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Kristiina Paju

INFLUENCING SUSTAINABLE CONSUMPTION

– A Case of KeepCup



TURUN AMMATTIKORKEAKOULU
TURKU UNIVERSITY OF APPLIED SCIENCES

Kristiina Paju

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Sustainable consumption and marketing efforts that can support it are important topics for further research. This thesis provides an insight into consumer behavior through exploration of attitudes, their components and their possible change through persuasive communication/marketing tactics toward more sustainable consumption habits. Attitudes form a part of consumer behavior that is affecting the purchasing of goods and services in many different ways and, as such, provides a topic for any marketer and salesperson who wishes to understand the background of consumer's intentions better. The case of KeepCup explores these issues through a sustainable product somewhat known to Finnish consumers. Ecological value base and persuasion knowledge of the consumers was examined through questionnaire distributed to an international sample of respondents, with majority of respondents originating from Finland.

Research findings reported moderate consensus in statements regarding sustainable consumption, KeepCup and knowledge of persuasion agents – the opinions tended to vary among the respondents whereas most commonly, the average respondent did not clearly know what to think about sustainability and its connection to their own consumption habits. Factors that influenced attitude change towards KeepCup tend to be the product's ecological features, design and convenience, as well as, extra incentives for purchasing an ecological cup were price, a need and more information about the product. All in all, there are many factors to consider when trying to market a sustainable product to consumers since individuals and their perceptions differ. Understanding the basic consumer behavior in connection with the role of ecological values and attitudes toward sustainability is thus important.

KEYWORDS:

Sustainable marketing, sustainability, attitude, attitude change, attitude formation, consumer behavior, persuasion, influence, marketing, sustainable consumption, ecological values

Kristiina Paju

KESTÄVÄÄN KULUTUKSEEN VAIKUTTAMINEN – CASE ”KEEPCUP”

Kestävä kulutus ja sitä tukevat markkinointikeinot ovat tärkeitä aiheita tuleville tutkimuksille. Tämä opinnäytetyö tarjoaa tietoa kuluttajakäyttäytymisestä käsitellen asenteita, niiden osa-alueita ja niiden mahdollista muutosta suostuttelevan kommunikoinnin/markkinointikeinojen kautta kestävämpään kulutukseen. Asenteet ovat kuluttajakäyttäytymisen osa-alue joka vaikuttaa ostopäätökseen monin tavoin ja siten, tarjoaa jokaiselle markkinoijalle ja myyntihenkilölle aiheen minkä kautta tutustua perusteellisemmin kuluttajan aikomuksiin. Case ”KeepCup” tutkii niitä asioita suomalaisille jossain määrin tutun kestävä tuotteen näkökulmasta. Ekologinen arvopohja ja kuluttajien tietämys suostuttelusta tutkittiin kansainväliselle vastaajakunnalle jaetun kyselyn avulla, vaikka enemmistö vastaajista olikin suomalaisia.

Tutkimuksen tulokset kertovat kohtalaisesta yksimielisyydestä kestävään kulutukseen liittyvissä lausunnoissa, KeepCupista ja suostuttelun agenttien tunnistamisesta – mielipiteet olivat monipuolisia kun taas keskiverto kuluttaja ei selvästikään tiennyt mitä ajatella kestävydestä ja sen yhteydestä heidän omiin kulutustottumuksiin. Tekijät jotka vaikuttivat asennemuutokseen KeepCupin suhteen olivat sen ekologiset ominaisuudet, muotoilu ja mukavuus, niiden lisäksi muut kannustimet ekologisen kupin ostamiseen olivat hinta, tarve ja lisätieto tuotteesta. Kaiken kaikkiaan, tekijöitä jota täytyy miettiä kestävä tuotteen markkinoinnissa on monia, koska ihmiset ja heidän havaintokyvyt ovat erilaiset. Perus kuluttajakäyttäytymisen ymmärtäminen ekologisten arvojen ja kestävyuden liittyvien asenteiden näkökulmasta on sen takia tärkeä.

ASIASANAT:

Kestävä markkinointi, kestävyys, asenne, asennemuutos, asenteen muodostaminen, kuluttajakäyttäytyminen, taivuttelu, vaikutus, markkinointi, kestävä kulutus, ekologiset arvot

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LIST OF ABBREVIATIONS (OR) SYMBOLS

CEO	Chief Executive Officer
COO	Chief Operating Officer
IQR	Interquartile Range
MOOC	Massive Open Online Course
NGO	Nongovernmental Organization
TUAS	Turku University of Applied Sciences
USA	United States of America

1 INTRODUCTION

“You cannot get through a single day

Without having an impact on the world around you.

What you do makes a difference,

And you have to decide what kind of

Difference you want to make” - Jane Goodall

According to KeepCup.com, every year more than 500 billion disposable coffee are produced worldwide (KeepCup.com, 2015). The present consumer culture that values convenience, cheap prices and fast service has caused issues regarding our consumption habits and sustainability (Warde, et al., 1998). For example, currently the way households consume adds greatly to global unsustainability and many sectors do not understand the nature of consumption (Davies, et al., 2014). Emery (2012) agrees and states that the current consumption lies somewhere between unsustainable and sustainable consumption and as The Guardian’s Sustainable Business Report (2010) states, the consumers have not totally forgotten to regard the ethical and environmental aspects of the products they buy, but these do not always get the emphasis they deserve. Therefore, products like KeepCup are doing their best by promoting sustainable consumption habits since it is promoting the growing civil movement of reuse and sustainability (KeepCup.com, 2015). But how to achieve the change in consumption habits? Or more precisely, how to achieve the attitude change?

This thesis will focus on attitudes, attitude change and sustainable consumption from the viewpoint of a product called KeepCup. KeepCup is a sustainable, environmentally-friendly coffee cup, originating from an Australian company by the same name, that is promoting ecological values in a fun way. Marketing has an important role as the main tool in the efforts of changing consumer attitudes towards the products they buy and how and what they decide to consume and as such, providing a key strategic consideration for marketers (Schiffman, et al.,

2012). The consumers are the focus of any business transaction, especially that of marketing. It is interesting to find out, the factors that could change the purchasing behavior and consumer attitudes toward more sustainable options while using persuasive techniques in sustainable marketing. This knowledge could be useful for the companies who are trying to market their sustainable and green products and maybe to the other types businesses as well which are trying to appeal to the consumers with their sustainable competitive advantage.

1.1 The objective of the thesis

Therefore, the purpose of this thesis is to understand what kind of influencing factors have an effect on the consumer decision-making process regarding KeepCup and furthermore, to examine what is the role of ecological values in attitude change.

Since September 2014, I have been re-igniting my interest for environmental protection and sustainability – I took an internship at Turku University of Applied Sciences' (TUAS) Sustainable Development and Corporate Responsibility Research Group in order to learn more about the connections between sustainability and business operations. Furthermore, I have completed a massive open online course (MOOC) offered by Columbia University (USA) on Sustainable Development. On the other side, I have been interested in social psychology and consumer behavior for long and therefore, research into attitude change process seemed a suitable option for a Bachelor's Thesis.

The Research Questions:

As stated previously in the introduction, the aim of this thesis is to find out to what extent do different influential factors play a role in purchase decision toward sustainable products and also, the role of ecological values in the decision-making process has also been thought of. As a result, the research questions proposed for this thesis are following:

1. What factors influence the prospective consumer in deciding to purchase a KeepCup?

2. Do ecological values influence consumer's buying decision regarding KeepCup?
3. To what extent do consumers understand persuasion attempts targeted to them?

1.2 Thesis structure

The thesis will be structured in a following way: The second chapter is about theoretical framework – more specifically sustainable consumption and attitude formation and change processes will be covered by introducing applicable theories. The third chapter will present the case study of KeepCup whereas the fourth chapter introduces the research methodology. The analysis of the results of the research forms fifth chapter of the thesis. Sixth chapter will be conclusive and it will represent the conclusion to the study and further recommendations to the research in question.

2 THEORETICAL FRAMEWORK

In 2015, it is relatively common to find the term “sustainability” used in many different sorts of media such as newspaper articles concentrating on environmental issues, financial reports of major companies and marketing campaigns by NGOs. Still, the idea as such might still seem difficult to grasp for many people (e.g. the policy makers, the average Joe from the street, entrepreneurs). Sustainability should be defined in order to explain its connection to consumption and attitude change. According to the classic and most well-known definition by the Brundtland Commission report “Our Common Future” (1987), sustainability is the way of how development “meets the needs of the present without compromising the ability of the future generations to meet their own needs” (World Commission on Environment and Development, 1987). In the context of this thesis, the concept of sustainability will be connected to consumption in general.

2.1 Sustainable consumption defined

Oslo Symposium on Sustainable Consumption (1994) defined sustainable consumption as “the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations” (Oslo Symposium on Sustainable Consumption, cited in Emery, 2012). Dahl (1998) adds to the viewpoint of sustainable consumption. In his view, the term refers to “*the need to stay within the global sustainability of resources*” whereas Schaefer and Crane (2005) have found that the definition is *incomplete without the cultural and social aspects of consumption* (Schaefer & Crane, 2005, p. 79).

Nevertheless, Grant (2007, p. 68) states that however, most of the consumption takes place **inconspicuously**. People tend to consume out of habit and in a relative state of secrecy. There exists a need for creating attitude change towards

sustainability and sustainable consumption especially in order to get people out of their comfort zones and start taking responsibility. Jackson (2005) emphasized similar idea of a consumer “lock-in” – as state of not being able to choose freely what to buy but rather being locked in certain habits that have developed due to social, institutional and cognitive restrictions - by saying that “consumer motivations are often embedded in a variety of ordinary, routine and habitualised behaviors which are themselves heavily influenced by social norms and practices and constrained by institutional contexts” (Jackson , 2005, p. 18).

Emery (2012) and others similarly added that consumption is mainly based on different needs and wants of individuals, habits, rationality, social ties, identity creation (Schaefer & Crane, 2005; Wattanasuwan, 2005; Emery, 2012). Yet, another way of looking at consumption is through “consumers as choosers” perspective, in which the consumers are basing their decision-making in product purchasing on their beliefs, perceptions and attitudes (Gabriel & Lang, 1995).

Overall, one can conclude that sustainable consumption is a lifestyle choice with a perspective for creating a safe future for the coming generations. Interestingly, considering the gender division in consuming sustainably, women in Scandinavian countries tend to be more conscious about environmental issues and thus, also make their purchasing decisions based on the concept of sustainability (IJISD, 2009).

Considering the issue of waste generated by the use of disposable hot beverage cups, a staggering number of 500 billion disposable cups (Readfearn, 2014) are used in one year worldwide. It is important to consider that these cups are not fully recyclable. Therefore, environmental impacts of consumerism in take-away disposable sector are significant and thus, research into the attitude change and more sustainable consumption decisions is worthwhile. (Shaw, 2013; Readfearn, 2014.)

With the intention of creating consumption habits that are more sustainable, Schaefer and Crane (2005, p. 79) argue though, at first, we need to generate a demand for environmentally friendly products and service through marketing

activities. The next sub-chapter will therefore explain more elaborately the role marketing and consumer behavior act in the consumer decision-making processes.

2.2 Consumer behavior and the role of marketing

In order to understand how to change the consumption patterns and influence consumers towards more sustainable choices, it is important to find out what drives consumer behavior in the first place. Consumer behavior as such is a fascinating but yet complex field that can provide insight to marketers on how to market their products. For example, marketers are especially interested in consumer attitudes and beliefs towards the products since they can affect the sales of a brand (Fahy & Jobber, 2012).

The World Business Council for Sustainable Development (2008) stressed the importance of using **marketing communications** to influence consumer choice and behavior. Similarly, Fuller (1999) stated that marketing communications can be viewed also as a “facilitator to transaction” with the goal of offering consumers educative information about the goods and services in order to allow the consumers to make an informed choice (Fuller, 1999, p. 223).

As for the term **sustainable marketing**, it could both refer to marketing activities that are considered sustainable (for example, going digital instead of using paper) or to the activity of marketing sustainability (Martin & Schouten, 2012, p. xiii). In the context of this thesis, the latter one is preferred. As Martin and Schouten (2012) elaborated, sustainable marketing is “the process of creating, communicating, and delivering value to customers in such a way that both natural and human capital are preserved or enhanced throughout” (2012, p. 10). They furthermore underline the direct influence that marketing has over the values, beliefs and behavior in the society - the societal change could be affected by methods such as advertisements and the way the products are designed (shape, size, color, feel of it). Therefore, one can argue that businesses are capable of

creating societal demands and awareness of sustainability among the society, especially for products produced sustainably, by using marketing efforts. (Martin & Schouten, 2012.) Earlier, marketing activities focused only on the segment called the *green consumer*, nowadays, marketing efforts should be targeted towards everyone (Emery, 2012, pp. 70-71).

Overall, one can agree that the role of marketing has grown from just advertising and selling products towards being the informative facilitator that helps consumers change their attitudes, beliefs and values towards sustainability and sustainable consumption as such. Brassington & Pettitt (2003) underline this by explaining that marketers wish to provide information (in the form of promotional materials) to their customers, in order to help them learn about the product and make more solid connections between the product and the user experience – so that word-of-mouth could be initiated and a trusting relationship between the marketer and customer could possibly be ignited.

With the purpose of understanding how consumer behaves when faced with the active marketing efforts, it is wise to explore some models concerning consumer decision-making. The first model is called the Black Box Model developed and elaborated by Keegan et al. (1992) and Kotler et al. (1999). As one can see from Figure 1, the main purpose of it is to explain how a consumer makes a purchasing decision. The stimuli presented in the model affect buyer's cognitive decision-making processes and as a result, consumer responds to the stimuli in some certain way.

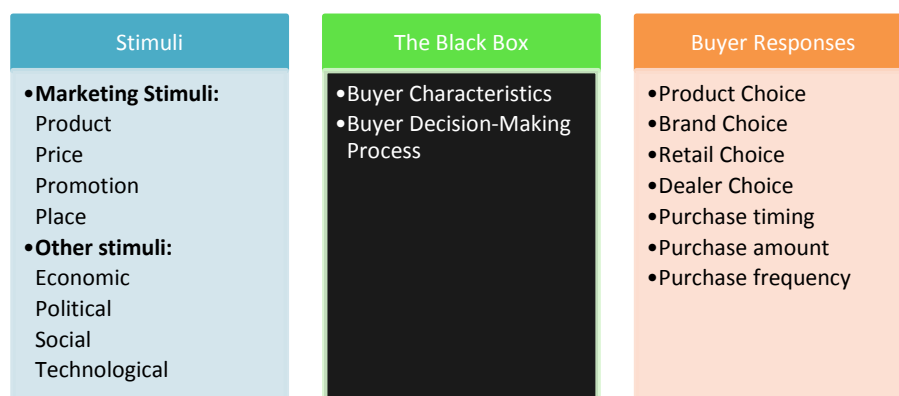


Figure 1 – Black Box Model (Keegan et al., 1992; Kotler et al., 1999)

The difference in this model and the one that will be introduced below lies in the area called the Buyer's Black Box (indicated in the middle of Figure 1 as a Black Box). In the Buyer's Black Box reactions to stimuli and other cognitive processes take place. As a result, choice/purchase responses are formed. Certainly, this area is mysterious since it includes the processes in the decision-making processes that are not visible or easily traceable. (Keegan, et al., 1992; Kotler, et al., 1999; Jisana, 2014.)

With the intention of further understanding how consumers make decisions towards purchasing and consumption, another well-known, yet rather simplistic model of consumer buying decision-making process and its influencing factors developed by Brassington and Pettitt (2003, p.94) will be looked at. The model has been divided into five parts with the consumer decision-making process in the middle and the influencing factors (individual influences, group influences, situational influences and the Marketing Mix, respectively). From the perspective and objectives of this thesis, the part that covers the individual influences will now be elaborated in more detail. (Brassington & Pettitt, 2003.) In comparison to the Black Box Model, this model is explanatory in the sense that it has demystified these characteristics from the Buyer's Black Box that have such immense influence on whether the consumer makes the decision to purchase or not. In Figure 2 we can see that the individual influencing factors are: *personality, perception, motivation and attitude*.

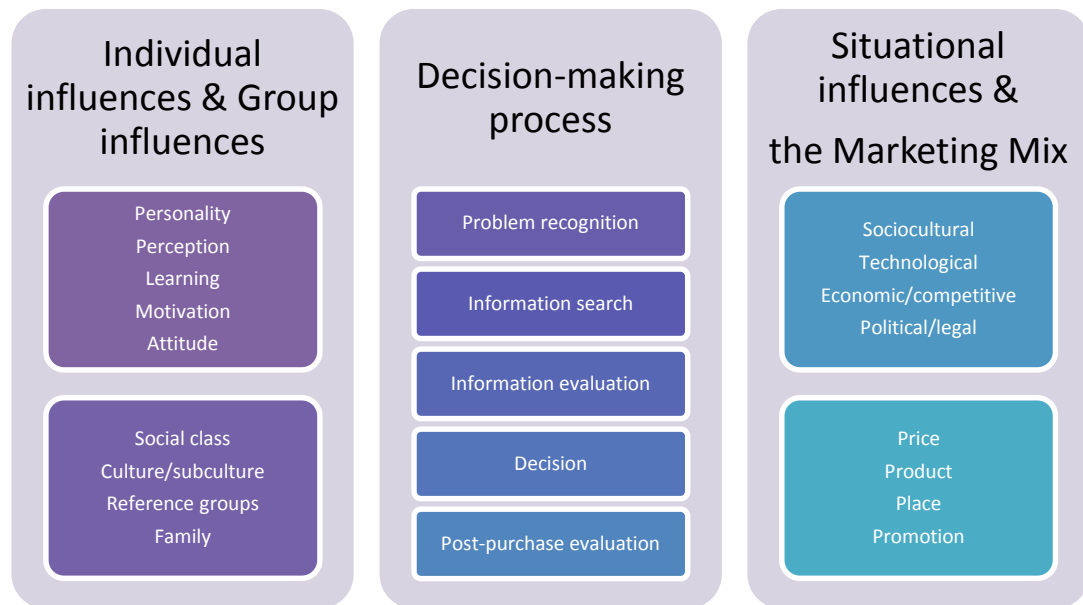


Figure 2 - Consumer buying decision-making process and its influencing factors (group influences and the Marketing Mix in the lower boxes) (Brassington & Pettitt, 2003, p.94)

According to Brassington and Pettitt (2003), the term **personality** includes “all features, traits, behaviors and experiences that make each of us unique” (Brassington & Pettitt, 2003, p. 110). The importance of understanding the personality of a consumer is remarkable from the marketer’s point of view – for example, personality could be the basis for customer segmentation in the marketing strategy (Brassington & Pettitt, 2003). An addition that defines the role of personality on purchase decision comes from Chisnall – in his opinion, personality does not have an influence on the ultimate decision on a brand loyalty but instead it might influence the buying decision of some particular product as such (Chisnall, 1985 as cited in Brassington & Pettitt, 2003, p.110).

Perception stands for how consumers receive, analyze and interpret information that they are being faced within their everyday lives. The amount of information being shared (not just the marketing-related) is enormous and therefore, consumers have developed certain ways of blocking out information (stimuli) that is not relevant to them. These ways are defensive mechanisms helping to maintain psychological well-being of an individual, and in the marketer’s

viewpoint, these are very relevant since understanding them might give the product they are trying to market a better visibility through the use of the stimuli of the right kind according to the situation. (Brassington & Pettitt, 2003; Schiffman, et al., 2012.)

Motivation is connected to the needs and wants of the consumer, directed by goals set for fulfilling these needs and wants. Definitely motivation has a great influence over consumer behaviour – and understanding what are the needs and wants is one of the core tasks of marketers. The role of Maslow's Hierarchy of Needs theory has a classical role in understanding the motivation as stated by Brassington and Pettitt (2003, p.113): “examples of consumer behaviour and marketing activity can be found to fit all five levels of hierarchy of needs”. Solomon and his colleagues (2006, p.90) add that “to understand motivation is to understand why consumers do what they do”. (Brassington & Pettitt, 2003; Arnould, et al., 2004; Solomon, et al., 2006.)

Even though one can agree with Solomon and others on motivation being important, the key influencing factor regarding this thesis is **attitude**. An attitude towards a product or a service is “a learned predisposition to behave in a constantly favorable or unfavorable way with respect to a given object” (Schiffman, et al., 2012, p. 23). They can affect any part of the marketing mix as well as on behaviour since attitudes play a part in consumer decision-making. (Brassington & Pettitt, 2003; Arnould, et al., 2004.) Attitude also seems to have weighty influence on the choice of a brand and shop and therefore marketers are interested in attitudes concerning the negative effects on sales from the viewpoint of misconceptions (Fahy & Jobber, 2012). It also important to note that an attitude towards the product relies on the attitude towards the information source (e.g. the marketer or the neighbour who has recommended some product) (Ha, et al., 2013, p. 356).

Therefore, the consumer decision-making process is a complex one, influenced by the surrounding environment, stimuli, and of course, the factors inside the Buyer's Black Box. The importance of perception, motivation and attitudes on consumer behaviour cannot be underestimated and as follows, the components

of an attitude towards the attitude object and strategies for changing attitudes will be covered more elaborately in the next section.

2.3 Core components of an attitude

Attitudes may have enormous effect on consumer decision-making and as such, marketers need a more complete understanding of them. Therefore it is important to explore of what an attitude composes of. Most researchers seem to agree on that attitudes towards the attitude objects (products, services etc.) are formed through a long learning process that incorporates past experiences with brands or products, personality traits and of course, the influence from different reference groups. (Karjaluoto, et al., 2002; Schiffman, et al.,2012.) Schiffman and his colleagues (2012) elaborate on the attitude formation process by highlighting also the role of word-of-mouth, the Internet and marketing activities such as advertisements. Careful implementation of the marketing activities might help create favourable attitudes towards products but a lot of thought should be invested into creating the right communication plan – one mistake and the consumer might create a negative attitude instead of a positive one as explained through the affective tone of imagery (interpretation of advertisements for emotional meaning) (Arshi, 2012) .

Concerning the construction of an attitude, in this thesis, attitude components will be explained through one model since the main components (affective component, cognitive component and conative component) seem to be repetitive in most of other models. For example, many models explain the structure of an attitude such as the Multi-Attribute Attitude Model (Fishbein, 1983), the Theory of Reasoned Action (Ajzen & Fishbein, 1977), an extended version of the Fishbein's model, and more specific versions of these like Attitude Towards the Act of Buying (A_{act}) (Ryan & Bonfield, 1975). The model considered as the most basic of the Multi-Attribute Attitude Models is the **Tri-Component Attitude Model** (also known as the ABC Model) and thus, it will be discussed further for fundamental understanding of attitude structure. The researcher chose this model for its simplicity and clearness regarding different components.

Tri-Component Attitude Model

As illustrated by the Tri-Component Attitude Model, an attitude is formed of three components: **the affective component**, **the conative component** and **the cognitive component**. *The affective component* expresses evaluations, feelings and emotions (both negative and positive) towards the object of an attitude. The source of the emotions could be personality, social norms or motives. The task for the marketer is to show to the consumer why he should like the product and how it might make him feel when he is using the product (e.g. when using KeepCup, one could feel more stylish and altruistic). (Asiegbu, et al., 2012; Schiffman, et al., 2012.) *The cognitive component* involves the knowledge, opinions and beliefs held about the products. In the marketer's viewpoint, repetition of a message can be a way of instilling a belief towards a product into the consumer, especially when no previous experiences and/or knowledge exists. But it is better to be cautious with the belief instilling, since "the beliefs about an object tend to control the change that may take place in an attitude" (Asiegbu, et al., 2012, p. 42;). *The conative component* then communicates how behavior and attitudes are linked, more specifically, what type of attitudes create what type of behavior. For marketers, this component often indicates consumer's willingness to buy something. (Brassington & Pettitt, 2003; Asiegbu, et al., 2012; Schiffman, et al., 2012.)

Thus, attitudes are formed through a process of learning from many different types of confrontations with the product or the "image" of the product – an attitude towards a product can be formed by just hearing other people's comments about it. The three main components of an attitude present marketers with complex issues – which part of the attitude is the most important and on which one should a marketer stress in a marketing campaign? Cognitive component with the beliefs seems to be the one since there has been suggested that beliefs are the ones that express control over attitude change. If one can change beliefs, then attitude

change may follow. As the importance of attitudes has been already shown on a more general level considering consumer purchase decision, the more specific attitude palette toward sustainability as a concept will be explored in the next section.

2.4 Attitudes towards sustainability and green consumption values

Before exploring how to change the attitudes of the consumers, already existing attitudes towards sustainability should be explored. Emery (2012) has brought forward a framework of attitudes towards sustainability and these attitudes can be divided into two groups: **favorable attitudes** towards sustainability and **unfavorable attitudes** toward sustainability.

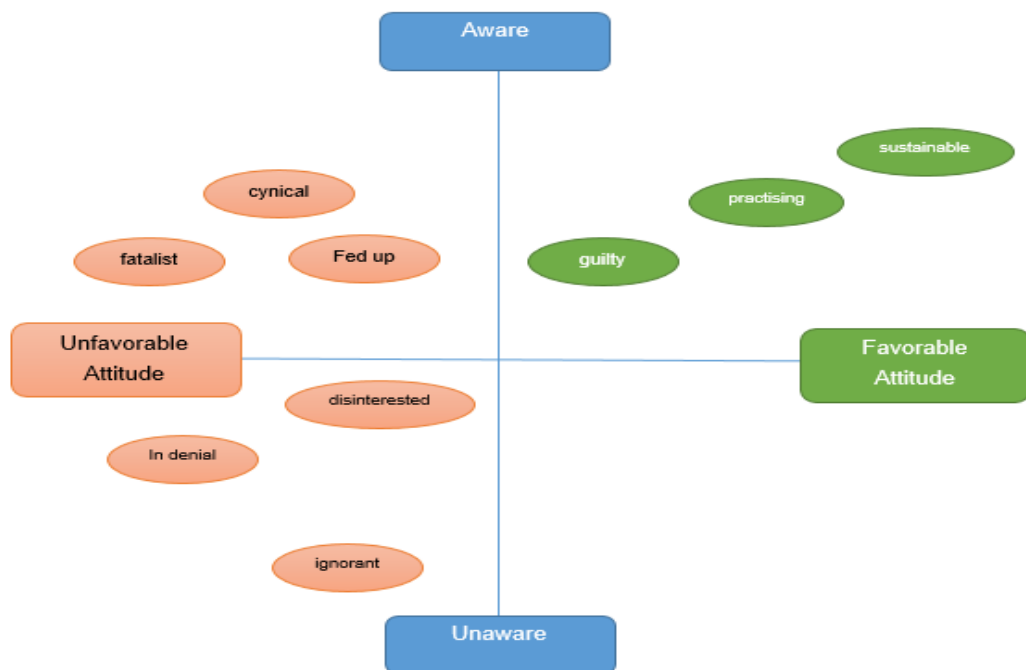


Figure 3 - Attitudes to sustainability on a grid (Emery, 2012, p.79)

Favorable attitudes can be identified as the *guilty*, *practicing* and *sustainable* categories whereas **unfavorable attitudes** can be divided into the categories of *ignorant*, *fatalist*, *in denial*, *cynical*, *disinterested* and *fed-up*. (Emery, 2012, p.80-81.) As one can see from Figure 3, there are more attitudes towards the negative side of the scale rather than the positive ones.

The reason for this phenomena could be found from the **value basis of the attitudes**. A value can be defined as an “enduring belief about desirable outcomes that transcend specific situations and shape one’s behavior” (Arnould, et al., 2004, p. 73). It can be concluded that some fundamental values, such as “respect for nature” as described in the Millennium Declaration of the United Nations, may form one of the main values when considering favorable attitudes towards sustainability, since it stresses both the respect for nature as well insists on the behavioral change towards more sustainable consumption and production (United Nations, 2000). (Un) favorable attitudes to sustainability can be explained through the concept of Sheth’s consumption values that incorporate functional, social, epistemic, conditional and emotional dimensions. For example, functional value dimension tends to encourage the consumer to look towards maximum value with as less costs as possible, whereas, as another example, social value can be defined as “the perceived utility acquired from an alternative’s association with one or more social groups” (Sheth, et al., 1991, p. 161). (Sheth, et al., 1991.)

Table 1 – Favorable and unfavorable attitudes towards sustainability (Emery, 2012, p.80-81)

Unfavorable attitudes	Characteristics	Favorable attitudes	Characteristics
1. Ignorant	Lacks knowledge and often belongs to lower socioeconomic groups in the society.	1. Guilty	Aware of the sustainability issue and engages in sustainable consumption but not all the time. Might ignore issues when too much sacrifice is needed even though they feel guilty for not doing more regarding sustainability.
2. Fatalist	The ones who believe the actions towards sustainability have no influence or that it will not have an effect during their	2. Practicing	Knows more about sustainability than the “guilty” and consumes sustainably whenever possible. They are open to different ways of achieving sustainability.

	lifetime (the elderly might belong here).	
3. In denial	Those who do not think sustainability is an issue and believe that climate change is not happening because of humans and their actions.	3. Sustainable Enthusiastic sustainability fans who are doing everything they can in order to be sustainable. Most knowledge on sustainability.

Thus, favorable and unfavorable attitudes toward sustainability always have a value basis that affect the strength of the attitude. But how do negative attitudes toward sustainability form? An example for the unfavorable attitude formulation can be found from Table 2 incorporating the unfavorable attitudes towards sustainability without the positive counterpart. As indicated in Table 2, people with the Cynical attitude towards sustainability tend to think that the sustainability issue has been made up by some business leader or policy maker in order to charge higher prices for the more eco-friendly products. One could guess that the possible cases of companies being accused of “greenwashing” being reported in the media (think the Volkswagen Scandal) could be responsible for these unfavorable attitudes.

Table 2 - Unfavorable attitudes towards sustainability (Emery, 2012, p.80-81)

<i>Only unfavorable attitudes</i>	
4. Cynical	They are skeptical and do not trust the companies who promote sustainability as they think the companies use sustainability in order to charge higher prices or get a competitive edge.
5. Disinterested	Those how just are not interested and they feel that sustainability issues do not involve them or their actions. Selfish and “too busy to care”.
6. Fed-up	The people who belong to this category believe that “sustainability” is just currently a fashionable topic and that sooner or later it will fade away. Literally fed-up with all the media coverage

Nevertheless, these same tools for attitude formulation and change that have been used for creating negative attitudes towards sustainability issues can also be used for the positive. In the next section, attention is turned towards the green values that lie in the act of consumption itself.

2.4.1 Green consumption values and the GREEN Scale

Haws, Winterich and Naylor (2014) have addressed the topic of sustainable consumption by considering green consumption values. According to the authors, green consumption values are described as the “tendency to express the value of environmental protection through one’s purchases and consumption behaviors” (Haws, et al., 2014, p. 337). In order to analyze how the green consumer values affect the consumer’s choice of products, the GREEN Scale was created.

The GREEN Scale can, as stated by its creators, predict consumer preference towards more environmentally friendly products and it is a six-item measure. Interestingly, the stronger the green consumption values of an individual, the more favorable evaluations he/she gives to other attributes (non-environmental) of the product. (Haws, et al., 2014.) After considering different attitudes and the green consumption values, the question still remains - how to change the unfavorable attitudes towards sustainability into favorable ones and in this perspective, methods of attitude change will be explored in the next subchapter.

2.5 Encouraging attitude change

As the previous section indicated, the attitudes towards sustainability and sustainable behavior as such can vary. By examining how already formed attitudes towards sustainability issues can be altered is a remarkable interest for companies and especially, for the marketers who aim to understand how to bring about socially desirable behavior (Asiegbu, et al., 2012). Nowadays, the research communities have accepted the notion that attitudes can change over time (Ha, et al., 2013). Since attitude research has been under constant attention in social

psychology as well as in consumer behavior, there are many different strategies proposed for attitude change. Both from the perspective of changing beliefs and values that an attitude is based on to creating totally new values for new attitudes (Schafer & Tait, 1986). Nevertheless, attitude change can be said to be relying mostly on *communication*. Therefore, in the context of this thesis, means of changing attitude that are based on communication and persuasion will be explored whereas a consideration has also given to attitude change through changing behaviors.

Attitude change through persuasion

Persuasion is a way of convincing people through argumentation (Manning, 2012) and it can be a significant tool for creating attitude change but only when it is being used wisely. According to Myers (2012) two widely used approaches towards persuasion are the *central (explicit)* and *peripheral (implicit)* route. Central route appeals to cognitively active people, who prefer to analyze arguments – whereas the arguments need to be strong and catchy. Peripheral route, by the other hand, occurs when people tend to notice cues triggering rather automatic agreement through visual images and other stimuli. (Myers, 2012.)

From the perspective of attitude change, the central route is an effective way of changing conscious (explicit) attitudes whereas the peripheral route tends to rather build than change an attitude. (Myers, 2012, p. 172.) These two approaches are similar to those presented by Stangor (2014): *spontaneous message processing* involving quick emotional responses to a message and *thoughtful message processing* presenting deeper analysis over the meaning of the message. The choice of which route or approach to use in marketing communications for attitude change depends highly on the situation in hand.

When the route to persuasion has been chosen, it is time to focus on the source and strength of the marketing message. The argumentation thus needs to be strong – but its strength and persuasive quality depends on the source of communication as well as on the layout and content of the message. Petty and his colleagues (1981) suggested that the way of how individuals respond to a

marketing message and how one or the other route of persuasion is activated, depends on following motivators:

- *message strength* – strong arguments (persuasive information) vs weak arguments (personal)
- *source expertise* - expert source vs non-expert source; and
- *personal relevance* - high personal relevance vs low personal relevance. (Petty, et al., 1981.)

In the light of the previously mentioned motivators, it is clear that people are easily persuaded when the argument have high personal relevance. The strength of the message and source expertise are also essential, but to a lesser degree and depending much on the situation the person is in (Stangor, 2014). Besides the motivators, it has been stated that two-sided interactive communication in the form of a dialogue seems to be more effective in persuasion than just presenting the audience with one-sided information (Manning, 2012).

There are research findings that further criticize the one-sidedness of persuasive marketing communication and degrade its role in the change towards more favorable attitudes towards sustainability. In accordance with a study conducted by Kopalla (Kopalla, 1984 as cited in Newton, 1990, p.30), it was evident that two-sided communication which presented both favorable and unfavorable arguments towards the sustainability issue was more effective towards generating a change in attitudes, whereas one-sided communication presenting only favorable arguments was not. This argument is also supported by findings from The Guardian: Sustainable Business' report (2010) on consumer attitudes and perceptions towards sustainability: the findings point out that consumers are not convinced by the often one-sided communication efforts companies use (e.g. advertising campaigns) but instead, the third party endorsements, awards and positive media coverage are the factors that encourage attitude change towards the companies and their environmentally and ethically responsibly produced goods (The Guardian: Sustainable Business, 2010, p. 14).

However, the key for persuasion and communication is the person. Manning presented seven skills for effective persuader that include the following list:

1. Be clear about “who”, “what” and “why”
2. Target your case on the other person
3. Search for the common ground
4. Keep it simple
5. Appeal to the “head” and the “heart”
6. Be calm and confident
7. Make it interactive. (Manning, 2012.)

This list emphasizes the need for the marketer to have a clear understanding of their target group, since even though these skills are meant to work on a more personal level, they can be implemented effectively in a marketing campaign as well. Schafer & Tait (1986) add that for better credibility among the audience, following factors should be considered: trustworthiness, expertise, concern, dedication and prestige. These factors are applicable to both the message the marketer is trying to communicate as well as to the marketer as well.

Robert Cialdini (1984; 2001) has further explored the factors that encourage persuasion through social influence and he has developed them into six widely known principles – reciprocity, liking, social proof, consistency and commitment, authority and scarcity. The principle of Reciprocity (or the rule of reciprocation) asks us to repay what others have given us. More precisely, a person is obligated to repay any gifts, favors or invitations in the future. According to scientists, “there is no human society that does not subscribe to the rule” (Cialdini, 1984, p. 30) and this can be applied to the world of marketing through providing a small gift prior to any other interaction with the prospective customer.

The principle of Commitment and Consistency stands for how people try to look consistent in their actions and thoughts as well as how commitment to small deeds obliges them to continue in the same path. It is one of those influence tools that can be called quiet power. Cialdini further pointed out that “once we have

made a choice or taken a stand, we encounter personal and interpersonal pressures to behave consistently with that commitment” (Cialdini, 1984, p. 66).

The principle of Social Proof explains why we tend to follow the example of other people – in order to define what is the right or correct way to do things, people tend to ask others about what they think is right. Besides, people tend to validate behaviors in given situations when they see it done frequently by other people.

The principle of Liking, in addition, explains well why people tend to agree to the requests posed to them by people they like. Attractive and similar people are more persuasive than those who are not. Interestingly, we tend to agree with people who are similar in some way (opinions, personality, background) as well as to people who we know the same way. (Cialdini, 1984.)

Principle of Authority explains why people tend to believe in experts and authorities and obey to them. Most individuals are taught to obey some sort of authority from early childhood and thus, have learnt to address obedience as rewarding. Titles and clothes carry the message of authority and expertise if chosen right. Therefore, when marketers add a photo of a doctor to their marketing materials, it will convey a message of authority, of expertise – and consumers tend to add these characteristics to the offered product. Principle of Scarcity, on the other hand, describes why people tend to buy “limited edition” and “on offer” products more – as “opportunities seem more valuable when their availability is limited” (Cialdini, 1984, p. 230). These principles of social influence affect our everyday lives whether we recognise them in marketing efforts or not.

Table 3 – Robert Cialdini’s (1984; 2001) six principles of social influence

Cialdini’s principle of social influence (1984; 2001)	How does it apply?
Reciprocity	People repay in kind, give what you want to receive
Liking	People like those like them who like them

Social proof	People follow the lead of similar others
Consistency and commitment	People fulfil written, public and voluntary commitments
Authority	People defer to experts who provide shortcuts to decisions regarding specialized information
Scarcity	People value what is scarce

Overall, the choice of the content and source of the message can influence attitude change greatly, but only, when applied in the right context. People do react to persuasion and the scope of these reactions depend on cognitive ability to evaluate the message and motivation to process information through it (Kruglanski, et al., 1993). This ability constructs the concept of persuasion knowledge (consumer's knowledge about whether he/she is being persuaded, based on past experiences), which can have a negative effect on any marketer's efforts when persuasion techniques are used (Wei & Delbaere, 2015). Furthermore, people do not wish to change their attitudes based on information that is conflicting to their basic values (Schafer & Tait, 1986) and especially, to an individual's freedom of choice. If there is a conflict between the person's freedom of choice (being forced to do something or buy something) then changing their attitudes from negative to positive can be tricky.

Attitude change through actions

As stated by Stangor (2014), a repeated behavior can result in a change in the affective and cognitive attitude components even when the attitude towards the behavior before was not favorable. Behavior as such can be said to be a way of how people perceive themselves, the environment and interactions that surround them (Jioa & Onwuegbuzie, 1999). The reason for the psychological phenomenon of changing attitude through behavior is self-perception – the way of how we see ourselves – and the resulting feeling cognitive dissonance (distress that we feel when we behave in a way that we do not see fitting for our persona) that can generate the change in attitudes. As such, behavior acts as a

guide in helping to find what are the person's individual thoughts and emotions. (Jioa & Onwuegbuzie, 1999; Stangor, 2014.)

According to Stangor (2014) the cognitive dissonance appears then when the ways of behaving are disrupting the positive self-concept of ourselves and attitude change as such can happen whenever there exists an inconsistency among the cognitive and conative components of the attitude. Furthermore, the new attitudes that result an attitude change through actions rather than persuasion tend to be more long lasting and stronger. (Stangor, 2014.) But does a change in an attitude automatically grant a change in behavior as well?

Attitude-Behavior Gap

An inconsistency in attitude and behavior (sometimes also called the attitude-behavior gap), expresses how people tend to tell they believe in one thing and then behave in a totally opposite way. A great example of that is a research finding (known as the 30:3 ratio) cited from Wendy Gordon's book "Brand Green: Mainstream or Forever Niche" (2002) - only 3 percent out of 30 percent of people who stated their worry about sustainability issues actually changed something about their consuming behavior. (Gordon, 2002 as cited in Emery, 2012, p.81).

Partially, this phenomenon can be explained through a concept of locus of control. Locus of control can be defined as an individual's ability to bring about change through his or her behavior (Newton, 1990, p. 26). People with the external locus of control tend to avoid creating change since they tend believe that change as such is controlled by pure chance or some higher power. In contrast, people with internal locus of control tend to believe that the way they behave can bring about change. (Newton, 1990.) Therefore, people might say and actually have environmental core values but as long as the locus of control is external, there will not be a change in the current behavior.

In conclusion, many ways of encouraging attitude change exists, from the persuasive communications to changing the attitude through a change in behavior. Cialdini's (1984; 2001) principles of social influence as well as the two-way communication are used in marketing campaigns nowadays but since the

consumers are getting more and more aware of them being targeted with persuasion tactics, the careful design of marketing communications should be a priority. Is the changing of attitudes towards more sustainable granting that consumers will start to act more sustainably in the shop? The locus of control is controlling whether a person is acting on the attitude or not and therefore, no certainty in attitude change leading to change in behavior can be stated since it depends on whether the person has external or internal locus of control.

3 CASE “KEEPCUP”

“Convenience has been marketed to us as something we need because we’re so busy and we’re so important and we need to have it. Whereas I think if people really understood the consequences, they would think “Oh, it’s not so hard to bring in a reusable bag or a reusable cup”. It’s behavior change.” - Abigail Forsyth, the CEO of KeepCup

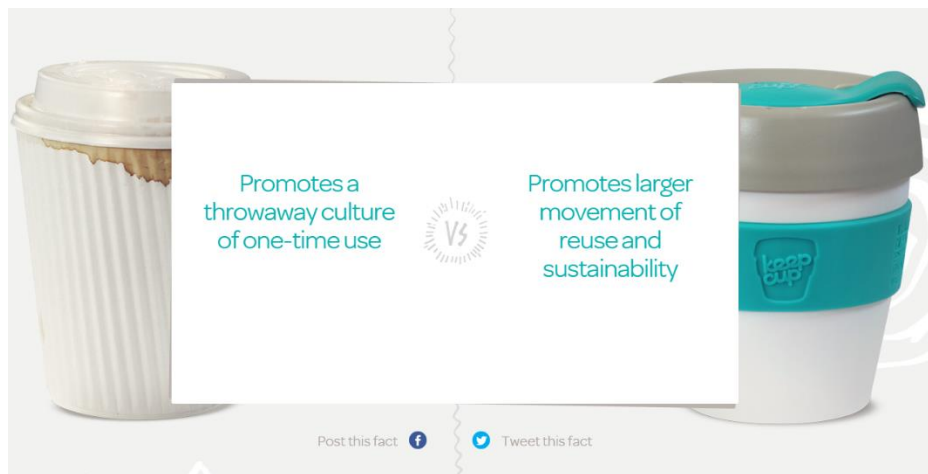


Figure 3 - A promotional image of a KeepCup versus the “typical” paper/plastic disposable cup (KeepCup.com, 2015)

3.1 The story behind “KeepCup”

The two founders of KeepCup are a duo of brother and sister, Jamie and Abigail Forsyth. They had previously been handling their expanding café business called Bluebag (since 1998) in Melbourne, Australia when they realized how much waste is generated by throwing away disposable coffee cups and they wished to offer a more sustainable and environmentally friendly option to their customers.

In 2009, KeepCup was officially launched at the Federation Square Design market (selling 1000 cups during 6 hours) and could start its operations by manufacturing and selling the reusable (life span of the cup is up to four years in heavy use) and recyclable coffee cup that is not only environmentally friendly but

also has appealing designs (fun and colorful). (Beanscene Magazine, 2011; Grey, 2015.) First orders of 5000 cups came from NAB and EnergyAustralia based on the prototype (Bailey, 2013).

In 2012, a KeepCup warehouse was opened in the United Kingdom in order to better serve their European customers and in 2013, another warehouse opened in Los Angeles, serving both North and South America – the cups are sent to the warehouses unassembled. Then, in the warehouses, the cups are fully assembled and shipped to customers. With these behaviors, efficiency in both reducing shipping cost and answering to consumer demands was met. (Grey, 2015.) The sales channels used by KeepCup are currently the café owners selling KeepCups to their customers, large corporations who use the cups as part of their branding or promotion in corporate sustainability programs and finally, KeepCup's own website through what they sell to individual customers (Grey, 2015).

In five years, more than three million KeepCups have been sold worldwide to 32 different countries whereas their biggest markets are those where coffee, design and sustainability are part of the values such as Canada and Sweden but the United States of America and The United Kingdom as well as some Asian countries have also received the product and the brand well. And as a result, the company's turnover is more than \$6 million per year. (Bailey, 2013.)

3.2 Design and sustainability

The KeepCup has been designed in a way that the product is aesthetically appealing to many consumers while using 100% recyclable plastic (the amount of plastic in one small KeepCup equals plastic found in 28 disposable cups). Actually four different types of plastic is used for different interchangeable components of the cup, for example, for the lid, polyethylene has been used since it has been said to make coffee taste better than the polystyrene lining used in disposable cups. (PricewaterhouseCooper Australia, 2011; Bailey, 2013; Grey, 2015.) The design of KeepCup's design sprang from the business owner's child's zippy cup – why not use similar design for a reusable coffee cup (KeepCup.com,

2015)? Whereas, one of the important factors is its 240ml capacity (Bailey, 2013). Moreover, it is possible to get a KeepCup in as many color variations as the consumer wishes – the bold, bright and funky colors has been identified as one of the primary factors that sealed the purchase decision of the consumer (Bailey, 2013).

KeepCup presents a great example of how sustainable consumption can be encouraged by promoting colorful and eco-friendly products, making money and yet, also reducing waste alongside it (Grey, 2015). At the end of KeepCup's life cycle, all the parts of the products can be put into household recycling (KeepCup.com, 2015). Sustainability is also used as a message in the marketing activities of KeepCup, as they owners' elaborate: "Sustainability is a message that translates in any language, which makes it easy to export the product and sell it in different countries" (Grey, 2015).

3.3 Popularity of the product on social media platforms

"With limited formal marketing, Abigail credits most of the product's success to social media – especially on the blogosphere." (Beanscene Magazine, 2011) A search through the social media provided interesting information about the product's popularity. The search was conducted on September 20th, 2015 and therefore, the numbers might vary from those propose here in the future.

From **Instagram**, one can find **30 127** matches for the hashtag #keepcup. The social media platform search expresses brilliantly the importance of the esthetical attributes of a KeepCup and the customer's choice: there are many variations of the KeepCup both in plastic and glass in the photos consumers have posted in a rainbow palette of difference colors and either with or without the coffee house's logos. There are currently **25,300** followers of the KeepCup's account on Instagram which a relatively nice number and allows them to reach wider audiences globally. (Instagram.com, 2015.)

In another social media platform, **Twitter**, the search with the #KeepCup hashtag produced **12 posts/mentions per day** according to the hashtag tracking tool **#tagboard** (#tagboard.com, 2015). KeepCup's company account on Twitter has just **9575** followers – a significant difference from the amount of followers on Instagram whereas on Facebook, the company's page has **26, 569** likes/followers. (Facebook.com, 2015; Twitter.com, 2015.)

Overall, both KeepCup as a company and its Keepcups have gotten a fair share of worldwide attention from the social media platforms. The product seems to be growing in popularity especially in the student population (an estimate made on the Instagram images showing coffee, studying and exams). A conclusion can be made that on Twitter, the company is not doing as well as on other social media platforms as on Facebook and on Instagram and therefore, a place for improvement has been identified. In conclusion, the story of KeepCup is a fascinating one. As Bailey (2013) states: "The entire brand is in the utility of the cup itself". The sentence explains the attraction it proposes both to people of deep ecological values and also of those, how do not hold sustainable attitudes but instead, purchases the cup due to its visual qualities. As the article published in the Beanscene Magazine in 2011 elaborated – the way KeepCup still resembles the paper cup is visually distinctive and the form and colors act as why people buy it as well as enjoy using it (Beanscene Magazine, 2011). Thus, after presenting the product and the story of the company, the research methodology connected to the drivers of attitude change (influence) will be observed from the KeepCup's perspective.

4 RESEARCH METHODOLOGY

Since the purpose of this thesis is to understand what kind of influencing factors have an effect on the consumer decision-making process regarding KeepCup and to examine what is the role of ecological values in attitude change, the following research questions will be answered:

1. What factors influence the prospective consumer in deciding to purchase a KeepCup?
2. Do ecological values influence consumer's buying decision regarding KeepCup?
3. To what extent do consumers understand persuasion attempts targeted to them?

The planned research methods for answering the research questions will be quantitative. A questionnaire will be conducted in order to find the factors that influence buying behavior the most. Quantitative research has definitely been one of the most dominant strategies used for research in the fields of business and management (Bryman & Bell, 2007, p. 154). Questionnaire can be said to be a part of a deductive approach since the theoretical framework exists as a basis for formulating the questions. Due to the timeframe of the research, the cross-sectional time horizon is used for the study. Cross-sectional study tends to be "the study of a particular phenomenon (or phenomena) at a particular time" (Saunders, et al., 2009, p. 155). Furthermore, the research will be conducted from the perspective of KeepCup's current and possible users in order to map the factors influencing the consumers' choice of purchasing or not purchasing the product of KeepCup. Both positive attitudes and negative attitudes towards the product and the idea of sustainable consumption will be taken into account.

Data collection

The information regarding the theoretical framework has been mainly collected from secondary sources such as reports, websites, books and journal articles. Primary data will be collected through the questionnaire. The questionnaire was

sent through social media channels to the networks of the author and the expected amount of responses would exceed 100. This estimation is realistic since the networks include more than 800 individuals on Facebook.com alone. The questionnaire remained open for one week (from 18th of November 2015 to 29th of November 2015), giving willing voluntary respondents time to participate.

Sampling

Sample will be chosen randomly in order to give equal chance of expression for the population (Hussey & Hussey, 1997). The sampling approach will be of non-probability sampling – even though according to Saunders et al. (2009) this type of sampling is more difficult to generalize on statistical grounds. More specifically, the sampling techniques used will be convenience sampling - “a convenience sample is one that is simply available to the researcher by virtue of its accessibility” (Bryman & Bell, 2007, p. 197) – and self-selection sampling, in which individuals themselves indicate their will of becoming part of the research (Saunders, et al., 2009). Both methods will be combined when the questionnaire will be shared both on social media as well on the mailing lists of both, Turku University of Applied Sciences (regarding the students of International Business) and University of Turku (Turku School of Economics, students of Futures Studies). Since the networks on social media are international, no limitation is made on the basis of nationality or country of residence, even though, priority is given to the responses from Finland. Even though the sharing the questionnaire has evident drawbacks, such as the uncertainty about the amount of respondents (since messages on social media are not visible for all contacts) and their connection to the topic, the risk is worth taking for the sake of diversity of responses and quick data collection.

Questionnaire design

The questionnaire will be designed as a self-completion questionnaire in the SurveyMonkey (www.surveymonkey.com) platform with the benefits of it being: cost efficiency – cheaper administration, time efficiency – quicker administration, absence of interviewer effects, no interviewer variability and ease of use for the

respondents (Bryman & Bell, 2007). Still, the negative aspects should also be considered, such as the risk of not getting enough responses, no possibility for probing and anonymous identity of the respondent (Bryman & Bell, 2007, pp. 240-243). In order to get responses, the importance of a good covering letter cannot be underemphasized – especially when targeting the student population, due to reciprocity as well as the clear structure and visual design of the questionnaire has been brought forward (Bryman & Bell, 2007).

The qualitative questions present in the questionnaire will help the respondents to elaborate on their personal views, thus giving more interesting and valuable responses regarding the research topic. The quantitative part of the research will be conducted by using the “Likert scale” –type of questions. Likert scale is one of the most widely used methods for measuring attitudes and it’s constructed in a way that allows people to express their opinions on statements by choosing a value that suits them. From perspective of the tri-component attitude model, the scale helps to understand the cognitive and affective parts of an attitude. (Simply Psychology, 2008.)

Validity, reliability and possibilities for generalization

In order to ensure the validity of the research, the questionnaire questions were designed with the purpose of research in mind. Therefore, the connection between the responses and their validity regarding factors influencing attitude change was strengthened. Reliability was achieved through diverse sampling, since attitudes are fairly subjective and therefore, a group of diverse respondents can provide results that can be verified through another research at some other place and time due to similarities and differences in attitudes. Through questionnaire design and the fact that individuals could not answer the questionnaire multiple times additional reliability of the answers was granted. Even though the response may be diverse and the sampling used was non-probabilistic, generalization is possible through finding reoccurring themes from the responses.

5 DATA ANALYSIS

5.1 Background of the conducted research

Research was conducted between November 18th and November 29th 2015. The web link of the questionnaire was sent through researcher's social media networks on Facebook, Twitter and LinkedIn, as well as to the mailing list of NinBos12 (International Business students starting in 2012 in Turku University of Applied Sciences). Reminders were sent out a few days before the questionnaire closed resulting in quite a satisfactory amount of responses to the conducted questionnaire. Overall, 103 responses were gathered, even though, only 93 of them were valid to this research. Furthermore, all responses were analyzed in an ethical manner respecting the anonymity of the respondents. Data analyzing tools included the questionnaire service provider SurveyMonkey and Excel.

5.2 General findings about the respondents

The questionnaire was conducted in an open manner, therefore a wide array of answers were received from many different age groups and countries of origin. The majority of respondents were female (73 %) whereas the males accounted for 27 %. Most of the respondents (53%) belonged into the age group 25-34 when age group 18-24 had second most respondents with 20 %. The response rate among the older age groups declined gradually with no respondents in the youngest nor in the eldest age groups.

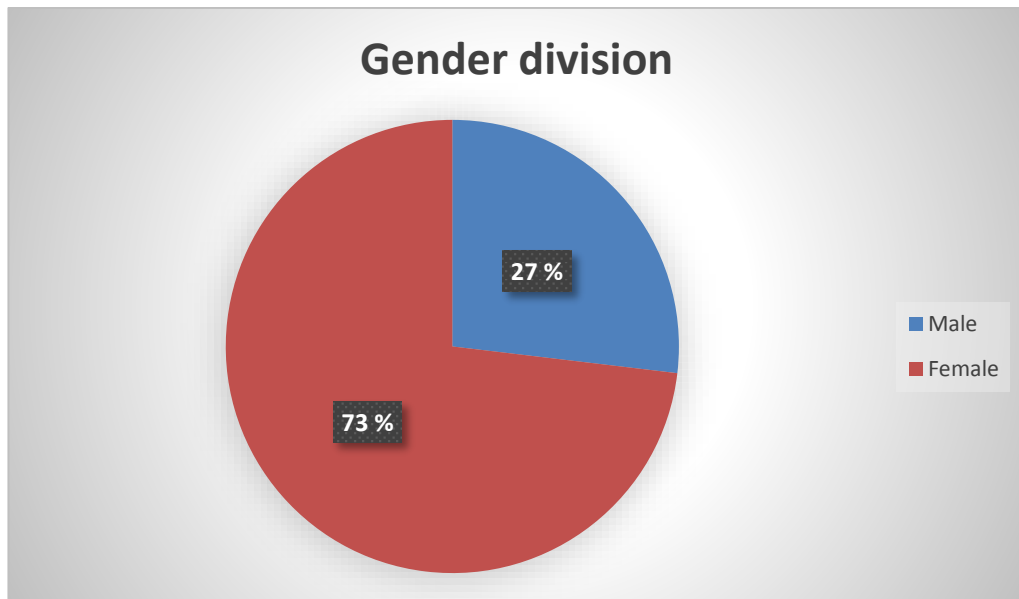


Figure 4 - Gender division among respondents

A rather dual division occurred between the statuses of the respondents. 40% of the respondents regarded themselves as students whereas 47% were employed individuals. The rest of the respondents (13%) belonged into different socio-economic backgrounds such as self-employed, retired or other (e.g. housewives etc.).

As stated in the Research Methodology, priority in the data analysis is given to Finnish respondents and luckily, the majority of the respondents are of Finnish origin with accordingly 57% of the respondents marking Finland as their country of origin. Estonian respondents followed by 18% whereas Vietnam and the United Kingdom both accounted for 6% of respondents each. Other countries, e.g. France, Nepal and Russia, were listed but their contribution was not significant. This selection of nationalities proves the international aspect of the research, even though the majority were from Finland.

5.3 Buying behavior toward KeepCup

Familiarity with KeepCup was indicated by 46% of the respondents whereas 54% of the respondents were not aware of the product surveyed. The overall awareness is good for an ecological product that has not been directly advertised

in any other source but on social media (see section 3.3.). 9 males reported being aware of KeepCup. Awareness was definitely better among female respondents who belong mainly to age group 25-34 (52% of respondents) accounting for 79% of respondents who were familiar with the product. Moreover, 35% (12 out of 34) of the female respondents reported having bought a KeepCup in contrast to just 1 respondent among males. Interestingly, 9 out of 13 people who reported having bought a KeepCup were of Finnish origin and females, even though, the age spectrum was much wider (2-3 respondents from each age group from 18-54) than that when consider international awareness of KeepCup. These results correlate with earlier studies that indicate women, especially in Scandinavian countries, tend to be more eco-friendly in their purchasing behavior and overall ecological awareness than their male counterparts (OECD , 2008; IJISD, 2009).

According to the results of the questionnaire, the main reason behind the decision to buy a KeepCup among those who had actually bought one (13 respondents out of 93) was the idea of sustainability (stated in the question as KeepCup being “ecological”) – 12 out of 13 people chose this option from the list. The second reason was the fresh and colorful design, chosen by 7 out of 13.

An opportunity was given to those who had bought a KeepCup to share their more personal reasons behind the buying decision. 9 respondents out of 13 decided to elaborate their reasoning and here are a few examples:

- *“A method of reducing waste among colleagues.”*
- *“Different, beautiful.”*
- *“Sustainability, interchangeability of parts.”*
- *“Whole class stopped using disposable cups, so we ordered KeepCups for all.”*
- *“Thought its convenient for taking morning coffee on the bus.”*
- *“Can take with me to classes.”* and *“Simple, useful, cute.”*

Of the 69% of respondents who had not yet bought (including respondents who had gotten a KeepCup as a prize or a gift) a KeepCup would consider buying it in the future whereas 31% did not think they would consider buying a KeepCup.

The reasons behind more favorable attitude towards purchasing a KeepCup were due to its ecological/sustainable qualities – *“I want to do what is best for the planet”* (38% of respondents’ opinions), its design features – *“It looks good and the fact that it is made out of recycled materials, makes it attractive as well”* (25%) and the convenience – *“It would be the quickest and easiest option”* (30%) it offers to those who consume a lot of coffee or other hot beverages on the go.

Nevertheless, 22 out of 25 respondents who chose not to consider buying the product elaborated their attitude through not needing a product as such – *“I wouldn’t consider it. I drink my coffee in the morning from a ceramic mug”* (either already owning a similar product or no need for carrying coffee), too high a price – *“If it was free”, “Good price?”* and finally, not enough available information concerning the product – *“Information showing its benefits”* and *“I know nothing else about KeepCup, so I have no incentive either way to purchase one, nor to advocate that others purchase one”* which thus influences overall awareness.

Therefore, for the prospective consumer who would consider buying a KeepCup, the main factors that attribute their attitude towards the product and its qualities are design, its ecological features and the convenience its offers to heavy coffee (or other hot beverage) drinkers. Other factors which could affect the attitude towards the purchasing the product are price, information/advertisements and the non-existent need - therefore, these could be a set of factors KeepCup’s business owners could consider involving in their marketing strategy if they would like to get more awareness and as a consequence, more customers to their products.

5.4 Influencing factors of attitude change and the role of ecological values

18 statements were given for evaluation on the 5-point Likert-type scale from strongly disagree, disagree, neutral, agree and strongly agree. These labels have been converted into numerical values (see Table 4) in order to ease the data analysis process. The responses are analyzed through various methods for a clearer overview. As suggested by Boone & Boone (2012), the analysis for Likert-

type questions should be done using the following procedures: median or mode, frequency and Kendall tau-b.

Table 4 - Likert-type scale numerical values

Label	Numerical value
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

In addition, Kostoulas (2014) has suggested the use of interquartile range (IQR) in order to understand the level of consensus among the respondents. IQR is a measure used for ordinal data in order to find out variability indicating how wide a spread exists among the middle 50% of the responses. It is calculated as $Q3 - Q1$ (the third quartile from the first quartile) - the IQR value of $IQR \geq 1$ stating high consensus, $IQR \geq 2$ meaning moderate consensus and $IQR \geq 3$ stands for low consensus. (Stines, 2011; Kostoulas , 2014.) Median will be used to give an overview of the opinions of the “average” respondent (Kostoulas , 2014) and it is statistically the 50th percentile whereas it is not affected by the very extreme values (Saunders, et al., 2009).

The researcher has thus opted to use only frequency, interquartile range (IQR) and median (see Appendix 2 for informative tables) for analyzing the responses given to the 18 statements in order to find the level of consensus and the average attitude towards KeepCup, sustainable consumption and consumer behavior in general.

Analysis of the attitudes from the statements

Statements Q12, Q13, Q16, Q17, Q18, Q19, Q26, Q27 and Q28 included an aspiration towards the six principles of Robert Cialdini (1984; 2001), even though not all of the principles were included. The rest of the statements could be

interpreted from the perspectives of persuasive marketing communications and ecological values of the consumers.

Table 5 - Statements with connection to Cialdini (1984; 2001)

Statements with connection to Cialdini (1984; 2001)
Q12. The lifestyles of the well-known individuals influence my consumption habits.
Q13. I would buy a limited edition KeepCup.
Q16. In an argument, I tend to stand by my opinions.
Q17. Seeing my best friend using a KeepCup gets me wondering whether I should also get one.
Q18. Political decisions have an influence on my everyday consumption habits.
Q19. The seller gave me a free sample of coffee – I bought a KeepCup as a result.
Q26. A recommendation on social media (e.g. blog) will make me want to buy a KeepCup.
Q27. If I did not own a KeepCup, I would feel left out in my school/workplace/team.
Q28. I often agree with those similar to me.

Cialdini's *Principle of Scarcity* was considered in Q13 where the factor of scarcity was hidden under the "limited edition" statement. Surprisingly, only 26% of respondents would have bought a scarce item, according to their answers of "agree" or "strongly agree" to the statement, therefore, the principle did not fully conform to the result found by Cialdini. Cialdini stated in his theory that people tend to be persuaded to change their attitudes and buy products when they perceive items as rare or scarce (Cialdini, 2001). A reason for nonconformity might be wrong choice of words that have complicated the respondents' answers. Calculations of median (2 - disagreement) and IQR (2) clearly showed that the average respondent disagreed with the statement whereas the consensus among the respondents was moderate. As Wu et al. (2012) elaborated, the scarcity of a product depends on perceived value, perceived quality, and perceived sacrifice as well as on perceived uniqueness of the product. The result of the research might thus have an influence through these perceived factors mentioned by Wu et al. (2012) - since KeepCup is only a sustainable coffee cup, it does not necessarily get viewed as a "scarce" object due to its "everydayness", even when a "limited edition" would be on offer.

Cialdini's *Principle of Social Proof* was considered in statements Q17 and Q27. The first statement proposes social pressure through willingness to follow the best friend's example whereas the second statement regards peer pressure as a wider phenomenon. Regarding Q17, the median of the responses was 4, thus stating overall agreement with the statement. Moderate consensus was also observed through the IQR value of 2. This result conforms with the principle of social proof as stated by Cialdini: "human beings rely heavily on the people around them for cues on how to think, feel and act" (Cialdini, 2001, p. 75). An example of a best friend therefore seems to act as an generator for attitude change towards certain behaviors/products, since it makes us to analyse and wishing to experience the same. As for the Q27, the majority of the respondents "strongly disagreed" (56 out of 93) or "disagreed" (32 out of 93) with the statement that they would feel left out in their peer groups if they did not own a KeepCup. The IQR was 1, highlighting the high level of consensus regarding this issue. Cialdini's theory thus did not prove valid here, even though, the choice of wording by the researcher might have caused this strongly negative evaluation of this statement assuming that people do not easily admit the possibility of social rejection based on a product ownership.

Principle of Authority was examined through three statements: Q12, Q18 and Q26. All three statements regarded authority in a different way – Q12 through well-known individuals (e.g. opinion leaders, celebrities, politicians etc.) who might have a certain degree of expertise or influence; Q18 through political decision-making which has authoritative power in society and Q26 through a recommendator on social media (e.g. blogger). Regarding Q12, the responses were widely spread among the different options, with the "strong agree" having only one vote. The average opinion seems to be "disagree", since the median of 2 was calculated with moderate consensus (IQR 2) – after all, "strongly disagree" and "disagree" values combined accounted for more than 58% of all opinions. The result of this statement did not conform with the principle of Authority as Cialdini presented it. In Q18, interestingly, resulted in a wide spread of opinions as well, the "average" respondent, though, opted for "neutral", with median of 3 as 32% chose this option. IQR was 2, therefore there was moderate consensus

among the respondents regarding whether or not political decisions would have an effect on their everyday consumption habits. “Neutral” as such indicates that people do not have an opinion regarding this statement, whether they did not know about the issue or felt unfelt unsure about the political influence. Equal number of respondents nevertheless chose the options “disagree” and “agree”, both 27% each. The final statement in this category had a more “social” atmosphere and resulted in the following result – the respondents yet again did not know what to think as the median of 3 indicates the average respondent has a “neutral” opinion in this matter. Moderate consensus is also indicated through IQR of 2. 63 % of respondents had chosen “neutral” and “agree”, therefore, a slight tendency towards agreement with the statement exists. As the average respondent showed a tendency of “neutral” in two of the statements, some degree of conformity exists with these results with the principle proposed by Cialdini. A reason for the weak correlation between the Principle of Authority and the statements might be found from the “freedom to choose” basic value since people tend not to like to be told to behave in some certain way and as such, resulted in disagreement.

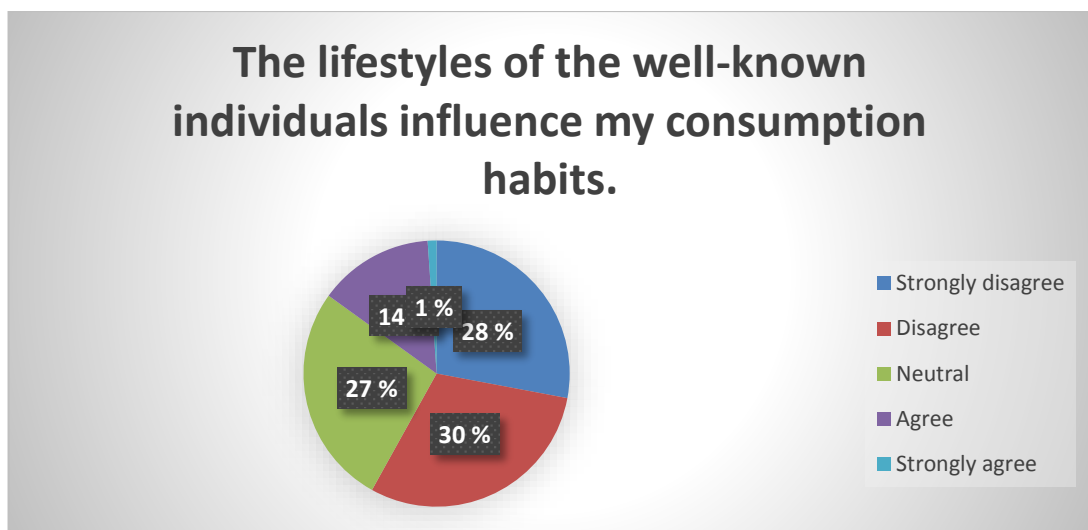


Figure 5 - Opinion distribution regarding Q12

Principle of Commitment and Consistency was observed through statements Q16. The statement did not involve direct connection to buying behavior but rather assessed whether people tend to show overall consistency in their

opinions. 57% of the respondents agreed with the statement that they would stand by their own opinions in an argument situation. The average person's opinion according to the median of 4 and IQR of 1 indicate a rather high level of agreement with the statement with high consensus. The result strongly conforms to Cialdini's principle of Commitment and Consistency and as such, presents an assumption that people tend to both feel committed to their opinions. But whether the reason is due to a bias in self-perception (viewing oneself in a good light) is not certain but possible.

Principle of Liking was the central focus for statement Q28, asking whether or not respondents agree they tend to agree with the similar others. Majority of respondents (40%) remained neutral, whereas 35% agreed with the statement. Median of 3 indicates average opinion of neutrality in this matter, whereas there seems to be a high level of consensus among the respondents (IQR 1). Conforms to some extent with Cialdini's principle of liking, but further indicates the uncertainty of the respondents to connect themselves with the idea of peer pressure. Everyone likes to be seen as an individual, with unique opinions and thus, following the lead of similar others might not suit that perception of self.

Principle of Reciprocation was researched in statement Q19, with the goal of finding out whether small gifts could make people feel like they should repay the favor in some way. In contrast to Cialdini's principle, the average person seems to disagree with the statement, according to median of 2 (33% of respondents chose to "disagree"). Nevertheless, moderate level (IQR 2) of consensus exists, indicating a more varied distribution of opinions among respondents. Assuming this is the typical response to the statement, one can make a conclusion that people tend not to view themselves as bribable when it comes to sales interactions – their actions in the real life situations might differ though, since other contextual/situational elements (e.g. presence of friends, cosy atmosphere etc.) may affect their purchase decision and make accepting the rule of reciprocation unnoticeable.

Statements regarding persuasive communication and persuasion knowledge

Persuasion knowledge is about to what extent people are aware that they are being persuaded (Wei & Delbaere, 2015) or their own perceived “openness” to persuasive communication. Q23 observed how respondents evaluate their own openness to persuasive salespeople, with the majority of them seeing themselves as not persuadable by salespeople (70%, combined percentage of “strongly disagree” and “disagree”) with only 12 individuals out of 93 indicating agreement (“strongly agree” and “agree”) with the statement. It is a very common reaction among people when surveyed about persuadability and one that is directly connected to consumer’s past experiences with salespeople.

Table 6 - Statements concerning persuasion knowledge and persuasive communication

Statements
Q23. Salespeople often get me to buy their products.
Q24. I need to know both sides of the story before I make a decision.

Therefore, today’s overflow of marketing materials and sales efforts have made people think they cannot be persuaded due to high persuasion knowledge. According to Manning (2012) and Schafer & Tait (1986), persuasive communication should be interactive and two-sided. That aspect was explored in Q24 and a high level of consensus resulted (IQR 1) with the strong average opinion of agreement (median of 4). Even though the wording might be slightly confusing, it is helpful to the marketer since it gives an insight of the consumer craving for two-sided messages. People tend to wish to analyse the pros and cons of product information, especially now when information is widely available through modern technologies.

Ecological values

The ecological value base was examined through statements Q14, Q15, Q20, Q21, Q22, Q25, Q29 and Q30. This observed the range of ecological value basis for consumer behavior regarding KeepCup and beyond.

Table 7 - Statements regarding ecological values

Statements
Q14. I am being a responsible consumer when I choose KeepCup over paper coffee mug.
Q15. I am reducing waste by using KeepCup.
Q20. KeepCup is a more sustainable option to non-recyclable coffee mugs.
Q21. I tend to think about sustainability before I buy something.
Q22. I believe that ceramic coffee mug is even more sustainable than a KeepCup.
Q25. I do not think using a KeepCup would solve the environmental issues. (Emery's attitudes)
Q29. I buy coffee in a disposable paper cup because it is convenient, fast and cheap.
Q30. KeepCup is not about sustainability, it is about making money by using the sustainability trend. (Emery's attitudes)

Regarding Q14, majority of respondents (51%) agree with a high degree of consensus (IQR 1) that a person who chooses KeepCup over paper coffee mugs is a responsible consumer (median of 4). Same situation is about the statement Q15 addressing waste reduction through KeepCup, median of 4 indicates "agreement" of the average respondent to the statement with high level of consensus. There is a possibility that the strong consensus and agreement to the statement exists because environmental-friendliness and waste reduction seem to be growing trends in our societies and as such, people are more knowledgeable about the issues and then make a positive moral judgement of KeepCup.

According to responses to Q21 sustainability of products and services seems to be one factor in purchasing decision-making process for consumers, since the average respondent agreed with considering sustainability of a product before

buying it (median of 4) with a high level of consensus (IQR of 1), even though according to the frequency distribution, a big part of respondents (42 out of 93) had no opinion regarding this statement and thus, did not indicate their agreement or disagreement with the statement. Interestingly, 22 out of 93 respondents did indicate that they do not consider sustainability. In Q22, the statement built up a comparison between KeepCup and ceramic mug regarding sustainability. 45% of respondents were not sure whether ceramic mug is more sustainable when compared to KeepCup, and had chosen “neutral” (median 3). Only 15 respondents disagreed with the statement compared to 26 who agreed. Therefore, a high level of consensus (IQR 1) exists. These statements and respondents’ opinions created a basis for a general assumption that sustainability is not the number one thing to consider when making purchase decisions. A tendency of not clearly knowing/understanding what sustainability or how to evaluate sustainability of a product also emerged from the results.

Unfavorable attitudes to sustainability as proposed by Emery (2012) were observed in statements Q25, Q29 and Q30. Q25 addressed Emery’s Fatalist attitude, Q29 Disinterested attitude and Q30 Cynical attitude. Regarding the results of Q25, 39% of the respondents agreed with the statement that using a KeepCup would not necessarily solve the environmental issues, the opinion of the average respondent being closer to “neutral”, with the median of 3 and the value of IQR (2) showing moderate consensus among the respondents – indicating wider spread of answers on the scale. Therefore, the Fatalist attitude to sustainability was exhibited by the largest number of respondents agreeing to the statement, even though sustainability-related values were supported by majority by other statements. Disinterested attitude was explored through Q29 – 38 respondents out of 93 (41%) agreed with the statement that they buy coffee in disposable paper cups due to convenience whereas close to equal amount of respondents (34 out of 93) disagreed or strongly disagreed with the statement, thus showing a more favorable attitude towards sustainability. The average opinion, as presented by median of 3, is rather uncertain and the IQR of 2 definitely expresses just moderate consensus among respondents. As a result, even though some do tend to express the Disinterested attitude, plurality of

opinions and attitudes exist among the researched population. Q30 examined whether respondents tend to have a Cynical attitude toward sustainability and think that it is just a fad for making more money. The respondents expressed their average attitude as a median of 3, with 44% of respondents choosing “neutral” option. IQR of 2 also expresses moderate consensus and wider scale of opinions – therefore, people are not sure whether or not this statement could be true. Definitely there are some who seem to think according to the statement (22%) but there are slightly more of those who disagree with the statement (26%).

Overall, the results provide interesting insights that could be useful for marketers who try to promote the use and purchasing of sustainable and eco-friendly goods. Principles of Social Influence did not have as important a role in persuasive communication as the researched had previously thought, even though, a reason for that could have been non-suitable statements that did not bring out what the researcher was actually looking for. Researching persuasion proved to be rather difficult but a few findings can support marketers in their work – people do tend to prefer two-sided, interactive communication with both pros and cons of the products available. Sustainability and ecological awareness was considered to be a positive thing, even though people actually do not tend to act based on the sustainability value as well there exists a plurality of opinions regarding the sustainability as such – for example, some respondents presented a strong correlation with Emery’s Cynical attitude toward sustainability and some, in contrast, strong sustainable values that tend to translate also into behavior.

6 CONCLUSION

Sustainable consumption and marketing efforts that can support it are an important topic for further research. This thesis provided an insight into consumer behavior through exploration of attitudes and their possible change through persuasive communication/marketing tactics toward more sustainable consumption habits. Attitudes form a part of consumer behavior that is affecting the purchasing of goods and services in many different ways and as such, provides a topic for any marketer and salesperson who wishes to understand the background of consumer's intentions better.

6.1 Research findings

The thesis had a purpose of to understand what kind of influencing factors have an effect on the consumer decision-making process regarding KeepCup (especially of prospective consumers) as well as to examine what is the role of ecological values in attitude change. Three research questions were proposed in the beginning of the thesis:

1. What factors influence the prospective consumer in deciding to purchase a KeepCup?
2. Do ecological values influence consumer's buying decision regarding KeepCup?
3. To what extent do consumers understand persuasion attempts targeted to them?

The first research question asked what the factors that influence the prospective consumer in deciding to purchase a KeepCup are. The results of the research concluded that majority of respondents (as prospective consumers) would purchase a KeepCup due to its design, ecological features and the convenience it offers to heavy coffee drinkers. Nevertheless, other factors of more information/advertising, cheaper price range and a "need" were also pointed out. Favorable and unfavorable attitudes toward sustainability also tend to have an

effect on whether people consider buying a product that has been advertised as “ecological”.

The second research question examined the scope of ecological values in influencing consumer’s buying decision regarding KeepCup. According to the research findings, consumers’ opinions tend to be varied considering the ecological value base. Even though ecological features was one of the key reasons for buying a KeepCup, quite many respondents did show high level of consensus in opinions toward sustainability in overall consumer behavior. The only statement with what over half of respondents agreed with, regarded the perception of consumer who buys/uses a KeepCup as a responsible one. Unfavorable attitudes towards sustainability also exist among respondents, even though the scope is varied. The researcher was surprised to find out how many respondents actually clearly expressed their disinterest in KeepCup and sustainability issues, as the researcher did not think people would admit acting and thinking in unsustainable ways since sustainability and eco-friendliness are quite significant trends in business life. One factor that could have affected the results was the aspect of mixed nationalities of the respondents since in some countries people tend to be more conscious of sustainability issues than in others.

The third research question regarded persuasive tactics and how aware consumers are of them. The statements regarding persuasion were examined through the principles of social influence by Robert Cialdini (1984; 2001) and through other theoretical findings about persuasion knowledge and communication tactics. Interestingly, the researched individuals expressed high level of persuasion knowledge in their responses – even though, these opinions do not mean they would not occasionally fall for the persuasion tactics when encountered with them in the real life. The attitudes and attitude change aspect of the research further provided insights into consumer behavior. Clearly, the average respondent does not clearly know what to think about sustainability and its connection to their own consumption habits, that being partly the fault of all the clutter of information we get in the form of advertisements every day.

6.2 Recommendations for further research

A quite significant limitation in analyzing the data was the poor questionnaire design. The questionnaire was prepared in haste and as such, did not take into account all the nuances of how people can perceive a question or a statement. Nevertheless, there is still value in the research results, even though, a similar research could be repeated in the future with more carefully prepared questionnaire and a more clearly focused sample. Another recommendation for further research could be more specifically in the field of persuasion knowledge – trying to find out to what extent it counteracts with sustainability promotion attempts. A qualitative approach to research that analyses deeply the more extensive responses of the interviewees could be applied.

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APPENDIX 1

KeepCup Questionnaire

General information

1. Gender: male/female
2. Age: 12-17 years old, 18-24 years old, 25-34 years old, 35-44 years old, 45-54 years old, 55-64 years old, 65-74 years old, 75 years old or older
3. Status: student, employed, self-employed, retired, unemployed, other (housewife etc.)
4. From which country are you from? Finland, Sweden, Estonia, UK, USA, France, Nepal, Vietnam, other (please state your country of origin)

Familiarity with KeepCup

5. Are you familiar with KeepCup? Yes/No
6. Have you bought a KeepCup? Yes/No/I got one as a gift/prize etc.
7. Why did you purchase a KeepCup? (For those who indicated that they had bought a KeepCup) It is ecological/Fresh and colorful design/ Friend/family member recommended/ Good price/ Saw it in a blog/ other (specify)
8. Please tell more about your reasons for buying a KeepCup. Share your story.
9. Would you consider buying a KeepCup? (For those who indicated they have not bought a KeepCup) Yes/No
10. Why did you choose not to buy a KeepCup and what values guided your decision? Share your story.

11. For what reason would you consider buying it?

Questions regarding attitudes

Please take a moment and rate the statements below.

12. The lifestyles of the well-known individuals influence my consumption habits. (Strongly disagree, disagree, neutral, agree, and strongly agree)

13. I would buy a limited edition KeepCup. (Strongly disagree, disagree, neutral, agree strongly agree)

14. I am being a responsible consumer when I choose KeepCup over paper coffee mug. (Strongly disagree, disagree, neutral, agree, and strongly agree)

15. I am reducing waste by using KeepCup. (Strongly disagree, disagree, neutral, agree, and strongly agree)

16. In an argument, I tend to stand by my opinions. (Strongly disagree, disagree, neutral, agree, and strongly agree)

17. Seeing my best friend using a KeepCup gets me wondering whether I should also get one. (Strongly disagree, disagree, neutral, agree, and strongly agree)

18. Political decisions have an influence on my everyday consumption habits. (Strongly disagree, disagree, neutral, agree, and strongly agree)

19. The seller gave me a free sample of coffee – I bought a KeepCup as a result. (Strongly disagree, disagree, neutral, agree, and strongly agree)

20. KeepCup is a more sustainable option to non-recyclable coffee mugs. (Strongly disagree, disagree, neutral, agree, and strongly agree)

21. I tend to think about sustainability before I buy something. (Strongly disagree, disagree, neutral, agree, and strongly agree)

22. I believe that ceramic coffee mug is even more sustainable than a KeepCup. (Strongly disagree, disagree, neutral, agree, and strongly agree)
23. Salespeople often get me to buy their products. (Strongly disagree, disagree, neutral, agree, and strongly agree)
24. I need to know both sides of the story before I make a decision.
25. I do not think using a KeepCup would solve the environmental issues. (Strongly disagree, disagree, neutral, agree, and strongly agree)
26. A recommendation on social media (e.g. blog) will make me want to buy a KeepCup. (Strongly disagree, disagree, neutral, agree, and strongly agree)
27. If I did not own a KeepCup, I would feel left out in my school/workplace/team... (Strongly disagree, disagree, neutral, agree, and strongly agree)
28. I often agree with those similar to me. (Strongly disagree, disagree, neutral, agree, and strongly agree)
29. I buy coffee in a disposable paper cup because it is convenient, fast and cheap. (Strongly disagree, disagree, neutral, agree, and strongly agree)
30. KeepCup is not about sustainability, it is about making money by using the sustainability trend. (Strongly disagree, disagree, neutral, agree, and strongly agree)

APPENDIX 2

Statistical analysis of the statements regarding attitudes

Statements	12. The lifestyles of the well-known individuals influence my consumption habits.	13. I would buy a limited edition KeepCup.	14. I am being a responsible consumer when I choose KeepCup over paper coffee mug.	15. I am reducing waste by using a KeepCup.
Frequency (N=93)	Strongly disagree 26 (27, 96%) Disagree 28 (30, 11%) Neutral 25 (26, 88%) Agree 13 (13, 98%) Strongly agree 1 (1, 08%)	Strongly disagree 15 (16, 13%) Disagree 22 (23, 66%) Neutral 32 (34, 41%) Agree 19 (20, 43%) Strongly agree 5 (5, 38%)	Strongly disagree 1 (1, 08%) Disagree 6 (6, 45%) Neutral 19 (20, 43%) Agree 47 (50, 54%) Strongly agree 20 (21, 51%)	Strongly disagree 0 (0, 00%) Disagree 3 (3, 23%) Neutral 13 (13, 98%) Agree 48 (51, 61%) Strongly agree 29 (31, 18%)
Median	2	3	4	4
IQR	2	2	1	1

Statements	16. In an argument, I tend to stand by my opinions.	17. Seeing my best friend using a KeepCup gets me wondering whether I should also get one.	18. Political decisions have an influence on my everyday consumption habits.	19. The seller gave me a free sample of coffee – I bought a KeepCup as a result.
Frequency (N=93)	Strongly disagree 0 (0, 00%) Disagree 4 (4, 30%) Neutral 18 (19, 35%) Agree 53 (56, 99%) Strongly agree 18 (19, 35%)	Strongly disagree 7 (7, 53%) Disagree 18 (19, 35%) Neutral 15 (16, 13%) Agree 47 (50, 54%) Strongly agree 6 (6, 45%)	Strongly disagree 10 (10, 75%) Disagree 25 (26, 88%) Neutral 30 (32, 26%) Agree 25 (26, 88%) Strongly agree 3 (3, 23%)	Strongly disagree 21 (22, 58%) Disagree 31 (33, 33%) Neutral 27 (29, 03%) Agree 12 (12, 90%) Strongly agree 2 (2, 15%)
Median	4	4	3	2
IQR	1	2	2	1

Statements	20. KeepCup is a more sustainable option to non-recyclable mugs.	21. I tend to think about sustainability before I buy something.	22. I believe that a ceramic mug is even more sustainable than a KeepCup.	23. Salespeople often get me to buy their products.
Frequency (N=93)	Strongly disagree 1 (1, 08%) Disagree 3 (3, 23%) Neutral 14 (15, 05%) Agree 51 (54, 84%) Strongly agree 24 (25, 81 %)	Strongly disagree 2 (2, 15%) Disagree 10 (10, 75%) Neutral 22 (23, 66%) Agree 48 (51, 61%) Strongly agree 11 (11, 83%)	Strongly disagree 1 (1, 08%) Disagree 15 (16, 13%) Neutral 42 (45, 16%) Agree 26 (27, 96%) Strongly agree 9 (9, 68%)	Strongly disagree 23 (24, 73%) Disagree 42 (45, 16%) Neutral 16 (17, 20%) Agree 8 (8, 60%) Strongly agree 4 (4, 30%)
Median	4	4	3	2
IQR	1	1	1	1

Statements	24. I need to know both sides of the story before making a decision.	25. I do not think using a KeepCup would solve the environmental issues.	26. A recommendation on the social media (e.g. blog) will make me want to buy KeepCup.	27. If I did not own a KeepCup, I would feel left out in my school/workplace/team...
<u>Frequency</u> <u>(N=93)</u>	Strongly disagree 1 (1, 08%) Disagree 11 (11, 83%) Neutral 18 (19, 35%) Agree 46 (49, 46%) Strongly agree 17 (18, 28%)	Strongly disagree 3 (3, 23%) Disagree 21 (22, 58%) Neutral 25 (26, 88%) Agree 36 (38, 71%) Strongly agree 8 (8, 60%)	Strongly disagree 13 (13, 98%) Disagree 20 (21, 51%) Neutral 31 (33, 33%) Agree 28 (30, 11%) Strongly agree 1 (1, 08%)	Strongly disagree 56 (60, 22%) Disagree 32 (34, 41%) Neutral 3 (3, 23%) Agree 2 (2, 15%) Strongly agree 0 (0, 00%)
Median	4	3	3	1
IQR	1	2	2	1

Statements	28. I often agree with those similar to me.	29. I buy coffee in a disposable paper cup because it is convenient, fast and cheap.	30. KeepCup is not about sustainability, it is about making money by using the sustainability trend.
<u>Frequency</u> <u>(N=93)</u>	Strongly disagree 3 (3, 23%) Disagree 18 (19, 35%) Neutral 37 (39, 78%) Agree 33 (35, 48%) Strongly agree 2 (2, 15%)	Strongly disagree 14 (15, 05%) Disagree 20 (21, 51%) Neutral 16 (17,20) Agree 38 (40, 86%) Strongly agree 5 (5, 38%)	Strongly disagree 6 (6, 45%) Disagree 22 (23, 66%) Neutral 41 (44, 09%) Agree 20 (21, 51%) Strongly agree 4 (4, 30%)
Median	3	3	3
IQR	1	2	2