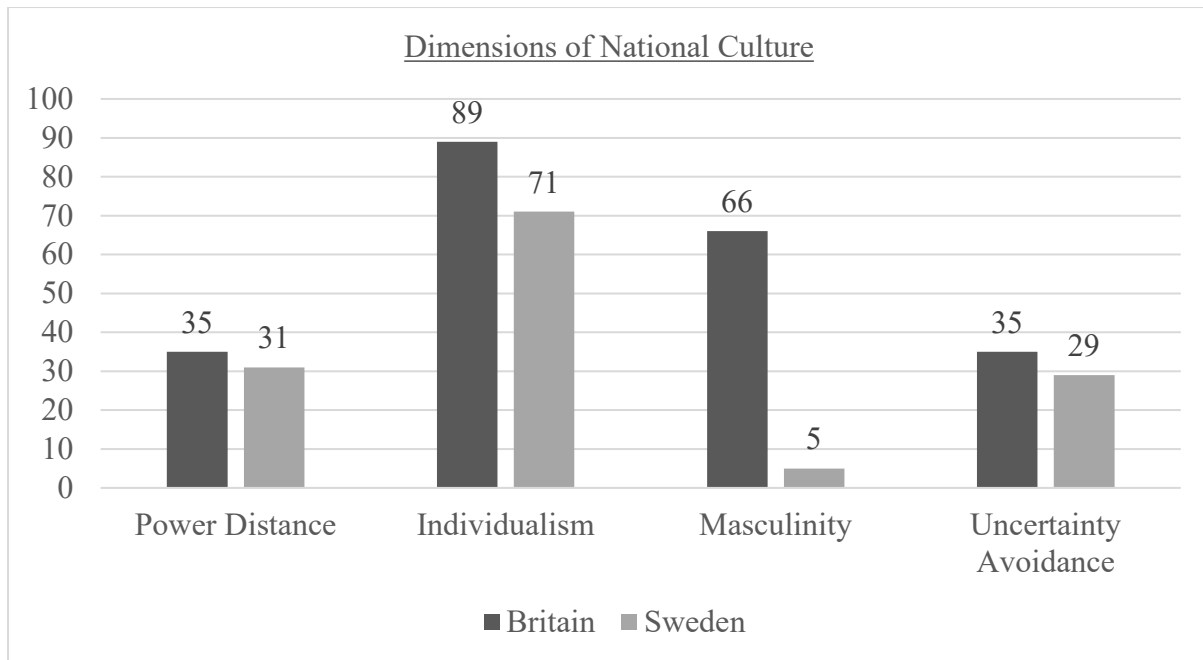


Figure 2: Dimensions of National Culture (Author, Source: Hofstede, 2001)

### **3.3 Interview Design**

The decision to be a green consumer, is fundamental to a consumer's ethics, which are vulnerable to a social-desirability bias (Öberseder et al, 2011). To allow for "honest and accurate responses", great care and several measures were taken in the design of the interview (Daniels & Cannice, 2004, p.187). First, the research is based on the subject of apparel. Follows & Jobber (2000) recommend that when trying to understand green consumer behaviour, a deeper understanding can be gained when a specific product is used, apparel is typical of the choice consumers can make between purchasing a sustainable product, or purchasing an unsustainable product. Second, the semi-structured approach helped to "develop a deeper rapport with informants", and allowed respondents the freedom to explore their own ideas (Daniels & Cannice, 2004, p.187).

The use of an interview guide, proved a useful method to ensure that even with deviation, all the intended components of attitude, SN and PBC were covered (Easterby-Smith et al 2012). Third, the study's purpose was not revealed to participants at the start of the interview. Questions were designed to stimulate a discussion with respondents about their purchase decisions, and allowed them to define their own opinion of sustainability, and whether it influences their decision-making. Finally, to explore whether respondents' intentions would

lead to sustainable behaviour (as this research is to build theory, not to test it), a scenario was used to elicit open ended responses, “this method makes the whole decision-making process more real for participants” (Husser et al, 2014 p.328) and allowed for a more rigorous comparison between the responses (Eckhardt et al, 2010). The interview guide can be found in appendix 1, and a sample interview transcript in appendix 2 where follow up questions emerged based on respondents’ answers.

### **3.4 Sample**

The guide to “how many” respondents are enough (Baker et al, 2012) follows Glasser & Strauss (1967) concept of saturation, where no new theoretical insights are developed. However, due to the limited time and resources available for this study, saturation would be unrealistic. Consequently, McCracken (1988) advocates that a small sample is recommended with eight long interviews being sufficient for an in-depth exploration of consumers’ values. This study interviewed a total of twelve participants, six of whom identified themselves to be British and six Swedish. Cross-cultural research literature points out that “not operating in one’s mother tongue” (Chapman et al, 2008, p.222) could restrict the responses of the Swedish nationals, however they all spoke fluent English and did not have any difficulty in making themselves understood. When there was a language barrier, the semi-structured nature of the interview allowed for the respondents to ask clarifying questions (Daniels & Cannice, 2004; Marschan-Piekkari & Reis, 2004).

The participants were all students within the age range of 18 – 24 to ensure the respondents had a similar socio-demographic background, who could be compared without other variable factors, such as higher-levels of income affecting their purchase decisions. First, most respondents were selected by convenience. Second, a snowball technique was used to find other respondents who would be willing to participate. Respondents were asked to contact other potential respondent, and requested not to indicate the real purpose of the study. The respondents are listed in appendix 3.

### **3.5 Data Analysis**

Many styles of thematic analysis exist to organise and interpret qualitative data. This research followed the approach of template analysis; which offers a structured method to coding, and

allows “flexibility” in the justification of how themes are developed and arranged, which can be adapted to the needs of a particular study, see appendix four for the steps of the method (King, 2012, p.427). After the interviews were transcribed, it was necessary to familiarise with the data. Re-reading and checking transcripts several times and listening to the audio-tapes again, allowed to further “[unfold]... the meaning of what was said” (Kvale, 1996, p.183). This helped identify data that was relevant or interesting to apply a preliminary code. Specialist software packages are available to create codes however, a manual approach allowed for more freedom when applying initial codes and is recommended for novice qualitative researchers (Saldaña, 2015). The list of preliminary codes can be found in appendix five.

The initial round of coding helped to identify themes and produce a template. The reason why template analysis was the most suitable for this research is because it places itself in the middle of the induction – deduction continuum (King & Brooks, 2016). The higher-order themes, the values being found in the literature of masculine and feminine societies, were developed *a priori* because these values cannot be explicitly found in the data (King, 2012). Although Miles et al (2014) comment that this could lead the researcher to “force-fit data into pre-existing codes” (p.81), the research is empirically grounded because the subsets of the themes explain the values and are grounded close to the data. Similar themes relating to the higher-order values were then clustered together, and a new theme was developed which did not occur from Hofstede’s values, Environmental Consciousness. The template can be found in appendix six.

To ensure validity, a self-critical approach was applied to limit the bias of the researcher’s own culture. The template was applied to a set of clean printed transcript to provide reliable insights into the data (Corbin & Strauss, 2015). There is a strong emphasis on template analysis in group comparisons, where the template can be useful to compare groups to see which patterns of themes occur, and has therefore been used as the basis of this discussion to meet research objectives (King & Brooks, 2016).

## **Chapter 4: Findings & Discussion**

This chapter will be structured around each stage of the theory of planned behaviour, to show accordingly how consumers reach behaviour. The key themes and findings will be presented within the discussion, where through analysis, a rich description is formed of how national cultural values influenced green consumer behaviour to explain the differences that arise between the British and Swedish respondents. As this research is trying to build theory, propositions are used at the end of each section, suggesting how national cultural values influence intention and behaviour.

### **4.1 Intention**

This section aims to explore how culture influences intention through a combination of attitude, SN and PBC, to form an intention to engage in sustainable behaviour.

#### **4.1.1 Attitude**

Attitudes “refer to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question”, which in this case was purchasing apparel (Ajzen, 1991, p.188). The Swedish respondents held a more favourable view, and the British respondents had an unfavourable view, influenced by the degree to which the country held masculine or feminine values, and the cultural values guided attitude.

##### ***4.1.1.1 Assertive v. Modest***

The masculine value of assertiveness is evident as an influence on the British respondent’s attitude towards engaging with green consumer behaviour. The assertiveness value induced “report talk” in the British respondent’s language in accordance with Tannen (1992)’s prior work on male conversation, for example:

*“It’s not my responsibility to look after the environment. I am not the one producing the clothes. It is the company’s responsibility” – Ellen Cook.*



This approach taken by British respondents to explain their view on sustainability, exhibits how they consider themselves to have a higher status and position over the environment, rather than building a relationship with the environment. They regard environmental issues as unimportant and not their responsibility. By contrast, the Swedish respondents had a very different way of thinking, feeling and acting, the main difference being that the Swedish respondents regarded the environment as an important issue, for example:

*“We live in a global environment and therefore it is an issue that needs to be addressed by everyone... I wish I could do more” - Adam Lund*

The way in which the respondents do not immediately shift the blame towards producers, expresses the rapport that has been built up with the environment. As an outcome of treasuring the relationship, Swedish respondents held themselves as having a personal responsibility. Feminine values of modesty influence the favourable attitude because they underestimate their achievement, i.e. just by realising that they have a personal responsibility is a considerable step towards sustainable development. Similarly, modest values influenced the Swedish respondents concept of guilt, by personalising the responsibility they had towards their involvement in harming the environment (Antonetti & Maklan, 2014), for example:

*“I feel guilty that I have turned to these places to shop and have encouraged production” - Sara Maamri*

On the other hand, British respondents, even those who expressed any form of guilt, were immediately influenced by assertiveness to suppress their guilt and shift blame away from themselves towards companies (Bray et al, 2011). Carrington et al (2010) further explains that this rationalisation bypasses their feelings and enables them to continue purchasing products without feeling this emotion, and because they are denying responsibility due to factors beyond their control they are not personally accountable.

#### 4.1.1.2 Tough v. Tender

Swedish respondents expressed their care for others, as a reason to consider the environment in their decisions. This concern is recognisably influenced from the tender values of a female society. This finding supports the conclusions suggested from the personality literature, that the reason why female roles are more likely to engage in pro-environmental behaviour is because they possess the agreeableness trait, which reflects the tender value and engages society to have more empathy (Milfont & Sibley, 2012), for example:

*“Production plays a huge part in harming the environment and we need to think about how that affects others as well as what we want to wear for ourselves” –  
Christian Spas*

In comparison, British respondents’ statements were influenced by tough values, deepened with selfishness, caring only for the product and the benefit to themselves, rather than a concern for others. Most interestingly, the realisation that these values were apparent in both male and female respondents in Britain, is contradictory to what Hofstede presumes. He expects that that in masculine cultures men will be programmed “with tougher values and women with more tender values” (Hofstede, 2001, p.288). For example, both male and female respondents expressed similar views:

*“If I buy something that is made from good quality material it benefits me because I don’t have to keep rebuying the same” – Lidya Gummus*

Hofstede does anticipate that in feminine cultures, there would be “an overlap between the values of men and those of women so that any given values may be found among both men and women” (Hofstede, 2001, p.288). The fact that masculine values influence both men and women, substantiates how the values of society are an important influence for their less favourable view towards the attitude of behaving sustainably. This is because men and women in the culture have grown up with tough values surrounding their life; anthropology would therefore suggest they have been socialised to have less concern for others, including the effect their actions may have on the environment.

#### 4.1.1.3 Material Success v. Quality of Life

The strive for material success was unmistakable in the British respondent's answers. Previous correlations of masculinity with consumer behaviour, confirms that masculine cultures purchase more expensive goods, for example watches and jewellery (de Mooij & Hofstede, 2011). This research, however, finds that the influence material success has on sustainability is not that consumers would rather purchase expensive goods, but the need of the masculine culture to prioritise material possessions. They care more about the significance of their item to achieve their success, rather than caring about how it was produced and the effect on the environment, which explains why they have an unfavourable attitude toward the environment. British respondents tended to exhibit this phrase or similar said by Emma Raymond, "*quantity over quality*".

On the other hand, the Swedish respondents stressed that the quality of the product was more important to them. Firstly, the reasons provided were because materials such as cotton and wool are more pleasant to wear, but they also placed more importance on how the product was produced. Respondents emphasised how products made from polyester had a more detrimental effect on the environment during production, and they were genuinely concerned with the result of this for future generations, for example:

*"If we continue to make things the way we do now, then my kids and their kids in the future won't be able to have the same as us" – Pierre Hertin*

The emphasis on the quality of life, not just for themselves, but also for their children, is fundamentally influenced by the feminine value of quality of life. Feminine cultures have the highest levels of subjective well-being reported (Arrindel et al, 1997). The effect of higher levels of subjective well-being on feminine cultures, as reported by Hofstede (1998), found that feminine societies include greater opportunities for fulfilments of social roles. However, countries with a higher subjective well-being are also more likely to engage in pro-environmental behaviour because their own personal well-being is tightly linked to that of their families, others around them and the environment to have a better quality of life, than those who are prioritising financial success (Crompton & Kasser, 2009 cited in Guillen-Royo & Langford-Wilhite, 2015). This reinforces Hofstede's work-related findings that the effect of

subjective well-being on feminine cultures also relates to more sustainable purchase intentions and green consumer behaviour.

#### 4.1.2 Subjective Norm

The attitude formation in the British respondents' unfavourable attitude towards the environment, is influenced by the national cultural values of assertive, tough and material success. This is a remarkable difference to the Swedish' respondents more favourable attitudes towards being green which are influenced through modest, tender and quality of life values in a feminine culture. The subjective norm is also influenced by the same values used to shape a favourable or unfavourable attitude. It helps forms intentions depending on whether there is a perceived social pressure within the society to perform or not to perform the action (Ajzen, 1991, p.188).

Britain and Sweden are both individualistic countries, so essentially pressure to conform is not an effective predictor of consumer's own attitudes towards behaviour; both sets of respondents expressed that they made their own decisions and were only occasionally influenced by the norm. This challenges Liobikienė et al (2016) research that found SN were the biggest predictor of consumers' intentions to purchase sustainable products in Europe. However, this matter draws attention away from what is more significant to the study; the *emic* interpretation of TPB shows that the values influencing the norms were different between British and Swedish respondents, presenting differing views across Europe.

The pressure on British respondents to purchase sustainable products was minimal from the family and friends closest to them because of the general unfavourable attitude influenced by the values of masculine culture. However, respondents highlighted that if purchasing sustainable products became a trend, or the fashion, then they would consider changing their views. The pressure here to conform to norms is still influenced by tough values of masculine society, to care about the self, and the importance of keeping a reputation. Due to this reason, British respondents only ever showed a favourable attitude towards purchasing sustainable products when awareness was raised by powerful brands, and owning one of these brands is part of their strive for material success. For example:

*“Nike have released gym wear, where the t-shirts are solely made from recycled plastic rather than using any typical clothing material. I needed a new training top anyway, but when I saw Nike was advertising that, I guess that is what attracted me to it. At first I thought that is a bit weird, but the style was cool, and it was Nike, so I thought why not” – Sam Carson*

Similarly, Swedish respondents also expressed the want to fit in with the trend of society. It is hard to ignore the pressure that society places on any consumer, even in an individualistic country. This could be mistaken for a more tough masculine influence, however the decision to buy sustainable products does not stem from a brand or trend alone, they appreciate advice from the community around them to raise their awareness, for example:

*“A lot of the time my friends and family have taught me about what harms the environment and what to not buy and I have factored their advice into my fashion choices” – Robyn Fernberg*

This is not a pressure to follow the norm, but tender values to care about others and the want to support a better quality of life. This is an exceptionally feminine response to society’s norms.

#### **4.1.3 Perceived Behavioural Control**

The final aspect of the model that forms intentions, is characterised by whether consumers think they have control over their behaviour and the “perceived ease or difficulty of performing the behaviour” (Ajzen, 1991). The most interesting finding that came to light from respondents was the difference in the control between the respondents over the matter of saving the environment and whether the act of purchasing one item would be making a difference to the larger goal of sustainable development. British respondents felt they had no control over the matter. Their unfavourable attitude toward the environment and the assertiveness value has solidified their choice to not want to be responsible for changes in their consumption. They are stubborn about believing that a difference could ever be made, for example:

*“It’s not really possible to change the world and the way companies produce clothing. As an individual, it is hard to say that you can make a difference. So,*

*I don't think I would change my ways. It is for the companies to change their ways" – James Board*

The Swedish respondents contrasted greatly; they thought that they had more control over the situation and could make a difference and therefore thought it was important to purchase sustainable products. These responses are characterised by their open-minded point of view and they had a modest belief that they could help change the world, for example:

*"There is an expression in the Swedish language 'a lot of small drops, många bäckar små'. It is hard to see yourself making a big difference, but you are contributing, so you are making a difference. It's in the frame of mind. So, I actually do think if I am buying something ecological I will be making a difference in some way" - Ebba Minas*

In the personality literature, feminine roles have a personality trait of openness to experience and they are more likely to appreciate the beauty in the aesthetics of the environment, explaining why the more female role of Swedish culture influences consumers to perceive the control of sustainable behaviour. Hofstede & McCrae (2004) have undertaken this concept further to explore whether openness to experience personality traits are actually more common in individuals within a feminine society. The results found that openness to experience contrariwise, correlated positively with masculinity. Hofstede & McCrae (2004) claim that this result is not easily explained because men around the world consistently score lower than women on measures of openness, so the positive association is unexpected.

Although Hofstede & McCrae (2004) cannot correlate the traits to dimensions of national culture, Milfont & Sibley (2012) linked the trait of openness to experience with Schwartz's (1994) higher-order values, to explain pro-environmental behaviour at the societal level. The outcome had a positive relationship between pro-environmental behaviour and the higher-order value of harmony. Harmony expresses, "a cultural orientation to fit in harmoniously with nature and the environment" (Milfont & Sibley, 2012, p.192; Schwartz 1994). The importance of the relationship with harmony and pro-environmental behaviour is that the value is found in feminine cultures; the opposite, Mastery, is found in masculine cultures which shows that the values guide cultures' perception over their control on sustainable purchases.

In summary, “Intentions are assumed to capture the motivational factors that influence a behaviour” (Ajzen, 1991, p.181). The formation of the British respondents’ unfavourable attitude towards the environment is influenced by the national cultural values of assertive, tough and material success. This is a remarkable difference to the Swedish’ more favourable attitudes towards being green, influenced through the more modest, tender and quality of life values in a feminine culture. These values continue through the model to influence the subjective norm; even though both societies are individualistic in nature, there is a difference in how they perceive the norm and the pressure to purchase sustainable clothing. In addition, the perceived behavioural control contrasts greatly with assertiveness characterising the British view of being unable to influence outcomes, whereas the modest value of Swedish feminine culture influences them to believe they can make a difference. The combination of attitudes, SN and perceived behavioural control show that:

***Proposition 1:** Consumers in a masculine culture are influenced by their values to have an unfavourable intention towards purchasing sustainable products.*

***Proposition 2:** Consumers in a feminine culture are influenced by their values to have a favourable intention towards purchasing sustainable products.*

## **4.2 Behaviour**

Ajzen (1991, p.181) explains that “As a general rule the stronger the intention to engage in a behaviour, the more likely should be its performance” (Ajzen, 1991 p.181). Consequently, British respondents did not engage in green consumer behaviour. Influenced by their masculine values, they had no intention to purchase sustainable products. In the scenario given in the interview, the British respondents chose the anti-environmental product, for example:

*“I would go for the first pair of jeans without a doubt. I really just don’t think I would consider where things come from, I just want the jeans really” – Lidya Gummus*

Their values persuaded them instead to hold other factors as more important, for example the material value of clothing, their reputation, and the view that sustainability was not their responsibility.

In accordance to TPB, more feminine values with the influence they had on a favourable intention to purchase sustainable products, should have resulted in green consumer behaviour. However, only four out of the six Swedish respondents engaged in the sustainable choice in the scenario. The reason being that price was a situational factor that prevented them from purchasing, for example:

*“If I can afford it, I will go for the better for the environment and sustainable brand; however, unfortunately I can’t always afford it” – Adam Lund*

This result has been coined by researchers as the intention-behaviour gap (e.g De Pelsmacker et al, 2005; Carrigan & Attalla, 2001; Auger & Devinney, 2007), where favourable intentions, do not always result in behaviour. However, this gap does not diminish the value of national culture on influencing green consumer behaviour. The Swedish respondents wanted to purchase the more sustainable option early on in their decision, expressing the importance of quality of life; however, they just did not have the opportunity to do so because there were other situational factors that affected their control e.g. price, product availability, product attributes (Bray et al, 2011; Joshi & Rahman, 2015).

#### **4.2.1 Environmental Consciousness**

Nonetheless, as there is a gap, it is important to understand the influence of national culture on the intention-behaviour gap. Carrington et al (2010) state that “gaining insight into this gap is of critical importance to understanding, interpreting, predicting and influencing consumer behaviour (Bagozzi, 1993).” (p.141). Throughout the research, an emerging theme that occurred was the environmental consciousness of the respondents. Defined as the cognitive element that refers to the possession of subjective knowledge by the consumer about the consequences of their own actions to the environment (Dembkowski & Hanmer-Lloyd, 1994). A reason for the Swedish respondent’s higher level of consciousness is the fact that respondents claimed they learnt about pro-environmental behaviour at school, for example:

*“We had environmentally themed week... if you learn about that from an early age, you learn that it might be worth spending your money on things that are better for the environment” – Ebba Minas*



The fact that Swedish consumers are educated in school about environmental issues, emphasises the importance of sustainable development to the nations' culture. This supports Husted's (2000) findings that feminine cultures have a higher social and institutional capacity to adapt to sustainability which influences the consciousness of the Swedish consumers, even the ones whose intention did not result in behaviour. As a result, influenced by their cultural values, respondents actively expressed views to change their behaviour and close the gap.

***Proposition 3:*** *Favourable intentions in feminine cultures lead to green consumer behaviour.*

***Proposition 4:*** *When there is an intention-behaviour gap, feminine values and environmental consciousness influence consumers to close the gap.*

Correspondingly, British respondents claimed they knew very little about the effect production and consumption had on the environment. Whilst this echoes' Schlegelmilch et al's (1996) previous research, that finds environmental consciousness has a greater influence on behaviour, national cultural values are the overarching explanation for this lack of knowledge. Masculine assertiveness prevents British consumers from wanting to learn about the environment because they regard it as an unimportant issue. For example:

*"The company should advertise it more if they want us to know about it I am not going to spend time out of my day googling it" – Ellen Cook*

As a result, they have low levels of environmental consciousness and believe it is not their own responsibility to increase their levels of environmental consciousness. Therefore, national cultural masculinity is a barrier to green consumer behaviour.

***Proposition 5:*** *Consumers in masculine cultures are influenced by their values to have a lack of environmental consciousness, which is a barrier to green consumer behaviour.*

## **Chapter 5: Conclusion**

The objective of this dissertation was to explore how national cultural values have an influence on consumers to engage in green behaviour and purchase sustainable products. This section shall begin by returning to the research objectives, summarising the findings, enabling conclusions to be given and demonstrating the contribution to literature. Following, this limitations and future recommendations for research based on the propositions will be provided, and give implications for managers and policy makers.

### **5.1 Summary of Research Findings**

#### ***1. Explore how national cultural masculinity influences a consumer's intention to purchase sustainable products.***

Previous research has not been able to effectively identify how national culture influences consumers to engage in green consumer behaviour. A difference was found between the intentions of British and Swedish respondents to purchase more sustainable products. Through using in-depth interviews, a deep understanding of the thought pattern of consumers was gained and uncovered the unfavourable intentions from British respondents were influenced by the assertive & tough values of their masculine culture, centred on the strive for material success. The more feminine values of modesty, tenderness and pursuit for a better quality of life influenced the Swedish respondents to have a more favourable intention. This research has important contributions to the cross-cultural literature as the M/F dimension has been expanded, through Anthropology, Linguistics and Psychology to explain why more female roles are more connected to the environment and therefore how cultural values influence consumers' intentions.

#### ***2. Explore whether the consumer's intentions lead to green consumer behaviour and the effect national cultural masculinity has on their behaviour.***

The result of the Swedish respondents' favourable intention did not always lead to purchasing sustainable products, situational factors such as price impeded their behaviour. However, because of Sweden's increased institutional capacity to support sustainable initiatives, school education induced a higher level of environmental consciousness in the Swedish respondents.

Their feminine cultural values influenced respondents to want to close their gap between intention and behaviour. Following this, British respondents' masculine cultural values were responsible for their lack of interest in sustainability and environmental consciousness, causative as a barrier to their green consumer behaviour. The relevance of this research not only contributes to the literature on green consumer behaviour but addresses the inadequacy of the TPB to predict behaviour.

## **5.2 Limitations**

Although this study has achieved its aim to expand the M/F dimension to provide useful insights on how national culture influences green consumer behaviour, the conceptual limitation of national culture itself must be considered. Using dimensions created from aggregated data that represents a mix of people from within society to interpret behaviour of individuals within that country, has been warned as committing an ecological fallacy (Hofstede, 1980). Hofstede's dimensions are "meaningless as descriptors of individuals" (2011, p.12) and it is therefore inappropriate to assume that findings used to compare consumers at country-level apply to every consumer within those cultures (e.g. McSweeney, 2013; Brewer & Venaik, 2011).

However, our study aimed to illustrate the difference between consumers across countries is more meaningful than among consumers within each country, who are characterised by the same values (Hofstede, 2001). Therefore, as the sample was chosen to generalise to theory, it was assumed that the respondents would appropriate the group value. It is agreed upon that the findings cannot be applied to understand how every individual consumer is influenced in Sweden or Britain, as other psychographic factors will apply. The qualitative term of transferability is more applicable (Sinkovicks et al, 2008). By "[utilizing] the qualitative data to obtain insights and practices that prevail within a specific location" (Onwuegbuzie & Leech, 2007, p.238), rich descriptions are provided to inform the reader about the values found in masculine and feminine cultures. These different values that influence consumers to engage in green behaviour can then be transferred to other countries and contexts.

### **5.3 Recommendations for Future Research**

The exploratory method has provided the ground work for which future researchers can develop the theory further to understand the influence national cultural masculinity has on green consumer behaviour. To achieve this, similar qualitative studies should be undertaken in countries with a similar difference in M/F values, Hofstede's (2001) scores advocate; another Western sample, USA and Netherlands; an Asian sample, Japan and South Korea; a Latin American sample, Venezuela and Chile (see appendix 7 for scores). In-depth responses should strengthen the propositions and validate that the M/F dimension influences the difference in formation of intentions for green consumer behaviour across cultures.

Once a more comprehensive and applicable framework has been built, the propositions can be tested using the TPB to measure the strength of intentions and compare different cultures. However, as intention is not always a convincing predictor of behaviour, if results show no behavioural differences between the samples, the importance of values can be lost amongst the data. Ajzen (2002) suggests collecting qualitative data in a pilot study is helpful to produce the quantitative survey used to measure intention and behaviour. Triangulation methods also can have a highly valuable insight into the gap produced by quantitative data, taking an *emic* approach to interpretation to provide explanations to understand why there was an intention-behaviour gap, and how values can be used to seal the gap.

Finally, to reclaim the individual from the ecological fallacy, only multi-level analysis can recognise how culture interacts to influence behaviour at the individual-level (Bond, 2002). However, no theoretical solution to this dilemma has been provided to date. Devinney and Hohberger (2017) suggest that a "holistic theory of culture" is needed (p.49) that operates at different levels of analysis, moving beyond traditional boundaries of culture. Comparing individuals directly within a culture and across cultures, along with other psychographic variables that operate at the individual-level, can achieve a complete analysis of how individuals are influenced to engage in green consumer behaviour.

### **5.4 Implications**

Upon completion of further research projects, designed to test the propositions, this research emphasises that marketers should adapt campaigns, rather than standardise, to address the

different values of a consumers' culture.

To overcome barriers to green consumer behaviour that rises from masculine values, marketers should position products based on their strive for material success. Green products will not directly appeal to the mainstream masculine consumer unless they offer desirable benefits, for example efficiency and cost effectiveness, performance and status (Ottman et al, 2006). It is also important to not “put the burden solely on...consumers” to create a demand for green products in masculine cultures (Sustainable Development Commission, 2006, p.). Instead “you have to [make] certain decisions for them” (Gould, 2013, p.1), supply should be redesigned by manufacturers and retailers so that consumers make sustainable choices by default, to create a trend-led norm. However, in feminine cultures, situational factors for example price and product availability impede their intention to be a green consumer. Therefore, it is crucial that marketing campaigns include information on how green products are, so consumers are more aware of their availability.

Policy makers have a responsibility to encourage organisations and consumers to engage in green behaviour, reflective of their nations' culture. Masculine institutions need to recognise their neglect of the environment, and introduce education from childhood to address environmental issues to create a more environmentally conscious society. Although, by nature, cultural values are stable, education could overcome the barrier that masculine culture currently permits to sustainable consumption. In feminine cultures where there is an intention-behaviour gap, it is recommended to introduce tax incentives on green products, to make them more affordable for consumers who actively want to make sustainable decisions, but are impeded by factors beyond their control (OECD, 2008).

Overall, trying to understand how national culture has an influence on consumers in different cultures is part of a larger step forward, to try and engage consumers in greener behaviour and reach the ultimate goal of meeting the UN's sustainable development agenda.

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## **Appendix 1: Interview Guide**

### **Demographic Questions**

1. Name
2. Age
3. Gender
4. Country of birth
5. British/Swedish Passport holder?
6. Where were you born and raised?
7. Occupation

### **Questions to introduce the area and ignite streams of thought**

1. What is your favourite item of clothing?
2. What was important to you when purchasing?
3. How did that make you feel?
4. What was the ultimate reason that made you decide to buy it?

### **RO1: Explore how national culture influences a consumer's intention to purchase sustainable products.**

#### **(a) The consumers' attitudes towards sustainability**

1. Have you ever looked at the label on your clothes?
2. Are there any issues associated with where & how things are made?
3. Have you ever thought about those factors in your purchase decisions?
4. Please could you define what you mean by sustainability?
5. Are there other areas in your life where you may consider purchasing what you have defined as sustainable?
6. Why would you consider the environment when you purchase those items?

#### **(b) The influence of subjective norms on intentions**

1. What do most of your friends and family think about being sustainable?
2. Is it important to them?
3. Do you think they would purchase sustainable clothing?
4. If your friends and family do, do you think that will make you more likely to do so?

**(c) The perceived behavioural control of buying sustainable clothing**

1. Have you ever thought to yourself, if you were to purchase sustainable clothing, you are making a difference?
2. Why do you think you are, or are not, making a difference?
3. Do you think there are enough opportunities on the market to purchase sustainable clothing?
4. What do you think could be done to increase those opportunities?

**R02: Investigate whether consumer's intentions lead to green consumer behaviour and the effect national culture has on behaviour**

1. Listen to the scenario, which customer do you associate yourself with? Customer 1 & 2 wanted to buy a new pair of jeans. The latest trend for this summer was to wear vintage washed jeans. **Customer 1** finds a pair in a store that are exactly what they wanted cost £30. The customer finds out they are made from chemically grown cotton which uses 8000l of water to produce, and the vintage wash is achieved by using sandpaper, potassium permanganate and bleach. However, they are not bothered as they have found the perfect pair of jeans. **Customer 2** also finds a pair in a store that look exactly the same as customer 1 found. However, they are made out of 50% organic cotton, where natural methods are used to control pests and uses 40% less water to grow. The other 50% is made out of recycled cotton which comes from old garments and textile leftovers, which are ground into fibres, spun into new yarns and woven into new fabrics. To achieve the vintage wash, an ozone finish is used which converts oxygen into a gas, and reduces the amount of chemicals released into the air. However, they cost £75, but they are better quality and will last longer than just this summer they are in fashion.
2. What do you think of customer 1 or 2?
3. Have you ever been in this situation before with clothing?

4. What was your experience?
5. To your knowledge do you own any sustainable clothing?
  - a. If yes, do you remember your decision-making process?
  - b. If no, why do you not think you have purchased any?

### **Appendix 2: Sample Interview Transcript**

**What is your name?**

Ebba Minas

**Age?**

22

**Gender?**

Female

**Country of Birth?**

Sweden

**What passport do you hold?**

Swedish

**Where were you born and raised?**

Stockholm, Sweden

**What is your occupation?**

Student

**So, what is your favourite item of clothing?**

Right now, it's those suit trousers.

**Do you own a pair?**

Yeah

**What was important to you when you were purchasing those?**

The fit, they're comfortable.

**How does that make you feel, when you are comfortable?**

Good [laugh]

**What about the most recent purchase, what is the most recent thing that you have bought?**

Oh, a cotton shirt, from weekday.

**From where sorry, I've not heard of that brand before!**

Weekday, it's a Swedish brand.

**Oh that's cool, what made you decide to buy that from there?**

Well firstly I decided to buy the shirt because I get really easily burnt in the summer so I need light, loose clothing, especially if I go abroad.

**So what was really important when you were buying that shirt?**

Oh the quality, that is why I bought from that store because they have really good quality clothing. They last a lot longer, so you do not need to buy as much. It's really important to me what things are made of, I always look at the label to see what they are made out of actually.

**Oh really, and why do you do that?**

Well, I try and avoid polyester and if it's certain materials I won't buy it. It's not the most important factor, but I definitely take it into account a lot.

**Why do you take that into account?**

Well the worse the quality, the don't last as long. They usually tear really easily, and it's also really *really* bad for the environment to produce things like that.

**Why is that bad for the environment?**

Well the other day, there was a report about this in the biggest Swedish morning paper, when I was reading while at home. Clothing is one of the worst things for the environment, and they were really encouraging you to buy second hand. They were talking about how much water was needed to produce one t-shirt and how much energy was needed to produce one t-shirt. Obviously, polyester, that is all superficially made, that plastic chemical material, and that's obviously not good to produce for the environment. It's the same as making plastic water bottles.

**That's really interesting, are there many issues you associate with clothing production?**

Well, a lot of clothes are made in Asian countries, and you know they have sweatshops and that is really bad and they have really bad working conditions. Like the majority of things made are probably from there. But there are do brands that I do know about that produce locally and better working conditions?

**Which brands are those, can you talk to me more about those?**

Oh for example there is the brand Swedish Hasbeens, they make shoes through sustainable materials. Then like I – I do buy from H&M, you know how they have different brands?

**Yeah**

So they have divided, trend and conscious. So I try to avoid divided, because like yeah, they are the cheapest one and not made well. Trend, is a little bit more expensive but much better quality, 100% cotton, or 100% wool, okay may not, but at least a much bigger portion. Then conscious is obviously even more than that, so I try and stick to those.

**Why do you think you do that?**

Well because I am quite conscious for the environment, like I think it is important to know what you are wearing. Also because it is more sustainable, so it means what I am buying now is helping for the future.

**Ah, do you think you would be able to explain to me more what you mean about being sustainable?**

Well, if something is sustainable, you would hope that the products being used are not plastic, but products like wool & cotton. It's kind of like fair trade, environmentally conscious. It is really hard for fashion brands to be 100% good for the environment but they should at least try to where they can be environmentally friendly. I don't know if working conditions are part of that, but surely it would be part if it to make sure that the people are in the same good conditions, so they are able to keep working and provide for the next generation.

**Do you buy fair trade products often?**

Food? Not that often, mainly because they are more about the fact that they have come from places like coffee beans in Brazil for example where the workers have been paid fairly. I tend to actually buy locally and seasonally. Like I don't buy raspberries in the middle of winter, and meat I try to buy that is from the local area. Whenever I am buying milk for example, I try and buy organic. For a company to label their product organic, certain criteria has to be met, while I am a student I can't buy everything 100% organic, when it comes to food I try to be quite strict with that. Well firstly because the animals are treated really horribly, but it really is actually much better for the environment.

**What about other areas of your life where you think about the environment before you purchase?**

Well, I guess with travel. Like where I am from, back in Stockholm, a suburb, everyone takes the bus and train or cycle. There are loads of fees to take cars into the city, so I never drive. Well firstly I am a really bad driver, but also because there is no need, it is better to take the public transport. It goes everywhere I need to go. It's a general cultural attitude in Sweden I

think, you don't really question here if you take the bus, whereas here in the U.K, a lot of people don't like to do that. They like to get a lot of cabs when you can just walk!

**So what do most of your friends and family think about being environmentally friendly then?**

Oh yeah its super important. Just to point this out, I come from a middle class background, so that definitely does play into that as well. My family is very environmental. I didn't go there, but my younger siblings go to school at a place called the Global Gymnasium in Stockholm.

**Oh that's interesting, what is that about?**

Well, all their food is organic, they have solar panels. They do a lot of environmental projects. They're actually almost annoying sometimes as they care a lot.

**So which areas of their life would they consider before purchasing environmentally friendly products?**

Oh, almost everything. My sister only buys organic. She knows where the best places and brands are. Also, did you know – wait this is not my sister buying it she is only 16 – but my mum only buys organic wine. Apparently, it is really important! They all buy a lot of second hand.

**Oh okay, is that because they like the style or...**

Well yeah both, they like the vintage style but it's a way of life really. Because when they buy normal clothes, its much more emphasis on the quality over quantity. So them, and my friends in general are happy to spend more money on a really good pair of jeans, than buy another pair in two months.

**So would you say that if your friends and family are doing it, you are more likely to do so?**

Yeah, for sure. Yeah, for sure. But they have also taught me now to do it for myself, I don't just do it for them.

**So when you are buying these products, do you ever think if you are making a difference?**

I don't really know how to say this in English, but there is an expression in Swedish ... A lot of small drops. There is an expression in the Swedish language 'a lot of small drops, många bäckar små'. It is hard to see yourself making a big difference, but you are contributing, so you are making a difference. It's in the frame of mind. So, I actually do think if I am buying something ecological I will be making a difference in some way

**You'll have to write that down for me!**



Yeah it is just a lot of small actions can help and make a big difference. I don't see it as me making a big difference, but I am contributing. It's probably more important to think of it that way, because you can't see the difference you are making.

**So do you think that as well when you are buying clothing?**

I mean, yeah I do buy cheap stuff sometimes like obviously I go into H&M and see a divided top and think oh that's really cute, but when I do buy sustainable clothing I do keep that in mind that I am helping. You have to at least think about it.

**So do you think there is enough on the market for these types of products?**

With food definitely, I think there are so many options, people just tend to ignore them. With clothing, again, I think there is actually a lot on the market and people just tend to not realise. You probably have to look for it a little bit, but there are so many brands and stores that try to make and produce fairly good products. I think there is a big lack of awareness, the biggest problem though is that people don't want change their lifestyle and actually do it. I think those are the biggest problems, people are lazy.

**So what do you think could be done to improve those opportunities?**

Awareness is so important. Well I don't really question it, but a lot of people who don't think it is important won't want to pay £20 extra for something, they only see the money not the other things that are associated. A lot of people don't actually know enough to care, or know how much that makes a difference, that isn't that much extra money to us in the long run, but it could be for the workers and for the environment. There is definitely a huge difference between my Swedish friends and British friends.

**Yeah I am sure, could you maybe explain that a little bit more?**

Well, I think because in Sweden, we get money from the government when we study. So there is slightly more discretionary income, we get it when we are in high school when we turn 18. So we get paid to go to school, from the state.

**Oh wow! That is certainly different from here.**

Yeah we get £100 a month, that is not much, but when you are in high school it is a big thing.

**Yeah we get a loan when you go to university, but not at school!**

This isn't a loan, this is a grant. So then it's your own, you don't have to pay it back. It's meant to help and encourage you to study. So, as a lot of people wont exactly spend that on books, they have more of a disposable income. So what they do with it is obviously up to them, but a lot of people here will spend that on higher quality products, just because they can. As every

kid gets the same, maybe that's why it's more of a thing here to buy better quality products. There is a huge trend then to buy clothes from certain brands, like Weekday or other small boutiques here. So I think just having that extra money, you wanna buy better quality stuff and in term makes you think more about what you are buying.

**So what do you think could be done for people to be more aware then?**

Well having it come up in the news, that reaches a lot of people. The Swedish one is the most read in Sweden, so it explicitly stated where your money goes, so it obviously will make a lot of people think. It really encourages you to do that. At school, we also had themed weeks, and a lot of them are environmentally themed. They made us do presentations on different products... I think I did... deodorants one year. I had to look what was in them, and what's bad for us and the environment. It made us actively look what we are putting on our body and in our body and what we are spending our money on. So if you do that from an early age, like I think I was 13, make up and clothes, you learn from an early age that it might be worth spending your money on things that are better for the environment.

**Wow, that's really interesting. We don't have that kind of education here. Do you think that should happen in the UK?**

Well it wouldn't hurt would it, we should all learn about it, we all live on this planet.

**That's true!**

**Okay, I am now going to read out a scenario to you, and I want you to think which customer you associate yourself more with. Customer 1 & 2 Wanted to buy a new pair of jeans. The latest trend for this summer was to wear vintage washed jeans. Customer 1 finds a pair in a store that are exactly what they wanted cost £30. The customer finds out they are made from chemically grown cotton which uses 8000l of water to produce, and the vintage wash is achieved by using sandpaper, potassium permanganate and bleach. However, they are not bothered as they have found the perfect pair of jeans. Customer 2 also a finds a pair in a store that look exactly the same as customer 1 found. However, they are made out of 50% organic cotton, where natural methods are used to control pests and uses 40% less water to grow. The other 50% is made out of recycled cotton which comes from old garments and textile leftovers, which are ground into fibres, spun into new yarns and woven into new fabrics. To achieve the vintage wash, an ozone finish is used which converts oxygen into a gas, and reduces the amount of chemicals released into**

**the air. However, they cost £75, but they are better quality and will last longer than just this summer they are in fashion.**

I would have to go with customer 2. But in general these new trends are a little bit risky. Especially if you are trying to buy clothes that last a long time. I would be willing to pay more for better quality.

**What would you think of customer 1?**

Well... that would be very common. Especially for students, you don't have that much money, so you are more likely to buy that.

**So have you been in this situation before then?**

Yeah, of course.

**What was your experience?**

I mean, partially from peer pressure, well maybe that's just my family because they are very into being sustainable. When I am shopping with my mum, she will also look at the note and be like "this is too much polyester you can't buy that." [laugh] She tries to shame me. I think most of my friends would do that as well. I think in the end... you end up saving more money and actually spend it more wisely, because you don't have to rebuy and it is better quality.

**So to your knowledge do you own any sustainable clothing?**

Yeah probably most of it, but I am no saint, I do obviously buy other stuff too.

**Do you want to talk me through your decision-making process then for one of the products you have bought?**

Well yeah I try to avoid spontaneous shopping. I have a very simple wardrobe actually, very scandinavian... so much black, white & grey [laugh]

**And stripes!**

Well this is actually my crazy top, stripe and blue. I have a very basic wardrobe anyway, most of my stuff goes with everything. So when I do buy something new, I search and look online first. I want it to be exact, I want something that I then can try in store to see if it fits and if it works. I have a list and then I tick it off. Obviously, there are certain stores that I look at, and weekday is one of them, they are slightly more expensive. But I think to myself "if it is exactly what I want and I know I will wear it all the time, then it is fine." In the past, when something is kind of what I want, I don't end up wearing it, so I would rather it be perfect, otherwise I never wear them. This adds to being sustainable, you want something that's going to last and

not have to rebuy, so I do try hard. I look up in advance what it is I need, so it's actually what I want.

**Thank you, interesting insights!**

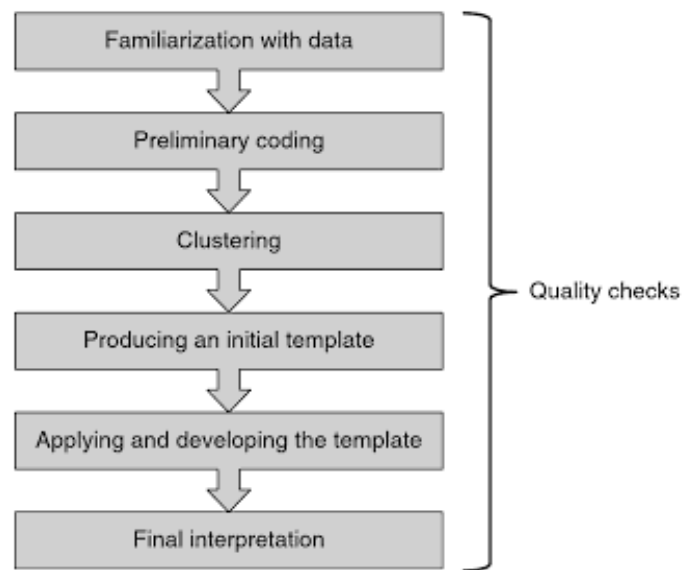
**END OF INTERVIEW**

### Appendix 3: Sample Details

Number	First Name	Second Name	Nationality	Gender	Age
1	Alex	Alter	British	M	21
2	Ellen	Cook	British	F	22
3	James	Board	British	M	23
4	Christian	Spas	Swedish	M	22
5	Pierre	Hertin	Swedish	M	22
6	Robyn	Fernberg	Swedish	F	22
7	Emma	Raymond	British	F	18
8	Lydia	Gummus	British	F	22
9	Adam	Lund	Swedish	M	22
11	Sara	Maamri	Swedish	F	22
11	Ebba	Minnas	Swedish	F	22
12	Sam	Carson	British	M	21

Men	6
Women	6
Average age	21.5
Oldest	23
Youngest	18
Median	22

#### **Appendix 4: Template Analysis Steps**



*Source: (King & Brooks, 2016, p.26)*

**Appendix 5: Preliminary Codes**

<b>CODE</b>	<b>EXPLANATION</b>	<b>ILLUSTRATIVE QUOTES</b>	<b>TEMPLATE THEME</b>
ATT - NEG - RESPONSIBILITY	Negative attitude displayed through statements about explaining the environment is not their responsibility	"It's not my problem. Behind closed doors, and all' - Alex Alter	1.1.1.1 Blame others
ATT - NEG - PROD	Displays a negative attitude towards products that are sustainable	"A lot of the time you see things that are sustainable, like a car for example, they aren't always the best cars" - Alex Alter	1.1.1.1 Blame others
PBC - NEG - ONE PERSON	Statements where the consumer negatively identifies that they are one person and cannot change the world	"If everyone did, if everyone bought into it, and then yeah it would make a difference. But I think it would take a long time to get everyone on the boat	1.1.1.1 Blame others

		in the same position" - Ellen Cook	
ATT - NEG - COMPANY	Negative attitude displayed by statements explaining that it is company's responsibility to be sustainable, not theirs	"When you are dealing with multibillion £ companies, it is their responsibility not mine" - Alex Alter	1.1.1.1 Blame others
PBC - NO OPTION	Statements made where the respondent thinks companies should use more sustainable materials only because then there are no other options	"If they stop making t-shirts which use typical un-environmentally fabrics, and rolled out the eco-friendly ones, then I would have no other option buy to buy them" - Sam Carson	1.1.1.1 Blame others
SN - NEG - DONTCARE	Respondent is not influenced by norm as they do not care what they think	"I don't really think much about what they think" - Lidya Gummus	1.1.1.2 Unimportant issue
ATT - NEG - IMPORTANCE	Negative attitude toward sustainability displayed by statements explaining other things are more important	"If it's planet over fashion... not really" - Emma Raymond	1.1.1.2 Unimportant issue
ATT - NEG - SUBCONCIOUS	Being sustainable does not enter their subconscious	"It wouldn't really make a difference as subconsciously all	1.1.1.2 Unimportant issue



		you want is that pair of jeans" - James Board	
ATT - NEG - DETACHED	Negative attitude displayed because respondent is detached from the issue	"We are detached about where our clothes come from" - James Board	1.1.1.2 Unimportant issue
ATT - NEG - BLIND EYE	Negative attitude displayed towards sustainability by turning a blind eye to how clothes are made.	"I do not think I would change my thinking process... we turn a blind eye towards it" - Lidya Gummus	1.1.1.2 Unimportant issue
ATT - NEG - LONGTERM	Negative attitude displayed as respondent does not think about the long-term effect	"I was only going to wear it once, so I was not that bothered about the quality that much" - Ellen Cook	1.1.1.2 Unimportant issue
ATT - NEG - BOYCOTT	Negative attitude displayed towards sustainability as they would not boycott clothes if they were unsustainable	"I wouldn't boycott clothes that weren't sustainable" - Lidya Gummus	1.1.1.2 Unimportant issue
ATT - NEG - NOT INTERESTED	Negative attitude displayed through statements about not being interested	"My house mates here, they found it strange when I asked if there were 2 bins, they don't bother with that. They're not interested" - Christian Spas	1.1.1.2 Unimportant issue

ATT - NEG - EXTREME	Negative attitude displayed through extreme statements made about sustainable clothing	"I am not going to wear something out of weeds sewn together by Chinese monks" - Alex Alter	1.1.2 Stubborn
ATT - NEG - CHANGE	Negative attitude displayed by statements on how they would not change their lifestyle to be more sustainable	"I wouldn't change my whole lifestyle for it" - Emma Raymond	1.1.2 Stubborn
ATT - NEG - UNREALISTIC	Negative attitude displayed through statements explaining being sustainable is unrealistic	"Also, with materials, if what we were going to wear was made out of materials made in England, which they are certainly not, they come from third world countries, okay yeah it may be better for the environment as it would not harm it, but again like I said it is unrealistic" - Emma Raymond	1.1.2 Stubborn
SN - NEG - DISCUSS	Consumer is not influenced by the norm as they do not discuss the topic	"It's not something we talk about" - Alex Alter	1.2.1 Selfishness

SN - NEG - FOLLOW	Respondent does not like to follow what everyone else does	"I am not really much of a sheep or follow what everyone else does" - Alex Alter	1.2.1 Selfishness
BENEFIT - SELF	Statements about being sustainable as a result unintentionally of a personal benefit	They probably do, but because it is cost efficient. The environment isn't put first, is putting themselves first, and if that works for the environment than that works for them" - Emma Raymond	1.2.1 Selfishness
BRAND	Mention of brand names	e.g Nike, ASOS, Levi, H&M	1.2.1.1 Brands
BRAND - UNSUST	Brands that are spoken about in association with being unsustainable	e.g Primark, Misguided	1.2.1.1 Brands
PA - VINTAGE	Product is vintage or second hand	"They like the vintage style, but it's a way of life really" - Ebba Minas	1.2.1.2 Influenced by trends
SN - NEG - PUSHED	Respondent would potentially be influenced by the norm but only if they were pushed	"maybe if I was pushed about it, but then again probably not" - Alex Alter	1.2.1.2 Influenced by trends
SN- POS - MEDIA	The media influences the consumer to have a	"Social media is so huge these days in terms of influence,	1.2.1.2 Influenced by trends

	positive attitude towards sustainability	and the message can be sent across to millions of people in one message" - Sam Carson	
SN - POS - CELEBRITY	Respondent is influenced by celebrities	"Barcelona and Real Madrid wore recycled football kits to try and raise awareness for it" - James Board	1.2.1.2 Influenced by trends
SN - POS - FASHIONABLE	Respondent is influenced by the norm and what is considered to be fashionable	"Unless it was on fashion week...I don't think people would buy it and be interested" - Ellen Cook	1.2.1.2 Influenced by trends
SN - POS - SOCIETY	Respondent is influenced by what the norm of society does	"It points to where we are in society where we use use and don't care about anything, which I guess is all of us, not just me" - Ellen Cook	1.2.1.2 Influenced by trends
SN -POS - GENDER	Respondent presents themselves as a norm within their gender role	"I am a normal bloke and have never considered where things have come from" - James Board	1.2.1.2 Influenced by trends

SN -POS - PRESSURE	Consumer is pressured by the norm	" I want to present myself the best I can, especially when we are in such a high-pressure world, I think that would matter more to me at the minute, than wearing sustainable clothing" - James Board	1.2.1.2 Influenced by trends
PURCH - VALUE	Purchased because product was good value for money	"It is going to last longer, and then it is better value for money" - Alex Alter	1.3.1.1 Value for money
PA - PRICE	Product is bought because of the price	"it was reduced to £20, and it was so so cute, I loved it I had to buy it" - Emma Raymond	1.3.1.2 Low price
PBC - NEG - TOO EXPENSIVE	Consumer cannot purchase sustainable products because they are too expensive	" I would like to see myself caring about the environment, but money is a bigger issue and more important" - Ellen Cook	1.3.1.2 Low price
PURCH - SALE	Purchased because the price was cheap or was on sale	"I mostly buy clothes because they are on sale" - Sara Maamri	1.3.1.2 Low price

PBC - CHEAPER	Statements about the fact that there are cheaper options than sustainable clothing on the market	"Because there are cheaper options out there, people tend to favour the cheaper ones. - Sam Carson	1.3.1.2 Low price
PA - POS	Statements about attributes of a product making the respondent feel positive.	"well apart from my reputation that I have to keep up, it makes me feel really good and that I can now get on with my day" - Alex Alter	1.3.2.1 Benefit for self enhancement
PURCH - NEW	Purchased because they wanted something new	"Needed a new one" - Alex Alter	1.3.2.1 Benefit for self enhancement
PA - UNFASHIONABLE	Product is not bought because it is unfashionable	"I don't want to wear unfashionable clothing" - Alex Alter	1.3.2.1 Benefit for self enhancement
PURCH - OCCASION	Purchased for a special occasion	"I never buy anything over £20, unless I am going to wear it for a special occasion and it has to be nice" - Ellen Cook	1.3.2.1 Benefit for self enhancement
PA - UNIQUE	Product is bought because it is unique	"I enjoy purchasing things I really want, which not many other people have" - Sam Carson	1.3.2.1 Benefit for self enhancement

PA - SIZE	Product is bought because of size, or it fits well.	"If I find something that fits well, then that's what I'll go for" - Christian Spas	1.3.2.2 Product attribute benefits
PA - COLOUR	Product is bought because of the colour	"Pink is my favourite colour" - Alex Alter	1.3.2.2 Product attribute benefits
PA - TYPE	Clothing type	e.g t-shirt, jeans, jumpers	1.3.2.2 Product attribute benefits
PA - STYLE	Product is bought because of the style of clothing e.g crazy, minimalistic	"I have a very simple wardrobe actually, very Scandinavian... so much black, white & grey" - Ebba Minas	1.3.2.2 Product attribute benefits
RM - NEG	Negative association with a raw material	"I don't want to buy a top that is made from polyester because that is rubbish"- Alex Alter	1.3.2.2 Product attribute benefits
RM - POS	Positive association with a raw material	"Well cotton is more breathable, better for the skin, more comfortable" - Alex Alter	1.3.2.2 Product attribute benefits
PA - COMFORT	Product is bought because it is comfortable	"Well no, cotton is more breathable, better for the skin, more comfortable... I always want to feel	1.3.2.2 Product attribute benefits

		comfortable." - Alex Alter	
PURCH - BROKEN	Purchased because previous product was broken	"My other pair of shoes broke" - Ellen Cook	1.3.2.2 Product attribute benefits
PURCH - IMPULSE	Impulse purchase	"I am used to buying things on spur of the moment" - Ellen Cook	1.3.2.2 Product attribute benefits
ATT - POS - GUILT	Positive attitude displayed through statements about how being unsustainable makes them feel guilty	"When you see the videos on YouTube... you are like "okay I feel guilty"" - Alex Alter	2.1.1.1 Personal responsibility
ATT - POS - CONSCIOUS	Positive attitude towards sustainability through statements about how they would like to become more conscious	"I am trying to become more conscious about it because I am aware that it is a problem, and I'd like to know more" - Christian Spas	2.1.1.1 Personal responsibility
PBC - POS - ONE PERSON	Statements where the consumer positively identifies that they are one person and everyone can help	"I am a small drop of water in the big sea, but I still think if everyone does a little bit, then it is able to change things" - Christian Spas	2.1.1.1 Personal responsibility
ATT - POS - JOINT	Positive attitude displayed through statements about how it is a joint effort	"With regulations and laws from the government, that	2.1.1.1 Personal responsibility



	between the consumer and company	would affect the companies to do it. However, the consumers, us, we should think more about it" - Pierre Hertin	
PBC - POS - DEMAND	Statements about the respondents are in control of the demand	"If we the consumer do go out and buy this more often then the supply will change... if people don't ask for it, then they won't supply it. So, in that respect it does come from us, and only us! - Robyn Fernberg	2.1.1.1 Personal responsibility
ATT - POS - CUR	Positive attitude displayed being curious about sustainability	"It was probably out of curiosity" - Alex Alter	2.1.1.2 Important issue
ATT - POS - MORE	Positive attitude displayed through comments about wanting to do more to be sustainable	" I wish I could do more about that, but that's where things are made" - Robyn Fernberg	2.1.1.2 Important issue
SN - GENERATION	Differences between the norms in different generations	"My nan would not have a clue, she would have even less of an idea than us kids, it was never an issue back in the	2.1.2 Open minded

		day with buying clothes at all" - James Board	
ATT - POS - EASY	Positive attitude displayed through statements about how easy it is to be more sustainable	"I thought yeah you know what there are probably a few easy things that I could do, to reduce my footprint" - Christian Spas	2.1.2 Open minded
ATT - POS - APP	Positive attitude towards sustainability through appreciation of the environment	"I have only really started to appreciate the environment" - Sara Maamri	2.1.2 Open minded
AWARE - MORE	Respondent makes statements about how they want to be more aware of the environment	"If I knew more about it and I shopped more, I would definitely go for the more environmentally friendly option"- Pierre Hertin	2.1.2 Open minded
SN - NEG - ACTIVIST	Respondent is not influenced by the norm, they are the activist	"When you compare me to any regular person, I look more like the activist" - Adam Lund	2.1.2 Open minded
PBC - POS - MENTALIY	Respondent makes statements about how mentalities need to be changed in order to be sustainable	"we need to change our mentality, profit isn't everything and we need to make companies realise	2.1.2 Open minded

		that" - Robyn Fernberg	
ATT - POS - CRUEL	Positive attitude towards sustainability displayed through statements about cruelty	"I wouldn't wear a Canada goose, because of all the way the animals are killed." - Pierre Hertin	2.1.2 Open minded
BENEFIT ENVIRONMENT	Statements about being sustainable as a benefit to the environment	"Obviously at first it was healthier for the animals, but also healthier for the environment too, which is just as important" - Christian Spas	2.2.1.1 To others
SN - POS - CULTURE	Respondent is influenced by the norms culture	"if it becomes entrenched in culture, and it is the norm then you do what everyone else is doing, because it is the norm" - Christian Spas	2.2.1.2 To the environment
SN - POS - ADVICE	Respondent is influenced by the norms advice	"If someone told me to go ahead and buy this, this is better, I would listen to what they have old me to do and appreciate	2.2.1.2 To the environment

		their advice" - Sara Maamri	
SN - POS - LAW	Respondent is influenced by norms because something is law	"We recycle at home... but I think that is because we have to and when we don't our bins don't get taken"	2.2.2 Importance of community values
BRANDS - NONE	Consumer does not mention brand name when talking about clothing	"I don't really care much about brands, as long as they aren't really bad brands" - Adam Lund	2.2.2 Importance of community values
SN - POS - POPULAR	Respondent is influenced by the norm because it is a popular thing to do	"People have their own back gardens and grow their own vegetables, that is a really popular thing to do" - Christian Spas	2.2.2 Importance of community values
RM - QUALITY	Associating a raw material with being good quality	"Oh, the quality, that is why I bought from that store because they have really good quality clothing." - Ebba Minas	2.3.1 Quality of clothing
BRAND - SUST	Brands that are spoken about in association with being sustainable	eg. Weekday, No Nationality, Picture	2.3.1 Quality of clothing

ATT - POS - LONG	Positive attitude displayed by thinking about the long term	"It's important to me that clothes last a long time" - Ebba Minas	2.3.1 Quality of clothing
SUST - FUTURE	Statements about how being sustainable considers the future	If we continue to make things the way we do now, then my kids and their kids in the future won't be able to have the same as us" - Pierre Hertin	2.3.1 Quality of clothing
ATT - POS - COST	Positive attitude towards sustainability through statements saying there is not much added cost to	"Once you stop exploiting the environment, you would have to increase the costs, but that's not such a bad thing. We can all afford it, some people in the world can't" - Christian Spas	2.3.1 Quality of clothing
AWARE	Respondent is aware of environmental issues	"I am already aware of what goes on, that is why when you know, you want to prevent it" - Sara Maamri	2.3.1 Quality of clothing
AWARE - ACTIONS	Respondent is aware of their actions	"I became more aware, and more aware of the effects	2.3.2. Future

		of my own actions" - Ebba Minas	
AWARE GUIDELINES	- Statements about products with information and guidelines to how they were made	"In Swedish, they have stickers on called 'ekologisk.'" - Pierre Hertin	3.1.1 Education
EDUCATED SCHOOL	- Respondent has been educated about environmental issues at school	" At school, we also had themed weeks, and a lot of them were environmentally themed" - Ebba Minas	3.1.1 Education
EDUCATED- HOME	- Respondent has been educated about environmental issues at home	"It really is instilled in me, to be really positive towards the environment because of how I have been brought up" - Ebba Minas	3.1.1 Education
EDUCATION NEWS	- Respondent has been educated about environmental awareness through the news	"there are a lot of documentaries and stuff on the news about this, back home in Sweden, about greenhouse gasses and how to help the environment, I hear about it quite often" - Christian Spas	3.1.1 Education

ORIGIN - CHINA	Negative association with production processes in China	"Well if they are made in China or third world countries, there could be slave labour" - Sam Carson	3.1.2 Association of sustainability to clothing
ORIGIN - SEA	Negative association with production processes in South East Asian countries e.g Thailand, Vietnam, Cambodia	"Whereas Asia has a history of producing really cheap clothes which are produced in a cheap way, using cheap material, cheap processes" - Pierre Hertin	3.1.2 Association of sustainability to clothing
SWEATSHOP	Negative issues associated with sweatshops	e.g child labour, long hours, minimum wage	3.1.2 Association of sustainability to clothing
RM - SUST	Sustainable raw material	"Well, if something is sustainable, you would hope that the products being used are not plastic, but products like wool & cotton" - Sara Maamri	3.1.2 Association of sustainability to clothing
RM - PROCESS	Statements about the process of raw materials into clothes	"It's made from the plant, and then has to be converted into thread to make the	3.1.2 Association of sustainability to clothing

		clothes, I imagine there is lots of energy and water used to make that and to keep them alive" - Sara Maamri	
SUST - RECYCLE	Statements about how being sustainable is to recycle	"Maybe I would recycle my old bottles" - Alex Alter	3.1.2 Association of sustainability to clothing
SUST - REUSED	Statements about how materials being reused are sustainable	"So much has already been made, we may as well reuse it" - Sara Maamri	3.1.2 Association of sustainability to clothing
SUST - REPLACE	Statements about how sustainable materials are easily replaceable	"Something that doesn't have that much of a negative effect on the environment, something that can be replaced" - Lidya Gummus	3.1.2 Association of sustainability to clothing
SUST - CHARITY	Statements about how giving to charity is a sustainable act	"I have so many things in my eardrobe I don't wear... I took them to charity" - Ellen Cook	3.1.2 Association of sustainability to clothing
SUST - VEGAN	Statements about how being vegan is sustainable	"A lot more caring, probably vegan or something" - Ellen Cook	3.1.2 Association of sustainability to clothing



SUST - NOT SURE	Statements that show consumer is not sure what being sustainable is	" I am not really sure what a sustainable clothing brand is" - James Board	3.1.2 Association of sustainability to clothing
SUST - ETHICAL	Statements about how being sustainable is ethical	"They just make sure they are ethically made and better conditions " - Adam Lund	3.1.2 Association of sustainability to clothing
RM	Raw materials	e.g. cotton, cashmere, polyester	3.1.2 Association of sustainability to clothing
ORIGIN - SWD	Swedish brands have a positive association with being sustainable	"In most of the shops in Sweden, the t-shirts are the nice real cotton material" - Christian Spas	3.1.2 Association of sustainability to clothing
ORIGIN - UK	Brands from the UK have a negative association with being sustainable	"Well if you have really bad synthetic clothing and you throw them away often, like items from Primark don't last very long, so if you dispose of them quite quickly, they won't decompose" - Lidya Gummus	3.1.2 Association of sustainability to clothing
SUST - NO DAMAGE	Statements about how being sustainable creates no damage	"Production that can be kept up without causing that much	3.1.2 Association of

		damage to the environment or to people" - Christian Spas	sustainability to clothing
SUS - REMADE	Statements about sustainability being remade	"A lot of it goes to be remade into Swedish local brands" - Christian Spas	3.1.2 Association of sustainability to clothing
AWARENESS - UN - ADVERT	Respondent claims they are unaware of sustainable clothing due to a lack of advertisement	"If it was more widely advertised, then I guess the more people who do it, the more likely I am to do it" - Lidya Gummus	3.2 Unaware
AWARE - UN	Consumer is unaware or naïve about how things are made or environmental issues	"Naivety... I guess if I knew a bit more about it, I would make some different decisions" - James Board	3.2 Unaware
EDUCATION - NONE	Respondent has received no education about environmental issues	"I think if there was more information available, then maybe the message would get across" - Sam Carson	3.2 Unaware

### Appendix 6: Final Template

1. Masculinity	1.1 Assertive	1.1.1 Hostile towards sustainability	1.1.1.1 Blame others	
			1.1.1.1 Unimportant issue	
		1.1.2 Stubborn		
	1.2 Tough	1.2.1 Selfishness		
		1.2.2 Importance of reputation	1.2.2.1 Brands	
			1.2.1.2 Influenced by trends	
	1.3 Material Success	1.3.1 Cost		1.3.1.1 Value for money
				1.3.1.2 Low price
		1.3.2 Benefits of clothing		1.3.2.1 Benefit for self enhancement
			1.3.2.2 Product attribute benefits	
2. Femininity	2.1 Modest	2.1.1 Favourable towards sustainability	2.1.1.1 Personal responsibility	
			2.1.1.2 Important issue	
		2.1.2 Open minded		
	2.2 Tender	2.2.1 Selflessness	2.2.1.1 To others	
			2.2.1.2 To the environment	
		2.2.2 Importance of community values		
	2.3 Quality of life	2.3.1 Quality of clothing		
		2.3.2. Future		
3. Environmental Consciousness	3.1 Aware	3.1.1 Education		

		3.1.2 Understanding effects of consumption on the environment	
	3.2 Unaware		

### Appendix 7: Other Country Combination Scores

