Student: Kudube Mary Molete

Field of Study: Business Management (Eng.)

Title of the thesis/dissertation: Contemporary green marketing strategies

Title of the thesis in English: Contemporary green marketing strategies

Thesis objective, procedure and methods used: In the modern era, the environmental awareness and the green labels are the obligatory point on every company’s agenda. Nevertheless, the true question is how those initiatives change and influence consumers’ picture of the company. Do companies really change consumers’ perspectives by following green trends? The goal of this thesis is to evaluate the perception of company’s target market (consumers) towards the green initiatives and application of green marketing strategies. The research should be done on the case study of particular company that applied green marketing strategy. The research is B2C, meaning that it should put the consumers in focus, their perception, opinions and behavior. Through those insights, the effectiveness of contemporary green marketing strategy is evaluated.

Extent of graphics-related work: According to thesis supervisor’s instructions

Extent of thesis without supplements: 60 – 80 pages

Literature:


Thesis supervisor: Ing. Anida Krajina
Thesis assignment date: 2017/05/24

The deadline for the submission of Master’s thesis and uploading it into IS can be found in the academic year calendar.

In Brno, date: 2018/01/05
Abstract
The aim of the thesis is to analyze the perception of South African Generation Y students’
towards McDonald’s green marketing strategies and their influence on decision-making. For
that purpose, awareness and attitudes of the generation Y students in South Africa towards
McDonald’s was observed, and how McDonald’s green marketing strategies influence their
purchase decision-making. The thesis incorporates literature review and practical part. In the
literature review part, an extract of all related concepts for the thesis is presented. The
practical part consists of in-depth interviews with the generation Y students in South Africa,
the presentation of data and analysis. The overall results indicated lack of awareness towards
McDonald’s green marketing strategies, barriers hindering green products purchase decision
such as price and environmental knowledge were indicated. Nonetheless, generation Y
students in South Africa are aware of the significance of environmental sustainability,
therefore if McDonald’s would enhance their green strategies awareness, students’ awareness,
attitudes and perceptions would improve.

Keywords:
Green marketing strategies, South African generation Y students, decision-making,
awareness, attitudes, environmental sustainability
Statement of Authorship

I hereby declare that I worked out the Diploma work “Contemporary green marketing strategies” myself, under the supervision of Ing. Anida Krajina and that I stated in it all the literary resources and other specialist sources used according to legislation, internal regulations of Masaryk University and internal management acts of Masaryk University and the Faculty of Economics and Administration.

In Brno: Kudube Mary Molete
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1. INTRODUCTION

Marketing is the most important function of all types of businesses (Burnett, 2008). Marketing is not only about promoting and selling products and services, it also educate, communicate and influence society. The primary goal of marketing is to reach out to consumers at the moment that most influences their purchase decision (Govender et al., 2016). Concerns about environmentally sustainability have led to consumers shifting their attention from conventional to green products. To ensure that marketers obtain their main goal of reaching out to consumers they modify their products and services to the latest consumer’s area of concern, which is environmental sustainability. Furthermore, consumer’s purchase behavior indicates their awareness about their purchasing and consumption behavior (Polonsky, 1994). Thus a trend of green marketing used by companies emerged and is now one of their prominent strategies (FuiYeng & Yazdanifard, 2015). Moreover, consumers’ concern about green marketing does not imply their purchase intention would utterly transform from consuming conventional to completely consuming green products only, their action isn’t aligning with their intent (Yang, 2017).

There is a gap between how consumers behave and what they believe. In the case of green marketing, even if the consumers are aware of green marketing and green products, they still don’t buy them (Sharma & Trivedi, 2016). Furthermore, it can be assumed that such intent varies according to target market. Most markers are targeting generation Y market segment because they are believed to constitute the main market of green consumption in the future (Erve, 2013). Additionally, the intent of generation Y may be influenced by the environment they have been exposed to. Past research on green marketing and consumer purchase behavior has been conducted mainly in developed countries (Govender et al., 2016). In consideration of developing countries as South Africa, it is challenging for companies to actualize consumers’ area of concern (environmental sustainability) due to limited literature on the matter (Poko, 1997).

The aim of this thesis is to review and understand the perception of McDonalds’ green marketing strategies by generation Y students in South Africa. The theoretical part contains the general concept of green marketing, consumer behavior, the concept of generation Y and lastly the generation Y in South Africa as the target market. In the practical part of this thesis the chosen
company has been introduced, and findings about the generation Y’s behavior, perception and attitude are presented and analyzed.

1.1 Problem Statement

There are limited resources in the planet, and they are not sufficient to satisfy the needs of all people, therefore these limited resources must be utilized in cautiously (Digle & Yazdanifard, 2014). Over the years, this has led to a crucial and more continuous discussions regarding nature preservation, minimizations of pollution brought by human actions and the business activities have been noticeably in the global arena from consumers ‘and companies’ perspective (Solvalier, 2010). For this reason, green marketing has emerged and indicates a growing market for sustainable and socially responsible products and services (Sharma and Pai, 2015).

Over the past twenty years, the green marketing awareness has been firmly emerging and the overall population is beginning to consider their consumer behavior outcomes (Ottman, 2010). Although the emergence of green marketing has been apparent over the years, there seems to be parts of the world where green marketing has gained a very slow pace of adoption. Supported by lekhanya (2014), Synodinos (2014), Christelis (2013) and Dubihlela and Ngxukumeshe (2016), Poko (1997) stated that limited research regarding green marketing in South Africa has been previously conducted in that market.

As South Africa is a developing country, it would seem necessary to ensure sustainable and responsible development that accounts for the environmental impacts of industry and the economy (Maheshwari, 2014). To get a clear picture of how green marketing is perceived in South Africa, the author intends to focus this paper on the perception towards McDonalds’ green marketing initiatives by the generation Y students of South Africa.

1.2 Purpose of the study

Consumer awareness and motivation continues to drive change in the marketplace, notably through the introduction of more eco-friendly products (Maheshwari, 2014). The consumer’s decision to buy environmentally friendly goods or services may directly contribute to the reversal of environmental deterioration (Luchs & Swan, 2011). Like other developing countries, South
Africa is still in the green awakening stage of understanding the environmental behavior. Consumers do not know how their purchasing behavior can contribute to solving the sustainability issues (Erve, 2013). The perception of consumers influences their attitude and purchasing decision. Moreover, companies are targeting younger consumers as they are becoming an important market in today’s business world (Synodinos, 2014). However, enhancing more green consumption through green marketing can depend upon consumers’ enthusiasm to engage in green consumption practices (Pleming, 2016).

Amongst companies that are aiming to maintain environmental sustainability, McDonald’s established a practice named ‘’Global Best of Green’’ the purpose of this practice is to show that they also recognize the environmental impacts of their business, and these are taking shape at multiple levels throughout the McDonald’s system, illustrating that positive change can originate from anywhere and that everyone has a role to play in improving environmental performance (Global Best of Green, 2014). In addition, Department of Environmental Affairs established the Green Fund in 2012. This was one of the first national green funds established in Africa.

With all these initiatives taking place, it is difficult to understand the trends of green marketing and changes in consumer’s perception towards the issue. Moreover, there is the limited research conducted in South Africa. This thesis will provide an in-depth review of the perception of generation Y towards green marketing strategies by McDonald’s in South Africa. The depth of the analysis will be achieved through in-depth interviews. The selected participants for this paper are generation Y students they are believed to influence green marketing in future. Thus the main research objective is exploring the perception of South African Generation Y students’ towards McDonald’s green marketing strategies and their influence on decision-making.

1.3 Research Questions
In order to fulfill the thesis objective, the author drew three main research questions and three sub-questions as follows:

1. What is the perception of generation Y students towards McDonald’s green strategies?
   1.1. Are students aware of McDonalds’ green strategies?
2. What are the attitudes towards McDonalds’ green strategies?
3. How does McDonalds’ green strategies influence students’ decision-making?
3.1. What are the factors influencing students’ decision-making?
3.2. Does McDonalds’ green marketing strategies influence students’ purchase decision?

1.4 Conceptual Framework

Taking into consideration the objective and research questions of this paper, the author formulated a framework to present an outline of the relevant literature discussed within this paper.

![Conceptual Framework Diagram]

**Overarching Research Question**

The perception of generation Y students towards McDonalds' green marketing strategies and its influence on decision-making

*Figure 1: Conceptual literature review structure*  
*Source: Author*
2. METHODOLOGY

Methodology is a system of methods and principles for doing something, it provides a starting and finishing point of a research (Cobuild, 1987). The essence of methodology is organizing the actions to be taken according to the nature of the question at hand and the desired answer one wishes to generate, these actions may be based on theoretical considerations as well as practical conditions, also, the researcher must be able to justify these actions (Jonker & Pennink, 2010). Methodology is not only about doing research, it is about acting. Methodology is the route the researcher will need to take in order to achieve a certain result, it indicates the main path to the destination, this includes knowledge, insight, design intervention and solution) for the problem at hand (Jonker & Pennink, 2010). Is a systematic way to solve a problem, it is a study of methods by which knowledge is gained, moreover it aims to give the work plan of research (Rajasekar et al., 2017).

The main aim of this chapter is to give in depth explanation of how the research was structured and conducted. To ensure that the order of research is justified, each fundamental elements of this chapter will be comprehensively discussed, the research design and approach, data collection methods and analysis.

“Not everything that can be counted counts, and not everything that counts can be counted “
(Albert Einstein)

2.1 Research Approach

There are three different research approaches, Quantitative, Qualitative, and Mixed Research. After a thorough analysis of the nature of this research, the author chose to use qualitative research approach. Qualitative research is characterized by usage of words rather than numbers and qualitative is characterized by usage numbers (Creswell, 2013). Furthermore, Creswell (2013) explains mixed research methods research as a method that uses both qualitative and quantitative methods. Moreover, Qualitative research can be described as a told used to understand situations in their uniqueness in a particular context and interactions (Sharan, 2009). Researchers use qualitative research to understand the experiences and attitudes of people and the
community at large, they aim to answer questions about the ‘what’, ‘how’ or ‘why’ of a phenomenon rather than ‘how many’ or ‘how much’, which are answered by quantitative methods (Patton & Cochran, 2002). Qualitative research attempts to expand our comprehension of how things came to be how they are in our social world (Hancock et al., 2007). Furthermore, it faces new opportunities in a social world that is progressively thought to be complicated and where the particularly qualitative strengths of understanding context, diversity differences may possibly be perceived, also, it keeps on representing a broad and unavoidable set of challenges to more fixed ways of perceiving and understanding that world (Mason, 2002).

Qualitative research enables researchers to explore a wide range of dimensions such as social world, texture and weave of everyday life, the understandings, experiences and imaginations of the research participants (Mason, 2002). As the purpose of this paper is to examine the attitudes, perceptions and behavior of the generation Y students in South Africa towards McDonald’s green initiatives, the qualitative approach was deemed to be the most appropriate approach. The discussion of the approach indicates that the research method aims to answer questions about the ‘what’.

2.2. Research Design

Research design is a set of assumptions and contemplations that arouses specific guidelines of a context that connects the theory of ideas and elements that will be used to collect data (Jonker & Pennink, 2010). A researched design is used to explain how researchers plans to answer the research questions, to sets the particular points of interests for one’s enquiry, essentially research design should include the study design and the logistical arrangements that the author proposes to undertake, the measurement procedures, the sampling strategy as well as the frame of analysis and the timeline (Kumar, 2011). Because of the nature of this thesis, the author chose to use a case study. A selected case study would enable the author to get a more comprehensive understanding of the South African generation Y students’ perception, behavior and attitudes. In addition, it will allow the author to narrow down the observed factors connect them to existing literature and further use them to generalize the findings and recommend areas of improvement to various companies.
2.2.1. Case Study

A case study is detailed description of a limited system or framework that consists of a combination of the unit of study (case) and the result of the investigation conducted by the researcher (Sharan, 2009). A case study is useful when the researcher wants to investigate an area where little is known or where the researcher wants to have a comprehensive understanding of the situation, phenomenon, episode, site, group, or community (Patton & Cochran, 2002). The significance of case study lies in its ability to extensively explore and understand rather than confirming and quantifying (Kumar, 2011). Some of the most common data collection methods used in a case are different types of individual interviews (general or key informants) and group discussions. The aim of this paper is to explore the behavior, attitudes and perceptions of consumers towards green marketing phenomenon as well green marketing strategies of a multinational fast food restaurant. Thus the author selected case study as the design of this paper.

2.2.1.1. Case Study Selection

This paper uses a single case study of University of Johannesburg students ‘perceptions towards McDonalds. McDonalds adopted green marketing strategies and most of the people are still not aware of them, the author aims to explore comprehensively factors influencing such behavior.

2.3. Research Methods

Data can be collected using the commonly known methods, primary and secondary data collection methods. Much of the time, the researcher would have to collect the required data, however sometimes the information required to answer the research questions is readily available (Kumar, 2011). Thus for the purpose of this paper, the author chose to use both primary and secondary data.

2.4. Data Collection

There are two major approaches of gathering information about a situation, person, problem or phenomenon. To undertake a research study, researchers need information and in most cases, data collection is required, however, sometimes information required is already available and need to be extracted from different sources (Kumar, 2011). In this paper, the author used both primary and secondary methods. Data collection methods are important, since how the data
collected is utilized and what clarifications it can produce are determined by the methodology and analytical approach applied the researcher (Paradis et al., 2016).

2.4.1. Primary data

Primary data can be explained as data collected for specific research problem that the researcher is facing, using procedure that is appropriate for the problem at hand as well as utilizing techniques that fit the research problem best (Hox & Boeije, 2005). This research was primarily dependent on primary data. The data collected through interviews, the process and selection of interviews is explained in the next chapter.

2.4.1.1. Interview

We interview people to find out from them those things we cannot directly observe, we cannot observe feelings, thoughts intentions (Sharan, 2009). When interviewing a respondent, the researcher has the freedom to decide the format and content of questions to be asked of your respondents as well as the selection of the wording of questions (Kumar, 2011). The process of asking questions can be either very flexible, where the interviewer have the freedom to ask to think and formulate questions as they come to their mind around the issue being investigated (Hancock et al., 2007). An interview, unlike a conversation, always has a specific agenda (Kielmann et al., 2012). Common features of interviews are as follows (Mason, 2002):

- Interview involves one to one interactions, larger group interviews or focus groups, and may take place face to face, or over the telephone or the internet.
- The style of interview is rather informal like a discussion instead of a formal question.
- The interview is always topic-centered, meaning that the researcher would have a list of topics, themes or issues they wish to cover, or a set of starting points for discussion.
- Meanings and understanding are created in an interaction, which is effectively a co-production, involving researcher and interviewee.

The idea behind qualitative research is to purposely select participants that will best enable the researcher to understand the problem and the research question (Creswell, 2013). Interviews were conducted with the University of Johannesburg students in South Africa. McDonald’s is few kilometers away from the University of Johannesburg, therefore they target the students, and
also students find them very affordable thus the author found the students to be relevant for this paper. Interviews were conducted over the telephone with students from South Africa. The reason behind telephone interviews is more technical, students normally have internet during the study period, for example in dormitories, however during the time interviews were conducted, respondents had already finished writing their exams and its quiet challenging to access internet from home. In addition, the author lives abroad, therefore had to adopt telephone interviews. The language used for interviews is English, this is because firstly, we have eleven official languages, with English being the common language for communication amongst different ethnics also, students interviewed are studying in University of Johannesburg, and however they are from different cities and therefore would speak a different language apart from English. Interviews were recorded using a recording device, and they were later transcribed manually. Interviews were conducted between the period of November and December 2017, below is a detailed schedule of the interviews:

<table>
<thead>
<tr>
<th>Interviewer</th>
<th>Interviewee</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary Molete</td>
<td>Elvee Mkhize</td>
<td>04.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Mmathapelo Nxumalo</td>
<td>04.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Daniel Msizi</td>
<td>05.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Mmatebogo Mere</td>
<td>10.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Zodwa Sihlangu</td>
<td>12.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Lerato Makhanya</td>
<td>18.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Thabang Mokoena</td>
<td>26.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Bandile Mkabela</td>
<td>29.11.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Njabulo Raza</td>
<td>02.12.2017</td>
</tr>
<tr>
<td>Mary Molete</td>
<td>Ggugulethu Awazi</td>
<td>05.12.2017</td>
</tr>
</tbody>
</table>

Table 1. Detailed schedule of Interviews  
Source : Author
Interviews lasted about forty minutes at most, it was divided into five parts, the first part of the interview covered the general understanding of the concept by the respondents, the second part was about respondent’s behavior towards green marketing, third part and fourth part covered the attitude and perception towards the green phenomenon and green companies in general, to narrow the interaction of the interview down, the last part was about McDonald’s green initiatives specifically. The aim of the interview was to get a general perception about McDonald’s green initiatives from people that understand the company well. The interview questions may be found in Appendix 1 and interview transcript example can be found in Appendix 2.

2.4.2 Secondary Data

Secondary data is data that was collected by other researchers. The author used secondary data to gather information about the green marketing phenomenon and all other relevant concepts covered and discussed in literature review. However, secondary data was not sufficient enough to answer the research question hence primary data collection was used as well. The current research case study has not been well explored thus the need to combine both primary and secondary data.

2.5 Data Analysis

The last of the research is to analyze data gathered. The aim of this section is to explain comprehensively the process that was followed in analyzing data.

2.5.1. Thematic Content Analysis

Thematic analysis is the one that looks over all the data to recognize and identify the common issues that recur, and identify the main themes that summarize all the views you have collected (Patton & Cochran, 2002). Data was analyzed using a coding system. Kielmann et al (2012) describe codes as notes used to denote a particular theme or sub-theme to break down the data into meaningful segments and getting the essence of data without reducing them. The accentuation in conventional content analysis is on counting the occurrences of a word phrase or theme (Hancock et al.,2007). Furthermore, the units of measurements in this form of content
analysis fixate on communication, particularly the recurrence and variety of messages, the number of times a specific phrase or speech pattern is used (Sharan, 2009).

During the data collection period, data collected earlier were analyzed, as interviews were ongoing, the author would notice a trend or rather a pattern of ideas and themes that were frequently occurring during the interview. This process of data analysis helped the author to construct an organized structure of report. Figure 2 illustrates all the step followed to analyze data.
In step one, interviews were transcribed, followed by step two were the actual transcriptions were organized and sorted accordingly. In step two and three, as the author was preparing, reading and organizing data, the general thoughts and overall in-depth ideas of the respondents were captured. The coding of actual data, which followed in step three, involved the assortment of themes and descriptions supported by a word representing a category. Themes were created according to their underlying meaning, in the process of reading through all transcriptions, the author came across the themes that were not anticipated from the review of literature, thus the proximity of such themes were measured according to the reoccurrence of specific wording. Moreover, the whole idea behind the themes created by the author was to generalize the main concepts emerged during the transcriptions of interviews. Each theme is supported by a phrase describing detailed information about the attitudes, behavior and most importantly the perception of respondents.

The main purpose of step five is to narrate the actual passage and interrelating them to the case study, in this step the author used quotations form they actual transcriptions supporting the themes to analyze the findings. In the last step, to round up the findings and analysis, the author interpreted the results and also stating the main lesson from the study. These lessons could be the researcher’s personal interpretation or could also be a meaning derived from a comparison of the findings with literature gathered.
3. LITERATURE REVIEW

Chapter one contextualized the paper by stating the background to the research scope, the author introduced the problem statement, purpose of the study, research questions to be answered at the end of this and a conceptual framework was presented to summarize the outline of the entire paper.

The current chapter is based on secondary sources and presents extracted information about the concept of marketing, differences between traditional and green marketing, the 7ps of green marketing, Consumer Behavior, Green consumer behavior, generation Y cohort and lastly generation Y students in South Africa.

3.1. The Concept of Green Marketing

The ideology of green marketing came into prominence in the late 1980s (Peattie & Crane, 2005). It has undergone through a great transformation since its early debut (Arseculeratne & Yazdanifard, 2014). The concept of green marketing incorporates various environmental activities used by firms to market their goods and services in a manner that will eliminate environmental damages (Rex & Baumann, 2007). These activities are also meant to influence the internal practices of a firm (Taghian et al., 2015). To mention a few, they include adjustments of the goods and services, the changes of how these goods and services are produced, packaging and advertising modification (Polonsky, 1994). Welford (2000) defines green marketing as management process that prioritizes and satisfies the needs and wants of customers and societies at large in a sustainable manner. Furthermore, Sharma and Trivedi, (2016) described green marketing as the marketing of products that are for both the environment and the society at large (Sharma & Trivedi, 2016). Moreover the prominence of green marketing is determined by its capability to promote products and services that are deemed to environmentally safe to others (Green marketing, 2014), (Solvalier, 2010). As indicated by Peattie (2001), green marketing evolved in three stages, during the first phase green marketing was referred to as “Ecological”, this is the phase were the green advertising emerged and all strategies were literally focused on eliminating environmental issues. Amid the second phase, people started using “Environmental” as the famous word to promote green marketing, this is when the concept of green marketing moved to technology as well, whereby cars were also designed to save the “environment” (Peattie, 2001). The third stage, which is still ongoing was “Sustainable” green marketing.
Currently, government regulations globally seem to be very strict about the issue of global warming, climate change and the safety of the environment, therefore companies are propelled to adopt green marketing strategies (Shrikanth & Raju, 2012). Moreover, adopting the green marketing strategy is a beneficial for the company, consumers and most importantly the environment (Yeng & Yazdanifard, 2015).

Figure 3 below illustrates the differences between traditional marketing and green marketing. It is demonstrated that for all components partaking in marketing the products and services of companies, the environment is prioritized.

### Figure 3. Differences between Tradition and Green Marketing

*Source: (Punitha & Rasdi, 2013)*

#### 3.1.1. Green Marketing Terms

To understand thoroughly the scope of green marketing phenomenon, some of the prominent terms attached to the concept of green marketing will be briefly explained.

#### 3.1.1.1. Environmental Sustainability
Environmental sustainability means to sustain, support, encourage and ensure that something does not cease. It can be can be defined as meeting the resource and service needs of current and future generations without compromising and damaging the environment (Morelli, 2011).

### 3.1.1.2. Eco-Label

Eco-label is a label used to provide information to consumers about respective environmentally quality of a product, it specifies the type of environmental performance of a good or service offers (Global Ecolabelling Network, 2004). Ecolabels emerged in the late 1980s as a method of screening claims for consumers in several countries (Wasik, 1996). Eco label stands out as the most important green advertising tools used currently, used mainly to enable consumer's understanding towards the production process products, it allows them to make informed green purchasing decisions (Yeng & Yazdanifard, 2015).

### 3.1.1.3. Eco-Brand

Brand is a name, symbol or image of products, the difference between a ‘’brand’’ and ‘’Eco-brand’’ is that Eco – brand is a name, symbol or image of products which are safe to the environment (Delafrooz et al., 2014). Eco-brand is often used as an instrument used to promote a company’s green products and services (Rahman & Haq, 2016).

### 3.1.1.4. Environmental Advertisement

Environmental advertisement is a way of promoting and enhancing green movements worldwide, it can be rendered through media or newspapers (Yeng & Yazdanifard, 2015). It is used to enhance green movements worldwide and raise awareness about environmental problems (Rahbar & Wahid, 2011). The marketing message of environmental advertisement must be able to sell the company's environmental agenda if it is to succeed, the marketing message must stress the company's complete approach to manufacturing, distribution, packaging and recycling, or disposal. Product claims need to be specific and address consumers on a global basis. Typical consumer questions that need to be answered in advertising include: how much energy is saved? How much less water is used? Is recycled packaging employed? (Wasik, 1996). The way in which products are advertised is part of the whole marketing message. Even packaging conveys its own distinct message. In the marketing arena, advertising is heavily scrutinized not only by regulators, but by consumers Confusing or misleading advertising can derail a company’s best efforts at green marketing. (Wasik, 1996).
3.1.2. Green Marketing Mix

Green marketing mix is the most important concept of marketing which is made up of manageable tools that are used by companies to create a desired feedback from consumers (Khan, 2014). The continuous growth of environmental sustainability requires marketers to transform their competitive landscape and explore various strategies of greening their marketing mix (Leonidou et al., 2013). Therefore, companies need to be responsive towards consumer’s environmental concerns (Arseculeratne & Yazdanifard, 2014). That can be achieved by tackling the marketing mix from a green perspective. However, green marketers are faced with a challenge of marketing a creative utilization of green 7 p’s (Chinnadorai & Sudhalakshmi, 2014). In this section, the author explains the 7p’s of green marketing.

3.1.2.1. Green Promotion

The purpose of green promotion is to inform consumers about the green product. Green promotion plays an important role in raising environmental sustainability awareness, therefore information about the green product should be concise and a marketer who is introducing the environmentally-friendly product must have a strategy on how to communicate their products in a more appealing way (Hasan & Ali, 2014). However, unlike conventional marketing, green marketing promoters have a major problem with conveying a clear message with environmental terms used in promoting products because they use terms such as biodegradable, recyclable and environmentally friendly (Solaima et al., 2015). Therefore the marketers of green products and services have been criticized about their difficult terminologies used (Hasan & Ali, 2014). In many cases this leads to companies avoiding to promotion of green products because of the difficulty in defining and documenting them, therefore, instead of investing more resources in promoting, they simply stop promoting green products (Solaima et al., 2015).

Fair (2014) explained the four general guidelines that can be used to promote green products and services accordingly:

1. The information about a product should be precise to avoid misleading consumers
2. The environmental claims made by firms should be clear as to whether they are applicable to the packaging, product and both
3. Unnecessary information about the products’ environmental benefits should avoided, consumers may get confused
4. If companies are comparing environmental attributes of one product to another, they must be clear

3.1.2.2. Place

Green place involves management of tactics related to distributing green products form their points of origin to points of consumption. It is important for companies to strategically plan how and where to make green products available because only few consumers are willing to search for green products, they will only purchase them when they are available (Davari & Strutton, 2014). Moreover, the challenge in selling a product on a green place would be in terms of sensing the features of a product and experiencing it and it should be enough to introduce to product features (Bhalerao, 2015:7). This may influence the scope of distribution partners and benefit the end user in making the product available at a relatively lower cost. However, Bhalerao (2015) emphasizes that the challenge may occur in case of highly technical products, which require prior testing and visiting the manufacturers place by the end user.

3.1.2.3. Price

The process of going green involves installing new technology and equipment, training people, absorbing external costs and converting waste into recycled products, these costs are inevitably integrated into the final price of a product (Eneizan & Wahab, 2016). Thus green prices account for the premiums that consumers often must pay to acquire green products (Peattie & Crane, 2005). Furthermore, image cannot play a vital role in explaining the ecological benefit of products, as long as nobody see what they buy or they do not spread this information to others in order to get recognition from other people (Solvalier, 2010). However, the price may be, to consumers that are not ecologically inclined, primary determinant of buying a product. It is the responsibility of companies to ensure environmental awareness until the price becomes the least in purchasing decision process. The implication of aforementioned statement is that consumers need more information on benefits of green products in order to judge their value more objectively (Kinoti, 2011).

3.1.2.4. Product

Green product is a product that was produced in environmentally sustainable process (Eneizan & Wahab, 2016). Business must ensure that whatever production processes they incorporate in the vicinities are less damaging to the environment, therefore they are responsible for reducing
environmental pollution (Eneizan & Wahab, 2016). Bhalerao (2015) listed the main components of green market to be considered by green companies:

- **Design**: Firms should ensure that the design of the product is safe to the environment and the consumers
- **Technology**: The environmental friendliness of technologies used for manufacturing products should be fully accessed
- **Usefulness**: A green product should meet the needs of consumers and be useful to the environmental sustainability
- **Value**: Product value is very important to consumers, that is what they seek for in a product/service before purchasing, therefore the products produced by green companies should contain high performance value without compromising its environmental safety requirements

### 3.1.2.5. Process

Companies adopting green marketing need to ensure that their processes are in accordance with the green policy, this can be achieved by amending other activities actively involved in the company’s process. Fundamental transformations in the production process in the organization are an integral element of the green marketing concept (Eneizan & Wahab, 2016).

### 3.1.2.6. People

Successful green marketing can only be achieved when the internal workforce is well versed with necessary tools to advance the principles of green marketing. Therefore prior to the actual green marketing, employees must be equipped to tailor products according to customer needs and environmental concerns (Eneizan & Wahab, 2016). Moreover, all the members of the organization must be willing to commit to the business approach and accept their own critical role in the implementation process of green activities (Malhotra et al., 2012).

### 3.1.2.7. Physical Evidence

These days, consumers are skeptical about green claims conveyed by various companies, they want to see physical evidence, therefore one way to give them the physical evidence they want it is to use Eco – brand (Warrink, 2015). It is empirical to note that the establishment of environmentally friendly brand improves a company's brand, also it helps companies to
differentiate themselves from non-green companies (Warrink, 2015). Nevertheless, an environmentally friendly brand can be used to also gain competitive advantage (Liu et al., 2012).

Ensuring flawless transformation into the green world is challenging for companies, external challenges faced by organizations are inevitable. It is critical for companies going green to equally pay attention to all the 7 ps of green marketing discussed.

### 3.2. Consumer Behavior

Behavior is a change in the physical state of the individual such that responds physically/emotionally as well as intellectually to a perceived situation, the two categories of behavior are overt and covert behavior, overt behavior is a response that can be observed by another person while covert behavior is an implicit response muscles and glands which are not observable directly without the appropriate instruments such as those which measures heart rate (Mostyn, 1978). Since these paper studies consumers, it is important to understand the behavior of consumers. Consumer behavior is defined as all the activities that takes place in the process of a consumer’s purchasing of a good or service, it involves both mental (information analysis and comparison and making purchase decision) and physical (talking to sales people and collecting information) activities (Solomon et al., 1999). The various factors influencing consumer behavior includes friends, families, age, life cycle and an individual’s lifestyle (Eze & Ndubisi, 2013). Additionally, consumer behavior is also influenced by activities of the marketers and their promotional approaches (Sharma & Trivedi, 2016).

Solomon (2009) describes consumer behavior as a decision that consists of three stages:

- **Pre-purchase decision**: How a consumer decides or concludes that he/she needs a product
- **Purchase decision**: Consumers want to understand the extend in which they would be stressed acquiring information about the product they want to buy,
- **Post-purchase**: Consumers decide if the product served its purpose,

Summary of consumer behavior process as explained by Solomon (2009) is illustrated in [figure 4](#).
Examining these three stages, the first stage involves thinking about available offers, the consumer compares and further evaluates these offers. In the second stage, the actual purchase takes place. In the third stage, after using the product the consumer evaluates the purchase decision.

### 3.2.1. Perception

When purchasing, consumers not only respond to the influence of advertising, they also respond to the interpretation of it. This section focuses on the perception of consumers and how they affect their purchase decision.

Perception can be defined as a process whereby stimuli are received and interpreted by the individual and translated into a response (Foxall, 2015). It is how you interpret the world around you and make sense of it in your brain via stimuli that affect your different senses i.e. sight, hearing, touch, smell, and taste (Kazmi, 2012). Furthermore, studies describe perception as the first impression that an individual draw on the basis of product or service selection, hence consumer perception influence customer level of satisfaction, purchase and usage decision (Kazmi, 2012).
Figure 5: An overview of the perceptual process

*Source: Solomon et al (2006)*

Figure 5 illustrates an overview of how consumers’ process information marketed by companies and develop the perception of that product respectively. Sights, sounds, smells, tastes and the texture of a product stimulate them. From these stimulations they develop a sensation and pay more attention. To understand the whole idea of a product, they begin to interpret and consequently respond to the interpretation and finally develop the perception of a product or service in question. Moreover, Consumers will perceive information differently according to their needs and expectations and past experiences, these will help them to choose products that will offer desired benefit (Phanthong & Settanaranon, 2011). Moreover, the consumer will interpret the chosen stimuli once the selection and organization processes have been completed. This process is also uniquely individual because it serves as a basis of consumer’s expectation and previous experiences. (Schiffman & Kanuk, 2000)

The current section covered consumer behavior and its stages, relationship between behavior and attitude has been explored expansively by many various studies, the question that still remains is does attitude precede behavior or behavior precede attitude. The aim of this paper is to study behavior, attitude and perceptions of consumers. The next section is based on based on the attitude of consumers and what really determines it.
3.2.2. Attitude

An attitude is generally understood to refer to a predisposition to respond in a consistent manner to a stimulus, i.e., a tendency to act or behave in some predictable way (Gordon, 2015), they are inner feeling that reflect whether a person is favorably or unfavorably or unfavorably predisposed to some ‘stimulus’ or ‘object’ (e.g., a restaurant, a brand, a service, a retail establishment) (Ikechukwu et al., 2012). The significance of attitude influence over an individual’s behavior has been emphasized by various studies (Jain, 2014). Additionally, studies have shown that it is not possible to observe individual’s attitude directly, attitude can only be understood from the behavior demonstrated towards an object (Jain, 2014; Ikechukwu et al., 2012).

The theory of attitude affects many areas of life and endeavors, this is because attitudes are subject to change, one changes their attitude according to their experiences, therefore it is plausible to refer to attitude as a “A mental and neutral state of readiness, organized through experiences” (Mostyn, 1978:12). Several researchers have proposed various descriptions of attitudes, the continuum that remain is positive – negative, no matter how vast or rigorous definitions are given, at the end, an attitude will either be positive or negative (Mostyn, 1978). There are three components of attitudes (Mostyn, 1978):

- Cognitive – The knowledge component
- Affective – The feeling component
- Behavioral component

It is assumed that every attitude contains the above components. Consumers develop attitudes towards objects because of various reasons, as indicated by Mostyn (1978), an attitude can contain all of the three components or one mentioned above.

3.2.1.1. The Cognitive Component

The cognitive component mainly refers to the thoughts, attributes and beliefs one associates with an object, furthermore it is the opinion or belief section of an attitude which is related to the general knowledge of a person (Crowell, 2003). Attitudes that require logical thinking, factual reactions or fact-based attitudes, such as computer speed, are cognitively based (Crowell, 2003). In addition, Different studies believe that attitudes are learned, the relevance of this statement to purchase behavior is that attitudes are a direct experience with the good or service, information
acquired from friends, family and colleagues, and exposure to different platforms of media (Ikechukwu et al., 2012). Attitudes either repel or propel consumers towards a good or service.

### 3.2.1.2. The affective component

This Attitude component addresses the emotional reaction an individual has toward an attitude object (Crowell, 2003). More so, an attitude that is initially created by an emotion is called an affectively based attitude. Examples of such attitudes are usually found noticed individuals are discussing topics such as politics, sex, religion, and social affinities. Such subjects tend to be affectively based because they mostly come from an individual’s values and belief system (Crowell, 2003). Moreover, emphasis has been placed on the affective component, an individual’s attitude towards an object cannot be determined by simply identifying its beliefs about it because emotion works simultaneously with the cognitive process about an attitude object (Jain, 2014).

### 3.2.1.3. The Behavioral component

Behavioral component is stressed around the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude-object (Ali, 2014; Ikechukwu et al., 2012). This tendency can be a long term or short term. This can be a logical consequence sometimes, where the behavior is followed by affect or a reflection of circumstances, for example although a consumer does not like a fast food place, he or she will go because his or her friends wants to go (Perner, 2017).

### 3.2.3. Consumer Decision Making

Decision making is a process of selection an option base on the problem at hand, the positive and negative outcomes of such an option furthermore to make a good decisions people often compare the positves and negatives of the options vs their alternatives (Business Dictionary, 2017). In decision making process, there has to be a problem at hand than needs to be solved, or overcome, therefore the decision maker define the best ways to solve it (Negelescu, 2014). Furthermore, when making a decision about buying something, consumers tend to be cognitive about their selections (Mokhlis, 2009).
There are two types of decisions: the behavioral influence and the experimental perspective, the behavioral influence perspective decisions are the ones made out of an individual’s instinct, these decisions are made with or without sales campaigns and advertisements (Solomon, 2009). The experimental perspective entails all the decisions where customers are actively involved in and with it (Solomon, 2009). When shopping, consumers normally goes to one store or compares two stores before their purchase decision, this is because comparing products can be time consuming (Fonseca, 2015).

### 3.3. Green Consumer Behavior

Green consumerism is an idea that involves protecting and promoting consumer’s interest in green products and services which are sustainable and environmentally acceptable through the interactions of both consumers and producers (Poko, 1997). The concept of green consumerism boycotts the consumption of behavior and attitudes of consumers as well as the environmental policies of a government and that of manufacturing industry (Poko, 1997).

Generally being cognizant of the availability of green products or buying them occasionally does not imply one is a green consumer by default. Therefore, a green consumer can be portrayed as consumer who considers consequences of their purchasing behavior on the surrounding natural environment (Poko, 1997). Moreover, green consumer is careful not to choose alternatives with a lot packaging that increases waste and demand more use of new resources in its production (Sentot et al., 2015). Green consumer is not only a lifestyle statement, but is becoming mainstream decision based on selecting qualified products. (Sentot et al., 2015).

Regarding green consumer behavior, the main factor perceived to influence the purchase decision is the availability of information (Arief & Kurriwati 2017). However, price, quality and the brand of a product are also important factors which consumers consider when making the green purchasing decision (Dubihlela & Ngxukumeshe, 2016). Moreover, as the environmental awareness increases, the consumer green buying behavior also increases. (Sharma and Trivedi, 2016).
The model in figure 6 illustrates the independent variables that influence a green consumer’s purchasing behavior. These influences are generally used to assess consumers’ green purchasing behavior, and they consist of environmental knowledge, environmental concern, environmental beliefs, environmental concern, and environmental consciousness. These factors contribute to environmental attitude, which in turn leads to purchase intention and finally to green purchasing behavior (dependent variable) (Bisschoff, 2016)

3.3.1. Environmental knowledge

The concept of environmental knowledge can be divided into two forms, firstly consumers have to be educated to understand the impact of the products they buy and consume to environment, secondly consumer knowledge in the product itself being produced in an environmentally friendly way (D’Souza et al., 2006). Consumers are reluctant to buy the so-called environmentally friendly products because they lack information, information about the benefits of such products and its outcomes to sustain to long-term environmental sustainability (Bloom & Ginsberg, 2014). Hence Lack of information on the environmental consciousness has been perceived to be a significant barrier (Larsson & Khan, 2011). Environmental knowledge increases the level of awareness resulting to positive favorable attitudes towards green products (Hassan & Nor, 2013). Moreover, the importance of knowledge and the impact of lack of knowledge in the decision-making process have been demonstrated in numerous studies, consumers who are aware of the
environmental outcomes of the products they buy will make the best decision when making the purchasing process (Hassan & Nor, 2013). Environmental knowledge influences green purchase behavior greatly (Hassan & Nor, 2013). Having environmental knowledge is considered to be the most important stage when making a green purchasing decision (Larsson & Khan, 2011). Therefore it is important for marketers to educate consumers about sustainability and participation in green initiatives (Hassan & Nor, 2013). Figure 6 below illustrates the green purchase decision model.

Figure 6: Green Consumer Purchasing Model

*Source: Young et al. (2010)*

The first factor that influences the green purchase is general values and knowledge of green products, it is followed by green criteria for purchase where consumers actually search for alternatives based on the particular criteria they have set for themselves. The next factor is various barriers that the consumer may face and based on the green criteria that consumers have set where they might also confirm product knowledge through influences of friends, family or past experiences.

### 3.3.2. Environmental Awareness

There is a difference between how consumers behave and what they actually believe. Taking into consideration green marketing, often consumers are aware of the environmental issues around
them, however they still don't buy products that are environmentally safe (Sharma & Trivedi, 2016). The awareness and attitudes of consumers towards green marketing has increased over the past years, however their actions are still not in accordance with their intentions (Yang, 2017).

Consumers are aware of organic products, however they are often not sure which products are organic and which are not, therefore although green products are being branded, there’s still skepticism amongst consumers (Aryal et al., 2009). The green knowledge and awareness level of consumers are fairly good but not adequate, awareness raising programmes among existing and new consumers on organic products could be an effective mechanism for the promotion of organic products in future (Aryal et al., 2009).

Consumers’ knowledge or awareness does not necessarily imply green purchasing, customers' environmental concern do not influence their purchasing decision of green products as to keep the environment safe (Suki, 2013). Consumers’ awareness of green products has no effects in their purchase of green product though they have knowledge of the products, marketers should emphasize on providing clear information about green products and eco-labels to promote consumer familiarization with products and enhance their knowledge of green products (Suki, 2013).

3.3.3. Environmental Social Consciousness

![Factors determining an individual’s behavior](image)

Figure 7 : Factors determining an individual’s behavior
Figure 7 illustrates bidirectional relationships between factors determining an individual’s behavior. Engagement in pro-environmental behavior can be influenced by a consumer’s attitude and vice versa (Lafuente & Sanchez, 2010). Furthermore consumers also choose the kind of information of they want to process and put to practice, therefore cognitive dimension is influenced by personal attitudes (dispositional dimension) and affective dimension (general beliefs/values) and vice versa (Lafuente & Sanchez, 2010). Consequently exposure to new information would significantly consumer’s environmental social consciousness (Lafuente & Sanchez, 2010). Making more environmentally friendly decisions demonstrates a social consciousness with regards to preserving and promoting the earth’s natural resources, conserving them for the well-being of society (Bisschoff, 2016). Consumers who consider the environmental ramifications (involving people and nature) of their individual expenditure would have a greater concern for the environment and be more inclined to use green products, as opposed to individuals who do not worry about the consequences (Bisschoff, 2016).

3.3.4. Environmental Beliefs

A belief is what held to be true by an individual, it refers to an individual’s judgment based on personal experiences (Underwood, 2006). The scope of beliefs is unlimited, it includes the knowledge, opinions and general thoughts of people, concisely beliefs express thoughts formed by human beings (Underwood, 2006). There are three different types of values which influences environmental beliefs, egocentric, homocentric and ecocentric (De Groot & Steg, 2007). Egocentric implies that what is good for the individual is also good for the society at large. A homocentric ethnic implies that whatever governed policies established should reflect the best for people and should conserve and protect the nature for human benefit (Merchant, 1990). It is important to always examine the beliefs of consumers because they can either create barriers or influence green consumption behavior (De Groot & Steg, 2007). Examination of consumer’s beliefs helps companies to identify important variables to consider in their marketing strategies (De Groot & Steg, 2007). However, if the beliefs of consumers about their ability to make a difference towards environmental sustainability is little, it is unlikely that they will act accordance with such attitudes. (Doran et al., 2015).
3.3.5. Environmental Concern

Environmental concern can be defined as an indication of people’s awareness about environmental issues and the extent to which they are willing to solve them (Lasuin & Ching, 2014). Over the past years, consumers have shown their environmental concerns by adjusting their consumption behavior, however even at that, consumers due to their poor external appeal occasionally reject some organic products brought to marketplaces (Aryal et al., 2009). No matter the extent of consumer’s environmental concerns, their willingness is ought to be influenced by various factors. The major factors identified by the consumers are lack of information available to consumers, higher prices over those of conventional foods, and the limited and erratic domestic supply (Aryal et al., 2009). Moreover, Consumers are concerned with the labelling of green products, they do not trust the product as pure because there is no mechanism that differentiates organic from inorganic (Aryal et al., 2009). There is urgent need to work on processing, packaging and labeling to inform the consumers.

3.3.6. Environmental Attitude

Environmental attitude is defined as a consistent manner learned by an individual to respond in either a favorable or unfavorable way towards the environment (Hassan & Nor, 2013). Attitude is influenced by antecedents, processing and consequences (Sentot et al., 2015). The antecedents factors that influences the attitude of an individual includes affordability, the information provided about the advertised product or service and the ability to process that information, the processing factor include the attention the consumer gives to the advertisements and also the ability to process it (Sentot et al., 2015). This in a nutshell clarifies factors to be considered by green marketers. To ensure positive attitude and to influence green purchase decisions positively, companies should affirm good attitude, and that can be their promotional tools, and the extent of affirmation given to the target segmentation (Hamid, 2014). Understanding attitudes can help organizations better assess how consumers view green products and the consumers’ willingness to purchase green products. Additionally, individual’s attitude towards any object is based on the knowledge he or she has acquired through certain sources (family, social, cultural, global) which is coupled with the actions of engagement (Hamid, 2014).

3.3.7. Purchase Intention
Generally before buying a green product, consumers should firstly be aware of it (awareness), secondly they need to be knowledgeable about the long-run impacts of green consumption towards environmental sustainability (knowledge). Green awareness and knowledge encourages consumer’s green purchasing behavior (Suki, 2013). Hence marketers are trying to influence green purchase behavior by providing information that can help in the product review, also companies that create ads that are more focused on green, eco-friendly image will influence customers' purchasing decisions (Suki, 2013).

Yang (2017) refereed to branding of a product as a major factor that influences consumer’s purchase intention, branding enable consumers to judge product quality and trace back to the manufacturers who should be responsible for the products. Therefore, environmental concern and brand knowledge are likely to be both two critical factors that influence consumers’ green products purchasing intention. Furthermore, Erve (2013) stated that the most important reason for not purchasing green products is the absence of personal importance, participants do not feel responsible for the topic a green product addresses and therefore the awareness on green products is low. In general, consumers tend to purchase their favorable and familiar brand. The power and value of a brand depends on the brand knowledge that being formed and perceived in consumers’ mind. When it comes to green marketing, consumers have been known to say one thing and do another and hence there appears to be a gap between consumer intent and consumer action (Poku, 1997).

Commitment to green lifestyles can entail family financial hardships (Wang 1990). As an illustration of how economic conditions affect environmentally friendly consumption behavior Wang found that a green lifestyle costs more. Wang (1990) found that greener products were priced generally higher than the conventional products.

### 3.4. Generation Y Cohort

When differentiating the attitudes and behaviors of individuals’ age is the common predictor used, the nature of age allows researchers to utilize an approach known as cohort analysis (Doherty et al., 2015). Generations are one approach to class age cohorts, to describe a generation one can refer to it as groups of people born over a 15-20 year span (Doherty et al., 2015). Moreover, generations are interconnected by various factors such as common experience,
common values as well as life values (Törőcsik et al., 2014). The interconnectivity is loose yet high in its inclination, it is loose in a sense that individuals within generations encounter a variety of experiences, and however there is a common trend of these experiences hence generations are classified accordingly (Törőcsik et al., 2014).

This paper examines the perceptions, attitudes and behavior of generation Y. Generation Y is the new generation after generation X and can be classified as a person between 1980’s and 1990’s (Mansor et al., 2013). Also referred to as millennials, generation Y tend to more interactive and show more interest than other generations, they grew up in the period of economic development characterized by various technologies such as solid online networking and television (Parment, 2013). Generation Y is defined by the internet and increasingly globally connected world (Hobart, 2017). This generation is full of energy, self-confident, and optimistic, they have outstanding have multitasking capacities because of their rapid and vitality (Israfilzade, 2017), (Hobart, 2017).

3.4.1. The Generation Y Students in South

In South Africa, the generation Y cohort was the first generation to grow up in the post – apartheid era and many of them were first in their families to attend multi-racial schools and being able to mix freely with peers from various races (Dye, 2016). Following 1994 elections, the generation Y across all racial groups have far more equal opportunities in terms of education, career and wealth creation (Dye, 2016).

Synodinos (2014) asserts, understanding of antecedents that influence green purchase intentions amongst South African’s would enable marketers to tailor their green marketing efforts towards the black Generation Y cohort in South Africa. Overall, the Generation Y cohort is rapidly becoming an important market segment in today’s business world. Moreover the reason for this market segment as further highlighted by Synodinos (2014) include:

- Generation Y cohort is rapidly becoming an important market segment in today’s business world.
- The reason for this is can be attributed to their significant size and the amount of spending power they yield
• Generation Y individuals have been specifically chosen for this study as they are the most recent generation to enter the workforce, are technology astute and possess a large global market share.

To emphasize more on the selection of this generation Y market segment, the young consumers can be assumed to constitute the main market of green consumption in the future (Erve, 2013). Furthermore, some authors assured explain that generation Y is known for contradicting themselves when it comes to their behavior and their thoughts about certain topics, which makes this cohort especially interesting to research (Erve, 2013).

3.4.2. Factors influencing Green Purchase Behavior amongst South African students

There are various factors influencing green purchase behavior amongst South African students, as indicated by previous studies, price and attitudes prevailed (Synodinos, 2014). These factors are discussed in the following chapters.

3.4.2.1. Price Influence Towards Green Purchase Intention

As far as price is concerned, it has been said that green products are more expensive than non-green products (Sentot et al., 2015; Synodinos, 2014). The youth segments still not prefer green products because they believe that green products are costly (Sentot et al., 2015). Moreover, besides the youth segments, consumers in general think that in comparison to benefits, green products have higher purchase and usage costs (Hamid, 2014). If the price of the green product is kept lower, the consumers will be encouraged to buy the green product (Sharma & Trivedi, 2016). The question that arises now from this statement is, if green companies can afford to keep their green products’ prices low with a broad range of activities involved in the product modification, changes to the production process, packaging as well modification of the advertising? Unfortunately for basic browns consumers green products would still not be considered in their purchase intentions. The biggest barrier in the purchase of green products is the high price (Sharma & Trivedi, 2016). The study conducted by Erve (2013) indicated that
affordability of green products is not the only primary determinant of green purchase behavior, however willingness also plays an important role, thus it can be argued that price only is not purchasing criterion depending on the target market segment.

Means to afford green products is not the only determinant in purchasing green products, also participants can just not be willing to pay more, rather they are willing to pay more quality products, whether green or not. Therefore to a certain extent, it can be argued that price is not purchasing criterion depending on the target market segment. Consumers typically perceive green products as being more expensive and/or of a lower quality compared to conventional products (Synodinos, 2014).

3.4.2.2. Attitude Influence Towards Green Purchase Intention

Studies such as Synodinos (2014), Synodinos (2016) and Poko (1997) were focused on the generation Y students in South Africa, their findings and discovered positive attitudes amongst the people in the 20’s and early 30’s towards environmental sustainability. Anvar (2014) conducted a study amongst generation Y of South Africa, and draw the following conclusions:

- The generation Y tends to be influenced by their friends and families, therefore marketers can target them for their green campaigns,
- Marketers need to create awareness in order to influence attitudes,
- Due to the sensitivity of consumers towards the high prices often associated with green products, marketers should implement more affordable pricing strategies for green products,
- Lastly, males tend to be less environmentally friendly than females therefore extra effort should be made to influence males’ attitude toward environmental sustainability
4. FINDINGS

Chapter three provided in-depth discussion of the literature reviewed, therefore the information collected in chapter three will be combined with the primary data collected. As mentioned in chapter two, the author used both primary and secondary data to answer the research questions of this paper.

The current chapter presents the results of thematic analysis of the interviews conducted with the participants. The first section introduces the company, in the second section data will be presented, in the third section research questions are answered, each of the research questions will be assigned relevant themes. The purpose of this research was to study the perception of generation Y students towards McDonalds’ green marketing strategies and its influence on decision-making. During the in-depth interviews, the participants described their perception, behavior, and attitudes towards green marketing phenomenon as well as McDonalds ‘green marketing initiatives. The research findings that this chapter reports are based on the semi-structured interviews.

4.1. Sample

The participants of this study were comprised of ten students from the University of Johannesburg in South Africa. They range in age from 19 -27 years old, six of them were female and four were male, three of them are from the faculty of Humanities, One is from the faculty of science and other six are from the faculty of Management. They are all from different provinces, speaks different language, however the interviews were conducted in English language.

4.2. Background of McDonalds

McDonald’s operates and franchises globally, it serves a locally – relevant menu of quality of food and drinks (Mowry et al., 2017). McDonald’s global systems consists company-owned and franchised restaurants, their franchised restaurants are owned and operated under the conventional franchise, developmental license and affiliate (Mowry et al., 2017). Primarily the company is a franchisor, with more than eighty percent of McDonald's restaurants owned and operated by independent franchisees (Mowry et al., 2017).
McDonald’s has geographic varieties that suits the target market, they tests new products and menus on an ongoing basis. McDonald’s menu includes Big Mac, hamburgers and cheese burgers, Quarter Pounder with Cheese, assorted chicken sandwiches, chicken nuggets, variety of wraps, salads, McFlurry desserts, sundaes, soft drinks, coffee, McCafe beverages and other beverages. Regarding marketing of McDonald’s, their brand is globally know, marketing, promotional and public relations activities are designed to promote McDonald’s brand and differentiate the company from competitors. Marketing and promotional efforts focus on value, quality, food taste, menu choice, nutrition, convenience and the customer experience (Mowry et al., 2017).

4.2.1. McDonald's Best of Green Categories

Since 2014, McDonald’s developed “Global Best of Green “with the aim to build a better business through effective environmental practices around the world, creating a healthy environment for both the business, employees and most importantly, their customers. Additionally, it was designed to reduce waste and protect the environment at large. The following section was primarily sourced from (McDonald’s, 2014):

a) Energy

The energy strategy aims to increase efficiency of usage through restaurants standard. Thus, by adopting best practices, investing in energy – saving equipment options for using renewable sources. The main purpose for energy reduction strategy is to ensure that McDonald’s environmental impact is minimized in the communities they operate.

b) Recycling and Waste

To attain the best recycling and waste optimization, McDonald’s focuses mainly on packaging and waste management

c) Packaging

McDonald’s prioritized their packaging, currently, they are only using sustainable sourced materials that are recyclable. Their main critical areas of packaging include the design, souring and recovery of the product. This is in collaboration with their suppliers.
d) Waste Management

To ensure that waste is minimized, McDonald’s continues to gather together possible to curb the issue of waste in and outside the company. By 2020, their in-restaurant recycling will be increased to 50 percent. Their ultimate vision is to avoid waste at all cost and when they do generate waste, they want to recycle it into valuable resources.

e) Sustainable Sourcing

McDonald’s sustainable sourcing starts with their immediate suppliers followed by indirect suppliers that source their ingredients for their products. They have a global supply chain, therefore whatever negative impact attached to their supply chain would have a great impact globally. By 2020, McDonald’s aims to source 100 percent of their products certified sources or recycled sources.

f) Communications and Engagement

Without the customer and employees it would be impossible for McDonald’s to achieve their ecological objectives therefore, as their strategy, they are striving to engage their employees and customers through proactive and innovative communications.

g) Greening Restaurants

McDonalds has worldwide optimistic objectives of doing more good thus by improving energy efficiency in the restaurants, reducing waste and water usage, their aim is to tackle environmental topics such as energy and water scarcity from a local approach, this is because countries are different and faced with various environmental challenges for example an environmental solution applicable to Czech Republic may not work in South Africa.

h) Greening the workplace

At their home country, McDonald’s US hosts initiatives and events to encourage employees to be sustainable at work, at home and in their communities. These and other working environment activities aim to foster a culture of environmental awareness and support the company’s corporate social responsibility and sustainability goals.
4.3. McDonald’s Best of Green in South Africa

McDonald’s South Africa is currently changing the way it builds its restaurants and has started to adopt sustainable restaurants across the country, their first steel frame restaurant opened in Cape Town and their second in Pretoria in 2013, these were the first Light steel frame in informal eating out restaurant of this kind in South Africa (McDonald's, 2015). Restaurants use only LED lighting (light – emitting diode), which uses less energy, and has used environmentally friendly PVC piping (polyvinyl chloride) (McDonald's, 2015). McDonald’s invested in various sustainability buildings in its restaurants over the past two years, and these include the building design, and ensuring that the natural light natural light and heat from the sun complement a minimum air-conditioning design which forms a part of their ‘’Project Green and Growing’’ programme. Their Projects targets twenty percent saving in water consumption, a twenty percent saving on electricity consumption, twenty percent saving on costs and twenty percent saving on construction time as the brand continues on its strong growth path (McDonald's, 2015).

4.4. Interviews

The interviews were semi – structured, when using the semi - structured interviews, the interviewer has key questions to ask but there is flexibility depending on how the interviewer responds and how the interviewee asks (Van Teijlingen, 2014). Interviews were conducted during the month of November 2017. As mentioned in chapter 2, interviews were conducted via calls. During the interview, the author recorded the interviews with a recording device and taking notes as well to note the key points in case the voice recording gets corrupted. Average time of the interviews was 25 minutes. Though the interview guideline was used, some question emerged and during some interviews, participants has already answered more than one question hence other questions had to be skipped.

The interview question were designed to answer the research questions, the first part was to comprehend the level of participants’ understanding towards the green marketing phenomenon, the last part covered their perceptions specifically about McDonald’s green strategies.

4.4.1. Thematic Content Analysis
As already explained in chapter two, the author used a thematic content analysis. All the interviews were transcribed and read through, reoccurring concepts were highlighted, and grouped in a main category called a theme.

4.5. **Data Presentation**

The figure below illustrates breakdown of the themes emerged from the data collected, this process is referred to as coding. The aim of this chapter is to present the information collected for the interviews conducted. For each theme presented below, the author first explains meaning of the theme, present citations from the transcript of interviews and interpret the citations.

Figure 8: Emerged Themes

*Source: Author*

4.5.1. **Understanding**
Understanding is the ability to think and act with what one knows (Perkins, 1993). A person who has an understanding of a topic is able to explain, muster evidence, find examples, generalize, and apply concepts, analogize and represent in a new way (Perkins, 1993).

After a rigorous reading of participant’s responses, it can be concluded that some of them don’t have a clear understanding of green marketing phenomenon. Although green marketing definitions can be a little confusing. Participants gave different definitions, some showed to be very familiar with the concept and some just assumed what green marketing concept means. Participants gave different definitions, some showed to be very familiar with the concept and some just assumed what green marketing concept means. For example, Mmathapelo related green marketing concept closely to recycling she mentioned: ‘’I believe green marketing has to do with recycling of used products like bottles, cans and then plant green plant within the company’s vicinities.’’

On the other hand, Mmatebogo thinks that green marketing is about the environment of the business, she mentioned that ‘’My understanding about green marketing is that whatever service or goods that the business sells must benefit the business environmentally. For examples if a company produces juices the cup they use needs to be recyclable.’’

Moreover, some of the participants seem to understand the concept of green marketing, Daniel explained that ‘’basically green marketing is the promotion of products that are safe to the environment. ’’ Njabulo mentioned that for him ‘’when you mention the word green marketing is all about sustainability and protecting the environment, ecological that is what they say. In terms of marketing, it is the means of marketing product that is environmentally friendly.’’

It is empirical for consumers to thoroughly understand the concept of green marketing in order to actually notice the green initiatives around them. The question that arises now from these answers is does participant’s level of green marketing understanding influence their perception towards McDonald’s green strategies and initiatives. First and foremost, the author observed participant’s patterns of McDonald’s food, thus the interview question, how often do you buy from McDonald’s. The aim of this question was to analyze participants’ perception towards McDonalds ‘green strategies according to their buying patterns. However, this came into view differently and the relationship between perception and frequency was negative. For example, Lerato who is a big fan of McDonald’s, when asked about their green strategies she exclaimed:
‘‘I am not aware of McDonalds ‘green initiatives, I even heard rumors about them selling us cardboard food, like their food doesn’t expire. However, I am still buying from them. I just know that if you have buy McDonalds you have to eat it within an hour, if you it becomes horrible.’’

She further added: ‘‘If they are willing to raise green initiative awareness they must go back to the green board and discuss their marketing strategies, as well as their food because I think they are using too many chemicals in their food. If they are marketing their green initiatives, I don’t know about them, they should promote it like they are promoting their burgers, for example put it on their big screens.’’

Contrary to the relationship that the author had anticipated earlier, Njabulo, who’s not a fan of McDonald’s food seem to have an idea of their green strategies, he stated: ‘‘In terms of their product I haven’t heard anything, but what I have seen is in their services they render, they have changed from giving sachet of mayonnaise to their customer who prefer to eat on their premises to the container where they can take the quantity they need and same can be used by other customers. With their packaging they have changed to more environmentally friendly used ones, I am not sure but from the quality that I’ve seen, I think it’s good, I don’t know about the product itself.’’

In addition, Mmathapelo, who’s not a fan of McDonald’s and seldom buys their food and visit their stores, she notices the strategies McDonalds adopted to save the environment: ‘‘I think they have those bins, separated bins, those bins are very useful even though I am not really environmentally conscious person but when you see those bins you get an idea. I feel that should is something that all the companies should consider doing. I also think that they have green food, but I am not really a McDonald’s fan.’’

Taking into consideration the statements made by the participants above, during the observation, the author noticed that Mmathapelo and Njabulo who are not fans of McDonald’s have an idea of their green strategies, however Lerato who’s the biggest fan of McDonald’s has no idea about McDonald’s green strategies, she doesn’t even recall anything in their buildings or services symbolizing a green strategy. The question that arises is that, what role would McDonald’s green strategies awareness play in South African generation Y students? is it going to enhance their understanding? And therefore change their perception towards green marketing
strategies, particularly McDonald’s green marketing strategies? Companies need to ensure that when promoting their green marketing strategies, they also make the consumers to understand the importance of going green. Furthermore, the importance of understanding is indicated by Mmathapelo and Njabulo, they are not McDonald’s fans but they are able to understand and notice the environmental sustainability practices adopted by McDonald’s. Thus understanding of the generation Y students in South Africa towards green marketing strategies is important. Moreover, the author noticed that both Mmathapelo and Njabulo have an idea of what measures should companies that are claiming to be green take, they mentioned that they have been exposed to environmental sustainability activities as such recycling and cleaning the streets. Hence they rarely buy McDonald’s food but when they do, they are cognizant of their environmental sustainability practices. In addition, this implies that, it is not only the green strategies of McDonald’s they would also notice other companies ‘green strategies’.

The question that arises from the statements above is that, are participants’ understanding going to change their behavior towards green companies and products if companies would enhance their green advertising?

4.5.2. Price

Price refers to the amount paid by the customer to purchase a product (Bhalerao, 2015). Price can also be referred to as a value that will purchase a finite quantity, weight or other measure of a good or service (Business Dictionary, 2007). Green companies often find it challenging to price their green products while maintaining their affordability, this is because the cost of absorbing environmental concerns is relatively high compared to conventional ones (Bhalerao, 2015). Moreover, consumers are price sensitive, therefore their perceptions towards green marketing is attached to the price (Morel & Kwakye, 2012).

Participants indicated that the green products are expensive. First and most, participants were students, most of them are living off monthly allowance they get from their parents, depending on the family background, participants could get different allowances, however from a students’ perspective, they emphasized on the pricing of green products. Furthermore, Lerato explained that green companies are often targeting so called expensive retailers and don’t really consider middle class consumers, she mentioned that ‘If companies are trying to promote green products, they should think about the target, they are promoting green marketing and thinking
only about the upper class, people that are well off, not the low class, green product are sold in expensive retailers like Woolworths, checkers, checkers hyper, those are the retailers that are targeting rich people. ‘’

Price seem to be a critical variable for South African’s generation Y green purchase decision. They will only pay when they see additional value, according to them this value maybe improved performance, they want to see physical evidence, design of the products, and the branding. Bandile stated that, she will only buy green products if companies can be considerate about green pricing when adopting green strategies. She explained that: ‘’this definitely depends on the price, if it’s too much for the product they are promoting then people would not buy it, therefore pricing of their products, they can make their products green and not change the price for example companies like Coca-Cola, they reduce their bottle size from 500 ml to 440ml but it’s still the same price.

While the emphasis on higher price of green products by participants was demonstrated, some participants seem to understand the reason behind green pricing. Furthermore expensive prices can be associated to good quality (Samulisr, 2014). Elvee mentioned that the price of organic products are higher than conventional products and further justified that it could be their outstanding performance, he further stated that ‘’If the seller tells me that this product is energy efficient, durable and saves the environment, based on those factors I would definitely pay more. ‘’

4.5.3. Environmental Knowledge

Environmental knowledge is the amount of information individuals has concerning environmental issues and their ability to understand and evaluate its impact on society and the environment (Glabal Dictionary, 2017). The general knowledge of consumers determines their green purchase intentions (Hassan & Nor, 2013). Consumers become aware of ongoing green initiatives when they have been educated about them. From the findings and by also analyzing the interconnectivity of the previous research question to the current one, participants demonstrated limited environmental knowledge hence they are not aware of McDonald’s green strategies and generally the green marketing phenomenon. Moreover, some respondents are aware of McDonalds’ ongoing green strategies, however most of them claimed that they had no
idea about these strategies and further stated, if McDonalds initiated such strategies they are not aware of them. When asked about measures to enhance McDonalds’ green strategies, Zodwa mentioned that various strategies should be adopted to advertise:

…”It should be put on TV, flyers should be handed out, and it should be on social media really. Yes we are saying we are moving away from paper however, if it takes paper for us to actually take a notice then it should be put on paper and there should be a word of mouth strategy and it should come through and show very well within their products.’’

Gugulethu explained that the little knowledge she has about sustainability was acquired from school, she stated that the same effort put towards the promotion of McDonald’s new menus must also be adopted to their environmental sustainability awareness, her thoughts about McDonald’s green strategies is that “They are not investing enough in their awareness, they should do more, we learnt about recycling from early years of school, so whatever they do does not change any perception we have about environmental sustainability. As much as they promote their new burgers, they must also promote and tell us about their green marketing.’’

McDonald’s might have been promoting their green strategies, the problem could be their approach, and therefore they should take to measures to enhance their green awareness approaches. Going green enables companies to gain customer loyalty (Graci & Kuehnel, 2011). Unfortunately that would not be feasible to achieve when Generation Y students in South Africa are not aware of McDonald’s green strategies. Moreover, if no one is able to see a company’s sustainability efforts, success rates are much lower (Graci & Kuehnel, 2011). Going green shouldn’t be about the company only, the internal workforce should also be incorporated by means of education and providing resources for sustainable alternatives, when the internal crew is educated about environmental sustainability they will be able to provide a strong sustainability campaigns which will then influence the community at large mutually (Graci & Kuehnel, 2011).

4.5.4. Willingness

Willingness refers to the quality state of being prepared to do something (Oxford Dictionary, 2017). The willingness of a consumer represent positive attitude. Some participants discussed that they are not willing to compromise their budget in the name of being environmentally sustainable. Others continued to demonstrate positivity and indicated that, eventually they are
willing to acclimate to green habits. This finding about participant’s willingness to accustom green behavior indicates positive attitude. Furthermore, to comprehend consumer’s attitude towards green marketing and green strategies in general, participants demonstrated both positive and negative attitudes. Thabang seem to have a positive attitude towards environmental sustainability and mentioned that people are just paying attention the whole concept of green marketing he thinks that ‘‘We should sustain the environment for future generations, it’s actually a relevant topic for everyone, we are just not paying much attention to it.’’ Another participate that demonstrated positive attitude is Zodwa who mentioned that: ‘‘The concept of green marketing is relevant to me as a consumer because I leave within the environment, I consume water and I breath air so therefore, It is relevant to me and I believe that it is of very importance that I also play my role and ensuring the environment’s longevity and sustainability because all such aspects ultimately affect me.’’

Moreover, As Hassan and Nor (2013) stated that the positive favorable attitudes towards green products is increased by the level of environmental knowledge and awareness, Elvee mentioned that ‘‘Green marketing somehow promotes awareness about environmental sustainability, it gives us the motive behind this whole concept of green marketing.’’

Given statements above, generation Y students in South Africa are aware of the need to sustain the environment, and they are willing to contribute and participate in environmental protection. Moreover, to demonstrate their attitudes towards environmental sustainability, Njabulo is always cautious about the outcomes of his actions, he mentioned that ‘‘I believe I can make a huge difference, I also play my part by also being cautious of how I use the non-green products for example, I cannot merely take something that is recyclable and decide to throw it in the water or leave it on land whereas it will not decompose because in that sense I am contributing towards the degradation of the environment.’’

To emphasize more on his environmental cautiousness, he further stated that he has been ‘‘Exposed to cleaning the environment. Everything green is good for the environment, there are so many ways to avoid causing harm to the environment, like products that contains plastics, they can easily degrade the environment.’’
Moreover, in contrast to these positive comments, Bandile seems to have negative attitude towards green marketing. She explained that ‘Green marketing is not relevant to me because I still don’t see the need for it.’ On the hand, Gugulethu demonstrates negative attitude and it was attached to the green price; according to her, it’s more convenient to buy what you can afford, she stated that ‘Going green is essentially expensive, it’s like poor people eating junk food. Junk food is way cheaper than healthy food. So the same applies to green marketing.’

Most of the participants demonstrated negative attitude towards McDonald’s green marketing initiatives, this emerged from the findings about the awareness. Generation Y students in South Africa are not aware of McDonald’s greening strategies. Moreover, for those that demonstrated positive attitude, research suggests that despite high levels of "green attitudes", environmental concern has failed to translate into widespread environmental action (Hassan & Nor, 2013)

4.5.5. Behavior

Behavior is the manner in which an individual responds to a perceived situation (Mostyn, 1978). For consumers to be influenced by green companies, they should first be willing to act green and also, it is impassable for a consumer to be influenced by green companies when they are not even aware of their green initiatives. To scrutinize the extent to which green companies are currently influencing participants’ decision making and observe participants’ consumption patterns, they were asked whether they considered green products when shopping. Daniel mentioned that when he goes for shopping, he hardly takes into consideration green products and rather prioritize value of the product he’s buying, he explained that ‘I only think of getting a product for myself. When I buy I really don’t consider these products, it’s about getting my wants and needs satisfied, I look at the value.’

Mmatebogo as well is not consistent with green purchase behavior; she does not make an environmental conscious decision when shopping, and she explained that ‘When I buy for myself I do consider it, sometimes I check for substitute product I don’t make a conscious choice to go green.’
Statements above indicate that currently, although participants are aware that the environment needs to be saved. They have not developed the urge to act towards their beliefs, they believe that something should be done about various environmental problems, however they are not actively trying to reduce their impact on the environment. This findings was emphasized by Yang (2017), Consumers’ concern towards the environment does not automatically imply green purchases. Moreover, even participants that claimed to be environmental conscious, they emphasized that their choice of products depends on various aspect. Furthermore, there are various social factors hampering environmentally responsible consumers (Joshi & Rahman, 2015). Generation Y students were asked how McDonalds’ green strategies influenced their decision making, the responses where connected to awareness findings, participants are not aware of McDonalds’ green strategies, therefore it does not influence their decision making in anyway. Njabulo stated that McDonald’s strategies never influenced his purchase decisions in anyway, he thinks that his unawareness is the reason he’s not even influenced, and he explained that ‘’When I buy food from McDonald’s I have never been influenced by their greening strategies, I think that comes from my unawareness of their green initiatives. I am not aware therefore I am not influenced.’’

To further comprehend the influence of McDonalds’ strategies towards participants’ decision making, participants were asked If McDonalds did not adopt green marketing initiatives, would they still buy from them. Zodwa mentioned ”Yes I would buy from them but as I said I am on a journey where I need to save up and try to stay away from fast food and the negativity that I’ve had about McDonalds and their food, and therefore I’d rather refrain from eating their food on the regular.’’ Her reasons for currently not buying McDonald’s food has absolutely nothing to do with their green strategies adaptation but her financial plans and the negative feedback she heard about McDonald’s food.

4.5.6. Transparency

Transparency can be explained as lack of hidden agendas and conditions, accompanied by the availability of full information required collaboration, cooperation and collective decision making (Business Dictionary, 2007). Various factors emerged, firstly participants indicated that there was limited transparency in all green companies and products, they emphasized about companies’ processes and supply chain. Although some of them are not actively acting towards green purchase behavior, companies should be transparent about their process. To understand
thoroughly the factors influencing students’ decision making, students where asked about their expectations of companies claiming to be green. Njabulo think that “What will be nice is to see their process and how they are helping in the environment so consumer education, promotion of the green product.”

Additionally, Bandle emphasized on the issue of the transparency of processes, she explained that “What would be nice is to see their processes and exactly what has been done, because sometimes, companies are doing it and we don’t know exactly what initiatives are done they are just chasing the profit. I’ve never see proof of such companies, that they are working towards green environment, they are just saying it.”

The information of McDonald’s green strategies is available online, however the problem is that, generation Y students are not willing to go out of their away to search for ongoing green initiatives, McDonald’s must ensure that the information about their global green strategies is easily available to the generation Y students. It is really convenient for customers ordering food online to explore information about their green initiatives, however, as for generation Y students in South Africa from the University of Johannesburg, McDonald’s is just few minutes’ walk away, therefore online campaigns about McDonald’s green initiatives does not really reach out to the generation Y students in South Africa hence they are not aware of them. Daniel mentioned that “It is very necessary that these companies do not just push this agenda on perhaps just their stores but they must go out there and take it to the people. It should be a direct initiative and not just an online campaign.”

Above statements indicate concerns of participants about companies’ processes and the transparency. Transparency is connected to participants’ loyalty towards green companies, some participants indicated that companies are using green marketing as a strategy to attract environmentally responsible consumers. Greenwash is to make people believe that your company is doing more to protect the environment than really is (Cambridge Dictionary, 2017). The concept of greenwash has created skepticism amongst generation Y students in South Africa, companies need to take necessary measures to regain loyalty from consumers, this can be attain by being transparent about their supply chains and product life cycle. Zodwa mentioned that “Some of them are doing it as a market ploy because they see that it is a common trend.”
Consumers are now concerned about the products they buy, they want detailed information about the place and conditions in which products are made, most importantly they want to know about the safety of those products (Cattermole, 2016). Moreover, transparency about product processes would help companies that are loyal about their green claims and expose those that are using green as a marketing ploy, as indicate in the above statement. Additionally, companies need to realize that consumers are fickle, therefore they should deliver what is expected of them. If consumers have doubts about the authenticity of a so-called green product, they can easily go to a different store.

4.5.7. Product Value

Value of a product reflects the extent to which the buyer desires to obtain a product, individual’s level of desire to retain or obtain a product depends on how much the product details and/or its performance agree with the value system of the individual (Shevket & Celik, 1999). When asked about green products, generation Y students in South Africa indicated that satisfaction of their consumption comes from the product value, thus prior paying the product they first consider the value. Notably, their product value was based on their personal satisfaction followed by environmental protection, note the pattern in defining value, henceforth it can be argued that it would take drastic measures to enhance the awareness of generation Y students in South Africa. Nonetheless, green companies should ensure that their products satisfies consumers, while they do so, they should also not stray away from the main concept of green marketing which is to maintain sustainable environment. Lerato is a McDonald’s big fan and she mentioned that ‘‘I even heard rumors about them selling us cardboard food, like their food doesn’t expire.’’ However, she is not willing to stop buying or eating McDonald’s food. She demonstrated customer loyalty towards McDonald’s. Customer loyalty can be explained as the likelihood of customers to continue to buy from a specific organization (Business Dictionary, 2007). Moreover, Elvee criticized McDonald’s food and stated that ‘‘I don’t buy food from McDonald’s; I am not a big fan of McDonald’s, I think their food is even genetically modified.’’

From these two statements it is evident that Product value plays an important in generation Y students in South Africa’s perception of McDonald’s food. It is important for McDonald’s to make their green strategies transparent to the community at large, they must enhance their green awareness that will help them to gain a positive perceived value of their food. Perceived value is
also significant in influencing consumer trust, thus maintains loge-term relationships with generation Y students in South Africa (Doszhanov & Ahmad, 2015). Although they have various ongoing green initiatives, generation Y students could imagine McDonald’s being a green company.

4.5.8. Advertising

Advertising is an essential feature of marketing mix. It is one of the important elements that companies should take into consideration if they want to influence consumers’ purchase intention. Companies should attract green consumers with upbeat messages about protecting the natural beauty of their world and safeguarding their health and that of their children (Wasik, 1996). Advertising effects attitudes and attitude change in three ways, the mere repetition of an advert, it eventually becomes familiar and therefore, becomes superficially acceptable, advertising which taps a basic need or an emotional or motivational aspect of a consumer has been proved to change attitude, and dissonance attitude change (Mostyn, 1978). Advertising is one of the factors that generation Y students in South Africa were participants were mostly interested in, companies need to be creative and precise when advertising. Additionally, they need to keep in mind their target market. McDonalds’ advertises their food in different social media platforms, in their restaurant they also have big screens displaying their menus as well as new menus. However, generation Y students in South Africa indicated that they are not aware of any of McDonalds’ green strategies. Furthermore they indicated that if McDonald’s was enthusiastic about their green strategies, they would have advertised it. Advertising is used to promote and make the target market aware about a firms’ green goods and services. Participants further suggested that McDonalds should invest the same resources in promoting their strategies as they are doing with their food. Mmatebogo mentioned ‘‘They should promote it like they are promoting their burgers, for example put it on their bug screens.’’

Advertising plays a big role towards generation Y students in South Africa awareness, for McDonalds to successfully communicate their green strategies they need to be creative with their advertising. When asked what measures should McDonalds take to make them aware of their green strategies and initiatives, participants gave similar feedback. Gugulethu mentioned that McDonald’s green initiatives ‘‘should be put on TV, flyers should be handed o , it should be on social media really.’’ Elvee who also believes that McDonald’s green awareness must be
enhanced by various media platform explained that ‘‘They can incorporate it in their marketing strategies, they use television and social media. They should position themselves in such a way that we notice their green initiatives. So that when we think of them, we must know that it’s a company that cares for the environment, they must also incorporate word of mouth ‘‘’. Furthermore Thabang is also emphasizing on the need to enhance their awareness, he also stated that ‘‘They need to advertise more about their green initiative, like using signage, consumer initiatives, tell people more about what they do. They should tell people more of their processes and advertise more. ‘‘

Although McDonalds’ has adopted greening strategies, they are not advertising their green initiatives. Green advertising is an advertising of products and services that are claimed to be environmentally friendly and their production process conserves resources and energy (Chang, 2011). While the findings indicate lack of awareness among the generation Y students in South Africa, green advertising does not only communicate green companies’ products and services, it also raise awareness about environmentally sustainable goods. This finding has also been verified by Saha (2017), stating that it is often noticed that for environmental issues, there is not enough propaganda or advertising or media promotion.

4.5.9. Labeling

Labeling is a display of information about a product on its container, packaging or the product itself (Business Dictionary, 2007). Generation Y students in South Africa indicated that the labeling of green products should be precise. Labeling of green products is Eco labeling, it stands out as the most important green advertising tool used currently. Eco labeling is used to enable consumers’ understanding towards the production process of a product (Yeng & Yazdanifard, 2015). However the aim of Eco-labeling does not seem to play a significant role of enhancing participants’ understanding of the green product process. Moreover, Mmatebogo pointed out that she is still struggling to differentiate between green and non-green products, she explained that ‘‘Green attributes of a product should be included in a label, for me if these products were marketed, but because most of the time we don’t know the green product that are on the shelf, we don’t buy them. Sometimes you find that green product is similar to non-green product. ‘‘
The influence of Eco-labeling is determined by consumers’ willingness to actively act on environmental sustainability. On regular basis, when purchasing a product Generation Y students in South Africa go through the ingredients and expiring date of a product, environmental conscious product Generation Y students in South Africa would also notice the Eco-labeling of green products. Therefore even if companies are labeling their green products accordingly, it is impossible for that Eco-labeling to convey the information about green product processes. Elvee seem to be aware of Eco-labeling even if he does not pay much attention to it, he mentioned that “Although some products do have labels but is not clear especially for people who are not aware or have little knowledge about green marketing. So labeling products to raise consumer awareness should be a priority.”

The statement above was previously verified by different studies, consumers are faced with the challenge of comprehending the Eco-Labels, and the terms used are too scientific. Consumers make purchase decisions depending on the label information they see and understand. However, in terms of Eco-label, studies showed that consumer have limited knowledge about different types of Eco-labels (Nguyen & Du, 2010). Mmathapelo mentioned that sometimes even if she wants to buy a specific green product, she would not find it or have to struggle before finding it, and further complained that its time consuming and she rather stick to what she knows. Furthermore, she mentioned that she asks store assistants about such a product they seem to have no idea about the products. She explained “Some internal retailers don’t even know about these products as well, sometimes you walk into a store and ask about a certain product and they will tell you that they don’t know that product, so this is disappointing as well.”

Companies need to ensure that their internal staff is knowledgeable about their products, in order for them to successfully convey green awareness to their target market, they need to start internally, educate internal staff about green products, their long – term benefits to the environment and the business, most importantly they should educate them why it’s important to go green and why they chose to go green.

This chapter presented the themes that appeared during the interview process. The generation Y students in South Africa are aware of environmental issues that studies are stressing recently. Issues of green prices remain to be barrier to green consumption, even though participants
indicated their willingness to pay in future, the question is, would the prices of green prices be affordable then. Companies add premium prices to green products because green products are expensive to produce, as mentioned by the Generation Y students in South Africa, the durability of a product comes with higher costs. Elvee and Njabulo mentioned that they would prefer to buy green products depending on their budget. This again, stresses the fact that generation Y students in South Africa perceives green products to be more expensive than conventional products. Moreover in the long run, the benefits of green products outweighs the costs. If producing green products were cheaper than conventional products, the price of green products would be less of an issue for Generation Y students in South Africa. If McDonald’s would enhance their green awareness initiatives, generation Y students in South Africa would comprehend the logic behind green pricing and consider it when shopping.
4.6. Discussion of key findings

The previous chapters examined consumer’s perception, behavior and attitudes towards McDonald’s green strategies. The current chapter present discussion of the paper findings, to answer research questions for this paper, themes were linked and interconnected to research questions. The table below illustrates breakdown of the data collected, this process is referred to as coding. Data is presented per main interview question. The interview was divided into four sections. Detailed coding process can be found in Appendix 3. To answer the research questions of this paper, the themes were interrelated to the questions.

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Table 2: Summary of themes linked to research questions

*Source: Author*
**RQ1:** *What is the perception of generation Y students towards McDonald’s green strategies?*

In order to answer the research question, what is the perception of generation Y students towards McDonald’s green strategies, the author used the theme of understanding as a determinant of the participants’ perception towards McDonald’s green strategies. Terms such as sustainable marketing, environmental marketing, green advertising, eco-marketing, organic marketing are often used to describe green marketing. Green marketing is basically a way to brand your marketing message in order to attract the consumer’s attention by appealing to people’s desire to offer services that are better for the environment (Surya & Banu, 2014). From the findings already presented above, it is safe to assume that generation Y students in South Africa don’t have to purchase regularly from a particular store to realize the green initiatives and strategies by green companies, they already concluded that green products are expensive and therefore they do not afford them. Such mindset is a result of lack of information and understanding, there is more to green marketing strategies used by McDonald’s than the premium price attached to them by generation Y students in South Africa. As far as the author is concerned no information was found about McDonald’s charging premium price for their suitability initiatives, currently McDonald’s South Africa is selling their Spicy Cajun chicken medium meal for 2.68 euros, this meal goes with medium fries and medium beverage like coca cola, sprite and Fanta orange. This is an indication of how affordable their food is, notably during the interviews, none of the generation Y students in South Africa complained about the prices of McDonald’s food, thus it can be concluded that the generation Y students in South Africa demonstrated stereotypical perception towards green prices in general and not the prices of McDonald’s because most of them are not aware of McDonald’s on going green strategies. The findings about perception confirm previous research conducted regarding the willingness of consumers to pay more for green products. People think that green products tend to be more expensive when compared to non-green products (Chang, 2011). Additionally, consumer’s willingness to pay more does not necessarily lead to the actual action, people stay price – sensitive at all costs (Morel & Kwakye, 2012). Generation Y students in South Africa seem to have a basic concept of green marketing thus their understanding determined their perceptions, they are not aware of McDonald’s green strategies, they generally perceive green strategies to be costly.
RQ1.1: Are students aware of McDonalds’ green strategies?

The current research was linked to the ‘Environmental knowledge’. By providing knowledge to generation Y students in South Africa, it is expected to promote awareness and develop positive attitude towards environment. Only two out of ten interviewed generation Y students in South Africa were aware of McDonald’s green strategies. Aryal et.al, (2009) found that a majority ninety of the surveyed consumers had heard about the organic products. However, they are often not sure which products are organic and which are not, therefore although green products are being branded, there’s still skepticism amongst consumers. The results show that the knowledge and awareness level among the surveyed generation Y students in South Africa is fairly good but not adequate. Furthermore this finding can be extended to different cities that the participants grew up in. In South Africa, Gauteng comprises the largest share of the South African population, approximately 14,3 million people, which is 25, 3 percent of the entire population lives in this province (Statistics South Africa, 2017). Most these people residing in Gauteng, most of these people residing in Gauteng are from different parts of South Africa, they reside in Gauteng because of attractive job opportunities, universities and other related opportunities that can possibly enable individuals to make a living like entertainment industry. Now, taking this information into consideration, interviewed generation Y students in South Africa are also from various provinces, if eight out of ten were not aware of McDonald’s green strategies, this finding can be generalized and it can be firmly concluded that, in South Africa the generation Y students are not aware of McDonald’s green strategies and initiatives. One can now ask, does it mean that McDonald’s is doing their global practice green, sustainability and other environmental safety practices in vain? Or are they actually initiating these practices for the company to gain competitive against other fast food restaurants and not for the society at large? In their site, McDonald’s South Africa clearly states that “We're committed to you and our World” (McDonald’s South Africa, 2017). Their intentions about environmentally sustainability are clear and they are doing it for the community and the world hence they also have the “Global Best of Green” ‘strategy as well, however it can be assumed that they are not investing much in their green awareness, it is one thing to actually care about the society but if the same society is not informed about such practices it does not develop their green awareness and environmental values and knowledge.
RQ 2: What are the attitudes towards McDonalds’ green strategies?

To answer the research question, what are the attitudes towards McDonalds’ green strategies, captured from emerged themes, willingness of the generation Y students in South Africa is used in alignment with their attitude. Previous findings were focused on the perception of respondents, studies indicates the relationship between perception and attitude. When an individual forms a favorable or unfavorable attitude towards an object then the object will automatically be seen as one that has many favorable or unfavorable characteristics to the individual (Cherian & Jacob, 2012). McDonald’s has adopted various green strategies, they established Global Best of Green and in particularly in South Africa they also design their buildings in an environmentally sustainable manner, however, because generation Y students in South Africa are not aware of these practices they tend to think that McDonald’s does not care about environmentally sustainability. Generally, generation Y students in South Africa demonstrated negative attitude towards green strategies, although they are not aware of McDonald’s sustainability initiatives, they believe that overall general green strategies are good for the environment, the society and the future generations. However, their willingness to buy green products was doubtful, they believe that they can make a difference towards environmental sustainability but they are not willing to pay more.

Moreover, the generation Y students in South Africa demonstrated both positive and negative attitudes towards green marketing in general and McDonald’s green strategies. This stems from their lack of McDonald’s green strategies awareness.

RQ3: How does McDonalds’ green strategies influence students’ decision-making?

To answer the research question, how does McDonalds’ green strategies influence students’ decision-making, the author linked the behavior of participants towards green marketing in general and green marketing towards McDonalds’ green strategies. There are various factors influencing generation Y students in South Africa green purchase decisions, the previous research question was based on the attitude of participants, the aim of the current research question is to analyze how does McDonalds’ green strategies influence the participants’ green purchase decision. Inconsistent behaviors were identified, some generation Y students in South Africa mentioned that they do consider green products and environmental sustainable grocery shopping
bags because of their durability. Regarding McDonald’s, generation Y students indicated that they were not aware of their green strategies therefore whatever decision making they make about buying food has absolutely nothing to do with McDonald’s green strategies. The question that emerged from the findings is, what it takes exactly for green companies to influence generation Y students in South Africa decision making towards green purchasing. Studies have explored green purchase behavior and many of them have reported a discrepancy between consumers’ expressed attitudes and their actual purchasing practices (Joshi & Rahman, 2015; Yang, 2017). This study is in alignment with the findings of the current research question, generation Y students in South Africa believe that they can make a difference by buying environmental sustainable products, however when they were asked if they do consider them when buying only three of the participants stated that they actually do consider environmentally sustainable products due to their durability.

Generation Y students in South Africa are not influenced by green marketing in their decision-making and purchase patterns, this again, may be influenced by their limited knowledge of ongoing green marketing strategies. Furthermore, since generation Y students in South Africa indicated that they are not aware of McDonalds’ green strategies, it is impossible for them to be influenced by their green strategies, consumers are influenced by what they are aware of and understand. Moreover, green values and awareness are the beginning step leading to purchase thus influencing decision-making (Young et al, 2010).

**RQ 3.1:** What are the factors influencing students’ decision-making?

**RQ 3.2:** Does McDonalds’ green marketing strategies influence students’ purchase decision?

The previous research question focused on how McDonald’s green strategies influence participants’ decision making. The current research question dwells more on the factors specifically influencing students’ decision making. The two research questions will be dealt with together as they are connected. The first emerged variable concerning the factors influencing decision-making and purchase decision was transparency. If firms can enhance their transparency and promotion, their efforts would increase consumers’ knowledge and influence consumers to engage in the consumption of green products (Pleming, 2006). Moreover, studies have indicated
that, consumers are confused with the concept of green products, however their willingness to pay more is greatly influenced by companies ‘lack of transparency (Deshwal, 2012). This skepticism can be attributed to concerns, such as green washing and consumers’ perceptions of poor product performance (Pleming, 2016). Some of the generation Y students in South Africa mentioned that they believe companies claiming to be green are just using it a marketing ploy. The second theme was product value, the manner in which consumers perceive the value of a product determines whether they will purchase it or not. As McDonald’s has adopted several green initiatives, it is important for them to work on their product image, claims about their food being genetically modified by the generation Y students may not affect them now, however in future as the generation Y students become more aware of environmental sustainability and the outcomes of their consumption behavior, their customer loyalty towards McDonald’s would gradually cease.

The third emerged theme regarding generation Y students in South Africa was advertising. The concept of advertising has been stressed over green companies. McDonald’s should release that green advertising encourages Generation Y students’ purchase decisions because it develops the concern about green products. Generation Y students emphasized on the fact that they want to know the value and benefits of so-called green products before buying them. Moreover, when scrutinizing the generation Y students’ decision making, it is definitely not influenced by McDonald’s green strategies but by the tales from those consumers that do not like McDonald’s. The last emerged theme was Labeling, Despite the fact that Eco-label is claimed to have crucial impact on consumer green purchase behavior, gaining consumers’ awareness and evoking demand, the efficiency of Eco-labeling need to be questioned (Dimara & Skuras, 2005). McDonald’s may be advertising their green strategies, however, because of the wording used in their advertisements, such as best practices or best of green, for generation Y students in South Africa that are not environmentally conscious, they may not be able to even notice the advertisements. Perhaps for a successful sustainability awareness McDonalds can use phrases such as ‘’save the planet’’ ‘’protect the environment’’ ‘’be mindful of future generations’’ in that way, generation Y students in South Africa would be able to comprehend such information. Moreover the issue of complex and scientific terms used to label green products has been explored and consumers are still faced with difficulties of comprehending such labels.
The current findings were focused on the factors influencing students’ decision-making, and whether McDonalds’ green marketing strategies influence students’ purchase decision. The findings indicated the main factors that emerged, moreover as most generation Y students in South Africa indicated that they were not aware of McDonalds’ green strategies and those who were aware, were only aware of their green strategies in terms of their services and not their food. The main factors were identified Transparency, Product Value, Advertising and Labeling. McDonalds’ does not influence the generation Y students’ purchase decision in South Africa. Moreover, among the interviewed generation Y students in South Africa, some of them do not like McDonald’s therefore they do not buy their food regularly, Daniel mentioned that he does not even buy the food at all because he believes that it is not good. Zodwa also stated that she only buys their food once in a month because she is trying to refrain from fast food, however Lerato and Thabang are the fans or McDonald’s, and they were not aware of McDonald’s green strategies, they further mentioned that whether McDonald’s adopted green strategies or not they will continue to buy their food.

5.1. Summary of Findings and Conclusion
The main purpose of this paper was to examine the perception of generation Y students in South Africa towards McDonald’s green marketing strategies and its influence on decision-making. Previous literature concerning the related concepts of consumer behavior, perception and attitudes was extracted, furthermore the concept of green marketing was differentiated from traditional marketing. To acquire in-depth understanding of green consumer behavior, the author defined and elaborated on the factors influencing green consumer behavior. Moreover, the paper was narrowed down to the generation Y cohorts and generation Y students in South Africa. Semi-structured interviews were conducted via telephone, and they were manually transcribed. The behavior, perception and attitudes of the generation Y students in South Africa were examined, the examination was based both on the general green marketing concept and the McDonald’s green marketing strategies. Some of the generation Y students explained that they were not aware of McDonald’s green strategies, they further mentioned that green companies are not investing sufficient resources to promote their green initiatives. On the other hand, the generation Y students who were aware of McDonald’s green strategies mentioned that it’s only their services they were aware of, they further stated that in order for them to be aware of McDonald’s green initiatives, they must enhance their advertising and promotion, social media must be used as a
platform to advance their green marketing strategies. Generation Y students in South Africa also mentioned that McDonald’s adopts different effective marketing strategies for their menu and therefore the same approach used to advertise their food must also be adopted to their green strategies awareness.

Based on the findings, it is clear that the generation Y students in South Africa when making purchase decision, they are not influenced by McDonald’s green marketing strategies or any green initiatives adopted by different companies. Although some of the generation Y students mentioned that they were not aware of McDonald’s green marketing strategies, overall, they perceive green products to be expensive, therefore their behavior did not demonstrate that they actively acting towards environmental sustainability. Moreover, the generation Y students in South Africa indicated that companies are not promoting their green initiatives hence they are not aware of them. Additionally, the generation Y students in South Africa seem to regard recycling as the most important activity of environmental sustainability.

Despite McDonald’s continuing green strategies in South Africa, some of the generation Y students in South Africa maintained that they were not aware of them and for those who mentioned that they were aware of them, their green awareness about McDonald’s appeared to be limited. In addition, their understanding seem to influence their perceptions and awareness. A pattern between generation Y students was identified, those who are not fans of McDonald’s food seem to be aware of some of the sustainability practices adopted by McDonald’s, on the hand, those who mentioned that they like McDonald’s did not have idea of McDonald’s green strategies. Furthermore, as the author searched information about McDonald’s global strategies, information was detailed and according to them, the strategies are global and therefore supposed to be adopted by McDonald’s restaurants around the globe. When the author searched McDonald’s green strategies in South Africa there was only information about their buildings, further information about other strategies was not available. Generation Y students in South Africa also mentioned that they always see advertisements about McDonald’s food and their new menus in various media platform, however they never see advertisements about their green marketing strategies.
5.2. Limitations and Recommendations

The aim of this section is to present limitations of this thesis as well the recommendations for future studies.

5.2.1. Limitations

As mentioned by the author, the interviews were conducted via telephone, the interviewer and interviewee could not see each other, and therefore it was impossible for the interviewer to see participants’ reactions. Moreover, some Generation Y students in South Africa did not want to be held up in a phone call for a longer time thus the interviewer had to keep some questions relatively brief. During the interview, the recording device was used to record the interviews, while transcribing, some of the information had to be omitted because the recording was not audible enough. Furthermore, semi-structured interviews were conducted with only ten students. Therefore the findings would not be necessarily generalized. Another limitation faced by the author was the geographical distance, interviewees are in South Africa and the author lives in Czech Republic Brno, many challenges comes with geographical distance, for example some interviews had to be postponed because Njabulo the interviewee had a low battery because the electricity was down the previous day therefore he could not charge his phone, also Gugulethu, as we started the interview it was raining in South Africa and the network was interrupted, her interview had to be postponed as well. In addition, extracting information from McDonald’s was not easy, the author did not have access to the company’s private information about their green strategies adopted in South Africa. Lastly, the time the author had for this paper was limited, interviews had to be scheduled in one month only without any time allowance for technicalities that may occur, and when these technicalities occurred, the schedule of interviews overlapped to the following month that was initially planned for analysis. This overlap led to insufficient time for analysis, the author believes that a more comprehensive analysis would have been done if there was sufficient time. Furthermore, regarding the time constraint, the author transcribed all the interviews manually, and that also consumed most of the time that had been allocated for analysis.

5.2.2. Recommendations

From the author’s observation, McDonald’s is using different approaches to raise their green awareness. For example, in USA, they have green awareness initiatives for their internal staff. However, there was no available information about such initiatives in McDonald’s South Africa
website. Additionally, the strategies adopted by McDonald’s varies according to the countries, this is logical because the environmental issues faced by South Africa would absolutely be different from Czech Republic, however they should also adopt their green awareness according to the target market. South Africa is currently faced with waste management problems, therefore their green strategies should also be designed to raise awareness about how they would eliminate waste management issues. The idea of green marketing strategies should not only benefit McDonald’s but the society at large. Moreover, as mentioned in chapter four, comprehensible phrases should be adopted to raise green awareness, this will not only benefit McDonald’s but it will also benefit the community of Johannesburg at large. Additionally, the generation Y students in South Africa interviewed are from different parts of the country, however they study in University of Johannesburg. If they were not aware of McDonald’s green strategies in Johannesburg, which is the most populated city in South Africa, then it is safe to assume that lack of green awareness by McDonald’s is not only in Johannesburg but in South Africa as a whole. To ensure a successful green awareness strategy, McDonald’s must ensure that they adopt uniform green strategies throughout the country, for example if they use ‘’ save the planet’’ phrase, when an individual travels from Johannesburg to North West to see the same phrase being used, it becomes a reminder to them that McDonald’s cares about consumers’ well-being and the environment. In addition, the findings indicated the significance of understanding environmental sustainability practices, by promoting environmental sustainability awareness, McDonald’s should also ensure that the generation Y students in South Africa is not inly aware of the concept but they also understand. Their understanding would be extended to other green practices around them and therefore would change their perceptions, attitudes and behaviour.
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APPENDICES

Appendix 1: Interview Guideline
Appendix 2: Example of interview Transcript
Appendix 3: Coding Process
APPENDIX 1

Interview Guidelines

1. What do you understand by green marketing
1.1. Can you think of any examples?
1.2. Is it important to you?
1.3. Have you bought a green product before?
2. When you are shopping, do you consider green products?
2.1. Does green products influence your purchase decision?
2.2. Do you believe that green products are more expensive than non-green products?
2.3. Do you think the quality of green products is better than non-green products?
2.4. What are your expectations of green products? What would you like to see in a green product?
2.5. Are you willing to pay more for green products?
3. Do you think the concept of green marketing is relevant to you? Why?
3.1. Do you think buying green products is beneficial for the environment? If yes how? If no, why?
3.2. Do you think that you can make a difference towards environmental sustainability by buying green products? How?
3.3. Does green marketing influence your green purchase decision? How?
3.4. How does it influence you?
4. What is your perception towards green companies?
4.1. Do you think they are investing in promoting their green initiatives?
4.2. What do you think of their green marketing strategies?
4.3. Does it change your perception towards green products?
4.4. What are you expectations of companies claiming to be green?
5. How often do you buy food from McDonalds?
5.1. McDonalds has adopted several green marketing initiatives, are you aware of them?
5.2. If yes, how did you find out about them? If not, what do you think should be done to inform customers about their green initiatives?
5.3. Do you ever feel confused about their green initiatives?
5.4. Do you think they are investing in their green awareness initiatives?
5.5. When you buy food from McDonalds do you consider their green marketing initiatives?
5.6. How does their green marketing influence your purchase decision?

5.7. If McDonalds did not adopt green marketing initiatives, would you still buy from them?

5.8. Is there anything you would like to add before we finish? You corporation is very much appreciated.
APPENDIX 2

Example of Interview transcript

What do you understand by green marketing?
Well for me when you mention the word green marketing what is, it’s all about Sustainability and protecting the environment…ecological that is what they say, and when you apply the concept to marketing what I’m thinking is that, you are performing marketing act but doing it in a manner that is environmentally sustainable, like products that are in environmentally sustainable and environmentally friendly.

Can you think of any examples?
An example will be the usage of electronic material for promotions or marketing, instated instead of using a method that requires usage of resources and too much Papers for advertising, you will use product that are more renewable and more sustainable.

Have you bought a green product before?
Yes I have bought a green product before, especially when it comes to packaging, I’ve seen that packaging is made of the packaging is renewable, and sometimes it’s biodegradable so even if you throw it away it doesn't cause any harm or it causes minimum harm to the environment. I found that some companies use biodegradable cardboard so that when you put in on the ground it actually decomposes.

When you are shopping, do you consider green products?
I do consider green products when I have the option I choose stuff that is more sustainable and friendly to the environment, but what I’ve seen is that such products are actually more expensive than our normal product in the market, I don’t know why. When I do have the money I prefer the green products, if my budget is limited I go for the cheapest, so it depends, it depends on the time of shopping, what is the time

Does green products influence your purchase decision?
It does but due to financial instability I sometimes go in for what I can afford, when I do have the money I prefer green products, if my budget is limited I go for the cheapest.

**Do you believe that green products are more expensive than non-green products?**
Essentially green products are more expensive, I think it comes to it being a new thing, so you find that there is so much of green products out there, so making and selling green products you end up estimating between the two products, the individual green product is more expensive than the normal products we have. This can be caused by the fact that it’s a new thing, and there are not so much green, therefore the green products are more expensive than basic normal products.

**Are you willing to pay more for green products?**
I am willing to pay more for green products, if the product durable and when I can afford it, sometimes it depends on the products, some products are more durable than, like greener products are more durable and more sustainable. So in the long-term it might be easy to buy the green product.

**What are your expectations of green products? What would you like to see in a green product?**
Well…depending on what product it is. I believe that if the usage is durable, it doesn’t cause any harm to the environment, and it causes minimal harm to the environment, I think those would be the key attributes. Most importantly, the disposal and usage of the product should be a priority.

**Do you think the concept of green marketing is relevant to you? Why?**
Green marketing is a relevant topic to me, the issue of green marketing lies in the environmental protection, if people can be taught about sustainability and protecting the environment, and people would be more conscious of the initiatives that companies are doing, so obviously I’ve been exposed to cleaning the environment and making sure that we have a better and clean environment, it made me environmentally conscious of all or some of the initiatives that I’ve come across.
Do you think buying green products is beneficial for the environment? If yes how? If no, why?
Yes, as the word says if its green it means it’s safe for the environment, there are so many ways to avoid causing harm to the environment, sometimes you find that some products contain plastic and that are that things that makes the environment to be degraded, buying products that are safe to the environment protect the environment from different forms of pollution.

Does green marketing influence your green purchase decision? How?
When I try to do especially with the packaging, I try and reuse some of the packages and as well as the plastics, you know sometimes they give you plastics to carry your stuffs, so I normally re-use them to carry things around, so most my actions towards that green environment is around recyclable stuff, and I think also, I try to use plastic as minimum as possible.

What is your perception towards green companies?
Advertising serves as a reminder all the time, so when you see an ad you are reminded I think I have seen one at pick n’pay where they show the world in plastic bag, so that comes as a reminder, the message implied that we should reduce the usage of plastic because we need to save the world, so that comes as a reminder but I think either way the knowledge that I have came through as exposure that we need to choose green products. I know the harm it causes to the environments.

Do you think they are investing in promoting their green initiatives?
I think green companies are investing more time and resources in their strategies, but there’s more that should be done, but retailers get their products from the producers, they only sell what they are given, so if the companies should work on the design, supply chain to achieve the best green strategies. I think what will be nice is to see their process and how they are helping in the environment so consumer education, promotion of the green product
What do you think of their green marketing strategies?
What would be nice is to see their processes and exactly what has been done, because sometimes, companies are doing it and we don’t know exactly what initiatives are done, even if people know what is right, they don’t know that they need to protect the environment, so consumer education would be helpful and maybe more promotions so that we can be constantly reminded. You know how they usually have a sign for halal food, those kind of signs can be used to different green products, if I’m also conscious of the environment and I see that advertisement or promotion of green a product, it will be a sign to show that, ok effort has been used to make this product environmentally friendly, so it will make me to buy more of these products. Consumer awareness is important, more promotions should be done so that people are constantly reminded.

How often do you buy food from McDonalds?
I buy food from At least one’s a month, I am not their regular customer, I don't really their food

McDonalds has adopted several green marketing initiatives, are you aware of them?
In terms of their product I haven’t heard anything, but what I have seen is in their kitchen and the services they render, well…especially if you are going to buy their food and eat in their restaurants, instead of them giving you that sachet for ketchup, they give you a container and you can put the amount of the ketchup or sauce you want so actually it means that if they give you a sachet you just going to use it and throw it away, so with that container you can any amount you want. So that is one thing that I’ve seen, and also their packaging, the paper that they use is biodegradable, I am not sure but from the quality that I’ve seen, I think they use biodegradable I don’t know about the product itself.

If yes, how did you find out about them? If not, what do you think should be done to inform customers about their green initiatives?
They need to do more, information is power, when people know, they will act on the information you know, if I knew that their food was organic then when I have options or choices to buy fast food or take away food, I would choose the healthier one or the more
When you buy food from McDonalds do you consider their green marketing initiatives?
When I buy food from McDonald’s it has been influenced by their green marketing or greening strategies. I’ve never been able to consider, I think that comes from my unawareness of these initiatives. . I am not aware therefore I am not influenced. My buying from them is not influenced by green marketing, I am not aware, I am not aware of what they are doing and that’s why I am not influenced by their green marketing.

Do you think they are investing in their green awareness initiatives?
I think almost similar to what I said that signage should be designed, they need to show a signage about their green initiatives, do some consumer education you know, tell people more about what they do…it will really be helpful! They need to advertise more about their green initiative. They should tell people more of their processes and advertise more. To add more on that, I’ve seen a lot of renovations around, but we as customers don’t really know what’s happening and why they are doing it.
# APPENDIX 3

## Coding Process

<table>
<thead>
<tr>
<th>Description</th>
<th>Theme</th>
<th>Coding Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception</td>
<td>Understanding</td>
<td>- Recycling of used products i.e. bottles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Goods &amp; services sold must benefit business environmentally</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Going green is all about recycling</td>
</tr>
<tr>
<td>Perception</td>
<td>Price</td>
<td>- Going green is essentially expensive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Companies should maintain lower prices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Prices of green products should be reduced</td>
</tr>
<tr>
<td>Awareness</td>
<td>Environmental knowledge</td>
<td>- They need to more, information is power</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- I think that comes from my unawareness</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- We are not exactly aware</td>
</tr>
<tr>
<td>Attitude</td>
<td>Willingness</td>
<td>- We want to save, we don’t really care about this green marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- These companies are stealing our money</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Green marketing doesn’t influence me anyway</td>
</tr>
<tr>
<td>Decision Making</td>
<td>Behavior</td>
<td>- I buy green products because of renewable material</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- I really don’t consider green products</td>
</tr>
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<td></td>
<td></td>
<td>- I prioritize taste and quality</td>
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<td>Influential Factors</td>
<td>Transparency</td>
<td>- Their advertising is not clear</td>
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<tr>
<td></td>
<td></td>
<td>- Companies are not genuine about their green claims</td>
</tr>
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<td></td>
<td></td>
<td>- It will be nice to see their processes</td>
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<tr>
<td>Influential Factors</td>
<td>Product Value</td>
<td>- Their potatoes are plastic</td>
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<tr>
<td></td>
<td></td>
<td>- Their food is genetically modified</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- I believe that their food is not good</td>
</tr>
</tbody>
</table>