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Factors affecting consumers green purchase intention towards ecological products: ICA supermarket in Sweden

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Student thesis, Master degree (One year), 15 credits

Business Administration

Master program in Business Administration (MBA): Business Management 60 credits

Semester: Autumn 2019 (HT19)

Supervisor: Zahra Ahmadi, PhD

Examiner: Maria Fregidou-Malama, PhD

Abstract

Title: “Factors affecting consumers green purchase intention towards ecological products: ICA supermarket in Sweden”.

Level: Master degree thesis in Business Administration

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Aim: The aim of this study is to investigate how consumer trust, eco-branding and green marketing strategy influence consumer purchase intention towards ecological products.

Method: The qualitative method and inductive approach have been used for this research. The primary data have been collected through face to face interview and the secondary data have been used through scientific journals and the internet.

Findings: The results show the important factors that can promote green marketing towards ecological products are; consumer trust, green trust, eco-label trust, eco-branding, green pricing, green advertising, green design and green promotion have a strong relation with each other. The study also shows that consumer purchase intention can be increased by giving sufficient information regarding ecological products, by increasing awareness, credibility, by reducing the perceived risk of the products, brand uniqueness, by advertising the products through the company magazines, billboards and posters outside of the supermarket, by raising awareness of customer health. Brand loyalty is also an important factor to create a long-term relationship with customers and it can be created by the fair price perception among the customers. The main promotional issues have been found for this study is customer health and climate change. The study also shows that price doesn't affect on consumer purchase behaviour.

Suggestions for future research: This study helps to understand how to promote green marketing for ecological products. For further study, the author suggests to investigate if there is a relationship between green marketing, consumer trust, eco-branding as well as a green marketing strategy. The future study will help to research on green marketing for ecological products.

Contribution: This study has identified elements to promote green marketing and factors that can help to increase consumers purchase intention. The author hopes that the findings of this study will help companies to create their consumer purchase intention. The study has contributed to the theory and to the managers by investigating the factors affecting on green marketing.

Keywords: *Green marketing, Consumer trust, green trust, Eco-branding, Green marketing strategy, consumer purchase intention.*

Acknowledgement

The success behind the research could possible with the help of the department of business and economic studies at the University Of Gavle, Sweden. I am very privileged and honoured to pursue my MBA degree from the University of Gavle.

My special thanks to the thesis supervisor **Zahra Ahmadi** and my examiner **Maria Fregidou-Malama**. Both my supervisor and examiner helped me a lot to carry out my whole thesis paper. I would like to say thanks to all the participants from the interviews and their contributions to this work.

I would say thank to the Swedish higher education authority to give such a wonderful opportunity to study cost-free education for me as a permanent resident. I also glad to have a quality education in a master's level form Sweden.

I personally say thank my friends and family who supported me to complete my study and they were always there for me.

I finally, thank the almighty Allah for giving me the ability to accomplish my MBA degree.

Khalida Akter

Table of contents

Abstract.....	2
Acknowledgement.....	4
1. Introduction.....	8
1.1 Background of the Study.....	8
1.1.1 Ecological products in Swedish supermarket.....	11
1.2 Motivation.....	12
1.3 Problem statement.....	12
1.4 Aim of the study and research questions.....	13
1.5 Research delimitation.....	13
1.6 Disposition of chapters.....	14
2. Theoretical discussion.....	15
2.1 Green marketing definition.....	15
2.2 Consumer trust.....	17
2.2.1 Green trust.....	18
2.2.2 Eco-label trust.....	19
2.3 Eco-branding.....	20
2.3.1 Green advertising.....	20
2.4 Green Marketing Strategy.....	21
2.4.1 Green design.....	22
2.4.2 Green pricing.....	23
2.4.3 Green promotion.....	23
2.5 Consumer purchase intention.....	24
2.5.1 Factors that influence consumer purchase intention.....	25
2.6 Theoretical framework.....	26
3. Methodology.....	27
3.1 Epistemology.....	27
3.2 Ontology.....	28
3.3 Research approach.....	29
3.4 Research design.....	30
3.5 Data collection.....	31
3.6 Interview structure.....	31
3.7 Sampling Method.....	32
3.8 Operationalization of interview questions.....	34
3.9 Data analysis.....	36
3.10 Validity and reliability.....	37

3.11 Ethical consideration.....	38
4. Empirical Study.....	39
4.1 Company overview.....	39
4.1.1 ICA Sweden.....	39
4.1.2 Sales of ICA's organic products.....	40
4.1.3 Promotion of ICA's ecological products.....	40
4.2 Factors affecting consumers to increase green purchase intention.....	41
4.2.1 Promotion of green products.....	41
4.2.2 Consumer trust to influence customer.....	42
4.2.3 Marketing strategies to follow.....	42
4.2.4 Price effect on consumer purchase behaviour.....	43
4.2.5 Target customer and particular marketing strategy.....	43
4.2.6 Importance of eco-branding.....	44
4.3 Summary of main findings.....	45
5. Analysis.....	48
5.1 Consumer trust.....	48
5.2 Eco-branding.....	49
5.3 Green marketing strategy.....	50
5.4 Consumer purchase intention.....	53
5.5 The link between consumer trust, eco-branding and green marketing strategy	54
5.6 Relation between factors to increase consumer purchase intention.....	55
6. Conclusion.....	57
6.1 Discussion of aim and the research questions.....	57
6.2 Contribution.....	59
6.2.1 Theoretical contribution	59
6.2.2 Managerial contribution.....	59
6.2.3 Societal contribution.....	60
6.3 Reflection of the study.....	60
6.4 Limitation.....	60
6.5 Suggestion for future studies.....	61
References.....	62
Appendix: Interview questions.....	71

List of tables

Table 1: Disposition of the chapters	14
Table 2: Sampling	34
Table 3: Operationalization of interview questions	34
Table 4: Summary of own findings	45

List of figures

Figure 1: Theoretical framework (source: own)	26
Figure 2 : Modified theoretical framework based on empirical findings (source: own)	56

1.0 Introduction

The Introduction chapter describes the background of the study, the problem of the study, research aim, research questions, delimitation and the thesis structure.

1.1 Background of the study

The interaction between the environment and the economy has been developed over a period of time. There are three stages of evaluation for marketing implications: ecological marketing, environmental marketing and sustainable marketing (Peattie, K. 2001). The main reason for green marketing is to force the environmental marketing that, the firms can maintain their competitive position. Therefore, the idea behind green marketing has been evaluated. Green marketing may also use for attempting the cost or profit issues. (Jay Polonsky, 2008). The protection of the environment has also become a major pressing issue over the past years. Thus, the business organizations must consider the environmental issues for the development of the products and at the same time, it is also very important to understand why consumers increase their purchase intention towards ecological products (Gurtner & Soye, 2016).

The company creates competitive advantage towards ecological products by attracting the customers, encouraging efficiencies and obtaining the business (Walsh & Dodds, 2017). To create customer attention those who are sensitive to ecological products by selling the products with better quality and cheaper prices. The most important thing is to create a competitive advantage by facilitating the firm's business. The business organization can get favourable financial results in a competitive environment by creating a positional advantage (Leonidou, Christodoulides, Kyrgidou & Palihawadana, 2017).

According to Albort-Morant, Henseler, Leal- Millán & Cepeda-Carrión (2017), the business organization is increasing their attention towards ecological products by green awareness. The companies try to satisfy the environmental needs and make them different among their competitors and able to gain a sustainable competitive advantage. The marketers who are selling green products are trying to create a competitive advantage through increases the better quality of the green products. Sheth & Parvatiyar (1995) argue that the need and value of environmental marketing have been recognized by the marketers as a rising issue of environment because the ecology has been started declining over the past years. The ecology can be declined by many

issues such as earth's ozone layer, global warming, and accumulation of greenhouse gases, acid precipitation, and lots of species disappeared of rain forests, limited natural resources and by consuming the agricultural land. Nowadays people are more concerned about environmental issues, health and nutritional value of the food issues that's why the food consumption habit has been changing. Consumers buying behaviour have been changing for such issues such as safety and quality issues. The consumers are preferably buying organically produced food and the demand has been grown for free of chemical and pesticides. This is expected to increase more demand for organic food in the near future (Tsakiridou, Boutsouki, Zotos & Mattas, 2008).

The consumer awareness of the ecological product is related to the consciousness of products with a lower impact on the environment as being responsible for the eco-friendly and green products. Much responsible business organization showing their respect of value towards ecology by producing packaging and promoting the green products which will not affect and harmful for nature and for the human being (Suki, 2013). Consumer purchase intention towards ecological products is related to responsiveness, consciousness and consumer sensitivity of environmentally friendly products such as organic food. The effective health campaigns and the environmental knowledge can create the awareness on the benefit of the health and consumers are willing to purchase more green products such as egg, milk, fruits and vegetables (Mohd Suki, 2013).

The green consumers require a level of knowledge and trust towards green products. Consumer trust is seen as having sufficient faith in authorities efficiency. The producers of the green products have their own self-regulated endorsement towards ecological products and consumers need to trust the producers (D'Souza & Yiridoe, 2019). Consumers trust towards ecological products increasing by using the green products and it creates positive results among green consumers. The strong belief towards ecological products can change the purchase behaviour of individual consumers. Therefore, the lack of consumer's knowledge regarding environmental protection can create negative impact among the consumers and they will not be able to fully understand of the green products (Wang, Ma & Bai, 2019).

Ecological foods are very important to reduce non-communicable diseases. The diseases have been forecasted with the increasing of economic development, urbanization and globalization which is associated with consumer lifestyle. Some common diseases such as diabetes,

hypertension and obesity are raised due to the global burden (Anand, Hawkes, Souza, Mente, Dehghan, Nugent & Kromhout, 2015). The consumption behaviour can make changes by increasing the awareness of consuming green foods. Consumer purchase behaviour towards ecological products is related to consumer trust and it is necessary to change purchase behaviour because consumers are now more aware of harmful products and its effect on their health and environment. Therefore, consumer needs to understand the value of the green products and why these foods are higher in prices (Moser, 2015). Furthermore, the patterns of unhealthy dietary create a negative impact on the environment and the climates. To give impotency of improving food system the global attention are increasing by the nutrition community and international development (Anand et al., 2015).

Natural ecosystem meets the demand for foods whereas human beings are depended on the goods and services. The food production and the content of nutrient are related to the environment. The key factors for the content of dietary are interdependent with the ecology (Allen, Prosperi, Cogill & Flichman, 2014). Green marketing became more popular for ecological products and not every company has the capability to promote green products. If a company wants to promote green products, then it is very important to adapt to the green marketing concept and ecological usage. The consumer purchase intention for the ecological products can be increased by promoting green marketing through consumer trust which is very necessary to build up for every product. The company also promotes eco-branding to influence the consumer and the consumer purchase intention can increase so they are willing to buy more ecological products with higher prices (Chen, 2010). The environmental protection concepts have become more popular trends in globalization. Therefore, the green marketing strategy is very important to make the product sustainable and building the competitive advantages and the focused should be on environmental priorities. To promote green marketing and increase the consumer purchase intention towards ecological products the green marketing strategy is very effective. Green design, green price and green promotion are the most important factors in green marketing strategy and it will help to increase the consumer purchase intention towards ecological products (Wang, Chen & Li, 2019).

1.1.1 Ecological products in Swedish Supermarkets

The Swedish supermarket's expansion their potential of organic foods based on consumer demand. In northern Europe, the Baltic Sea ecosystem impacted over the last fifty years by the agricultural activities accompanying pesticide and nutrient pollution (Archambault, 2004). The growing demand for quality of certification for organic foods is adopted by the EU for the quality assurance of different foods among the European consumers (Krystallis, Fotopoulos & Zotos, 2006). The Swedish supermarkets overwhelmed the consumers to make the right choice for different types of product labelled to show the health qualities, environmental and ethical. The interest in alternative food products makes them concerned to promote green marketing with sustainable quality. For the last few decades, the Swedish consumers have increased their purchase towards ecological foods and the market sales for organic foods has increased near to 9%. The increasing number of consumer appeal towards ecological goods is not unique in Sweden but it is also seen in Europe and the U.S because of consumers is becoming more aware of environmental to choose their foods (Martin & Brandão, 2017)

The consumers are more concerned about the food quality and the safety of imported foods because the new regulation of quality management scares the consumption of the foods. The new issue about diet and nutrition is related to the emergence of healthy and functional foods. The retail sector has changed its food distribution system beyond the traditional way of distribution. Therefore, production and consumption are strongly influenced by the new pattern. The supermarket plays a vital role in the production and consumption of food. The development of food production and consumption involved in many ways such as by setting the safety, make own-brand quality maintenance and develop the sustainability environment standards for the manufacturer as well as the farmers (Burch, Dixon & Lawrence, 2013). The Swedish Board of Agriculture has analyzed that the consumers in Sweden are willing to pay 67% of the Swedish products and 69%t of the consumers asking for the Swedish products and 61% consumers are interested to buy the regionally produced foods. The reason behind to purchase more Swedish products is that they believe the regionally produced foods will help to reduce the environmental effect and it has a better test quality rather imported foods (Martin et al., 2017).

1.2 Motivation

This study investigates the factors affecting the consumer purchase intention towards ecological products for green marketing in a Swedish supermarket. The aim of the motivation for this study is related to the consumer trust, eco-branding and green marketing strategy and these factors will help to increase the consumer purchase behaviour towards ecological products. Green marketing is a common phenomenon nowadays and it refers to an eco- friendly products. Green marketing offers a wide range of products and fulfils customer demands without damaging the environment. The green products lasted long and it packaged by the recycled materials (Fernandes, Astuti, Amaliana, Yanti, Arisoesilarningsih & Isaskar, 2019). The food consumption has a great impact on public health, individuals and the environment. The food consumption is related to environmental issues and it increased the environment pollution, water pollution and greenhouse gas emissions. It causes severe health issues to the consumers and obviously, it is a great loss to the public health sector. Sometimes it is difficult for the consumers to understand the ecological products because of the lack of information about the ecological products. Therefore, the organizations are trying to make their products from conventional to ecological (Nguyen, Nguyen, Nguyen, Lobo & Vu, 2019).

The author of this study is motivated to do this study because as a business student this is the knee interest to investigate marketing in different areas. This thesis will helpful for me as an author to explore the knowledge by formulating the green marketing factors.

1.3 Problem statement

The previous research has given ideas about promotional factors that can affect consumer purchase intention towards ecological products in the following subjects: sustainable marketing, environmental marketing, eco- marketing and organic marketing (Praveena & Akilandeswari, 2018); marketing strategies (Annamalai, Kumar, Jothikumar & Hung, 2018); green marketing rules (Krsteva, 2018); the purchase intention of green product with the impact of attitudes, green brands and knowledge (Mohd Suki, 2016). The previous research has also been studied segmentation approach based on the consumer's ecological behaviours in an emerging economy (González, Felix, Carrete, Centeno & Castaño, 2015).

After studying a lot of argument from different studies, the author of this study came to know that there is a research gap that how the supermarket can effectively promote green marketing activities and what factors will influence to consumer purchase intention. Praveena & Akilandeswari (2018) has uniquely identified regarding organic market and how business activities hamper the environment. Therefore, the importance of ecological marketing has been created. The conventional market may emphasize the competitive advantage to create ecological marketing. There is a lot of lack has been found for eco-labelling and consumption activities. The research gap has been found for this study is that the previous researcher has worked with ecological products but they have not done any research before with ecological products in the retail store in Sweden. The previous research also did not link the important factors that have been studied for this research. The author has found the most important factors to make a link between consumer trust, eco-branding and green marketing strategy for this study to increase consumer purchase I think we have a very good proportion of ecological products.

1.4 Aim of the study and research questions

The aim of this study is to investigate how consumer trust, eco-branding and green marketing strategy influence consumer purchase intention towards ecological products.

RQ1 What factors affect the promotion of green marketing towards ecological products?

RQ2 How can green marketing influence consumer purchase intention?

1.5 Delimitation

This research has been conducted with few limitations. For this study, the author investigates the same company but in different branches in Sweden. This chain supermarket is popular in Sweden but they don't have any other branches outside the country. So, there is no option to study outside the country. The most important problem is time limitation from the company which brings not enough resources to work because of Christmas Eve and their busy schedule. Interview procedures were quite difficult because company branches were located in a different place with different employee and managers.

1.6 Disposition

This table will briefly discuss the content of all chapters.

Table 1: Disposition of the chapters

Chapter1: Introduction	The first chapter is the introduction part which is including with the overview of the research with the theoretical background. The introduction part also explains the purpose of the research.
Chapter 2: Literature review	The second chapter presents the literature review which is related to the previous research with related theories. The theoretical part has also been developed in this part to conduct the research paper.
Chapter 3: Methodology	The third chapter describes the methodology part and explains why qualitative study has been chosen. The validity and the reliability of data describe the research quality for this paper. The methodology part is following the empirical analysis which is related to the findings of this study.
Chapter 4: Empirical findings	The fourth chapter is included with the empirical part where all findings are presenting.
Chapter 5: Analysis	The fifth chapter is the analysis part where the discussion is following the theoretical part and related to the results of the study.
Chapter 6: Conclusion	Chapter six draws the conclusions based on the findings and the valuable comments and suggestions for the future study is given.

Source: *Own*

2.0 Theoretical discussion

This chapter describes the literature review of the study of how; Increasing consumer purchase intention for ecological products by promoting green marketing. This chapter is based on the findings of the previous researcher with related concepts and the theoretical framework has built based on those concepts.

2.1 Green marketing definition

The concept of green marketing comprises by doing product green as well as greening the firms (Prakash, 2002). Green marketing is not for claiming to make the product green but it also has a great dealing with the marketing exercise which the organization needs to take it as a positive consideration. Green marketing includes with different kinds of exercise as a major target of the green item have great attention to the purchasers, a disposition to the green items and make it as a brand picture (Mathur, Valecha & Khanna, 2018). Green marketing plays an important role in social normalization of being practising green and products are portraying as normal in everyday life without emphasizing of greenness (Rettie, Bruchell & Barnham, 2014).

Green marketing is used for the development of the products, services and it includes with the promotional activities to satisfy the customers according to their preferences of good quality products, convenient and affordable cost as well as considering the environmental impact. Green marketing involves with the wide range of activities such as changing the product process, modification of products, advertisement of the modified products and the change of packaging etc. The main aim is to reduce the negative impact of the environment by consuming product and services and their detrimental effect (Nadaf & Nadaf, 2014). Green marketing determines the broad way of marketing concept where the production, consumption and the product and services disposal has a less effect on the environment. The consumers and marketers have become aware of the impact of global warming, air pollution and biodegradable solid waste. The consumers and the marketers are switching to the green products and services and become sensitive towards it (Sarumathi, 2014).

Green marketing tools and strategies can lead a company to make its better position by delivering value on the basis of greening their product. Every company wants to gain a competitive advantage and try to become special to their clients and prospects. The business can be unique and better if the company implement proper and effective environmental strategies. By implementing the proper strategies but beyond the traditional 4PS such as (product, price, promotion and placement) the company can bring the customer satisfaction and loyalty (Duffett, Edu, Haydam, Negricea & Zaharia, 2018). Many people think that green marketing is associated with products promotion and advertising which is related to the environment. Green marketing claims a broader subject and can be applied for industrial goods, consumer goods and services. The green marketing is also involved with the production process, modification, changing packages and the modification of the advertising. This terminology also involved with ecological marketing and environmental marketing (Singh & Khan, 2014).

The green products innovations and design are related to the reusability properties, harmful ingredients substitution, and consumption of reduced resources and recyclability which brings benefit to the environment. Green product - offering innovations brings benefits to non product such as product recovery. It also offers logical and emotional benefits to the consumers (Kumar, 2016). The environmental impact can be reduced by the consumption of green products. Green products refer to that product which is not polluting the environment, made with low-toxic materials, good quality and credible to purchase. The demand for green products has been increased to the consumer because of the safety and quality as well as it solves the environmental problem. The Consumer purchase intention for green products is related to green product quality. The green products are helping to gain the market share by developing appropriate market strategy (Maichum, Parichatnon & Peng, 2016).

It is also necessary to know about green consumers for green marketing. The green consumers are those who prefer to use the products which have the least effect on their health as well as the environment. The purchasing and perceiving of the green products is not the only reason to support green marketing but it also environmentally beneficial from the business point of view. The consumer who is socially aware who thinks to take an attempt for the well being of the society (Milovanov, 2015). The consumers are now becoming devoted to green and organic

products and give attention to ethical and social consideration. The consumers may feel guilt by purchasing conventional products because of its harmful effect (Müller, Mazar & Fries, 2016).

The concept of green consumer refers to those consumers who are willing to purchase environmentally friendly products and has a minimal effect on the environment. The purchase behaviour of green consumers can increase the ecological problems. Thus, willing to buy green products can improve the quality of the environment. The consumers may punish the company those who are not aware of the environment by switching the brands. The green movements of the consumers encourage the profit-driven organization and their productions and marketing operations (Lu, Chang & Chang, 2015). The consumers who are strongly concerned about the negative effect of the environment who willingly purchase the green products rather those are less concerned about the environment (Khaola, Potiane & Mokhethi, 2014).

2.2 Consumer trust

The term trust involves beliefs, honest attributes, competent and willing to rely on another person. Trust makes the person vulnerable to the other person (McKnight, Kacmar & Choudhury, 2004). Trust determines the expected value for the trusting party where business transaction dependent upon other parties (Gefen, 2004).

Organic goods are credence goods therefore it is difficult for consumers to identify whether it could be complying with the official standards. The primary source for consumers to trust in organic goods is organic level. Before going to consume the products the organic level must be noticeable (Perrini, Castaldo, Misani & Tencati, 2010). Consumers can be misled by inappropriate product labelling therefore appropriate product labelling allows the health concerned customer to support the marketers for the sustainable environment (Cliath, 2007). Consumer trust has a great impact on marketplace behaviours and attitudes. When consumers do not believe the message on the advertising of greenwashing, they are not much willing to purchase the products. To promote ecological products it is very important to understand about green trust and eco-labels. The most important dimension for trust is perceived the credibility. The consumer belief to the advertisers depends on the providing of service effectively with an appropriate statement (Atkinson & Rosenthal, 2014).

The green product attributes the credibility, that's why it is very difficult to verify the green consumers even they are engaged with the purchase and consume the green products. Therefore, consumer trust is very important to establish a market for those products. Consumer trust is related to buying behaviour for green products. Therefore, trust influences consumer purchase behaviour to ecological products (Nuttavuthisit & Thøgersen, 2017). There is a strong relationship between green marketing and consumer trust. Therefore, there is a considerably increasing consumer trust and the sales growth of green products. The consumers who initially buy green products are willing to buy the products. Thus, it's building the long-term relationship between the consumer and the green brands. The consumer trust towards green products helps to establish long-term relationships. Therefore, promoting green marketing is necessary to increase consumer trust (Papista, Chrysochou, Krystallis & Dimitriadis, 2018).

The credible information regarding environment inspired consumers to use the eco-label. With the presence of eco-label trust, it is difficult for consumers to identify the uncertified and the certified eco-labels. On the other hand, with the distrust, the information about the environment may discourage consumers to buy eco-labels products. Therefore, it is necessary to increase credibility by developing more eco-label products (Darnall, Ji & Vázquez-Brust, 2018). To become a loyal customer, the consumer needs to adapt the green practices. Hence, it is important for marketers that their business beliefs are related to environmental activities. Therefore, their level of educational knowledge is important to increase green consumers. The customer loyalty towards green products should not target for the individual customer for green marketing rather it should focus more on the green consumers (Sukhu & Scharff, 2018).

2.2.1 Green trust

The green trust and green satisfaction are indirectly influenced by the green products where the perceived value cannot only directly influence positively in green loyalty (Chen, 2013). Customer satisfaction indicates the emotional response to the products and purchase experience. The green trust will create a long-term relationship among them those who are much satisfied with its products and services. The consumer often seeks information about brand perception or product quality which really needs to pay attention of the marketers. Therefore, the pressing market issue is to create customer trust regarding the brand. The customer might continue to purchase if they have the satisfaction toward the product or service is greater than their

expectations (Chen, Lin & Weng, 2015). Trust is based on the belief and commitment with the particular brands to fulfil someone's obligations and expectations. The green trust refers to beliefs and credibility on green products where the product is environmentally friendly. The overall assessment of the consumer's trust towards green products is defined by the green perceived value. The consumer green trust and green perceived value are positively related to each other. The positive value creations for green products are based on enough information on the benefits of green products (Khoiruman & Haryanto, 2017).

2.2.2 Eco-label trust

Eco-labelling is responsible for the information about the effects of environmental production and the products and services which is consumed by the consumers and the phases of its wastage. Eco-labeling seeks to fulfil its objective in two ways: (i) by providing the information about the environmental effect, consumption and change the pattern of the consumption of the environmentally friendly products and (ii) By encouraging the agents, producers and the governments to produce the environmentally friendly products (Galarraga Gallastegui, 2002). For the environmentally friendly products eco-label used as a significant tool for green marketing. To promote the green marketing the marketers are utilized the environmental labels. To allocate the useful information the identification of eco-label tools used as a very important element for the buyers and sellers. The information about the characteristics of intangible products is value function and the quality of the products which are informed by the information function. Consumers can make the decision for selecting the environmentally friendly products by the eco-label tools and knowledge about the products information that how it is made (D'Souza et al., 2006; Sammer & Wu'stenhagen, 2006; Rahbar & Abdul Wahid, 2011). Röö's and Tjärnemo (2011) argue that to increase the eco-label trust the marketer must introduce the carbon labelling to carefully avoid the confusion among the consumers. Therefore, it is necessary to define the goal of the carbon labelling, labelling system design and how to manage the goal. The consumer has positive attitudes towards the environment but the sales of organic foods are still low because of its higher prices, low customer effectiveness and lack of knowledge regarding carbon labelling system.

2.3 Eco-branding

The ecological products and service are explored in worldwide. The term eco-brand is different and unique from its competitor's brand which provides valuable service with low prices. The environmental differentiation is not for all the organizations. The firms who have an intention to gain a competitive advantage with eco-branding are demands three pre-requisite such as the consumers should willing to pay for the ecological products, Consumers must have the available information regarding the green products; Competitors should be imitated with its differentiation. Eco-products may differentiate with highly aware consumers (Orsato, 2006). Eco-brand introduces environmentally harmless products with a combination of environmental designs and symbols. The environmental competitive strategy is influenced by eco-branding. Eco-branding is one of the most important elements for creating a competitive advantage among business firms. Eco-brands invented for different kinds of products such as product packaging, food, cleaning products and cosmetics. Such products are less harmful to consume and it is easier for the consumer to believe for those products (Peattie & Crane, 2005; Sanidewi & Paramita, (2018). The most important strategy to differentiate the market on the basis of environmentally safe products is eco-branding. Firms explored the ecology oriented products and services worldwide according to the high demand of the consumer. The portfolios of eco-products are developed in a creative way to make a differentiation from the market. The firm creates ecological brands to make better communication with an environmentally responsible food market. Therefore, consumer markets allow companies for eco-branded products to charge higher prices (Ratchayaporn, 2017).

2.3.1 Green advertising

The business reaches and inform the consumers regarding its product through marketing and advertising. Many business firms have successfully following the marketing techniques but it is not possible to sell the products if the consumer doesn't want to buy the product (Charter & Polonsky, 2017). The product and biophysical environment are explicitly or implicitly related to each other in green advertising. Green advertising promotes the lifestyle of using green products and increase the image of corporate social responsibility (Nagar, 2015).

Consumers are becoming more concerned about the environment. Therefore, the growth of a green product has been increased and green advertising has consequently grown over the past two decades. Green advertising plays an important role in promoting the environmentally friendly products of a company or organization (Schmuck, Matthes, Naderer & Beaufort, 2018). Company campaign the offered product through green advertising. There are three types of green advertising relating to environmental responsibility, biophysical environment and green lifestyle product campaign. Green advertising increases the company image through the right campaign. In order to improve product value, green advertising introduces an environmentally friendly product (Alamsyah, Suhartini, Rahayu, Setyawati & Hariyanto, 2018). Green advertising plays a major role to increase the communication of a green brand image, to increase public awareness regarding environmental issues, increase consumer demand for green products. Green advertisement faces many challenges due to its usefulness and credibility. Many firms use advertising for their products and brands to minimize the environmental impact (Segev, Fernandes & Hong 2016).

2.4 Green marketing strategy

Marketing strategy is a combination of a decision-making process that specify the choice of markets, marketing resources, marketing activities, concerning products and the delivery of products that offer a wide range of customer value where organizations are able to achieve the specific goals and objectives (Morgan, Whitler, Feng & Chari, 2019). A marketing strategy can be defined as a selection process of the market segmentation according to the proper marketing mix of product, price promotion and distribution that can meet the demand of consumers of its target market (Burns, Bush & Nash, 2008). Morgan et al., (2019) also stated that the formulation of marketing strategy involves the Broadway of managers making a decision to accomplish the company goal with required value offerings and its timing and positioning.

The green marketing strategy is formulated and based on the analysis of the internal and external environmental factor of a company. For rising the better opportunity and possible threats from the competitors the corporate environments are changing rapidly (Arafah, Nugroho, Takaya & Soekapdjo, 2018). Therefore, firms are trying to increase their market shares and sales in many ways. The firms are able to identify the successful green marketing strategy by influencing the customer flows and the market. The flows are consists of additional customer entry and exit to

the market, brand shifting and purchase frequency changes of the customer (Fornell & Wernerfelt, 1987).

According to Ginsberg & Bloom (2004), the managers must have asked two important questions about green marketing strategy by themselves. First, how green consumers should be segmented? Second, Can the company or the brand be differentiated according to the green dimension? These two questions will help the company how the attribute of marketing can be differentiated as greenness but not how much the company practices environmentally friendly business. Generally, the aim of green marketing is to achieve the elimination of waste, the firm's environmental profitability and reinvention of the product concept. In the context of industry green marketing strategy is the efforts of designing, pricing, promoting and distributing the products in an environmentally way (Chin, Chin & Wong, 2018).

2.4.1 Green design

There are many business firms those who are adopted the so-called green design or eco-design for targeting the environmental issues which are involved with the different types of green design programs. Green design can be defined as a way of green design performance with the objective of environmental safety, health and sustainability with the process life cycle of a product (Liu, Blome, Sanderson & Paulraj, 2018). The sustainable development strategy can be followed for human beings by only green products. To make a modern design, manufactured and consumption, the green products are becoming one of the hotspots of a new era (Zhang & Meng, 2019).

On the other hand, environmental issues have become a major concern worldwide because of global warming. Many business organizations are working with carbon reduction trends and trying to increase environmental awareness. Therefore, firms are adopting ecologically friendly designs and doing their environmental operations by procuring green goods, lowering pollutant emissions and conserving energy and water (Ting, Hsieh, Chang & Chen, 2019). Green design is concerned with the making change and creating innovation by the experiences and interfaces and should be acceptable to the users. Green design is configuring the communicative resources where the conventional market encourages the customers to switch the brands and the consumers adopt a new behaviour with the green products (Chamberlin & Boks, 2018).

2.4.2 Green pricing

Green products are made with the high priced raw materials and labour costs are also high for manufacturing. This manufacturing creates a price gap between sustainable products and the prevailing product. Therefore, it is referred to as a green pricing gap. It is necessary for the company to introduce some benefits to its customers by using green products. The pricing gap for ecological food can be reducing matching customer demand and supply (Dhanda & Gupta, 2015). The price-conscious consumers often buy the products when it is on the sale rather at regular prices. Price-conscious consumers always think that lower price is better and has greater acceptability rather those who are not conscious about the price. The consumers who are very sensitive regarding price are not willing to lose the low price product. To buy any product for them as a competitive act (Roy, 2015). Consumer purchase behaviour is related to the products price. Consumers are assigning to different price role towards the product. The consumer shows the strongly negative role when they have a limited budget and it is because of their lower income. Price consciousness and price search behaviour shows with the lower-income consumer. When customers make differences between conventional products and organic products, purchase behaviour may not affect them. Several studies have shown that price knowledge is modest for the customer and they overestimate the prices. Therefore, the lower-income customers are price conscious and they are not willing to pay for the organic products. Where, the higher income customers overestimate the prices and may not buy the organic products (Aschemann-Witzel & Zielke, 2017).

2.4.3 Green promotion

Promotion is one of the most important marketing communication tools that have been used harmoniously. Kotler (2000) defines promotion that firms use on its target market as a set of tools to achieve their objective. According to Gura & Gura (2018) promotion creates the interaction between buyer and seller and company also can use other promotional mixes for mass sales to get the potential buyers such as advertising, public relations, personal sales and sales promotion. The company selects the promotional mix to solve the difficult problem and managers should carefully make decisions to select the promotional mix and marketing plans.

Whereas, the consumer preferences can be increased by the green promotions and it can justify the decisions of the company's green brands by charging premium prices. Therefore, the company gain a win-win situation for business as well for the environmental benefit (Wymer &

Polonsky, 2015). The company can reduce its loss by related price to sales promotion. The product value can be added by some promotions such as bonus packs, premiums, sweepstakes and samples, whereas the company reduces their cost by some discounts. Therefore, the consumers experienced such attitudes like reduced loss or perceived gain and these results are engaged with the sales promotion activities (Mendez, Bendixen, Abratt, Yurova & O'Leary, 2015).

Company's environmental commitment reflects by the promotional activities which are including with advertisement and most of the buyers are influenced by it. Consumers purchase decisions are influenced by the green advertisement and that creates the image of environmentally friendly products. The company surely can get their loyal customers when they communicate through promotions, advertisements, corporate social responsibilities and publicities (Sharma, 2018). Promoting the adoption of sustainable food enhances the public well-being as well as environmental sustainability. Sustainable food behaviours include eating less healthy food, consuming and purchasing organic food and eating locally produced food which has less amount of wastage. Those countries are facing serious environmental problems which should be prioritized by the promotional behaviours (Nguyen et al., 2019).

2.5 Consumer purchase intention

Consumer purchase intentions towards organic products are involved with the five steps. The first step is to develop a demand to buy organic food. The second step is to search the information about the products because the consumer perception intention is involved with the information presented. The information presentation creates awareness among the customers and at the same time, it pays attention that how much they should pay, where to buy and what is available. The last two steps are purchase decision and evaluation of alternatives which are influenced by the information of the products and how they perceived and believed the products (Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak, 2014). Green purchase intention towards ecological products expresses the behavioural intention and anxiety to the environment. The significant factor that serves the actual purchase is green purchase intention. The decision to buy the product is increased by the purchase intention and plays an important role to predict the green purchase intention. The high degree of positive attitudes and norms of perceived behavioural controls is related to the high level of environmental concerned (Karatu & Mat, 2015). The green

purchase intention can be defined as consumer willingness to purchase the eco-friendly products. Most the consumers are used to purchase the traditional products but their behaviour regarding the specific products express the consciousness about the environment. The eco-friendly consumer always seeks the preference to the eco-friendly features. The green purchase intention includes several things such as environmental attitudes, environmental knowledge, peer pressure, government initiatives and eco-label (Bagheri, 2014).

2.5.1 Factors that influence consumer purchase intention

Consumer purchase intention towards environmentally friendly green products is different from the nongreen products. The marketers target green marketing segmentation to increase green consumers. To segment the target market with a useful strategy it is important to determine the features for each segment. For marketers, it is important to segment the green consumers with different features of green products for effective marketing. The green products are proved as environmentally friendly and reduce health issues, toxic substances and hazards. Therefore, marketers need to create the value, attitudes, belief and knowledge for the development of the green products (Delafrouz & Moghaddam, 2017). Measurement of the consumer purchase intention towards ecological products can be identified by potentialities and niches because more they intent towards the product they will purchase more products. Consumers may not act in a similar way towards ecological products but the knowledge can influence the consumer to create purchase intention. That's why the measurement intention is necessary where consumer's behaviour can be predicted (Ferraz, Buhamra, Laroche & Veloso, 2017).

Consumer purchase behaviour towards ecological products expresses the ethical decision-making behaviour which considers the behaviour regarding social responsibility. The green consumers those who are socially responsible taking into consideration by using the purchasing power of their personal consumption and that can make the social change toward ecology. The green purchase behaviour is interrelated with green purchase intention. The motivational factors of green purchase behaviour can influence consumer purchase intention (Ramayah et al., 2010; Khoiruman et al., 2017). It is argued that certified organic goods increase the consumer demand for ecological products. The products and services distribution, especially for the green food industry, has incredibly changed by the certification of organic foods. The organic foods which are locally produced will make great trends. The organic food which does not use the chemical

fertilizers and produce with the ecosystem and the environmental harmony is increased the consumer's demand. The trend to buy conventional foods has changed to buy organic foods (Kane, Chiru & Ciuchete, 2012).

2.5 Theoretical Framework

Figure 1 shows the theoretical framework and the structure of the framework has been developed according to the basis of the discussion of the second chapter. The framework showing the reflection of consumer purchase intention in green marketing. Consumer purchase intention is very important to buy a green product. Consumer trust, eco-branding and green marketing strategy is related to each other to increase the consumer purchase intention. Whereas the green trust and eco-label trust is related to each other to develop the trust about green products. On the other hand, green advertising is related to eco-branding. The green marketing strategy is involved with some important factors for this study such as green design, green pricing and green promotion. The most important components which are consumer trust, eco-branding and green marketing strategy has a positive impact to increase the consumer purchase intention towards ecological products. The theoretical framework for this study is given below:

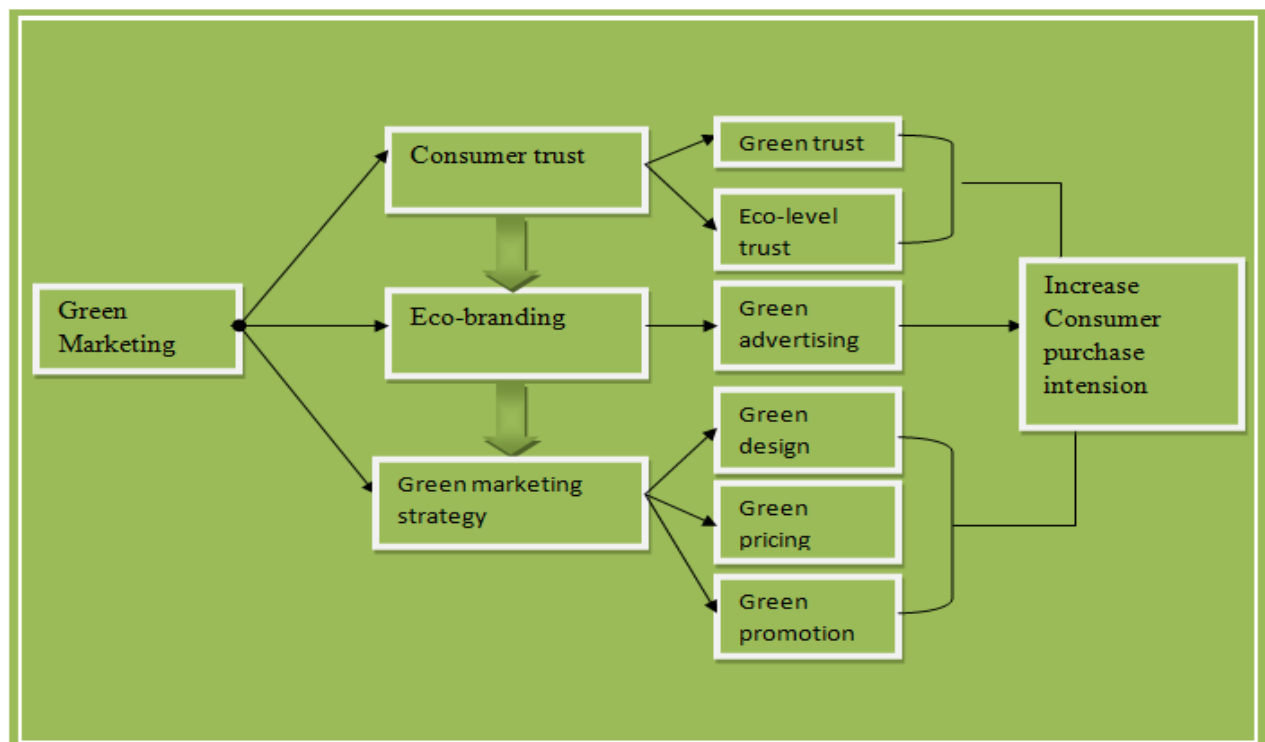


Figure 1: Theoretical framework (source: own)

3.0 Methodology

This chapter examines the usage of method and answers the purpose of the research and the research questions. The method chapter gives the idea about the company and the interview situation with the data collection procedures. For this research, the qualitative research method has been used on the basis of primary and secondary data. The validity and the reliability of this study will determine by the used method. In this research, qualitative research has been used rather using quantitative research because of its depth investigation through collect the opinions of the participants. The research questions will be answered by analyzing the experience of each participant in this research and with the secondary data collection.

3.1 Epistemology

Epistemology is based on what is needed to understand in our world (Hindle, Hynds, Averill, Meyer & Faircloth, 2017). On the other hand epistemology deals with 'knowledge' like what and how knowledge is created. Epistemology is related to the Greek word 'epistame' that means 'to know something very well'. Epistemology is concerned with knowledge and in this regard, there is a question of whether knowledge is subjective and abstract or objective and concrete (Uzun, 2016).

While conducting a qualitative study with the epistemological assumption it is important for the researcher to have a close connection to the participants. The important context for the researcher when conducting qualitative research in the field of their study is participants should be live and work to understand the participant's statement. To stay longer in the research field or get to know more what they know more the researcher collects the information it firsthand. In short, to get to know more about the research field the researcher tries to minimize the objective separateness or distance from the participants (Creswell & Poth, 2016, p.18). For critical theory, the epistemological criteria are that knowledge supposed to be in the subjective perspective. It is also similar for the research as well that finding should be revealing culturally, historically rooted beliefs and value-mediated. In terms of epistemology, for critical theory in the article the researcher tries to gain for the understanding of cultural, social, physical, and mental and aspects of political reality researcher try to use feminist, socio-cultural theory, cultural, post-structural

and discourse theories. It is actually indicated that how they interpret reality and how they pursue it (Uzun, 2016).

This study is concerned with the subjective knowledge and answering how knowledge is created. The context of the research helps to understand the research questions by the participant's statement. The epistemological approach for this study is an interpretative nature.

3.2 Ontology

According to Uzun (2016) Ontology is concerned with reality and its constitution. The word ontology comes from the Greek word and derived from 'on' which means to 'exist'. The main concern of Ontology is 'what is knowable' or 'the nature of reality'. Hindle et al. (2017) describe Ontology as the posing of categories, questions, concepts and explanation. For critical theory, the Ontological criteria should be subjective and shaped by political, historical, ethical, gender or social values. The social process is constructed by reality and naturally, it takes into consideration the contextual and historical reality (Uzun, 2016).

Ontology as soul situated in transformation and action or change. It refers to change the world as its purpose of philosophy. The transformation process happens with the necessity of human being (Hindle et al., 2017). The issue of ontology is related to its characteristics and the nature of its reality. The researcher embracing the idea of different realities while conducting qualitative research. The researcher reporting the multiple realities for qualitative research while studying individuals. The evidence of multiple realities based on the actual words and use of multiple quotes of different individuals (Creswell & Poth, 2016, p.16).

In this study Ontology is a reality of nature. The author has conducted this research with truth and realities while studying the individuals. The research study helps to understand the correlation between the consumer trust, eco-branding and the marketing strategy to increase the consumer purchase intention towards ecological products. A constructionist approach has been used for this study.

3.3 Research approach

Inductive approach and Qualitative research

The research in various fields such as international business and marketing face the challenges of the rapid growth of the economic development, internalization of the firm and the formal and informal institutional environments. Therefore, the use of a research approach helps to handle the complexity and the field changing nature (Richter, Sinkovics, Ringle & Schlaegel, 2016). The research approach explains the way of problem formulation and seeks the research answer. The term research approach is applied to how to conduct the research. Researcher's assumptions, purpose and interest described by the method which we choose (Taylor, Bodgan & Devault, 2015).

The researchers in various fields are always frustrating to choose the research approach that which research approach is appropriate for their projects. The truth is that there are many research approaches are out there but most of the researchers would like to choose flexible and participant oriented approach from the research participants to get the real lived experiences (Alase, 2017). The qualitative research method has applied in this study and the inductive approach because the qualitative research approach is mostly used in the research area. The qualitative research relies on qualitative data collection which is non-numerical. There is also an important research method which is used while conducting the research is an inductive approach. Inductive reasoning has been used by many researchers. The inductive research is used for particular data (Antwi & Hamza, 2015).

The qualitative research is used to inquiry about the social phenomena when an individual wants to know more about some specific topic. These phenomena include how individuals behave, how people experience the aspect of their lives, what are the interactions among people and how organizations are functioned. The qualitative research is built by positivist belief and it can be discovered by the appropriate experimental method (Teherani, Martimianakis, Stenfors-Hayes, Wadhwa & Varpio, 2015). An inductive approach is generating the hypothesis from the data where the topic consists of the pre-existing knowledge until the primary data collection and the analysis are done, in order to influence the research findings. In order to build the initial analysis

to develop an idea, the researchers go through with the systematic way of an inductive elaboration, deduction and verification (Chapman, Hadfield & Chapman, 2015).

3.4 Research design

A research design is something that is involved with planning, making and reporting a choice of study that what it should be studied and how it would be studied. The research proposal requires that why the research is to be studied and what will be its practical outcomes and it will contribute to knowledge (Blaikie & Priest, 2019). Good research is that which brings confidence to the researcher and helps to draw the conclusion from the data (patten & Newhart, 2017, p.9). A research design is technically developed by one or more researcher and it is carried out as a research project. The aim of the research design is to make the decision explicit, why it has been made, it should be consistent with each other and it should be allowed for the critical evaluation (Blaikie & Priest, 2019).

There are certain principles for designing scientific research that all researchers should start with a problem, the research problem should be related to the problem in some way and purpose of the research question, collect the data, analyze them and finally write up the reports (Creswell & Poth, 2016, p.41). In the case of qualitative research, the research design can be thought firstly as roughly and after formulating the primary research questions. It can take shape without groups, particular individuals or organizations. Further, the researcher can consider their research as a unique characteristic. By developing the sampling frame the researcher has to make the design more concrete. Finally, the research questions should be answering capably and the participation can be secured for the study (Devers & Frankel, 2000).

This study has been conducted by providing qualitative data and designed a case study by interviewing participants. There are a total of ten interviews conducted in the retail store to fulfil the purpose of this research. There are three types of research design while dealing with research problems descriptive, exploratory, explanatory and interpretive design (Gray, 2013, p.36-37).

The author of this study will focus on explanatory design. An explanatory research design explains the descriptive information. The descriptive study generally asks 'what' kinds of questions while the explanatory study may ask 'why' and 'how' questions (Gray, 2013, p.36).

3.5 Data collection

The objective of this paper is to analyze the qualitative data and gives a clear overview of it. The central step of this study is to analyze the qualitative data and the outcome of this research has a major impact on it (Mayer, 2015). The data has been collected from different sources of this research. The two types of data have been used based on sources and they are; primary data and secondary data. The primary data is obtained from the interviews and observations with the information that supports the research. The secondary data is observed from the existing publication of the researchers (Sulistyawati, 2015). There are four most important keys when analyzing the data and they are data collection, displays of the data, reducing the data and conclude the data by analysis (Graue, 2015).

In this study, I used both primary and secondary data. The great integral component of the research is the primary and secondary data. The data collection and argument of primary data explore with the greater use of secondary data (Nicholson & Bennett, 2009). The primary data collections have been done through semi-structured interviews with open-ended questions. For this study, the primary data was collected by the face to face interviews with the chief and different level of employees and from the different department of the supermarket. The interviews were taken with different respondents and some of them were engaged with the promotional issues of the consumer products. Secondary data analysis is the analysis of the existing data using a better technique by answering the original research questions. The new questions are answered by the old questions and the secondary data is the most important factor for evaluating the data (Glass, 1976). The secondary data has been collected for this study through scientific journals, books and online sources.

3.6 Interview Structure

The interview questions are mainly classified as unstructured, semi-structured and structured. The unstructured interview has no planned and sequence whereas the structured interview conducted with specific facts and that is known to the researcher before beginning the interview (Dikko, 2016). While the questions of semi-structured interview somewhat structured but yet the participants have got the freedom to share the new ideas during the interview. The questions allow for flexibility and creativity and are open-ended in nature. Therefore, the semi-structured

interviews are the most convenient and effective way of collecting qualitative data (Dadzie, Runeson, Ding & Bondinuba, 2018).

The semi-structured interview has been followed for this study because it is organized within its topic and it is helpful for a qualitative study to lead the conversation in an organized way and allows to have sufficient opportunity with the relevant subject (O'Keeffe, Buytaert, Mijic, Brozović & Sinha, 2016). This study has been carried out as a semi-structured interview because this structure helped to ask further questions which were not preplanned. Where the participants were feeling free to answer the questions and were able to clarify their answers. The interview structures only followed the face to face interview.

3.7 Sampling Method

There is a total of 10 participants have been chosen for this study who are working in different branches in Stockholm in different positions. Participants were working at the managerial level and salesman who was working inside the store. All participants were from Sweden and working for the same company in 5 different branches. All participants had a minimum of 1-year experience. The interviews were consists of 13 open-ended questions and interview questions were related to this study. The language of interview questions has been conducted in English. Non-probability sampling has been used for this study.

3.7.1 Non-probability sampling

Non-probability sampling is used when the researcher has limited time, limited resources and workforce. Randomization is not important in the non-probability sampling when selecting a sample from the population rather it decide which elements should be used with its subjective method in the sample. In the non-probability sampling technique, all the populations are not given equal chances (Etikan, Musa & Alkassim, 2016). I have been used this method because the target population is large and every branch of this organization create green purchase intention by providing sufficient information regarding their products and services. The sampling tools were mainly focused on ecological products for consumers and green marketing promotion. Non-probability samplings are mainly two types; convenience sampling technique and purposive sampling technique (Etikan et al., 2016).

Convenience sampling

Convenience sampling technique is a type of nonrandom or non-probability sampling where the target population meets the certain criteria such as geographical proximity, accessibility, availability and willingness to participate (Etikan et al., 2016). The 5 branches of this organization have been conducted with its accessibility and were convenient for me. The company has been chosen according to its accessibility and was helpful for this study.

Purposive sampling

The purposive sampling technique is also known as judgmental sampling due to the qualities that the participant deliberately possesses. It is a nonrandom technique and set as the number of participants where the researcher decides which participants should be selected, what to be known and the participants give information on the basis of their knowledge and experience. The purposive sampling technique is basically for qualitative research to identify the proper use of the available resources (Etikan et al., 2016). The purposive sampling technique is designed based on the researcher's objective of the study that will give the best information to be succeeded and focuses on the same opinion who willing to share it with the required information (Etikan & Bala, 2017). For this study, the participants have been selected with the help of the branch manager and the questions were directly asked the participants according to their willingness.

The below table will help to find the information regarding the respondents and to analyze and discussion the data collection. The respondent's participation in the interview is given below in table 2.

Gender	Participants	Occupation & Place	Experience	Interview Method	Duration Of Interview	Interview date
Male	R1	Manager ICA Maxi Kungens Kurva	8 years	Face to face	45 min	07/12/18
Male	R2	Manager ICA Maxi Flemingsberg	2 years	Face to Face	30 min	12/12/18
Male	R3	Salesman	8 years	Face to	15 min	12/12/18

		ICA Maxi Flemingsberg		face		
Male	R4	Salesman ICA Maxi Flemingsberg	2 years	Face to face	20 min	12/12/18
Female	R5	Salesman ICAMaxi Flemingsberg	1 year	Face to face	15 min	12/12/18
Male	R6	Manager ICA Kvantum Tumba	10 years	Face to face	45 min	13/12/18
Female	R7	Sales man ICA Kvantum Tumba	5 years	Face to face	10 min	13/12/18
Male	R8	Salesman ICA Kvantum Tumba	8 years	Face to face	15 min	13/12/18
Male	R9	Manager ICA Nära Årsta	8 years	Face to face	30 min	14/12/18
Female	R10	Manager ICA Nära Stuvsta	10 years	Face to face	35 min	14/12/18

Table 2: Sampling own

3.8 Operationalization Of Interview Questions

Questions	Theory	Purpose of the Questions	Research Questions (RQ)
How is your company promoting green/ecological products to increase customer appeal? Does your company separately promote ecological products for the particular target market?	(Kotler, 2000; Gura & Gura, 2018; Wymer & Polonsky, 2015; Mendez, Bendixen, Abratt, Yurova & O'Leary, 2015; Sharma, 2018; Nguyen et al., 2019)	To understand what factors and how to promote ecological products?	RQ1

Do you think consumer trust can influence consumer purchase intention towards ecological products and how?	(McKnight, Kacmar & Choudhury, 2004; Gefen, 2004; Perrini, Castaldo, Misani & Tencati, 2010; Cliath, 2007; Atkinson & Rosenthal, 2014; Nuttavuthisit & Thøgersen, 2017; Papista, Chrysochou, Krystallis & Dimitriadis, 2018; Darnall, Ji & Vázquez-Brust, 2018; Sukhu & Scharff, 2018)	To understand how consumer trusts can help to influence consumers purchase intention towards ecological products?	RQ2
Does your company follow any particular marketing strategy? What are the marketing strategies? Is there any price difference for this supermarket compare to another supermarket for ecological products? Do you think ecological products should be expensive or price varied? Does price affect on customer purchase behaviour? What are the target customers for the ecological foods in your supermarket? What would be the future marketing strategy for ecological products?	(Morgan, Whitler, Feng & Chari, 2019; Burns, Bush & Nash, 2008; Morgan et al., 2019; Arafah, Nugroho, Takaya & Soekapdjo, 2018; Fornell & Wernerfelt, 1987; Ginsberg & Bloom, 2004; Chin, Chin & Wong, 2018; Dhanda & Gupta, 2015; Roy, 2015; Aschemann-Witzel & Zielke, 2017)	To understand what marketing strategy company follows regarding price, target customer and future marketing strategy?	RQ1, RQ2
How much percentage of total sales of ecological products in your company? Are you happy with the percentage? Do you think this supermarket should increase more of its ecological products in their shop with eco-branding? Why?	Orsato, 2006; Peattie & Crane, 2005; Sanidewi & Paramita, 2018; Ratchayaporn, 2017; Charter & Polonsky, 2017; Nagar, 2015; Schmuck, Matthes, Naderer & Beaufort, 2018; Alamsyah, Suhartini, Rahayu, Setyawati & Hariyanto, 2018; Segev, Fernandes & Hong, 2016)	To understand how Company doing their sales advertising with eco-branding?	RQ1, RQ2

<p>What do you think what would be the future food of your company and that can influence more consumer to purchase the ecological food? Are they going to be more hybrid or natural?</p> <p>How this supermarket will make them different from other shops regarding green marketing and can increase consumer purchase intentions?</p>	<p>(Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak, 2014; Karatu & Mat, 2015; Bagheri, 2014; Delafrooz & Moghaddam, 2017; Ferraz, Buhamra, Laroche & Veloso, 2017; Ramayah et al., 2010; Khoiruman et al., 2017; Kane, Chiru & Ciuchete, 2012)</p>	<p>To understand How consumer Purchase intention can influence consumers to purchase ecological food and how can they differentiate their product compared to other supermarkets?</p>	<p>RQ2</p>
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Table 3: Operationalization of interview questions, own

3.9 Data analysis

Data analysis is the process of overlapping conceptually and temporally and the analysis should be differentiated from the interpretation. Data analysis is also the process of identifying the key facts and reducing the data by getting the whole sense of data (Sandelowski, 1995). For the data analysis firstly all primary data is collected and all the useful data put in the empirical findings. All data were relevant according to the purpose of the study and with the research questions. Some data has been reduced from the large part of the information. The data has been analyzed by comparing with the findings from the literature review which is based on interview results.

For analyzing the data the interview answers were divided according to the content of study green products, green consumers, consumer trust, green trust, eco-label trust, eco-branding, green pricing, green advertising and purchase intention. The interview answers have been separated according to the city branch of the company and that was helpful for this study. After labeled the answer of interview questions and findings of the literature review helped to write the analysis.

3.10 Validity and reliability

Reliability and validity factors have been considered while designing, analyzing and judging the quality of this research (Golafshani, 2003). The reliability is replicated for this study by using the same method with the same results of a prior study (LeCompte & Goetz, 1982). Reliability for this study is the data was collected by taking the interview from the participants, analyzed and designed the data to draw the conclusion based on the judgment. The author of this study strongly argues that the data has been collected through the interview which maintains the criteria of fairness, trustworthiness, transferability, credibility and authenticity (Eaton, Stritzke & Ohan, 2019).

To ensure the reliability of this study it was quite challenging because every interview questions were a little different in a certain way. But the most appropriate and relevant theories have been used for this research to present accurate outcomes. The interview questions were the same for every participant and related to answering the interview questions. The respondents came from different backgrounds with different experiences.

The validity of this study has been formed with the well-defined concept which is related to this study. Qualitative research has a variety of terms and has many different meanings of validity in such as appropriateness, rigour, trustworthiness and also quality. The validity of the qualitative study is addressing the fundamental study due to its ontology, nature and proposal (Hayashi, Abib & Hoppen, 2019).

To ensure the validity of this study the author established the theory by using available literature. The interview question was formulated according to the order. To make sure the validity of this study the interview questions were sent to the supervisor and had been accepted. The interview questions were sent to the top of the employee and then to the general employee who had knowledge regarding the phenomena. Before, interviewing the participants the author confirmed that they were in a quiet and calm environment to avoid misinterpretation. During the face to face interview, the participants wanted to make sure that their statement will not be misrepresented. Finally, the respondents read the interview questions and gave careful and nice feedback.

3.11 Ethical consideration

Most of the research concerned with the moral judgment of the people by presenting hypothetical moral dilemmas to consider what is right and wrong by their justification. This justification and explanation are used to establish the phenomenon (Trevino, 1992). The ethical consideration is taking into account because of many business issues (Beltramini, Peterson & Kozmetsky, 1984). Ethics in research manages the research benefits against the potential harm to the research.

For the researchers and the reviewing body's, it is important to come across the ethical issues to consider the prior commencing (Roberts, 2015). Researchers are responsible to handle the personal information for individuals for suffering from the embarrassment, harms and loss of dignity. Researchers should not disclose the sensitive information of the participants, even the information of the participants is publicly available. Therefore, transparency is a primary ground to respect the individuals which express the investigator's honesty and truthfulness and it flourishes the research (Gelinas, Pierce, Winkler, Cohen, Lynch & Bierer, 2017).

The ethical issues have been considered for this study is to provide valid information from the company. The other ethical issue is not to provide the name of the company employee because some respondents were agreed and some of them were not agreed to publish their name. The author tried to maintain honesty for this study and have done this study by herself according to the order of the course supervisor.

4.0 Empirical study

This chapter discusses the empirical findings of the study and includes three aspects. Firstly, it introduces the company overview. The second of this chapter is the questionnaire data. The information of data collection of this study has been done through a questionnaire. The qualitative data collections for consumer appeal through various components. The third aspect of this study is interview data and has been collected through company managers and other employees.

4.1 Company overview

4.1.1 ICA Sweden

The Swedish food and retail corporation ICA group AB is engaged with the sustainability implementations and customer expectations for several decades. The ICA Group AB holds the market share of 36% in the year of 2015. ICA Group also has increased its demand for division of the sustainability of organic products (ICA Sustainability Report, 2015).

The core business of ICA group is grocery retail. The ICA started their business in 1917 as the name of Hakon Swenson. The ICA Company is founded in 1938 with the coordination of four Swedish shopping centers. The joint venture operation of ICA's four shopping centers became a larger organization. The model of modern ICA has created in the year of 1972 and became a unique group. ICA established as a good retailer and self-employed with low risk and low economic activity. ICA Group has created one of the best leading positions and customer credibility for groceries (ICA Gruppen, 2018).

The strategic priority and the operations of ICA groups are including with sustainable development of the green products. The company wants to feel secure among its entire customer and as well as their business. The sustainability of ICA group is including with three keywords credibility, transparency and traceability. One of the corporate strategies for ICA is sustainability which reflects everything ICA does. The strategic priority for ICA in 2018 which focus on health and climate and that is "A Good Tomorrow" (ICA Gruppen, 2018).

4.1.2 Sales of ICA's organic, eco-labelled and ethically labelled products

The organic product has become more popular in Sweden for several decades. Therefore, the grocery retailer tries to increase its sales for organic products. ICA has increased its sales of 20% for organic or eco-labelled products during the period of April 2017 to March 2018 compared to the previous year. ICA has increased by 10.1% of their share of total sales for the same period for the organic, eco-labelled and ethically labelled products. The range for the number of ecological products has expanded during the year (ICA Sustainability Report, 2018).



(ICA Gruppen Sustainability product range, 2018)

4.1.3 Promotion of ICA's ecological products

ICA has been trying to promote its ecological products in many ways. ICA is trying to promote their products by the advertising of eco-label brands. But ICA mainly focuses their promotion through increasing awareness of health and climate. ICA offering their customers to make sustainable choices in the store. ICA provides the health-oriented suggestion through online channels to their customers (ICA Sustainability Report, 2018).

Annual “grill report” of ICA Sweden's indicates the experience of firing up the barbeque creates positive mental health. The report also says that the Swedish people grill less meat than the

previous years. The ICA Sweden has also confirmed the healthier and greener trend by the new trend report and that is “Cook Compass”. Therefore, the latest trend for ICA Sweden is the restaurant world (ICA Sustainability Report, 2018).

4.2 Factors affecting consumers to increase green purchase intention

4.2.1 Promotion of green products

The question has been asked about the company’s promotional issues. The respondent one is a branch manager of the first branch and responsible for the promotional issues said that they are advertising the products through the company magazines, billboards and posters outside of the supermarket. The respondent one said that the main promotional issues this supermarket is customer health and climate. The respondent two is a branch manager of the second branch and said,

“I think that green lifestyle should be promoted more. I also think that packaging is the most important thing and by this procedure, a customer gets to know more about the products and tests and how to use it even they can get some short recipes as well”.

The respondent three, four and five is also work in the same brunch and are not responsible for the promotional activities and they are working inside the ICA store but they gave almost the same statement. They also think that green lifestyle should be promoted more. The respondent six is a manager of the third branch manager and respondent seven and eight are also working with same brunch and they said,

“We generally promote our products by our magazines and posters outside the store. I think that eco-labelling and eco branding can help to promote our ecological products”.

They also said, the same thing as the previous manager said but added some extra activities such as eco-labelling and eco branding can help to promote the ecological products. The respondent nine is a manager of the fourth branch said that, they promote their ecological products by creating consumer awareness therefore, consumer trust is very important and consumer trust can be created by giving them actual information about the organic products and information should be available within the consumers. The respondent ten is a branch manager of the fifth branch of

ICA and focused on organic food can be promoted by raising awareness of customer health and said,

“We may promote our organic food by raising awareness of the customer health”.

4.2.2 Consumer trust to influence customer

Consumer trust is very necessary for green business and giving sufficient information to the consumer is responsible for the company and that can influence consumer purchase intention regarding green products. They have been asked about consumer trust and respondent one said that consumer trust is a major factor that can influence the consumers to buy more products.

“I think the most important factor is to create confidence among the consumers so that they can buy more products and the company can gain a competitive advantage”.

Most of the respondent also stated the same answer regarding consumer trust. The respondent six and seventh said that the credibility and reduce the perceived risk can create consumer trust. Respondent number nine said that, the same thing about credibility.

The respondent number ten said that *“to gain customer credibility and introduce the verities of ecological products can increase the consumer trust”.*

4.2.3 Marketing strategies to follow

The question has been asked about ICAs marketing strategies and all the respondents of ICA those who are working as a manager stated that they are following the same central marketing strategy for every ICA grocery store.

Respondent one said, *“our company has a central marketing strategy and we follow that”.*

The other employees of this retail store are not concerned about the marketing strategies but they were agreeing with the central marketing strategy of ICA. The strategy they are following it is also working as a sustainability development for the business of ICA.

Firstly, ICA used locally produced food for keeping their community alive. Secondly, they are thinking about the climate by decreasing emissions of greenhouse gas. Thirdly, they are trying to improve public health through organic goods. Fourthly, by increasing diversity such as ICA

group creates a job opportunity for young people. The last strategy of ICA is increasing quality complying with ingredients and labelling.

The percentage of sales of ecological products has been increased over several years. The respondents from the manager level said,

“Sales of organic products have increased almost up to 20% according to the annual report of ICA”.

But the employee from the different department didn't say any specific sales. The respondent two said, *“There is a different sales level for different products and we are happy with our sales percentage”.*

The respondent three is working in the fruits and vegetable department said, *“I think the sales percentage of the ecological products of ICA should be increased more”.*

4.2.4 Price effect on consumer purchase behaviour

The questions number fifth and sixth were asked about the price differences and the price of ICA should be expensive or less compare to other supermarkets. Some respondent said there is a little amount of price difference.

Respondent two said, *“There must be a price difference and the price of the ICA's ecological must be expensive because of its better quality”.*

But some other said that not every product of ICA is higher in prices. They suggest that if ICA sells organic products with the cheaper prices they can increase their sales level. There are many customers who prefer ecological products but cannot afford to buy their products. There are also many customers that price doesn't affect their purchase intentions.

Respondent ten said, *“I think price doesn't affect purchase behaviour”.*

4.2.5 Target customer and particular marketing strategy

The questions were being asked about the target customer and a particular strategy for promoting the target market to all the respondents of the ICA supermarket. The respondent number one said,

“Our target customer is every customer and has the same promotion for everyone”.

Respondent number seven and eight said, *“Most of the Swedish people who are interested to buy the agro-based products”*.

Respondent nine said that *“Particular strategy for target customer can vary from the general customer. Those who are more sensitive regarding organic food can be identified by their personal profile. The customer profile can bring the value to add to their business”*.

Respondent ten said that, *“I think many Swedish customers are more willing to pay for the ecological food”*.

Some respondents think that those who are living here for a long time they believe their locally produced foods rather imported foods.

But most of the respondent stated that they don't have any specific target customer all customers can buy every product in their store.

4.2.6 Importance of eco-branding

The questions were being asked that should ICA increase more ecological products in their shop with eco-branding and the future food would be the hybrid or natural. Respondent one said,

“I think this supermarket should increase more of their ecological products in their shop with eco-branding”.

Respondent two said, *“I think 50/50 hybrid and ecological foods can be good”*.

Some respondent said if they increase their sales for the organic products the company may lose the conventional markets. The traditional customer will not always agree to buy organic products. Most respondents said if a company increases its sales for the ecological products with proper eco-branding they will be more profitable and can increase consumer purchase intention and it introduces the better quality product.

The questions were being asked about the future marketing strategy for ecological products and how ICA will make them different from other shops regarding green marketing. Respondent one said that,

“The future marketing strategy is depended on the market and the business environment”.

Respondent two said, “ICA’s future marketing strategy would be monetary value offering such as the pharmacy and the grocery of ICA will bring the health benefit”.

Respondent six said, “Brand loyalty is the most important factor to create a long-term relationship among the customer”.

Respondent ten said, “It is very important to create fair price perception among the customers”.

4.3 Summary of main findings

The table below show the summary of main empirical findings.

Topics	Findings
How does your company promote ecological products to increase customer appeal?	<p>By advertising the products through the company magazines, billboards and posters outside of the supermarket.</p> <p>Brand uniqueness</p> <p>Eco-labelling and eco branding can help to promote ecological products</p> <p>By raising awareness of customer health</p>
Do you think consumer trust can influence consumer purchase intention towards ecological products and how?	<p>Yes</p> <p>By giving sufficient information to the consumers regarding ecological products</p> <p>By gaining competitive advantage</p> <p>Credibility and reduce the perceived risk can create consumer trust</p> <p>By introducing the verities of ecological products can increase consumer trust</p>
Does your company follow any particular marketing strategy? What are the marketing strategies?	<p>Yes: Company have a central strategy</p> <p>The company used locally-produced foods for keeping their community alive</p> <p>They are thinking about the climate by decreasing emissions of greenhouse gas</p> <p>To improve public health through organic goods</p> <p>By increasing diversity such as ICA group creates a job opportunity for the young people</p> <p>By increasing quality complying with ingredients and labelling</p>

<p>What is the percentage of total sales of ecological products in your company?</p> <p>Are you happy with the percentage?</p>	<p>Sales of organic products have increased almost up to 20% according to the annual report of ICA</p> <p>Different sales level for different products</p> <p>It should be increased more</p> <p>Most of them are happy</p> <p>Few of them are not</p>
<p>Is there any price difference for this supermarket compare to other supermarkets for ecological products?</p>	<p>Yes there is a price difference</p> <p>Must be expensive because of its better quality</p>
<p>Do you think ecological products should be expensive or price varied? Does price affect on customer purchase behavior?</p>	<p>There must be a price difference</p> <p>Not every product is higher in price</p> <p>With the cheaper prices, they can increase more of their sales level</p> <p>Some customers cannot afford to buy their products because of higher prices</p> <p>But price doesn't affect purchase behaviour</p>
<p>Who are the target customers for the ecological foods in your supermarket?</p>	<p>Customers in every level</p>
<p>Does your company separately promote ecological products for a particular target market?</p>	<p>The target customer is every customer and has the same promotion for everyone</p> <p>Sensitive customers regarding organic food can be identified by its personal profile</p>
<p>Do you think this supermarket should increase more of its ecological products in their shop with eco-branding? Why?</p>	<p>Yes</p> <p>But the company may lose its conventional markets</p> <p>To increase consumer purchase intention</p> <p>It will introduce a better quality product.</p>
<p>What do you think would be the future food of your company can influence more consumer to purchase ecological food? Are foods going to be more hybrid or natural?</p>	<p>Many of them want the same proportion</p> <p>Some of them want 50/50 hybrid and ecological foods</p>

What would be the future marketing strategy for ecological products?	<p>Depends on the market and the business environment</p> <p>Monetary value offering such as the pharmacy and the grocery of ICA will bring the health benefit</p>
What can this supermarket make different from other shops regarding green marketing to increase consumer purchase intentions?	<p>Brand loyalty is the most important factor to create a long-term relationship among the customer</p> <p>By creating the fair price perception among the customers</p>

Table: 4 Summary of the results

5.0 Analysis

The analysis chapter reflects the findings of the research. Firstly, the findings will be reflected. Secondly, the findings will be analyzed based on the theory. The primary data from face to face interview will mainly focus on this chapter.

5.1 Consumer trust

In the theory, according to McKnight et al., (2004) consumer trust involves with beliefs, honest attributes, competent and willing to rely on another person and it makes the person vulnerable to the other person. The primary source for consumers to trust in organic goods is organic level (Perrini et al., 2010). This study found that consumer trust is very essential to promote green marketing with its organic products. Atkinson & Rosenthal (2014) stated that consumer trust has a great impact on marketplace behaviours and attitudes. When consumers do not believe the message on the advertising of greenwashing, they are not much willing to purchase organic products. Nuttavuthisit and Thøgersen (2017) suggested that the green product attributes the credibility, that's why it is very difficult to verify the green consumers even they are engaged with the purchase and consume the green products. Therefore, consumer trust is very important to establish a market for those products. Consumer trust is related to buying behaviour for green products. Therefore, trust influences consumer purchase behaviour to ecological products. For this study, the author found that by giving sufficient information to the consumers regarding ecological products and by introducing the verities of ecological products can increase consumer trust. In the theory, the Author explained the two most important factors that consumer trust can be developed such as green trust and the eco-label trust.

Green trust

According to Chen (2013), the green trust and green satisfaction are indirectly influencing towards the green products where the perceived value cannot only directly influence positively in green loyalty. This study found that credibility and reduce the perceived risk can gain green trust. Chen et al., (2015) stated that green trust can be defined the beliefs and credibility on green products where the product must be environmentally friendly. The green trust will create a long-term relationship among them those who are much satisfied with its products and services. The

consumer often seeks information about brand perception or product quality which really needs to pay attention of the marketers. Therefore, the pressing market issue is to create customer trust regarding the brand. The customer might continue to purchase if they have the satisfaction toward the product or service is greater than their expectations

Eco-label trust

Galarraga and Gallastegui (2002) suggest that the eco-label is responsible for the information and the effects of environmental production. Eco-labeling seeks to fulfil its objective in two ways: (i) by providing the information about the environmental effect, consumption and change the pattern of the consumption of the environmentally friendly products and (ii) By encouraging the agents, producers and the governments to produce the environmentally friendly products. The study found that the packaging is the most important thing and by this procedure, customer should know more about the products test and how to use it and even they can get some short recipes. Rööös and Tjärnemo (2011) also argued that to increase the eco-label trust the marketer must introduce the carbon labelling to carefully avoid the confusion among the consumers. Therefore, it is necessary to define the goal of the carbon labelling, labelling system design and how to manage the goal. The consumer has positive attitudes towards the environment but the sales of organic foods are still low because of its higher prices, low customer effectiveness and lack of knowledge regarding carbon labelling system.

5.2 Eco-branding

Previous studies have shown many things about green marketing and eco-branding. According to Peattie & Crane, 2005; Sanidewi & Paramita, (2018) eco-branding is one of the most important elements in green marketing to increase consumer purchase intentions towards ecological products. Eco-brands invented for different kinds of products such as product packaging, food, cleaning products and cosmetics. Such products are less harmful to consume and it is easier for the consumer to believe for those products. Eco-branding mainly introduces the harmless products with eco symbols and designs. Results from the empirical findings for this study have shown that the eco-branding introduces a unique and better quality product. Ratchayaporn (2017) argued that eco-branding can be differentiated from its unique quality which environmentally safe products. Therefore, eco-branding products are highly demanded its customer and it makes

in a creative way. The consumer markets allow to eco-branded products and it charges higher prices because the firm tries to make better communication with the environmentally responsible food market.

Green advertising

Eco-branded products can be introduced by green advertising. The previous study has shown that green advertising increases the awareness of environmental issues, it creates a green brand image and consumers credibility (Segev, Fernandes & Hong, 2016). The previous study has also shown that there is a price gap between conventional products and sustainable products. The sustainable green products charge higher prices because of their labour costs and raw materials (Dhanda & Gupta, 2015). The previous result shows that consumers those who are sensitive regarding prices the higher prices negatively affect on them. Those consumers who are sensitive about the green products price doesn't affect their buying behaviour. The study found that green advertising is also an important factor that creates a green brand image and consumer could be more aware of green products. For the eco-branded products in Sweden price has a less effect on the green products and doesn't affect on consumer buying behaviour.

5.3 Green marketing strategy

Marketing strategy is a combination of decision making process that specify the choice of markets, marketing resources, marketing activities, concerning products and the delivery of products that offer a wide range of customer value where organizations are able to achieve the specific goals and objectives Morgan et al., (2019). A marketing strategy can also be defined as a selection process of the market segmentation according to the proper marketing mix of product, price promotion and distribution that can meet the demand of consumers of its target market Burns et al., (2008). The finding shows that ICA Company has a central marketing strategy that they are following for all their branches. The strategy they are following it is also working as a sustainability development for the business of ICA.

The green marketing strategy is formulated and based on the analysis of the internal and external environmental factor of a company. For rising the better opportunity and possible threats from the competitors the corporate environments are changing rapidly Arafah et al., (2018). The study found the central strategy of the company is that firstly, ICA used locally produced food for

keeping their community alive. Secondly, they are thinking about the climate by decreasing emissions of greenhouse gas. Thirdly, they are trying to improve public health through organic goods. Fourthly, by increasing diversity such as ICA group creates a job opportunity for young people. The last strategy of ICA is increasing quality complying with ingredients and labelling. Fornell & Wernerfelt (1987) stated that therefore, firms are trying to increase their market shares and sales in many ways. The firms are able to identify the successful green marketing strategy by influencing the customer flows and the market. The flows are consists of additional customer entry and exit to the market, brand shifting and purchase frequency changes of customer

Green design

The study found that green design is a very important factor for green marketing. The ecologically friendly design products can help to create more purchase intention towards ecological products. Therefore, many business firms those who are adopted the so-called green design or eco-design for targeting the environmental issues which are involved with the different types of green design programs. Green design can be defined as a way of green design performance with the objective of environmental safety, health and sustainability with the process life cycle of a product Liu et al., (2018). On the other hand, environmental issues have become a major concern worldwide because of global warming. Many business organizations are working with carbon reduction trends and trying to increase environmental awareness. Therefore, firms are adopting ecologically friendly designs and doing their environmental operations by procuring green goods, lowering pollutant emissions and conserving energy and water Ting et al., (2019).

Green pricing

The study shows that there is a little amount of price difference from the other company. Some respondents said there must be a price difference and the price of the ICA's ecological must be expensive because of its better quality. But some other said that not every product of ICA is higher in prices. They suggest that if ICA sells organic products with the cheaper prices they can increase their sales level. There also many customers that price doesn't affect their intentions. But the final result shows that price doesn't affect purchase behaviour.

According to Dhanda & Gupta (2015), green products are made with high priced raw materials and labour costs are also high for manufacturing. This manufacturing creates a price gap between sustainable products and the prevailing products. Therefore, it is referred to as a green pricing gap. It is necessary for a company to introduce some benefits to its customers by using green products. The pricing gap for ecological food can be reducing matching customer demand and supply. Roy (2015) argued that the price conscious consumers often buy the products when it is on the sale rather at regular prices. Price conscious consumers always think that lower price is better and has greater acceptability rather those who are not conscious about the price. The consumers who are very sensitive regarding price are not willing to lose the low price product and to buy any product for them as a competitive act.

Green promotion

According to Gura & Gura (2018) promotion creates the interaction between buyer and seller and company also can use other promotional mixes for mass sales to get the potential buyers such as advertising, public relations, personal sales and sales promotion. The company selects the promotional mix to solve the difficult problem and managers should carefully make decisions to select the promotional mix and marketing plans. This study found that green promotion is one of the most important factors and green product can be promoted by advertising the products through the company magazines, billboards, posters outside the supermarket. Sharma (2018) stated that the Company's environmental commitment reflects by the promotional activities which are including with advertisement and most of the buyers are influenced by it. Consumers purchase decisions are influenced by the green advertisement and that creates the image of environmentally friendly products. The company surely can get their loyal customers when they communicate through promotions, advertisements, corporate social responsibilities and publicities. Finding shows regarding green promotions that it can be increased by eco-labelling and eco- branding and can help to promote the ecological products. Green promotion can also be increased by consumer trust and by raising awareness of customer health.

5.4 Consumer purchase intention

In the theoretical framework, Bagheri (2014) stated that the green purchase intention can be defined as consumer willingness to purchase the eco-friendly products. Most the consumers are used to purchase the traditional products but their behaviour regarding the specific products express the consciousness about the environment. The eco-friendly consumer always seeks the preference to the eco-friendly features. The green purchase intention includes several things such as environmental attitudes, environmental knowledge, peer pressure, government initiatives and eco-label. For this study, consumer purchase behaviour is the most important element. The consumer purchase behaviour reflects the whole of this study. According to Wee et al., (2014) the consumer purchase intentions towards organic products are engaged with the five steps. The first step is to develop a demand to buy organic food. The second step is to search the information about the products because the consumer perception intention is involved with the information presented. The information presentation creates awareness among the customers and at the same time, it pays attention that how much they should pay, where to buy and what is available. The last two steps are purchase decision and evaluation of alternatives which are influenced by the information of the products and how they perceived and believed the products.

Factors that influence consumer purchase intention

Consumer purchase intention towards ecological products can be identified by potentialities and niches because more they intent towards the product they will purchase more products. Consumers may not act in a similar way towards ecological products but the knowledge can influence a consumer to create purchase intention. That's why the measurement intention is necessary where consumer's behaviour can be predicted (Ferraz et al., 2017). The empirical result shows that the consumer purchase intention towards ecological products can increase through credibility. If the marketer creates the confidence of among the consumers they will buy more their products. The product quality is the most important factor to increase consumer purchase intention. The marketer must show the uniqueness of their products so that the consumer can increase more appeal towards it.

Consumer purchase behaviour towards ecological products ais expresses the ethical decision making behaviour which considers the behaviour regarding social responsibility. The green

consumers those who are socially responsible taking into consideration by using the purchasing power of their personal consumption and that can make the social change toward ecology. The green purchase behaviour is interrelated with green purchase intention. The motivational factors of green purchase behaviour can influence consumer purchase intention (Ramayah et al., 2010; Khoiruman et al., 2017). It is also argued that certified organic goods increase the consumer demand for ecological products. The products and services distribution, especially for the green food industry, has incredibly changed by the certification of organic foods. The organic foods which are locally produced will make great trends. The organic food which does not use the chemical fertilizers and produce with the ecosystem and the environmental harmony is increased the consumer's demand. The trend to buy conventional foods has changed to buy organic foods Kane et al., (2012). The result also shows that climate change and consumers health are the most important factors to increase the consumer's purchase intention towards ecological products.

5.5 Link between consumer trust, eco-branding and Green marketing strategy

Papista et al., (2018) argue that there is a strong relationship between green marketing and consumer trust. Therefore, there is a considerably increasing consumer trust and the sales growth of green products. The consumers who initially buy green products are willing to buy the products. Thus, it's building the long-term relationship between the consumer and the green brands. The consumer trust towards green product helps to establish long-term relationships. Therefore, promoting green marketing is necessary to increase consumer trust. This study shows that green trust and eco-label trust is the most important factors in consumer trust.

Ratchayaporn (2017) argues that the most important strategy to differentiate the market on the basis of environmentally safe products is eco-branding. Firms explored the ecology oriented products and services worldwide according to the high demand of the consumer. The portfolios of eco-products are developed in a creative way to make a differentiation from the market. The firm creates ecological brands to make better communication with an environmentally responsible food market. Therefore, consumer markets allow companies for eco-branded products to charge higher prices. Schmuck et al., (2018) also argue that therefore, the growth of a green product has been increased and green advertising has consequently grown over the past two decades. Green advertising plays an important role in promoting the environmentally

friendly products of a company or organization. This study shows that green advertising is necessary to increase consumer purchase intention and it will introduce the better quality product

The aim of green marketing is to achieve the elimination of waste, a firm's environmental profitability and reinvention of the product concept. In the context of industry green marketing strategy is the efforts of designing, pricing, promoting and distributing the products in an environmentally way (Chin et al., 2018). Nowadays firms are trying to increase their market shares and sales in many ways. Therefore, firms are able to identify the successful green marketing strategy by influencing the customer flows and the market. These flows are consists of additional customer entry and exit to the market, brand shifting and purchase frequency changes of customer. The green marketing strategy that the Company is following is also working as a sustainability development for the business by using the marketing strategy component (Fornell & Wernerfelt, 1987).

5.6 Relation between factors to increase consumer purchase intention

There is a relationship between important factors to increase consumer purchase intention in green marketing. Figure 2 explains that consumer purchase intention is important to buy a green product. Consumer trust, eco-branding and green marketing strategy is related to each other to increase the consumer purchase intention. Whereas the green trust and eco-label trust is related to each other to develop the trust about green products. The green trust and eco-level trust can be increased by credibility, by reducing perceived risk of products and by maintaining better quality of products. On the other hand, eco-branding can be promoted by green advertising. The green advertisement can be done through brand uniqueness and raising consumer awareness. The green marketing strategy is involved with some important factors for this study such as green design, green pricing and green promotion. The additional marketing strategy from findings can influence on consumer purchase intention towards ecological products which are brand loyalty and eco-labelling. The most important factors which are consumer trust, eco-branding and green marketing strategy has a positive impact to increase the consumer purchase intention towards ecological products. The modified theoretical framework for this study is given below:

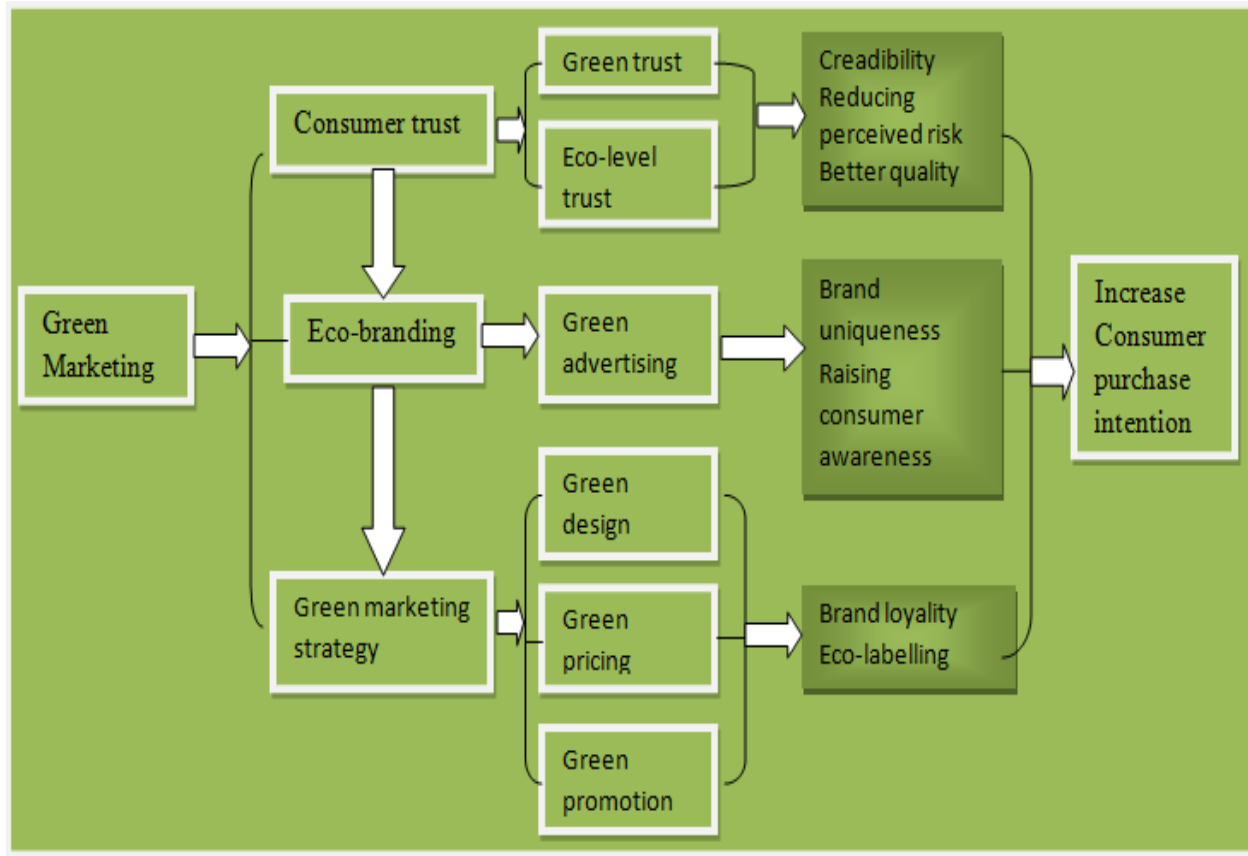


Figure 2 : Modified theoretical framework based on empirical findings (source: own)

6.0 Conclusions

In this chapter, the author presents the own comments regarding the study and gives a suggestion for the future study. The research questions have also been answered in this chapter. The contributions, as well as the limitations of the study, are presented here.

6.1 Discussion of aim and research questions

The aim of this study is to investigate how consumer trust, eco-branding and green marketing strategy influence consumer purchase intention towards ecological products. This study illustrates that the consumer trust, eco-branding and green marketing strategy is related to each other to increase the consumer purchase intention. In the process of green marketing promotion, there are promotional tools that the author have used. The most important factor is consumer trust. Therefore, it is important to know about green trust and ecolabel trust. The green marketing can be promoted by creating eco-branding with green advertising. The green marketing strategies have also been used in this study to promote green marketing for ecological products with green design, green pricing and green promotion. In this study the author developed the theory to increase consumer appeal combining with consumer trust, eco-branding and green marketing strategy and these three factors can increase the consumer purchase intention towards ecological products.

The study shows that most of the consumers those who are living in Sweden for a long time are aware of their health and climate issues and interested to the agro-based products and willing to buy and pay higher prices.

This study gives more opportunity to know about the Swedish supermarket and how it works. This research differs from other research because they did not link the important factors that have been studied for this research. The author has found the most important factors to make a link between consumer trust, eco-branding and green marketing strategy for this study to increase consumer purchase intention.

RQ1: What factors affect the promotion of green marketing towards ecological products?

This study has identified important factors that affect to promote green marketing towards ecological products. The important factors that can promote green marketing towards ecological products are consumer trust, green trust and eco-label trust, eco-branding, green pricing, green advertising, green design and green promotion. All the steps of producing the conventional products in the market have become a major environmental issue and creates a significant influence on public health. Therefore, it is important and necessary to ensure a good environment and good public health by doing all the products green.

RQ2: How can green marketing influence consumer purchase intention?

This study has also identified some other factors that can increase and influence consumer purchase intention towards ecological products. There are several factors for green marketing that can increase and influences consumer purchase intention such as by giving sufficient information regarding ecological products, by increasing awareness, credibility, by reducing the perceived risk of the products, brand uniqueness, by advertising the products through the company magazines, billboards and posters outside of the supermarket, by raising awareness of customer health. Brand loyalty for ecological products are important factor to create a long-term relationship among the customers and it can be created by the fair price perception among the customers.

6.2 Contribution

6.2.1 Theoretical contribution

This study contributes to the literature of green marketing, in the context of retail stores. The theory for this study is connected to the concepts which are related to green marketing in the retail store. The conceptual framework has been developed in literature review (figure1) regarding factors affecting consumers green purchase intention towards ecological products and conducted the empirical study in retail store. This study confirms important factors to promote ecological products which are consumer trust and related to the factors of green trust and eco-label trust; eco-branding is related to the factor of green advertising; green marketing strategy is related to the factors of green design, green pricing and green promotion. These factors will help to increase the consumer purchase intention towards ecological products. The new theoretical framework (figure 2) has been analysed through empirical study and it reflects on the results of findings. The factor from findings are credibility, reducing perceived risk and better quality reflects the consumer trust. Brand uniqueness and raising consumer awareness reflects the eco-branding; brand loyalty and eco-labelling reflects the green marketing strategy. However, previous studies did not relate to the factors of green marketing which can increase consumer purchase intention towards ecological products. Therefore, there is a differences with previous studies. Thus, this study has shown what factors are related to green marketing and how to influence consumers to increase green purchase intention.

6.2.2 Managerial contribution

This study will help managers in many ways. This study helps the manager to understand the environmental issues, to gain credibility and reduce the perceived risk. This study helps the manager to maintain eco-branding products by doing green advertisement. The study about the retail food industry contributes to the managers to learn more about eco-friendly products and how to promote ecological products. It also helps managers to make the decision of marketing strategy for example, the sales percentage of the ecological products and the price differentiation. The managers play an important role to take any decision regarding the improvement of their employee and the ecological products of the company. By increasing diversity the company

creates a job opportunity for the young people as a result; the contribution from many different backgrounds can create very strong manpower to the company.

6.2.3 Societal contribution

This study has identified important factors to promote green marketing and factors which can help consumers to increase purchase intention. The author hopes that the findings of this study will help the company to increase consumer purchase intention. This study contributes to society by creating awareness of public health and climate issues. The society also can get a deeper understanding of ecological products and their significance.

6.3 Reflection on the study

I would like to appreciate the company branches of the Swedish retail store that have been conducted for this study. The author wanted to contact some other retail supermarkets to compare the companies and possibly get better results. It would be good to know how other retail stores promote their ecological products and how much consumers are willing to buy their eco-friendly products.

6.4 Limitations

This research has been conducted with few limitations. For this study, the author has mainly investigated about green marketing promotion and what factors affect on consumer purchase intention towards ecological products. The main limitation of this study is that the author has faced problem to get appropriate contact at the beginning of the participants. That's why the author has visited several branches of this company around the city. The same company has have shown for this study but in different branches in Sweden. This chain shop is very popular in Sweden but they don't have any other branches outside the country. So, there was no option to study outside the country. Another important limitation was the data were collected in Christmas Eve and every employee was busy with the Christmas sale and other activities. Therefore, the duration for the face to face interview was quite short for some employees. The usage of qualitative method could bring deeper information but it was quite difficult because it took a long time to get appropriate contact from most of the respondents. Interview procedure was quite

difficult because different branches are located in different places with different employees and managers.

6.5 Suggestion for future studies

It would be interesting in future if such study could be conducted with more respondents in different retail stores. In other words, this qualitative study could be proved with a quantitative study. In this study still, there are factors that can influence consumer purchase intention. For further study, the author suggests a study on green marketing with different factors. Researcher can also go through in depth to identify what factors influence consumers to increase purchase intention towards ecological products.

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Appendix

Interview questions

Company: ICA Supermarket

University Of Gävle, Sweden

- 1 What is your position and how long have you been working for this company?
- 2 How does your company promote green/ecological products to increase customer appeal?
- 3 Do you think consumer trust can influence consumer purchase intention towards ecological products and how?
- 4 Does your company follow any particular marketing strategy? What are the marketing strategies?
- 5 What is the percentage of total sales of ecological products in your company? Are you happy with the percentage?
- 6 Is there any price difference for this supermarket compare to other supermarkets for ecological products?
- 7 Do you think ecological products should be expensive or price varied? Does price affect on customer purchase behaviour?
- 8 Who are the target customers for the ecological foods in your supermarket?
- 9 Does your company separately promote ecological products for the particular target market?
- 10 Do you think this supermarket should increase more of its ecological products in their shop with eco-branding? Why?
- 11 What do you think would be the future food of your company can influence more consumer to purchase ecological food? Are foods going to be more hybrid or natural?
- 12 What would be the future marketing strategy for ecological products?
- 13 What can this supermarket make different from other shops regarding green marketing can increase consumer purchase intentions?