



GÖTEBORGS UNIVERSITET HANDELSHÖGSKOLAN

Green Marketing: An opportunity or threat?

A study about Swedish companies and their sustainability efforts to secure the future of upcoming generations

Authors: Victoria Afnani and Emil Gustavsson

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Supervisor: Peter Zackariasson

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- Abstract -

This study investigates how large Swedish companies use green marketing to stay competitive in a world where there is an increasing demand and pressure from stakeholders to act sustainable. The fundamental research question revolves around how large Swedish companies use green marketing domestically and internationally to encourage sustainable consumption. The study has investigated this topic through a qualitative research method with semi-structured interviews. The dataset consists of ten interviews with individuals working as CEO's and individuals with high positions within marketing, strategic solutions, and public affairs. Data analyzed using the green marketing strategy matrix and the green marketing mix, shows how green marketing strategies are conducted in real life. Combining this with the theory of the elaboration likelihood model, which we have decided to divide into two different parts, namely large purchases versus small purchases, offer a nuanced insight into how consumers act in relation to the company. The underlying patterns discovered are intricate, and we see a discrepancy among service and manufacturing companies, where geopolitics play a meaningful role in creating market shares internationally. There is also a common fear of being associated with greenwashing and a shared belief that there is a societal rise in demand for green products and services. Comparing our results to previous studies, our thesis suggests that there is a conformity between our findings and preceding research when it comes to the certain trend towards green activities and the importance of an inclusive discourse about climate change. However, there is a paradoxical aspect regarding transparency of the life cycle of a good, as the results can vary from a feeling of accountability to anxiety. Our study contributes with a genuine and significant understanding of how companies within different sectors truly focus on sustainability, whether it is consciously or unconsciously, which paves the way for further research within the topic.

Keywords: Green marketing, sustainability, green marketing matrix, green marketing mix, elaboration likelihood model, greenwashing, geopolitics

- Sammanfattning -

Denna studie undersöker hur stora svenska företag använder grön marknadsföring för att förbli konkurrenskraftiga i en värld där det finns en ökande efterfrågan och press från intressenter att agera hållbart. Den grundläggande forskningsfrågan kretsar kring hur stora svenska företag använder grön marknadsföring nationellt och internationellt för att uppmuntra hållbar konsumtion. Studien har undersökt detta ämne genom en kvalitativ forskningsmetod med semistrukturerade intervjuer. Datauppsättningen består av tio intervjuer med personer som arbetar som VD och personer med högt uppsatta positioner inom marknadsföring, strategiska lösningar och public relations. Data som analyserats med hjälp av den gröna marknadsföringsstrategimatrisen och den gröna marknadsföringsmixen visar hur gröna marknadsföringsstrategier genomförs i verkligheten. Genom att kombinera detta med teorin om elaboration likelihood, vilken vi valt att dela upp i två delar, nämligen stora köp kontra små köp, erbjuder en inblick i hur konsumenter agerar i förhållande till företaget. De underliggande mönstren som upptäckts är intrikata och vi ser en diskrepans mellan tjänste- och tillverkningsföretag, där geopolitik spelar en betydelsefull roll för att skapa marknadsandelar internationellt. Det finns också en gemensam rädsla för att förknippas med greenwashing och en delad övertygelse om att det finns en samhällsöknings av efterfrågan på gröna produkter och tjänster. Genom att jämföra våra resultat med tidigare studier, tyder vår avhandling på att det finns en överensstämmelse mellan våra resultat och tidigare forskning när det gäller den otvivelaktiga trenden mot gröna aktiviteter och vikten av en inkluderande diskurs om klimatförändringar genom ett top-down tänkande. Det finns dock en paradoxal aspekt när det gäller transparens av en varus livscykel, eftersom detta kan variera från en känsla av ansvar till ångest hos en konsument. Vår studie bidrar med en genuin och betydelsefull förståelse för hur företag inom olika sektorer verkligen fokuserar på hållbarhet, vare sig det är medvetet eller omedvetet, vilket banar väg för vidare forskning inom ämnet.

Nyckelord: Grön marknadsföring, hållbarhet, grön marknadsföringsstrategi matris, grön marknadsföringsmix, elaboration likelihood model, greenwashing, geopolitik

- Preface -

After a few intensive, stressful but incredibly educative months of hard work and especially *teamwork*, we can finally say that we are officially done with our bachelors' thesis. During the past years at the School of Business, Economics and Law, we have had the privilege to get to know amazing friends that will stay with us forever, and remarkable professors that have pushed us to be the best versions of ourselves. With this said, this chapter of our lives will soon close, but it opens a new door for upcoming adventures full of endless possibilities.

During the course of this thesis, we have had the honor of interviewing brilliant spokespersons from different companies, and we are very thankful for their participation. We would also like to express gratitude towards the Swedish-American Chambers of Commerce in Philadelphia and Chicago, who have helped us enormously with getting in touch with relevant people to interview.

To my family who have supported me through everything, always stayed by my side and made it possible for me to soon title myself as an economist. Thank you to my amazing sister Isabella for her endless encouragement, my mother Fariba and father Kian for their profound love, and my little Lady who I love dearly – Victoria.

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Victoria Afnani

Victoria Afnani

Emil Gustavsson

Emil Gustavsson

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- Definitions -

Consumer	-	The person or company consuming a product or service
CSR	-	Corporate Social Responsibility
Customer	-	The person or company purchasing a product or service
GHG	-	Greenhouse Gases
GMO	-	Green Marketing Orientation
GPI	-	Green Product Innovation
ICT	-	Information and Communication Technology
IGMO	-	Internal Green Marketing Orientation
ISO	-	International Organization for Standardization
Large company	-	A company is defined as large if at least one of the following criteria are met two years in a row: 1) has more than 50 employees on average 2) the total assets amount to more than 40 million SEK 3) the net sales amount to more than 80 million SEK.
LCA	-	Life Cycle Assessment
R&D	-	Research and Development
SaaS	-	Software as a Service
SEM	-	Search Engine Marketing
SGMO	-	Strategic Green Marketing Orientation
SRI	-	Sustainable Responsible Investing
TGMO	-	Tactical Green Marketing Orientation
WTP	-	Willingness To Pay

1. Introduction

The 1st chapter provides the reader with a background to the contemporary environmental issues caused by human activities, such as consumption and unsustainable production. Thereupon, the chapter problematizes mass- and aesthetic consumption. Lastly, the chapter finishes with a research purpose, question and framework as a foundation and guideline for the thesis.

1.1 Background

Will our children ask, why didn't you act? Or will they ask, how did you find the moral courage to rise up and change?" This quote can be traced back to the American founder and chairman of The Climate Reality Project Al Gore (Edenhofer et al., 2012, p.61). The quote showcases the global need for change when it comes to counteracting climate change and cultivating a sustainable future that promotes the interests of future generations (Edenhofer et al., 2012). According to Nightingale et al. (2019) the sustainable interests that ought to be fulfilled revolve around needs from the three pillars that sustainability lays its foundation on: environmental protection, social welfare and cultural integrity, and economic prosperity. The non-debatable fact that humans carry the responsibility for the consequences that global warming will encompass, has culminated in the emergence of a sustainable way of consuming that encourages social action, namely green consumption (World Wildlife Fund, n.d; Moisaner, 2007). Perera et al. (2018) argue that green consumption is about moral, sustainable, and anti-consumption practices that consumers implement to protect the environment.

Though there has been a growth in social activism towards a more sustainable future, as traditional consumption practices have been replaced with an aim towards green and responsible consumption, there is still a demand and pressure for corporations to act more sustainable. As the pressure comes from internal forces, such as a demand for change within an organization, and external forces such as through institutional policies and agreements as well as consumer demand, some corporations have utilized linguistic strategies to exploit the climate-crisis to fit their business concepts (Ferguson et al., 2016). Meanwhile, other companies have either readjusted or adapted their market-based solutions and concepts to fit the contemporary need for sustainable products and services. Sectors such as transportation, electricity and industry have proven to emit the most GHG (greenhouse gas) emissions during 2019 in the U.S with the commercial and residential sector following close behind with direct and indirect emissions (EPA, n.d). The United Nations (n.d) predict that by 2050, humankind would need three planets to keep up and meet the contemporary demand for resources if no change is made.

As for which aspects that ordinary citizens can affect with their consumption choices, six areas are highlighted, namely energy, transport, water, food, fashion, and waste. Even though there is a clear need for conversion towards a greener future, it is difficult for consumers to truly

change their consumption activities. This can be due to financial, personal, and moral constraints, which can be linked to the time, energy, and efforts one needs to put in to know the exact cause-effect relationship of their consumption practices on the environment (Moisander, 2007).

1.2 Problematization

Consumption has today become part of everyday life for most people in the West. Over the years, people have always had to consume or acquire clothes, food and protection in order to survive. With industrialization and economic growth, the motives behind consuming have changed from survival to over consumption (Higgs, 2021). Consuming is a natural part of being human, but unlike in the past, consumption today has shifted to something that is increasingly about cultural norms. The word 'consumerism' is about how people through possession and use of products and services lead them to the cultural pursuit of happiness, status and success. A common and deeply rooted notion among people around the world, is that people through consumption can find meaning and acceptance among other people in the same culture. The view of what a good and happy life is about, is different depending on the culture, but what is found at the core of the consumption paradigm is that consumption should be stimulated as it creates wealth (Assadourian, 2010).

Governments, companies and media do everything in their power to make it more accessible for consumers to continue with their mass consumption. More consumption leads to approaching the ideal of how consumers want to appear while at the same time generating more money for institutions. Companies have contributed a lot to the cultural change and have had various tricks to get more consumption out of people. By introducing the credit card in the middle of the 20th century, it became possible for customers to purchase more than they could afford by trading more than their assets. In combination with companies making products of inferior quality which are quickly regarded as unfashionable because of the volatility of trends, companies have increased consumerism. Market symbols such as various company logos and spokespersons have become a common sight in trying to attract customers. Cultural norms, such as wholesome diets, are based on how institutions have painted what the ideal should look like, and thus many cultural norms are also supporting the idea of mass consumption. Marketing on a global level, which is a \$643 billion industry, is the biggest business tool for getting customers to shop more. On average, every person in the Western world is exposed to myths about consumer culture between one-third and one-half of their waking hours. Even if customers have their own will and opinion to buy the products and services that are marketed, it stimulates consumerism. During these hours as customers are exposed, customer norms that one should continue to consume to achieve the culture's image of what is desirable, are strengthened (Assadourian, 2010).

Since planet earth has limited resources, it is not possible to continue to express success and happiness through consumption. During the last 200 years, humanity, through its consumerism, has influenced the earth's ecological system to such an extent that the earth's ability to sustain itself for future generations cannot be guaranteed with certainty. The increased prosperity in

the world leads to more people consuming which in turn affects the withdrawal of resources. If all people lived in conditions like in the low-income countries, the earth would be able to provide 13.6 billion people, while if everyone on the earth's population lived like Americans, who have one of the highest standards of living, the earth would be able to support 2.1 billion people. Researchers have concluded that well-being does not increase with increased consumption, but instead materialistic values can reduce satisfaction. It is only among the very poorest that increased consumption can lead to better well-being. A shift in the cultural paradigm would be needed so that human well-being is just reached a stable level globally. In this way, most people would have a high quality of life where nobody would have to starve. Marketing, which is one of the major sources of influence today, can help to shift the paradigm with the help of green marketing (Assadourian, 2010).

1.2.1 Aesthetics and consumption

There is an abundance of products in the western world and for companies, it has become increasingly important to stand out from the crowd with the products and services that the company offers. Being able to manufacture as many products as possible for a low price no longer contributes to the advantage this created during industrialization. To create success today, it is more important to focus on the artful expression of the company, images and more aesthetically pleasing products. It is important to create a meaning for the products and services that a company offers and thus turn merchandise into a lifestyle instead. The aesthetic values can be added either through the manufacturing process or when a product enters the market and circulates among consumers. Marketers can add sign-value through marketing and thus create an image for companies' products and services (Dobers & Strannegård, 2005).

Western society has become aestheticized, where the efforts of marketers in recent decades have contributed to the customers constantly looking for the latest in terms of style, fashion and experiences. Brands have become what is at the center when customers shop for products and services and consumption has increasingly become a way of expressing oneself. Style has become something that constantly surrounds the person and has become a part of everyday life for the consumer where he or she can express his or her individuality through practice, experience, artifacts and body dispositions. A product, such as a watch, can signal a certain type of lifestyle (Dobers & Strannegård, 2005). Instead of seeing a product as a resource to achieve an external goal, like altruistic products, one can through products with hedonistic values instead look at the consumer's inherent factors where aesthetics (the appreciation of beauty) often play an important role and depend on the viewer's taste. The customer's taste leads to a decision, which in turn leads to what the person purchases (Hoyer & Stokburger-Sauer, 2011).

Taste is about what the customer's personal attitude is towards a certain aesthetic phenomenon or social moment where the person decides if something is good or bad or if something is considered to bring a feeling of beauty, pleasure and harmony like a new item of clothing or a concert can do. What is considered good taste is decided by the experts in each cultural field.

Depending on the taste of customers, this gives hedonistic values to products and services. Taste is a part of a person's cultural capital, which also includes factors such as a person's experiences, knowledge and worldview. Taste creates an identity that can lead to new social contacts (Hoyer & Stokburger-Sauer, 2011). Cultural capital is not so much about what the consumer consumes but more about the practice around consumption and the choices the customers makes. For example, which restaurant one eats at, which hotel one stays at and in which way one transports themselves (Dobers & Strannegård, 2005).

It has long been known that consumption requires resources in the form of energy and materials. The industry's planned way of shortening the life of products adds to the use of resources and together with effective marketing that highlights aesthetic consumption, it leads to unsustainable consumption. In a world of abundance, consumers want to stand out from other social groups and areas and companies also want to stand out from the crowd and differentiate themselves from the competitors. This means that aesthetic consumption has a strong driving force both for consumers, who want to create a lifestyle and status, but also for companies that want to be competitive (Dobers & Strannegård, 2005).

Design is an effective way to get people to consume, and in a world where the desired state is to shop more sustainably, design can be effective and a solution to the problem. This can be done, for example, by making well-designed green transport options or aesthetically pleasing and green interior design products (Dobers & Strannegård, 2005).

1.3 Delimitations

This thesis is limited to solely analyze how several large Swedish companies implement green marketing to affect consumer behavior towards more sustainable consumption. Sweden is known for its innovativeness when it comes to sustainability, which is why an illustration of how Swedish companies in fact utilize green marketing would be an interesting study to conduct. Hence, this thesis lays its foundation on examining how several large Swedish companies from different industries use green marketing strategies. The choice of why Swedish large companies was selected for this study is explained in chapter four about methodology.

1.4 Research Purpose

The purpose of this thesis is to investigate how green marketing is used by large Swedish companies to increase customer's likelihood of purchasing more sustainable products and services. Since climate change and environmental issues are of great importance in this day of age, this thesis offers an understanding of how green marketing may lead to competitive advantage. The goal of the thesis to provide in-depth information about how corporations use green marketing through their management and activities to influence customers, will be achieved through a qualitative research method with interviews and use of adequate theories.

1.5 Research Question

- How is green marketing implemented by large Swedish companies domestically and internationally to encourage sustainable consumption?

The authors of this thesis believe that this research question will yield a depiction of a yet unexplored dimension of green marketing, namely how it currently is or could be integrated into different industries and their operations, whether it is the service or product sector. As will be seen below, the previous research in this topic has been around for a long time and is constantly evolving. This is why this research question entails an explanation of how some companies that people daily interact with and encounter, are truly using green marketing to evolve, reinvent themselves, or develop their processes to become more sustainable. With an increase in sustainable thinking and the growth of CSR and SRI, it is crucial for companies to act in accordance with contemporary and future pressure due to public opinion and regulations, to preserve biodiversity and limit the effects of climate change.

2. Literature Review

The 2nd chapter aims to create an understanding for previous research within the topic of green marketing. The chapter starts off with an explanation of green marketing with its current and future trends, as well as enviropreneurial marketing to create a knowledge-based foundation for the reader.

2.1 Previous Research

There is no hesitation that sustainability has become a hot topic to discuss, which has resulted in green innovations and green demand from customers (Dangelico & Vocalelli, 2017). Though, it is not solely the product or service that has to be green, the whole process behind it including R&D (research and development) and marketing must be green in order to fully be seen as a sustainable alternative. The traditional definition of ecological marketing can be linked to being

[C]oncerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems (Dangelico & Vocalelli, 2017, p.1264)

Green marketing is in this sense an extension of both ecological and sustainable marketing, which only works if it fulfills two factors, namely that production promotes the quality of the environment as well as it meets expectations from customers. Likewise, green marketing can be linked to the marketing mix including the 4 P's, where green products can be linked to recycling, durability, and packaging. In addition, green price regards quality and WTP (willingness to pay) of customers, meanwhile green place refers to distribution, reverse logistics and the link between production and consumption. Lastly, green promotion is about advertising, eco-labelling, and performance (Dangelico & Vocalelli, 2017). There is a clear pressure from stakeholders to pursue green marketing and adopt GPI (Green Product Innovation), as well as incentivize startups and future businesses to create brand new markets and opportunities. To fully succeed at GPI and green marketing, there is a need for a top-down approach in which organizational managers explain the importance of and implement environmental considerations in creating and designing products. This can in turn develop internal and external knowledge of the benefits that GPI encompasses (Dangelico, 2016). Fuentes (2015) argue that green marketing can be seen as through the practice theory perspective, which involves three main considerations, namely (1) understanding of the literal practices involved for green marketing (2) studying the materials and meanings that involves green products and practices beyond the humanitarian aspect (3) that green marketing can be regarded as a performative practice that co-creates the world. In addition, green marketing can be seen as a practice that requires constant support, in order to truly work as the complex phenomena, it is described as. The performance of green marketing should focus on future and prospective effects that can arise and affect the environment, rather than only focusing on preceding and contemporary issues (Fuentes, 2015).

2.1.1 Current and future trends of Green Marketing

Recently, there has been a trend towards companies pursuing more green activities and marketing, as it is believed to be more effective compared to traditional marketing (Choudhary & Gokarn, 2013). There is also a need for sustainability to permeate organizations through its objectives and goals because of stakeholder pressure, which has resulted in 80% of companies wanting to devote more money on green marketing (Dangelico & Vocalell, 2017; Choudhary & Gokarn, 2013; Sofia Ribeiro, n.d). Nowadays, companies spend much on external advertising to project a ‘green’ image, as this has proven to be beneficial. It is estimated that green marketing is projected to grow ever more to become an unavoidable strategy for future activities (Choudhary & Gokarn, 2013). Polonsky (2011) argue that the complexity of green marketing requires three conditions to be included regarding the exchange between value and the environment. Firstly, environmental value is of significance when it comes to how society measures the lifecycle of products. This is related to how use and disposal of products truly affect the environment, which can be difficult for companies and society to be aware of if no monetary value can be associated with the effects. If a monetary value is linked to the cause-effect relationship between use and disposal of goods, customers transform into agents. Though, this entails a higher price on goods as the transparent process required to illustrate the relationship and effects necessitate costly and complex systems. However, just because the lifecycle of a good is shown does not mean that societies are suddenly more well off, as it could lead to more anxiety rather than responsibility. A system already developed to show this relationship and make companies more accountable is the system of carbon taxes, but as stated they are not capable of change alone. Carbon taxes need to work together with other additional long-term environmental systems, such as ones towards biodiversity to include the whole spectrum. The logistical aspect of implementing and ascertaining environmental values is likewise an important difficulty, as it requires nation-wide integration and international exposure. This gives rise to the political dimension of power, as companies may therefore move to countries with lower authoritative environmental pressure. Thus, standardization of policies is vital to ensure global responsibility and consistent practices, which ISO (International Organization for Standardization) is working towards to establish a justice and fair ground for a uniform worldwide practice (Polonsky, 2011).

Secondly, the discourse of how companies discuss the environment needs to transform, as there needs to be an urgent awareness about the current degradation of the environment. Policymakers have historically used the phrase of “War on Terror” to highlight the importance of international cooperation to decrease terrorism, but there is no collective ‘war’ on climate change in this case. To raise awareness and include the society in this question, therefore requires a stronger discourse, though it is also important to address the meaning of a collective discourse and opinion. There are currently various opinions on how the environmental issue can be addressed and dealt with, which is why for instance, Western societies need to be spoken to in a way that relates to their unsustainable consumption patterns and how it affects the environment long term. Thus, there has to be a change from the anthropocentric approach towards more inclusion and accountability. This is why assigning an environmental value can be one way of having a stronger and more transparent discourse about climate change, as

consumers become aware of how their activities affect the environment. This in turn incentivizes innovation for alternative goods, but the main responsibility still lies on the shoulders of states as the discourse requires knowledge and education from customers point of view, knowledge that is not always guaranteed (Polonsky, 2011; Eberlein & Matten, 2009 ; Papadas et al., 2017).

Thirdly, there is a need for a shift towards want satisfaction, as it can decrease production and hence, pollution. By initiating systems for customers to be satisfied without owning the product they have invested in, a whole new customer market can take place. Consequently, with outsourcing and leasing comes new possibilities. As in the case of carpools in which consumers are part of a club where they use cars that are not owned by them. This can also be applied for music as consumers pay a fee each month to listen to audios. Though, the downside with this system is the risk of consumer dissatisfaction and effect on self-identity as they do not own the product or service they are using. To combat this, the environmental awareness needs to be equal to or higher than the need for self-fulfillment to see value in not owning an asset, which requires knowledge and intense discourses about climate change. Additionally, an effective market is necessary to match consumers with assets in a successful way. Though the deeper need for consumers to redefine their current consumption activities still needs to change, as for instance more planning will be added to each trip to the grocery store in case the car is shared with others through a pool. From a technological perspective, more digital exposure and accessibility of brands entail fewer trips to physical stores, which on the one hand decreases the environmental impact of carbon dioxide emissions and on the other hand reduces need for raw material for construction. Yet, this is not only limited to stores, but the environment could also benefit from digitized communities if office buildings and organizations used virtual infrastructure. In turn, this can be related to the question if new products and services are needed by consumers, or if they are more complex versions of already developed products and services. If companies devote time, energy, and resources on delivering improvements based on value and long-term satisfaction, instead of delivering replaceable solutions for short-term happiness, environmental costs could be a bullet point in the discourse. However, as competition and pressure to constantly deliver more modern solutions is a core feature on current markets, it is problematic for companies to discontinue their incremental updates, as it will decrease their position on the market and give new entrants more possibilities to enter the market (Polonsky, 2011; Cronin et al., 2010).

2.1.2 Enviropreneurial marketing as a tool to integrate sustainable practices

With the pressure to continuously deliver new solutions, marketers must pursue the *enviropreneurial* approach, which is about implementing both entrepreneurial and environmental strategies for organizations for them to draw on financial and social goals. Papadas et al. (2017) depict enviropreneurial marketing as “A multiple stakeholder view – integration of environmental goals within corporate strategy” (p.237).

It is said that enviropreneurial marketing is a long-term strategy that aims to integrate sustainability through an environmental point of view with activities on a corporate level to achieve competitive advantage. This goes against the traditional marketing approach, in which profit maximization is a core feature, as the focus is now on the three pillars of sustainability, namely environmental, economic, and social. Hence, green marketing includes process, environmental and market-related practices throughout the whole organization. Thus, three dimensions of GMO (green marketing orientation) are described which all symbolize and belong to a certain organizational level, namely strategic green marketing with regards to long-term activities, tactical green marketing which relates to short-term activities and internal green marketing. Strategic green marketing orientation (SGMO) is about policies that particularly focus on managerial decisions and stakeholder collaboration on a higher level. With a strategic enviropreneurial approach, decisions made in the present are ought to deliver results that promote future social and environmental activities, with regard to transparent compliance to environmental guidelines to give stakeholders a proactive image of the firm. Consequently, tactical green marketing orientation (TGMO) aims to convert traditional marketing into green marketing through decisions related to product, pricing, environmental footprint, and communication tools. From a product perspective, TGMO is about environmental components, packaging, recyclability, and renewable energy. In other words, it is about implementing a futuristic and sustainable product life cycle through a circular economy. As for pricing, it relates to the practice of ethical pricing, as the price should mirror the product's components, but also give incentives to buy products that are greener or donate profit to environmental organizations. Likewise, it also includes aspects of cradle-to-cradle to reserve and re-use as much as possible after a product's utility cycle, which links to encouraging usage of recyclable components. When it comes to communication, promotion of green products ought to be authentic, transparent and used in a way that applies to contemporary customers, which in this age is mainly through social media and other digital platforms. The communication can in turn be linked to IGMO (internal green marketing orientation), which is about implementing green values through the whole organization to foster a new philosophy, which can be done through activities, training, programs, rewards and policies for employees and leaders. Hence, current values of the organization must align with the desired sustainable values and permeate the whole organization from the top to the bottom, both for the sake of customers and employees. Assigning a new department for CSR (Corporate Responsibility) or sustainability can therefore be an appropriate activity for companies pursuing enviropreneurial marketing (Papadas et al., 2017).

Previous research (Martínez-del-Río & Cespedes-Lorente, 2014) shows that if a company is in a context where sustainability thinking is a competitive advantage, a high rivalry will lead to more motivation to implement more environmentally friendly action in its strategy. Companies that are pressured to act more environmentally friendly in order to survive will place greater focus on ecologically related resources such as green marketing. This contributes to a chain effect which leads to companies in certain clusters applying more green methods to survive but also to attract more customers. This thesis can help to understand how various companies in different clusters work with green marketing to stay competitive.

3. Theoretical Framework

The 3rd chapter dives into the chosen and adequate theories to conduct the research. The chosen theories that will be discussed are the green marketing strategy matrix, the green marketing mix and the elaboration likelihood model. Motivation behind why these three theories were chosen, as well as their advantages and disadvantages are also discussed. Thereupon, the theoretical frameworks will be used to analyze the empirical data to consequently answer the research question.

In order to analyze the interviews and answer the research question, the two different theories about Green Marketing Strategy Mix and Green Marketing Mix have been used to analyze how different companies work with green marketing and how this is incorporated in the company. Another theory has been used to investigate how companies' sustainability work affects customer's choice of consumption and how this affects their attitude and behavior, and this theory is the Elaboration Likelihood Model. The reason for the choice of theories ending up on these three, is because of the theories being considered as applicable due to their distinguished acceptance and usefulness within the science of marketing and consumer behavior, which in turn supports the purpose and research question of the thesis. Likewise, the theories are to a great extent embossed in the doctrines of business administration and marketing, which is why their appropriateness can be viewed as a strong motivation for their choice of use. The theories have also been well proven for many years and are familiar to many scientists and professors who have displayed the relevancy and significance of the theories, which can facilitate understanding for readers.

3.1 Green Marketing Strategy Matrix

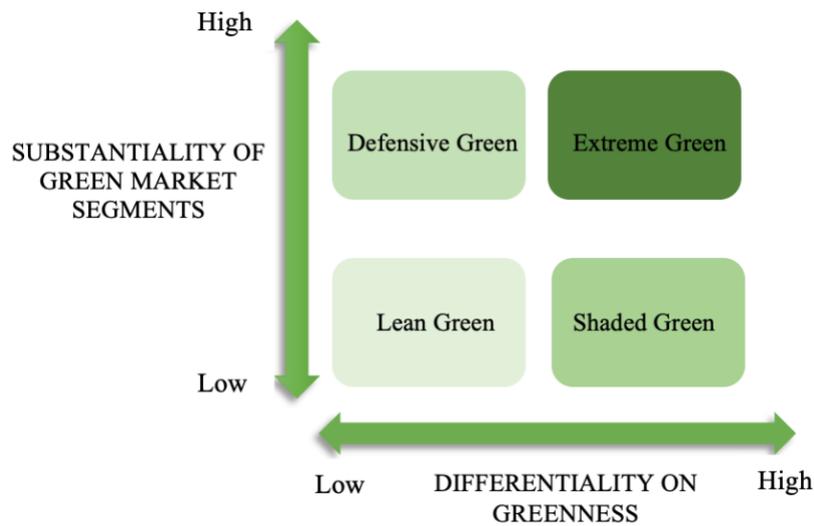
The benefits of performing green marketing and conveying a green brand image is believed to amplify the relationship for customers with brands, leading to brand loyalty. To truly understand how green marketing can be incorporated in companies' management, strategies and practices, Ginsberg and Bloom (2004) have developed a matrix that explores different green marketing strategies which companies can use. They also stress the fact that there is no standardized way of performing green marketing, as each company must align their own practices and goals with the most appropriate strategy depending on the context and structure of the market. Ginsberg and Bloom (2004) highlight four different green marketing strategies, namely the more passive lean green, the more aggressive extreme green, and the ones in the middle called defensive green and shaded green. Though, before applying the matrix it is important to understand the different customers and their level of environmental concern. The Roper study (2002) illustrates four different target groups, namely:

Table 1: Authors' table adopted after material provided by the Roper Study (2002) gained from Ginsberg & Bloom (2004)

Target Group	Characteristics
True Blue Greens	Strong environmental consciousness and will to make a change through avoiding unsustainable products.
Greenback Greens	Strong environmental consciousness, prefer products that are environmentally friendly.
Sprouts	Aware of environmental issues but needs more persuasion to consume environmentally friendly products.
Grouzers	Not educated about environmental degradation.
Basic Browns	Do not care about the environment.

The use of environmentally friendly packaging, samples, labels and knowledgeable salespeople have proven to increase the likelihood of purchase of sustainable products among half of Americans (Roper, 2002). Likewise, having a stable reputation that aligns with the values within a company and its employees, is a key feature of delivering a sense of credibility. An additional aspect not mentioned in the above illustration, is the importance of generations and their growing environmental concern, such as with baby boomers and their fear of living a short and unhealthy life. In order to perform a successful green strategy, therefore requires an understanding of the consumer segments and competitors in the current market to draw on the best competitive advantages and benefits. Companies in more or less every industry have dedicated a division for sustainability in different shapes and forms to demonstrate their environmental awareness for customers interested in knowing about their environmental impacts. Different approaches have been made, such as reducing waste, using recyclable material, and creating brand new products to meet the ever-growing demand for green products and manufacturing processes. Hence, to choose an appropriate green marketing strategy the company must first realize and decide on the importance of green consumer segments, and secondly evaluate if the company has the resources required to pursue green marketing. For a brand to capitalize on a green marketing strategy, it is important to first be aware of the degree of environmental consciousness within the target group, which can be done through surveys, studies, or observations of competitors. If competitors are already pursuing an effective green marketing approach or the costs of becoming green are too high, the lean or defensive strategy is more applicable. Conversely, if a brand can convey honesty, transparency and a long-term perspective in their products or services, the shaded green and extreme green strategy is more suitable (Ginsberg & Bloom, 2004).

Figure 2: The Green Marketing Strategy Matrix (Ginsberg & Bloom, 2004, p.81)



3.1.1 Lean Green Marketing

A lean green marketing approach is about incorporating green values and practices across the company on a discreet level without letting the society know about it. Hence, this approach avoids publicity and showcasing initiatives, and instead works in a subtle way by performing activities that will lead to lower costs and production efficiency to gain subsidies from higher agencies (Davari & Strutton, 2014). With this said, the lean green approach is essentially not about becoming green, as it is more about becoming efficient and reducing costs. The competitive advantage in this case does not revolve around green initiatives. Additionally, lean green corporations aim to simulate ordinary citizens. An example of a lean green business is Coca-Cola, considering their hefty investments in greener processes and production, though these investments are not published for the public eye since the brand does not want to be too closely tied to the environment because of different reasons (Ginsberg & Bloom, 2004).

3.1.2 Defensive Green marketing

A defensive green marketing approach contains strategies to cope with competitors or bad publicity and can therefore be described as a strategy to deal with retrospective actions. The aim is to reduce damage by incorporating green tactics to increase the brand image of sustainability. The concept of defensive green marketing might give a picture of insincerity at a first glance, yet the strategy does include sincere actions. However, the main idea is that these actions are intermittently and not consistent to address the public on the topic of sustainability. Examples of companies pursuing defensive green marketing is Gap Inc. that historically has been subject to criticism because of their partnerships with unsustainable corporations. To address the bad publicity the brand has used communication through their own networks to combat the bad exposure, and now they are seen as a brand that promotes an environmentally and socially conscious alternative (Ginsberg & Bloom, 2004).

3.1.3 Shaded Green Marketing

Shaded green marketing refers to a long-term practice that involves large investments that aim to exist during a long period to show financial engagement. Companies using shaded green marketing often design and promote solutions for customers related to sustainable thinking to achieve competitive advantage. The concept primarily revolves around promoting the physical attributes of the product through traditional and contemporary marketing channels, to thereafter incorporate the environmental advantages with the product. To illustrate, when Toyota launched their Toyota Prius in the beginning of the 21st century, the main focus was on how efficient the fuel consumption would be, rather than how environmentally friendly it appeared to be with regard to air pollution, which is its main focus through its advertisement today (Ginsberg & Bloom, 2004).

3.1.4 Extreme Green Marketing

With extreme green marketing, the environmental concern is completely incorporated in the management, strategy, and practices of the company. Environmental awareness can be seen as a motivation and foundation for the company, as LCA (Life Cycle Assessment) is highly integrated in the approach (Lewandowska et al., 2017). Considering that extreme green marketing is promoted through special channels, the products and services are often niched to a certain target segment. To exemplify, the brand of Honest Tea devotes time, effort, and money to provide customers with the feeling that they are both socially and environmentally conscious, given their marketing as a cradle-to-cradle option for customers looking for an organic and recyclable alternative (Davari & Strutton, 2014).

3.1.5 Criticism of Green Marketing Strategy Matrix

This theory is useful because companies can, based on the two factors about what the market for green products looks like in their industry and how they can differentiate themselves from their competitors, assess how much emphasis should be placed on green marketing to differentiate (Ginsberg & Bloom, 2004). The downside of the theory that the authors of this thesis have experienced, is that it is difficult to concretely know which strategy a company uses because different products and categories within the company may have different strategies. Likewise, the strategy may lie between the four different strategies that Ginsberg and Bloom (2004) address in their article, where everything is not as clear as the theory explains. This can be seen in chapter five where for instance IKEA is analyzed and related to the shaded strategy using the empirical findings, meanwhile they in chapter seven can be considered using the defensive strategy as well. The authors of this thesis have also noticed that the theory is more tailored to companies that sell one tangible product because it is easier to place these companies under one heading. Regarding the negative aspect of the theory's applicability and difficulty of placing a company within a specific category, similarly can be said about the categorization of target groups in the Roper Study (2002), as people can fall in between the categories.

3.2 Green Marketing Mix

Referring to the previous theory about the green marketing matrix, the theory of the green marketing mix can be adopted to highlight the differences among the strategies (Ginsberg & Bloom, 2004). The theory of the green marketing mix engages the traditional theory of the 4 P's, namely product, price, place, and promotion through a green and environmentally friendly perspective.

Table 2: The Green Marketing Matrix and the Green Marketing Mix (Ginsberg & Bloom, 2004, p.82).

	Product	Price	Place	Promotion
Lean	X			
Defensive	X			X
Shaded	X	X		X
Extreme	X	X	X	X

3.2.1 Green products

A green product is recognized as a product developed through an environmentally friendly process with little or no harm on the environment. The product is primarily fabricated locally and contains recycled components, which has led to the conclusion that customers most often link these products with higher quality as it gives off an organic, healthy, and safe feeling (Govender & Govender, 2016). Green products are also believed to use less resources and energy, which has a positive impact on its life cycle because of the decrease in pollution. As the demand for green products has increased in the past decades, there is no hesitation that a well-established distribution network of green products should be a part of companies and their manufacturers objectives (Goh et al., 2019). According to Davari and Strutton (2014), green products frequently contain activities such as recycling and making the product more long-lasting, repairable, and safe. With regard to the green marketing matrix, the strategies that can be applied for green products are the lean, defensive, shaded and extreme green marketing strategies that works with green processes and cost reductions (Ginsberg & Bloom, 2004).

3.2.2 Green prices

Green prices refer to the additional expenditures to purchase green products, which can be linked to the higher costs of producing something green and manipulation that one needs to pay a higher price to secure the future of upcoming generations. These choices are visualized through aesthetically pleasing packaging, updated green improvements and features (Davari & Strutton, 2014). In addition, green pricing has proven to be more successful among younger generations who have a higher WTP when it comes to green products, as they are more environmentally conscious (Govender & Govender, 2016). The price is designed to reflect the

consideration for the health of the planet, but also for employees (Mahmoud, 2018). Though, a higher price for non-green products can also be a tool to convert people to stop consuming unsustainable products because of their higher price (Goh et al., 2019). As for the link to the green marketing strategy matrix, the shaded and extreme green marketing strategies are most applicable because of the large long-term investments and high awareness of environmental issues (Ginsberg & Bloom, 2004).

3.2.3 Green places

Green place is about the positioning of the green products that guarantees that the receivers of information obtain clear guidelines on how to consume green products. It is stated that the closer one is to a green product, the more likely the customer is to purchase green alternatives, compared to if the green product is placed far away. Hence, placing green products and making them more accessible, such as through supermarkets, the likelihood to purchase green products increases (Govender & Govender, 2016). Though the place does not have to be physical, it can also be a virtual place (Mahmoud, 2018). Likewise, it is not only the place that is of importance, the distribution network and logistical aspect behind the product should also be environmentally friendly (Goh et al., 2019). For this to fully work, constant exposure to green products and niche distributions is of great importance, which is why the most suitable green strategy is the extreme one, because of its emphasis on niche distribution (Davari & Strutton, 2014; Ginsberg & Bloom, 2004).

3.2.4 Green promotion

Davari and Strutton (2014) depict that green promotion is believed to be the most important feature of the green marketing mix, and to be successful it must meet at least one of the following conditions:

- 1) They explicitly or implicitly reveal and/or elevate the relationship between products and the biophysical environment
 - 2) Endorse green lifestyles, with or without highlighting a product/service
 - 3) Present, enhance or sustain environmentally responsible corporate images
- Davari and Strutton (2014, p.566).

Green promotion mostly concerns the product's packaging and labeling, which has proven to be a successful tactic among female customers as women are more prone to turn to aesthetically pleasing packaging with clear messages about recycled material as compared to men (Laroche et al., 2001). The messages sent out through green promotion, which can be done through direct advertisement, websites, campaigns etc. are constructed to increase customer's probability towards purchasing more green products (Mahmoud, 2018). Including emotions in the advertisement to enhance the relationship between the customers and the environment, is a suitable approach to increase customers knowledge about the environment, and what consequences their actions have. Used correctly, green promotion can lead to increased

intentions from customers to purchase green products (Govender & Govender, 2016). Though, it is important to consider the negative effects of greenwashing, which is when a company claims that their products or services are environmentally friendly by investing a lot of time, money and effort, when in reality, the claims are false and misleading to provide customers with a green image (CFI, n.d). Green promotion is about instructing customers on how to make adequate choices, rather than misleading the customers by providing false or empty promises. Hence, green promotion ought to be used with care to not accidentally give the company competitive disadvantage (Polonsky & Rosenberger, 2001). The marketing strategies most relevant for green promotion are the defensive, shaded and extreme green strategies (Ginsberg & Bloom, 2004).

3.2.5 Criticism of Green Marketing Mix

Using the 4 P's has long been done and the advantages of using it is that various factors that are important in marketing have been placed in one and the same platform, which makes it more efficient and easier to make decisions in the company. By dividing into different factors which in theory is called P's, each specialist in the field can focus on how to market in the best way. One of the most prominent disadvantages of the green marketing mix, unlike many other new models that shed light on market analyzes, is that the 4 P's do not address important information at the individual level. According to the marketing mix, consumers are passive where the person's needs are not taken into account. The theory also does not include interaction and relationships with other people, and instead takes for granted that the customer acts without being influenced by others. Another disadvantage is that the theory is one-sided because it only deals with physical products and not services, and the products that are marketed do so in the singular and do not consider the company's other products, product lines or brands. This can be illustrated in the fifth chapter, as the empirical findings shows that companies using fewer P's are more difficult to analyze using the green marketing mix. Also today it is becoming increasingly important for companies to build a relationship with the customer and offer a brand experience. This is something that the marketing mix does not address (Oman Essay, 2018).

3.3 Elaboration Likelihood Model

The theory of the elaboration likelihood model is about trying to explain how people who are exposed to a message that aims to change their attitude, elaborate this. People who are exposed to a message do not think through all the decisions with the greatest ability, nor are they completely thoughtless when they are exposed to messages that try to persuade. Because of this, there are several different factors and combinations of factors that are seen as crucial for a person's motivation and ability to absorb the message. When an appeal or message is relevant to a recipient, the motivation to absorb it increases and thereby critical thinking arises, and in this state elaboration likelihood is high. In this state, there is a greater chance that the recipient, (1) Directs their presence, (2) Tries to access relevant experiences, images and associations from memory, (3) Examines and elaborates the external message with the help of those memories, (4) Based on the arguments that accompany the message, draw conclusions about

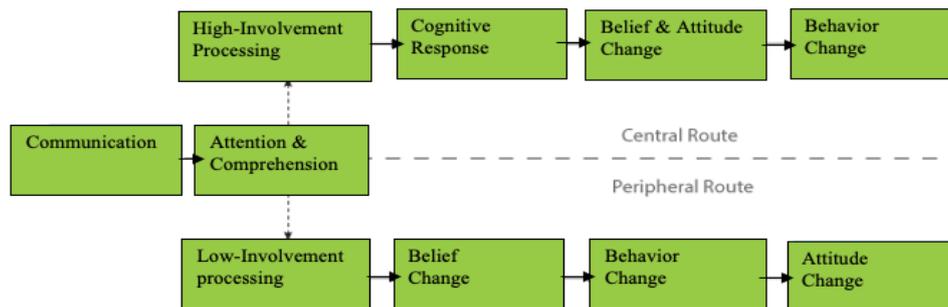
the different benefits based on memory and (5) Make an evaluation or create an attitude to the message based on the elaboration (Cacioppo & Petty, 1984)

When elaboration likelihood is high, there should be strong cognitive resources linked to the message, which results in the attitude created based on the attitude object being strong and long-lasting. Attitude and behavior are more predictable when elaboration is high, compared to when it is low as the recipient instead relates previous memories and experiences to the message or attitude object and thus have a greater confidence to act on their attitudes (Cacioppo & Petty, 1984).

Not all messages that people are exposed to go through high elaboration because this would require too much cognitive resources and it is something that people naturally try to avoid. Seeing the message as personally insignificant, being distracted by something during the exposure or having a little prior knowledge of the message being exposed, may lead to less likelihood that the person can evaluate the benefits of the message based on prior knowledge and thus not absorb it. At this point, elaboration likelihood is low and the cognitive resources are put into other things. If the elaboration is low, the acceptance or rejection of the message does not depend on cognitive considerations and a restructuring of the attitude, it instead depends on other aspects where the message is associated with positive and negative clues that have no connection to the attitude itself. For example, if the recipient of a message views the person who delivers the message as attractive, the recipient is more likely to absorb it (Cacioppo & Petty, 1984). People who can identify with the person who provides the message are also to a greater extent affected. These mechanisms require less cognitive ability and are used when the motivation or ability to absorb the message is lacking (Nilsson & Martinsson, 2012).

Depending on how high the elaboration likelihood is, there are two different ways to take (Figure 3). If the customer has a high elaboration likelihood in relation to the message, the person will choose the *central route* and if the person has low elaboration likelihood, it will take the *peripheral route* (Cacioppo & Petty, 1984). The central route is chosen when the recipient is motivated to think through the message carefully where it must be understood and integrated into the existing attitude and knowledge structures to be effective. When the message is strong and appealing, this can create a change of attitude that leads to long-term attitudes. The peripheral route is used when the elaboration is low where the person instead relies on clues and not the content that is conveyed (Nilsson & Martinsson, 2012). The two different pathways should not be seen as two different ways of processing information but as two different positions on the scale of consciousness one may find oneself in that range from low elaboration likelihood to high when exposed to a message (Cacioppo & Petty, 1984).

Figure 3: Elaboration Likelihood Model of Persuasion (Maharjan, 2018).



3.3.1 Elaboration Likelihood Model and its relation to Green Marketing

The peripheral route is seen as the usual path people take when they are exposed to the mass media because people have a limited cognitive diversity and limited motivation to constantly process the information. Motivation is the most important factor for choosing the central path and the ability, which may be the time, is second most important for choosing the central path. The peripheral route also does not create as stable and long-lasting attitudes as the central route does (Nilsson & Martinsson, 2012). From a sustainability perspective where green marketing exists to choose more green alternatives, a stylish packaging made from recycled material or an expert in sustainability who in a commercial talks about the benefits of a certain product, would lead to a peripheral path (Nancarrow et al.,1998) A large part of the population today do value sustainability issues highly, but not so many actually do consume sustainably because they think, inter alia, products are less aesthetically pleasing, expensive and of lower quality (White et al., 2019). When customers have these images of sustainable products, people will take a peripheral path when they are exposed to green marketing and thus rely on clues in the environment, like an expert or celebrity who explains that the product is better than other products, has a good design or a low price that require low cognitive effort (Nancarrow et al.,1998).

If the customer exposed to green marketing has previous knowledge, interests and feels motivated, there is a great chance that the person will take the central path. An example could be a person who for a long time has been thinking about installing solar cells on their roof and carefully looked at different companies and the technology behind the solar panels but is unsure if it really is that good. If this person were to be exposed to an advertisement about the benefits of solar panels, there is a chance that the person's attitude towards solar panels will be positive (Nancarrow et al.,1998).

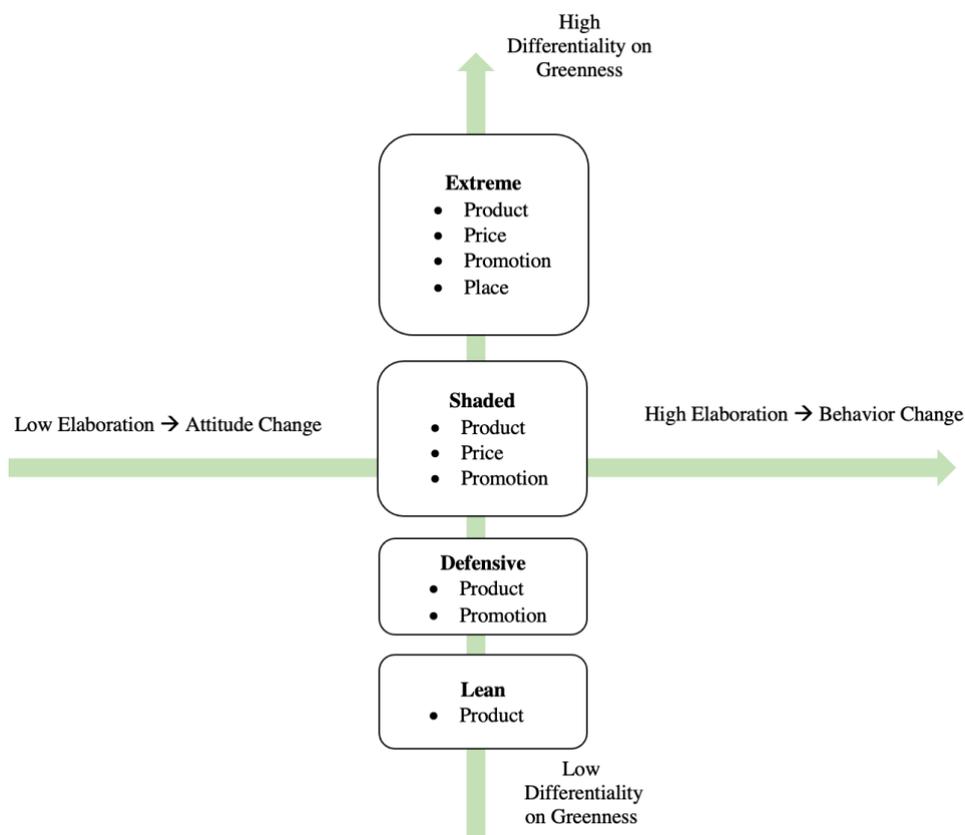
3.3.2 Criticism of Elaboration Likelihood Model

The model is useful because it provides a framework and an understanding of how a message can lead to persuasion through two different ways. The disadvantage of the theory is that there is no concrete answer as to which of the two paths is best because they lead to the same result

at the moment. From a long-term perspective it can be seen as preferable if the consumer takes the central path because it is leading to more stable behavioral changes. The model also does not explain when which form of persuasion is to be used, because everything depends on the level of elaboration that the recipient is at. There is no right way to do it if one wants to appeal to people through the peripheral path because even if, for instance, the celebrity used in an advertising is appealing to the customer, it may be that the background music is not, and thus it is difficult to determine in advance what is best (Expert Program Management, n.d). As will be seen in chapter five, the downside of analyzing companies using the elaboration likelihood model revolves around the difficulty of labeling a customer as either having low or high elaboration. This is specifically shown with for instance Electrolux, as their customers can purchase products that require both low and high elaboration levels.

3.4 Level of Elaboration using the Green Marketing Strategy Mix

Figure 4: Authors' summary and relationship between chosen theories



As previously explained, all three theories explore green marketing segments through the eyes of companies and customers. In addition, all three theories can be put on a line with zero x-value, which is because of the multifaceted process of how customers either have low or high elaboration (See Figure 4). The higher it is, the more likely it is that one pursues the central path, as compared to the peripheral path which is relevant when there is low elaboration (Cacioppo & Petty, 1984). As will be seen in the next chapter, the elaboration level can be twisted and turned several times, which is why the most appropriate place for the companies is on the y-axis. The relationship between the three theories can be linked to the degree of

differentiality on greenness as explained by Ginsberg & Bloom (2004). With higher differentiality, more P's can be covered and vice versa with low differentiality.

On the one hand, with more P's covered in the marketing mix, thus leading to a more shaded or extreme green marketing strategy, this can result in more educated and aware customers which in turn can increase the likelihood of someone pursuing the central path in the elaboration likelihood model, lastly leading to behavioral change. On the other hand, with fewer P's covered as in the lean or defensive green marketing strategy, one must rely more on clues in the advertisements rather than previous knowledge if one has sustainability preferences. This can in turn lead to the peripheral path being chosen, lastly resulting in attitude change. However, this illustration does not always have to be the definite case, as reality is way more complex and nuanced, considering that companies can still provide a green alternative even though they do not promote it as green or sustainable through their marketing activities or platforms. In other words, this model is just like any other model, namely a simplification of reality.

4. Methodology

The 4th chapter presents the chosen method to conduct the study, namely a qualitative research method with semi-structured interviews. With regards to applicable method literature, the motivation behind this choice of approach, as well as the selection and analysis of data gathering is explained below. The chapter finishes with a discourse about the ethical dimensions, quality of the research as well as conscious limitations when performing a scientific and academic study.

4.1 Research Approach

Based on the purpose and research question that this thesis is based upon, a qualitative research method has been used. Qualitative research is based on analyzing soft data in the form of words and then interpreting the information and experiences, as opposed to quantitative research methods that analyze figures in order to be able to generalize and then formulate a conclusion about the population. A qualitative survey can be done in several different ways, where interviews, focus groups and observations are the most common. To understand how different companies work with green marketing, a deep understanding is needed, which will best be explained in words by those who work with it themselves. To be able to get this information, this thesis will use qualitative interviews where the respondent will be in focus to provide rich and deep information in the best way within the subject of green marketing (Bryman & Bell, 2011).

Qualitative interviews usually have a low degree of structuring that enables the interviewee to explain in their own words. The degree of structuring of questions varies depending on the survey and can vary from a high degree of structuring where one closely follows the sequence of questions to a low degree where the interviewer jumps between the questions. In this thesis, a semi-structured interview has been made where a list of different themes to be touched upon has been created beforehand where the respondent can answer each question freely. The purpose of using a qualitative interview is to discover and distinguish the answers that the respondent gives. In this way, it is not possible to formulate any answers in advance, nor what is the true answer, because that is what the respondent comes up with (Patel & Davidson, 2011). By conducting interviews, an analysis of the whole context including body language can be assessed, which cannot be collected through quantitative research methods such as surveys. This way, we could detect and see how the interviewee reacts to our questions, which could signalize in what direction their response will go (Eriksson, 2018).

4.1.1 Method criticism

The criticism that is often put forward against the use of qualitative research is that this method appears to be subjective because the authors themselves select what they think is significant, and the close relationship that the authors can have with the respondents. In the case of this

thesis, the qualitative method is not considered to be subjective because it is based on a global problem that is important not only for the authors but also for the world as a whole. The companies and business leaders interviewed have not had any previous contact with the authors of this thesis and the interviews are held on one occasion per company so no close relationship will be formed. Due to the fact that there are almost no standard procedures to follow in a qualitative study and that the researchers themselves are the collection instrument where the author's values, interests and characteristics can influence, it will be difficult to carry out a replication of the research because of the study's uniqueness. (Bryman & Bell, 2011).

It is sometimes claimed that the scope of qualitative surveys is limited because a few interviews are conducted per field. Few people used in interviews cannot generalize for an entire area. In fact, it is not possible to generalize with such a small population, but that is not the purpose of a qualitative research method either. A qualitative research method is used to generalize theories and not populations, but it is the quality of the conclusions in relation to the theory that is decisive for how good the generalization is (Bryman & Bell, 2011).

Additional challenges to emphasize brought up by Eriksson (2018) are the risks of the interview effect, which is about the interplay between the ones asking and receiving the questions. If the researcher or interviewee dislikes each other, the outcome of the answers may be affected. The same effect on the outcome can be achieved through the halo-effect theory, which explains how physical attributes such as clothing and piercings and intangible attributes such as professional titles, can lead to unconscious impact. Likewise, the central tendency can affect the result of the responses, especially in our case considering most of the interviewees were Swedish and there is a strong notion that Swedes do not enjoy exaggerating or giving out extreme statements. As for the interview questions, it is important to be aware of how the construction of questions can affect its respective answer. By utilizing personal valuations, negations and informal words that are trending, as well as asking several questions simultaneously and asking too difficult questions, can influence one's reply (Eriksson, 2018).

4.1.2 Choice of approach

The approach used in this thesis to relate theory to reality is an abductive way and is a combination of induction and deduction. An inductive approach is based on exploration where the research object is studied without having anchored the research in advance in any theory as the researcher instead tries to create a theory based on the collected material. A deductive research method is based on the other end of the spectrum, where the researcher follows the path of evidence where conclusions are drawn from the empirical evidence based on theories and general principles. In the deductive case, the predetermined theory determines what information is to be collected from the empirical data and how it is to be interpreted (Patel & Davidson, 2011). Abduction is about finding new explanations, concepts and ideas by looking at surprises in reality that cannot be explained by already existing knowledge. In the abductive way of working, it is important to be selective and creative in order to investigate how empiricism and theory are connected in order to form an understanding where without a theory one cannot explain the new phenomenon. In abduction, previous theories can be applied to

empiricism to interpret and identify patterns and not as in deduction, where it is used to derive hypotheses. By moving between empiricism and theory, the assumption can be made to explain the investigated subject (Flick, 2017).

There are both negative and positive sides to working abductively. The negative aspects are that authors are colored by their own opinions about what is important based on experience, which can affect the choice of study object but also theory to apply to the empiric. This can lead to alternative interpretations being excluded. The positive aspect is that the working method does not lock the author, which can happen if you work inductively or deductively (Patel & Davidson, 2011).

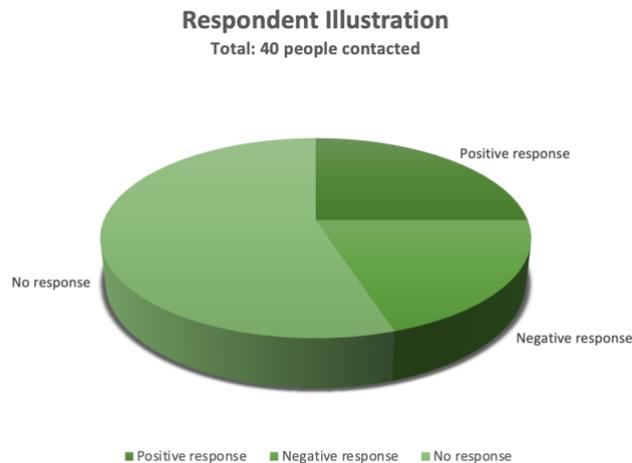
4.2 Collection of primary data

The main source of data gathered for this study was through primary data, namely the data provided through the performed interviews. Walliman (2018) explains the different methods of collecting primary data, such as by performing interviews, observations or carrying out experiments. Considering the research purpose of this thesis is to investigate how green marketing is used by large Swedish companies to encourage sustainable consumption, the most suitable approach is to conduct semi-structured interviews. This way, the ones performing the interview can easily reflect on the data provided by the interviewee and ask follow-up questions or clarifications in case the data is not of satisfactory nature. Therefore, gathering primary data through interviews is a fresh way of gaining insights into the phenomena being explored (Dowling et al., 2016). The study is also based on tertiary data to accompany the primary data and give a background to the topic of green marketing, as well as an insight into other researchers' findings and theories.

The communication tools that were used to get in touch with potential interviewees were mainly through the social network of LinkedIn, in which we used search words such as the name of the company we wanted to investigate together with key words such as 'marketing', 'sustainability' and 'communication'. This way, we limited our searches to find suitable people working at our desired company with either marketing, sustainability, or communication. Additionally, we searched for potential interviewees through personal connections and the different chambers within the Swedish-American Chambers of Commerce. This organization is well-known for its close connections to several large Swedish companies, which offered us both domestic and international perspectives. Likewise, we used Google Search to find suitable people for our interviews. After we found a fair amount of suitable people, we inserted their names, roles and contact details into a table which we used to send out emails or messages through LinkedIn.

In total, 40 people were found suitable and thus contacted within the timeframe of 24th of November till the 12th of December. Of these, ten people replied to us with a positive response about joining our study as an interviewee, which they did, while eight people replied to us with a negative response. Lastly, 22 people did not reply at all.

Figure 5: Respondent illustration



4.2.1 Target Population

In order to get as fair and reliable conclusions as possible, the authors of this thesis tried to contact as many large Swedish companies as possible. The companies that this thesis was interested in investigating, were large Swedish companies that either operated within Sweden or both within Sweden and internationally. The reason why Swedish companies were interesting to target for this thesis, is because of Sweden's prominent presence in the Dow Jones Sustainability Index for Europe. This an index that highlights companies that involve economic, environmental and social sustainability aspects in their management and manufacturing activities to a large extent (S&P Dow Jones Indices, 2021). The index is well-known for its ranking system of companies pursuing their sustainable goals, with Sweden as the number one country in the Nordics (S&P Dow Jones Indices, 2021). Another reason as to why Swedish companies were of interest for this study, is because of Sweden's high ranking of number 5 out of 180 countries on the Environmental Performance Index (EPI, 2018). In our opinion, this is an indication that Sweden is in the fore-front when it comes to sustainability and environmental concern to reduce the effects of climate change. The reason why we chose large Swedish companies and not other sizes, can be related to how large Swedish companies such as Volvo Trucks, SSAB and Electrolux have a large market share and influence on the global market and environment, as compared to smaller companies. In turn, this has put large companies in the spotlight for sustainability ambitions, as they hold more power and capabilities to change and affect customers' purchase decisions.

The qualifications that we desired from our participants was that they would either currently work or previously have worked with either sustainability, marketing, or communications at a large Swedish company. In order to get a broad idea of how large Swedish companies work with green marketing, the authors of this thesis have tried to get in touch with multiple industries. Contact with the manufacturing, communication, automotive, household, software, financial and beverage industry have been made. The disadvantages of using many different industries are that it is difficult to get a homogeneous answer throughout the interviews. In order to get a more homogeneous answer, it would be advantageous to choose one type of

sector such as the automotive industry. However, as we are analyzing how green marketing is used by large Swedish companies domestically and internationally, this disadvantage is not significant as we want to provide a broad picture of what the reality looks like. By interviewing several different industries, various perspectives can be taken into account, making the study more comprehensive. Also, by including several different industries we can more easily detect similarities and variances between different industries and how they market their products or services from a sustainable perspective. As analyzed in the following chapter, some industries use green marketing to a larger extent than others, which is a valuable disparity worthy of highlighting, only demonstrated by interviewing people from different industries. Though, the reason why many people could not participate in interviews was due to the relatively short time frame that was available, that the interviews took place in December which is a period when many companies have much to do, but also long lead times where some respondents had to check with different managers about permission to participate.

Since this thesis does not map and draw conclusions based on an entire population as in a quantitative study, probability-sampling cannot be made. Instead, a goal-directed sampling has been made where, based on the purpose of the study, a selection has been made of participants who are known to have knowledge in the area that has been investigated or who are otherwise affected (Bryman & Bell, 2011). One sampling method that has been used within goal-directed sampling to get in touch with more people who possess relevant knowledge, is what Bryman & Bell (2011) called snowball sampling. This selection method involves interviewing candidates who, with the help of their community, investigate whether there are more people with the right expertise who are willing to participate in an interview (Bryman & Bell, 2011).

The companies interviewed and their descriptions can be seen below and in Table 3 to offer a background as to what types of products or services they offer.

Ericsson

Ericsson is a large Swedish corporation founded in 1876 with an aim to develop and improve the communication between people around the world. Today, the company is one of the world-leading providers of ICT (Information and Communication Technology) to service suppliers. Their solutions and telecommunications can be found through their intense focus on R&D in the following four areas, namely networks, digital services, managed services, and emerging business (Ericsson, n.d).

Volvo Trucks Corporation

Volvo Trucks is a large Swedish corporation founded in 1917 owned by AB Volvo based in Gothenburg. The company has a leading role in truck manufacturing and a global presence which aims to be part of a reshaping of the transport landscape into something sustainable. They are present in over 130 countries with key values such as quality, safety, and carefulness about the environment (Volvo Trucks, n.d).

Electrolux

Electrolux is a leading appliance company that has been around for over 100 years and manufactures various household appliances and equipment for kitchens and cleaning. Electrolux Group, which includes Electrolux, AEG and Frigidaire, sells approximately 60 million household products to approximately 120 different markets each year (Electrolux, n.d). Household products which Electrolux manufactures include refrigerators and freezers, washing machines and dishwashers, stoves, air conditioners and vacuum cleaners. The company's area of origin is vacuum cleaners and in this area the company is a world leader likewise within the area of chainsaws, lawn mowers and other garden equipment (Nationalencyklopedin, n.d).

Essity

Essity is a global healthcare company with sales in 150 countries and is a leader in the products and services they deliver (Essity, n.d). The main areas that Essity is working on are (1) Personal care, where they offer incontinence products, feminine care, baby products and medical solutions. (2) Consumer tissues, where the company offers toilet and kitchen towels, different types of napkins and handkerchiefs. (3) Professional hygiene, where they offer various complete hygiene solutions including various paper towels, toilet paper, napkins, hand soap and containers (Essity, n.d). The leading brands are TENA and Tork and other well-known brands include Libresse, Libero Leukoplast, and Lotus etc. (Essity, n.d).

IKEA

IKEA is a large Swedish corporation with an international presence founded in 1943. The company's business concept is about creating a better day for their consumers by focusing on form, function, quality sustainability, and a low price on their products. Today, the company is most famous for their products in home decoration and furniture, but they also provide services and restaurant experiences for their customers (IKEA, n.d).

SSAB

SSAB is a large Swedish company that provides steel on a global scale. The company both develops, manufactures and distributes steel and various services. Considering the company's global presence, it is the world-leading producer of different kinds of steel, such as advanced high-strength steel. In recent years, SSAB has aimed to work more sustainable and efficiently, with an aim to phase out and offer completely fossil free steel by 2026 and be a fossil free company by 2045 (SSAB, n.d).

Pipechain

Pipechain is a company originally founded in Sweden that provides cloud-based services as solutions for increase in visibility when it comes to supply chains and their decision making.

Areas such as forecasting and problem detection are part of the company's activities, which in all relate to the digitalization of business flows through use of software, machine learning and AI capabilities. Pipechain uses software to find ways for companies to improve their supply chain management activities to create competitive advantage (Pipechain, n.d).

Qlik

Qlik is a company founded in Sweden that offers software for enterprises to grow and improve their businesses. The company strives to provide value through their cloud-based Active Intelligence Platform, which enables data integration and analytics to companies, among other services such as education and business strategies to learn more about data literacy. They vendor software specifically linked to visualizing data and offering digital ways of enhancing decision making processes and overcoming challenges (Qlik, n.d).

Oatly

Oatly is a Swedish company that was founded in Sweden in 2001 and is headquartered in Malmö. The company was originally founded as early as 1994 but then under the name Ceba Foods and was a company that grew out of a research field from Lund University. The company manufactures various oat-based products from milk, to cooking bases to ice cream and is completely free of milk and soy protein. Oatly markets its products not only to vegans and lactose intolerant people but to the general customer as a healthier alternative than cow's milk (Oatly, n.d).

Partinc Capital

Partinc Capital is a newly started investment company that invests in various SaaS companies. They work in a B2B relationship and focus on investments in Sweden and the Netherlands. Either they are involved in starting a company or they are investing in public companies that have been around for a long time. The companies they have in their portfolio are Lynes Technologies, Younium, Hives and TIE Kinetix (Partinc Capital, 2021).

Table 3: Own table conducted to illustrate respondents.

Company	Sector	Respondent Role	Date	Length	Platform
Ericsson	Communication services	Demand Marketing Manager	2021-12-01	55 minutes	Zoom Meeting
Volvo Trucks	Automobiles	VP of partnership and strategic solutions	2021-12-06	37 minutes	Zoom Meeting
Electrolux	Household and Personal Products	Category Marketing Manager	2021-12-06	50 minutes	Zoom Meeting
Essity	Household and Personal Products	Former VP of Marketing and Business Development	2021-12-06	58 minutes	Zoom Meeting
IKEA	Household and Personal Products	Head of Marketing Canada	2021-12-08	39 minutes	Zoom Meeting
SSAB	Material	Head of Marketing Europe	2021-12-10	32 minutes	Zoom Meeting
Pipechain	Software and Services	Group CEO and Business Area Director	2021-12-13	48 minutes	Zoom Meeting
Qlik	Software and Services	Territory Account Manager	2021-12-14	30 minutes	Zoom Meeting
Oatly	Food and Beverage	Communications and Public Affairs Director North America	2021-12-17	37 minutes	Zoom Meeting
Partinc Capital	Diversified Financials	Co-founder and Partner	2021-12-22	40 minutes	Zoom Meeting

4.2.2 Analysis of gathered primary data

Prior to performing the interviews, all candidates were asked for consent of recording to ease the transcription process, and confidentiality to find out if they were comfortable with using their own names or not. Likewise, the purpose of the study was openly explained and if the participants had any questions regarding the use of their responses, we made it clear that the use of data would only be used for this specific study and the recordings would be erased after the completion of the research. Lastly, we asked the participants if they were interested in reading the published version of the study by sending them an email after their interview and the transcription process was done. They all replied with a positive answer about reading the finished study.

When performing the interviews, the authors of this thesis decided to divide the responsibility among themselves to increase efficiency and facilitate the work further on. Hence, while the interview was being recorded, one person asked the questions simultaneously as the other one recorded and took notes on the content and atmosphere of the interview. Therefore, both interviewers were actively participating in the interview but in different forms.

Considering our main source of primary data originated from qualitative research through interviews, the format of appropriate data to collect and analyze was through spoken words. Eriksson (2018) explains that interviews ought to be recorded for the researcher to transcribe the contents, as well as for other researchers to study the correlation between the result and interview content. To be able to analyze and draw comparisons between different interview sessions we transcribed each interview right after its completion. Since transcription is about rewriting what someone else has said and our thesis is about examining how large Swedish companies use green marketing domestically and internationally, we thoroughly transcribed each interview to gather as much primary data as possible (Denscombe, 2016). Seeing that we were searching for underlying assumptions and opinions, we assigned enough time to document each spoken word and phrase, as well as comments on external factors such as accentuation, gestures, and disturbances. The main disturbances we encountered through our transcription process was the potential risk of internet malfunctions since our interviews were conducted through Zoom. An additional challenge was the inconsistency of full sentences spoken and weak sound quality, which we tackled by carefully reconstructing inconsistent sentences and using a professional microphone to record the interviews. This way, we could easily detect unnecessary and casual words, which we decided to exclude from the quotations in the next chapter to make the thesis more formal. Considering that one of the interviews were performed in Swedish, we contacted the respondent to ask for their opinions when we translated their statements to English, making sure that no misinterpretations occurred because of the translation process. This was done by sending the respondent a copy of the transcript.

Subsequently, the importance of coding is explained by Denscombe (2016) who states that it is important to first decide what kind of unit the coding should be utilized for, which in the case of this study has been limited to individual words and short composition of words. Next, it is crucial to decide on the basis of the coding, namely what areas that should be coded. In this study, the coding has been selected to revolve around the occurrence of specific words and expressions, as well as implicit and explicit opinions and directions of opinions. As for categorization of the coding, in which the umbrella concepts are chosen to reflect smaller codes, we have chosen to use large individual words with smaller subtopics to make connections. A distinct disadvantage with the process of coding, is the vast number of codes deducted initially, which is why we had to choose certain codes deliberately and thoughtfully over others, as the significance and applicability of the codes is central for this thesis. Hence, as Denscombe (2016) illustrates, we divided the codes into different levels to decide on their value vis-à-vis the study. This in turn enabled us to find key concepts, words, and opinions that permeated and embossed the interviews and our chosen theories, which was later used to gather data efficiently for the empirical and analytical chapters.

4.2.3 Tertiary data

By utilizing tertiary data for the analysis, which is data collected and analyzed by other researchers, several different benefits arise. The advantages revolve around the study being cost-and time efficient, dependent on high-quality data while also giving opportunities to pursue longitudinal, subset and cross-cultural analysis. Because of the time efficient process, using tertiary data likewise gives additional time for analyzing and interpreting the data, which consequently leads to a more valuable and educative experience for the participants of the study, which is similar to the benefits of using secondary data (Bryman & Bell, 2011). Though, the disadvantages of using tertiary data can be linked to the same disadvantages as in secondary data, namely the complicated notion of not being acquainted with the presented data because of complexity and lack of important qualities within the research. An additional inconvenience with tertiary data is the fact that the data was collected by another researcher or several other researchers which in turn might have been collected by other researchers, which might affect the quality and reliability of the data (Donley, 2012). However, the tertiary data used in this study has been collected thoroughly and cross-examined to make sure that the content aligns with the results of multiple researchers. This way, the use of tertiary data which includes the theoretical frameworks, straightforward facts and models from articles, books, research papers, reports and websites can thus be regarded as an appropriate method of collecting data before the analysis of the more complicated and nuanced primary data in the next chapter (Gibson, 2017). The chosen frameworks presented in the previous chapter, have been carefully selected with regards to their contemporary applicability as well as their clear focus on green marketing, sustainable practices and consumer purchase decisions which this thesis lays its foundation on.

The process of finding tertiary data was limited to using online databases such as Business Source Premier, Scopus, Google, Google Scholar, Emerald and Supersök through the distribution channels related to the library at the University of Gothenburg. These databases were chosen because of their relevancy and specialty of offering both historical and contemporary scientific reports and research papers in the fields of business administration. The keywords used to find appropriate tertiary data were ‘green marketing’, ‘sustainable marketing’, ‘green consumption’ and ‘consumer purchase behavior’. When looking for tertiary data, we made sure to use apostrophes and the functions of ‘AND’ and ‘OR’ to specify our searches on the databases to gather relevant and applicable data.

4.3 Quality of the research

To truly utilize and interpret the conducted research through an academic and scientific point of view, it is important to include the variables of validity and reliability. By including these variables, the quality of the study can be analyzed. Noble and Smith (2015) argue that reliability and validity tend to be lacking in qualitative research because of the absence of transparent descriptions on how the chosen method was utilized. Since qualitative studies avoid using statistical measurements, the content of a qualitative research can be seen as to include subjective reasonings and bias because of the researchers. Though, when incorporating

validity, which is about the degree of which the data reflects the findings, and reliability, which illuminates the bias that can occur and influence the consistency of the gathered data, credibility within the study can be somewhat confirmed. Hence, to ensure the trustworthiness of a research, there are different approaches one can pursue, such as being clear and transparent when it comes to recognizing biases, accountability, and interpretations, to name a few (Noble & Smith, 2015).

Additionally, Long and Johnson (2000) address the relationship between reliability and validity and assign three supplementary aspects to both variables. It is stated that reliability concerns the consistency of a study, which in the case of this study relates to the data gathered by primary and tertiary sources. Having a consistent data collection is of great importance as differences can lead to inconsistency and in turn affect the credibility of the study. The three aspects that Long and Johnson (2000) brings up regarding reliability to increase credibility is about stability, meaning that the questions asked in the interviews should be identical, consistency, which is about an interviewees answer corresponding to their previous responses, and equivalence, linking to asking the same question but in different ways. Hence, before using the questions on the interviewees, we first tested our interview guide on a colleague of ours working in the Swedish-American Chamber in Philadelphia. This way, our test person could evaluate the English proficiency in the questions as well as to what degree our questions could result in either the interview effect, the halo effect or the central tendency effect mentioned earlier. After our test person validated our interview questions, we came to the conclusion that our questions would not lead to either of these three effects, and to minimize the risk of the halo effect we decided to wear as neutral clothing as possible.

Regarding the second criteria about validity, it is important that the following three aspects are fulfilled to ensure a credible study. The first aspect is about content validity, meaning the thorough and cautious collection of data. The second one is about criterion-related validity, referring to the cross-examination of gathered and already collected data to estimate their correlation, and thirdly construct validity, about the method instruments and how close they are to the research in question (Long & Johnson, 2000).

With the concepts of reliability and validity offered by Noble and Smith (2015) as well as Long and Johnson (2000), this thesis has adopted several ways to ensure the credibility and quality of the content provided. To guarantee consistency, the tertiary data has been used in a way to detect variances and unwanted biases, mainly by cross-examining the content and thoroughly choosing the most appropriate sources of information solely for an academic and scientific purpose. Therefore, the primary and tertiary data collected origins from different backgrounds, nationalities, and databases to give a broad perspective on the discussed topics. Hence, the findings of our study are aimed to align with the studies of previous researchers, though considering this thesis investigates a yet unexplored dimension of green marketing, this thesis may offer a modern and western embossed image. Likewise, to ensure credibility through reliability, we have conducted standardized interview questions and given room for the interviewees to reflect on the respondents' statements to discover inconsistencies and ask for explanations (See Appendix 1).

4.4 Ethical dimension

According to All European Academies (2018) there are four different principles based on integrity when conducting a study. The principles are reliability, honesty, respect, and accountability. Regarding the first principle, quality and trustworthiness of the study should be reflected throughout the whole research, including its method, analysis and use of assets to perform the study. As for honesty, the data used in the study ought to be reviewed and developed in a transparent and fair way that does not include subjective opinions. Respect and accountability are about having the environment, colleagues and society in mind when executing the study as well as seeing the research as a component in a large gear wheel which aims to provide data for a greater purpose. Unacceptable acts when pursuing a study are about fabricating, falsifying and plagiarizing parts of or whole sets of data for own winning, which are three critical and intolerable behaviors which this study has distanced itself from. Additional aspects to consider regarding the ethical aspects revolve around the rules and regulations when the research includes humans, as the planning and conducting of the research must be based on ethical grounds. These ethical conditions include asking for consent during interviews or other data gathering situations, which also applies to ensuring the participants confidentiality and informing them about the purpose of the research as well as its implications and potential consequences (Eriksson, 2018).

Furthermore, Vetenskapsrådet (2002) highlights four additional different ethics that need to be included to avoid conflicts between the researchers and the respondents of the study. The first principle is about information, which relates to the request for the researchers to explain the purpose, terms of the study and where the study will be published for the participants. It is also important to inform the respondents that their participation is voluntary and that they can interrupt their involvement at any time. The second criteria is about asking the respondents about consent for their participation and the use of their statements, while also including aspects as the ones mentioned in the first principle regarding transparent terms of their participation and sudden interruption. In case a respondent interrupts their participation in the study, no harm or pressure should be added on the respondent. The third rule concerns confidentiality regarding collection and storage of personal data. The data collected ought to be stored in a secret and inaccessible place out of reach for the outsiders. The last ethical aspect to consider is about utilization, which is about solely using the collected data for the purpose of this study (Vetenskapsrådet, 2002). Though the use of good research practice has been quite stable the past few years, there is currently a revision in process that is estimated to be done by 2023, which is believed to include aspects such as new regulations and contemporary views on ethical dilemmas (Vetenskapsrådet, 2021).

4.5 Limitations of the study

We want to emphasize that the respondents of the interviews shared their own opinions on the topic on behalf of the company they were representing, which might lead to subjective insights. The shared attitudes and perspectives should thus not be interpreted as 100% exact and true

from the perspective of the company, as the interviewees' contributions might include personal attitudes. With this said, the empirical findings presented in the next chapter cannot provide a generalized answer to the research question, as that would require more companies from different industries to participate in the study. Considering that only 25% of the asked respondents wanted to participate in our study as interviewees, the percentage is in our opinion too low to provide a generalized answer as to how large Swedish companies use green marketing to affect consumer behavior. Hence, the authors of this study are aware that the result of the research might be affected by the number of respondents and the gathering of material.

An additional limitation of the study is that the majority of interviews were conducted online through Zoom because of difficulties to visit offices due to Covid-19, which might have led to different answers as compared to if the interviews were performed in person. However, despite the limitations of the study explained above, we still find our study as an interesting and authentic way of learning and showing how large well-known companies operating on a global scale, are in fact implementing and adopting environmentally friendly activities that the public eye might not be aware of.

To distinguish between what the respondent from the company has said and what the company itself has said on their website, we have chosen to differentiate our references. When a statement is provided by the respondent from a certain company through our interviews, their statement or quote will be followed by: (*Company name*). When a statement or fact is provided from the company's website, the following will be provided as a reference: (*Company name, Year*), in case there is a year written of the published information.

5. Empirical Findings and Analysis

The 5th chapter provides an analysis of the most permeated aspects that embossed the empirical findings. It can be concluded that great focus on efficiency and reducing costs among services companies, geopolitics and competitive advantage, sustainability as a hidden and core feature, fear of greenwashing and the effects of the societal rise in demand for green products and service, are the most visible themes which will be explained below.

5.1 Focus on efficiency and reducing costs within the service industry

The most prominent denominators within the service industry are about great focus on efficiency and reducing costs. This is strengthened by Ericsson, Pipechain, Qlik and Partinc Capital. Though Ericsson do provide some tangible products like antennas, we have decided to label them as a service company as the Central Bureau of Statistics (SCB) in Sweden labelled them as a service company as of 2017.

With Govender and Govender's (2016) definition of a green product, it can be stated that Ericsson works heavily with reparability and long-lasting quality, as malfunctions or defects in their products can lead to heavy costs. Though, the respondent also described that "[...] even the most sustainable company needs to improve because otherwise you're going backwards". Using reusable material in the design phase together with sustainable material in latter stages of production, are practices that the company is aiming to improve and develop. Likewise, Ericsson stated that "Now with 5G we're really trying to make sure that our products require less and less energy and make them even more stable" (Ericsson). The spokesperson from Ericsson stated that people are no longer aware of what the company works with after they sold their phone business, which may indicate that the company is using the lean green marketing strategy. Though there are green values incorporated in Ericsson, the main driver of sustainability ambitions is about becoming more energy efficient and reducing costs to be viewed as a sustainable company and workplace for potential employees, which is the essence of the lean strategy according to Ginsberg and Bloom (2004). The respondent from Ericsson stated that "[...] we need to be a leader and make sure that the world is a better place and that if we don't do our part well, then we're probably going to lose a lot of the talent", which illustrates the focus on recruitment (Ericsson).

As stated by Ginsberg and Bloom (2004), the lean green marketing strategy relates to green values and practices across a business, but with minimal efforts to promote the sustainable ambitions as they are more subtle and instead revolve around decreasing costs and focusing on efficiency. With these aspects in mind, it can be indicated that Pipechain is a company that utilizes the lean green marketing strategy as well, due to their great focus on efficiency and

digitalization, rather than distinct sustainability. The respondent stated that customers data can be used to increase the fill rate in transportation, which

Means that you can use more existing warehouses, because if you run the processes in a more digital and more efficient way, you don't use as much space for stock as you did before so you have more room for expanding in your current warehouse (Pipechain).

According to Davari & Strutton (2014), companies that use lean green marketing are trying to go under the radar and perform activities that contribute to more cost-effective choices. This can be clearly seen that Qlik does by offering a service that is a platform where the consumer can compile their activities, which in turn contributes to a better overview and becomes more cost-effective (Qlik). The company thinks that sustainability is important, but it is not part of their vision and they do not market it to attract customers. The respondent at Qlik said that they have a nonprofit arm that "Is an entire kind of portion of our company that is focused on corporate social responsibility and partnering with nonprofits" (Qlik).

Just like Qlik, Partinc Capital tries to not mainly go green but rather to streamline and cut costs, which according to Ginsberg & Blooms (2004) article, indicates that the company has a lean green marketing strategy. Their portfolio companies, such as Tie Kinetix, focus on cutting costs with paper and does so more efficiently by enabling documents to be sent digitally and thus arriving faster (Partinc Capital). All the portfolio companies in Partinc Capital are SaaS companies and contribute to a more sustainable world because of their main services they provide. Ginsberg & Bloom (2004) believe that the competitive advantage is not that the company is green, which is clear among Partinc Capital's portfolio companies because they want to provide customers with good cloud-based services that will facilitate their everyday lives, which in turn brings sustainable aspects (Partinc Capital).

5.2 Geopolitics and its effect on international markets

Additionally, it is stated that having a good sustainability mindset as a Swedish company is something crucial and necessary, as Sweden is highlighted as a country in the forefront when it comes to the sustainability angle. Though sustainability is an attractive feature of Ericsson's work, another reason for their success abroad, especially in the U.S, is because of geopolitics and the fact that Huawei got banned which opened an opportunity for Ericsson to be more established. Ericsson argues that there needs to be a clear communication with management and suppliers and asserted that

I think that we really have kind of different values in Sweden. So, in the U.S. they think all about money, and in China they think a lot about the technology and in Sweden we have kind of other softer values and I think that those kinds of values are being more and more important to American business, at least because that's where I've been. Now you're not just talking about the shareholders, you're also talking about other stakeholders (Ericsson).

Similar can be said about Oatly, considering that Oatly's products can be bought all around the world in different retailers and consumed in different coffee shops and restaurants, the

accessibility of the products is developed to a great extent (Oatly). As Govender and Govender (2016) state, being closer to a green option as well as putting clear instructions on how the product is meant to be used, may increase the likelihood of a customer purchasing that product. This is a strategy that Oatly has clearly adopted because of their international presence and transparent illustration of their footprints on their packages, which is why it can be said that Oatly incorporates green places as one of their strategies. By being present on digital platforms such as online supermarkets and being part of a niche industry, their presence is ever more extended. These aspects make it possible for customers to purchase their products without having to visit a physical store, which according to Mahmoud (2018) is an additional way of using green places. Likewise, Oatly adapts their products depending on the market, as there for instance are many different flavors and categories of oat-based products in the U.S as compared to Sweden (Oatly).

As Oatly depicted, there is a great focus on adapting the supply of their products depending on the region they are present in. Linked to what Electrolux states, the products of Electrolux are positioned in a way that is accessible for customers, as they mentioned that

I mean it's very accessible, so our products are available in retailers, so on Elgiganten, Media Markt etc. You could also as a consumer buy them at kitchen studios. Like Ballingslöv and all that. Some countries as well have launched 'direct to consumers' on websites. It's not yet launched across all countries in Europe, but for example in Italy you can buy it directly through our great website (Electrolux).

With this said and the description of a green place as accessible through retailers, physical stores, online and through niche distribution offered by Mahmoud (2018) and Ginsberg and Bloom (2004), it can be said that Electrolux offers green places for their customers (Electrolux). Still, the respondent from Electrolux stated that the accessibility of their products differs internationally from country to country. However, as the logistical aspects of the distribution networks offered by Goh et al. (2019) were not assessed by the respondent, there is a lack of information to state that Electrolux uses green places from their depiction.

5.3 Sustainability as a hidden feature

According to the respondent from IKEA, the company has different projects and investments to ensure their sustainable ambitions. By moving away from physical catalogues, using recycled papers, promoting less consumption, prohibiting plastic straws, and encouraging vegetarian dishes compared to meat-based dishes, the company of IKEA shows an example of shaded green marketing. As highlighted by Ginsberg and Bloom (2004), being transparent with long-term goals and investments to show a sustainable thinking, is of great importance. This can be linked to what the respondent from IKEA stated about their aim of promoting less consumption during Black Friday, as they mentioned that they have a responsibility to "[...] not push the consumption in a wrong direction". Instead, IKEA had used the term Green Friday to underline the importance of recycling. An additional aspect of shaded green marketing according to Ginsberg & Bloom (2004) that is a significant feature, is about the marketing of a

product's attributes and benefits, to then relate it to its environmental advantages to create competitive advantage. In line with what IKEA mentioned about their goal of offering most notably cheap and easy solutions to households and individuals, the sustainable aspects of the products are aimed to align with their practices through management activities such as design and supply chain. The different ambitions that IKEA pursues to show long-term financial engagement, can be associated to the small but transformative changes that the company is trying to encourage, such as eating healthy and reducing waste, as "It's not only about these small sustainable actions for the planet. It's also about the health and well-being at home" (IKEA).

As previously stated, IKEA works with reducing use of plastic, which to a large extent is linked to the plastics used in their packaging. As Laroche et al. (2001) depict, the packaging and labeling of a product is important when it comes to green promotion, which are aspects that IKEA is aiming to improve. When clicking on a product on their website, there are clear instructions and intentions on how the product ought to be used, as well the sustainable and environmental aspects of the product, such as its recyclability. Additional aspects linked to green promotion that IKEA uses, is their promotion of green and healthy recipes through their cooking scrapbook, which shows recipes on how to for instance make banana pancakes out of ripe bananas. Polonsky and Rosenberger (2001) stress the importance of using green promotion with care to not give a company disadvantage, which IKEA also involves in their sustainability thinking as they mentioned that "If we would go too heavily into sustainability and too far from our core business, people would not connect to IKEA". This illustrates how cautious one needs to be with green marketing to not accidentally make empty promises, because too much sustainability is not a risk "[...] as long as you live up to what you communicate and expectations" (IKEA).

On the contrary, since Pipechain does not offer products that can be based on sustainable or recycled material, reparability and long-lasting quality as compared to tangible goods and their ability to check these conditions, the company focuses on using green energy to sustain their activities. Their solutions can be seen as green because of the conditions offered by Goh et al. (2019), who state that the solution should use less resources and energy and be part of a well-established distribution network. The respondent from Pipechain mentioned that

You can't deliver our services in a non-sustainable way or less sustainable than your competitor. It's very difficult so everyone involved in our kind of service is actually helping the environment to become sort of better, so we're helping companies to become more digital, we're helping companies to improve their supply chain processes and make them more efficient and use less stock, use less material since scrapping is going down (Pipechain).

The sustainable aspects of their solutions can therefore be linked to less scrapping and decreasing waste in inefficient loads, buffer stocks and paper consumption. Since sustainability is a feature that according to the respondent from Pipechain proceed from digitalization which their services are based on, the company is not expected to talk about the sustainable aspects in their solutions. They stated that "I don't think this is something we neither miss out on in our marketing or are sort of expected to talk about from a customer perspective" (Pipechain).

Though the company is transparent with which industries they work with, how they are inspired and what collaborations they have, the sustainability efforts are not apparent for customers to be aware of, which likewise show that Pipechain uses lean green marketing (Pipechain). With this said and the fact that the solutions that the company offers are digital solutions that were not intentionally created to meet sustainability standards, Davari and Strutton's (2014) three conditions of promoting green lifestyles, connecting the company's association to the environment, and maintaining an environmentally friendly image, are not fulfilled. Hence, it cannot be said that the Pipechain uses any specific tactic for green promotion as Laroche, Bergeron and Barbaro-Forleo (2001) touch upon regarding packaging and labeling, as the company claimed that "We don't have it in our sort of business idea, but it goes without saying when it comes to software for the supply chain improvement" (Pipechain).

As with Pipechain, the competitive advantages of Qlik do not revolve around their green services but their analytical platform that they have created (Qlik). According to Ginsberg & Blooms' (2004) article, it is typical for a lean green corporation to have a sustainability mindset that it is hidden because their main purpose is to offer something else that in Qlik's case is a service that will help its customers (Qlik). To illustrate, the respondent from Qlik stated that

In a day-to-day manner if we're talking to a customer or prospective customer for the first time, is he going to come up with the idea that we are a company that works hard to promote sustainability? Probably not (Qlik).

The same can be said about Partinc Capital, as they do not either market themselves as green and do not consider themselves to talk so much about sustainability. According to Govender and Govender's (2016) article one cannot consider that Partinc Capital has any green places because they do not make it clear to the recipient of the marketing, which is the external investors, how to consume greener. The promotion of greener choices through its marketing is not something that Partinc Capital is doing because they do not have any direct customers, so it would not have any major effect either. This goes against Mahmoud's (2018) article which explains that green promotion is broadcast through various channels to convince the customer to buy more sustainable products and services (Partinc Capital).

5.4 Sustainability as a core feature

In Volvo Trucks, sustainability is a core value and something they work hard on. They are very proud of their electrified trucks and sustainability thinking and it is something they show and talk about through their various platforms (Volvo Trucks). Volvo Trucks explained

We have them at trade shows. We have them in our advertising. Of course, on our website there is information that we provide. But also, we've been very much engaged in webinars that the industry has, and we've been seen as a speaker of knowledge and showing real life examples both video and customer testimonials of the coming transition (Volvo Trucks).

Based on the theory about the green marketing strategy matrix, Volvo Trucks's strategy is located at the top right corner under the heading extreme green. This is because sustainability

has become something very important in the transport sector, not only for Volvo Trucks as a company but also for the companies that buy the trucks and transport loads to what Volvo Trucks calls 'the shippers'. The consumers of the trucks can then market that the deliveries are fossil-free and thus attract customers as this value has become increasingly important (Volvo trucks). Volvo Trucks explained that "They see that having the right product and operating in environmental fashion helps their public image" (Volvo Trucks).

On the horizontal axis of the matrix, Volvo Trucks is at the forefront when it comes to green differentiation, but also when it comes to green solutions and the goals are strongly driven in matters of sustainability. In 2040, all trucks they manufacture will run on 100% fossil free fuel and in 2050, the entire production will be 100% fossil free. The large investment that Volvo trucks has made has contributed to several sustainability organizations referring to them as a successful example and want to include them in their webinars and so on. Volvo Trucks is also the first truck manufacturer to use fossil-free steel in their production where the steel comes from Swedish SSAB (Volvo Trucks).

For SSAB, it is important to be as sustainable as possible from two different perspectives, since they want to contribute to a better planet by also having a competitive advantage, which they have by marketing their lightweight steel and their fossil-free steel. The importance that more environmentally friendly steel variants have now begun to come from SSAB to consumers is something that has been in demand by customers, who mostly are large subcontractors to the automotive and construction industries. By offering customers more green and sustainable steel varieties, they can in turn contribute to more sustainable end products. To be one of the first companies to offer fossil-free steel in the near future, it is important to inform and talk to the outside world about the various advantages that this steel has over the unsustainable alternatives. They do this through various webinars and campaigns but also by going out to the customers and talking about it (SSAB).

Likewise, the statements from the respondent at Essity aligns with what Volvo and SSAB has said regarding sustainability as a core feature, as Essity states that there is sustainability thinking in their DNA and has been so for as long as the company has existed. They have for a long time talked about their historical efforts of always planting 3 trees for each tree they cut down and try to use as much recycled materials in their production as possible to be able to make new products. This has contributed to them constantly ranking very high on the Dow Jones Sustainability Index and it is something they are very proud of and happy to show off (Essity). Based on the article from Ginsberg & Bloom (2004), Essity is considered to have a strategy that goes by the name extreme green. The vision of the company according to Essity is "[...] a company that is dedicated to improving well-being through leading hygiene and health solutions".

It is important for the customer who buy the products that the hygiene and medicine solutions are of a high quality and do not contain environmentally and health hazardous substances. Because most of the products are in close contact with the skin such as tissues, diapers and incontinence protection, it is therefore extra important that they are sustainably produced and

does not cause skin problems. To show what the green initiatives the company has taken through their products, the company uses various sustainability labels to transparently show how good their products are from a sustainability point of view (Essity). The respondent at Essity explained

Essity has always been trying to work with these organizations that are giving you the opportunity to have the Svan label on the products which really resonated well with consumers because they wanted to be environmentally conscious and support sustainability. I think Sweden is one of the leading countries in this sense (Essity).

5.5 Fear of greenwashing

With the criteria offered by Davari and Strutton (2014) regarding green promotion, it can be stated that Ericsson fulfills at least one of the conditions to be interpreted as a company pursuing green promotion. It is important to acknowledge that the solutions that the company offers lead to the benefit of other companies that do support green lifestyles and environmentally responsible corporate images. The respondent of Ericsson mentioned that “I think we are laying the foundations to so many cool things, if people in Nigeria wouldn't have the Ericsson radios and Internet connection, they couldn't even pay with Klarna or they couldn't listen to music on Spotify”. In other words, as Ericsson provides internet access, consumers can use programs like Google to become more educated in sustainability questions, healthy lifestyle choices and support environmentally friendly activities such as purchasing digital tickets instead of plastic ones for public transport. This in turn leads to green promotion. Hence, if Ericsson claims that they are a green company, they express that they also need to validate it to not be associated with green washing as they stated that “You can't just say that you're green, you also need to prove it” (Ericsson).

With Davari and Strutton's (2014) explanation of the three conditions of green promotion as stated above, it is clearly assessed that Electrolux meets every described criterion. Considering that the company use marketing as a tool to promote healthier lifestyles, enhance their corporate sustainability image through their placement on the S&P Dow Jones Sustainability Index, and clearly show how their products are connected to the environment, it can be said that Electrolux utilizes green promotion. The messages sent out through their advertising are aimed to influence consumers into making more healthy and sustainable choices, which has been done by for instance promoting plant-based recipes through partnerships with companies and organizations such as Sidechef. Because of the risks of being associated to greenwashing and the fact that marketing needs to go through many layers and regulations before being published, the respondent stated that “Electrolux is a very cautious company when it comes to pushing messages”, which is an aspect that Polonsky and Rosenberger (2001) emphasizes.

Moreover, before fossil-free steel was marketed, SSAB relied on old contacts, and it was thus a comfort to know that there was a constant demand. Through the new fossil-free steel, they have a new strategy where they try to reach everyone with the help of their message to choose a green alternative. This way, a pull effect is created when customers realize the benefits that

green steel brings (SSAB). According to Ginsberg & Bloom's (2004) article, SSAB ranks high on both the vertical and horizontal axis in their figures, and they are thus considered to have an extreme green strategy. According to the respondent, there are many different qualities and types of steel that are good to use on different occasions. By using steel from SSAB, one can help the consumer save a lot of weight by producing a strong and durable steel but at a low weight. Using low-weight steel in for example vehicles, contributes to the vehicle moving more easily and needing to use less energy, which contributes to less emissions. For a steel bridge, the use of a lighter steel can contribute to very large reductions in weight that make the bridge easier to maintain and save on the environment. Since 2016, the development of fossil-free steel has gained momentum and smaller test projects with fossil-free steel have begun. The idea is that large-scale production will begin in 2026 and there are several large companies that have a general interest in starting to use it, including Volvo. Unlike other companies that claim to have sustainable products, all steel marketed as a green steel will be 100% fossil-free, unlike many other companies that mix the fossil-free with the fossil (SSAB). This will contribute to much less emissions and is classified as a green product (Goh et al., 2019). However, the respondent at SSAB states that it is important that the products live up to expectations and said "We don't want to end up in a situation where our customers feel like we're trying to greenwash ourselves" (SSAB).

5.5 Societal rise in demand for green products and services

The new electric trucks that roll out of the factory of Volvo Trucks today, are difficult for an untrained eye to determine if they are electric or not because there is only a small emblem in the grill that says 'electric'. Therefore, many of the customers choose to use the entire trailer as a large billboard because they proudly want to show what they are driving (Volvo Trucks). Volvo trucks explained

Many of our customers find it too small so they have put on the side of their trailers in huge letters so their customers can see 'electric zero-emission', 'clean air'. Yeah, of course they have this big billboard, which is a trailer, right? (Volvo Trucks).

Although there is a rise in demand for green products and services, it is sometimes difficult for an end consumer to truly know if the product they are consuming is sustainable. To illustrate, Ericsson stated that the messages they send out are mostly about the energy efficiency and regional problems that Ericsson brings solutions to, rather than the environmentally friendly aspects that the company is practicing. Hence, Ericsson operates in the lower left quadrant in the green marketing matrix, as customers are not yet fully aware of the sustainable activities that the company pursues (Ericsson). Likewise, the respondent explained that

When I buy mobile plan it's not like I look up what kind of radios are they using? Are they using Ericsson radios or are they use Nokia radios? So, it's kind of hard for an end consumer to know if the company is sustainable in that kind of way (Ericsson).

Just like Lewandowska et al. (2017) depicts, having a clear understanding of the environmental crisis and being aware of it, is a significant part of pursuing extreme green marketing, as is

done by Oatly. By showcasing an environmental consciousness through their various sustainability divisions and initiatives, the company visualizes an image of being an easy and sustainable option as compared to their competitors due to their international recognition and fast spread in reputation. For instance, the respondent described that

In the US, for example, a lot of people choose it because it was available at their coffee shop, their barista recommended to them, they thought it would be fun, it tastes better. And then we hear from a lot of other people that say they're choosing it because it's a more sustainable choice. So it's a little bit hard to pull apart for us as a company, because our product in and of itself is a sustainability solution (Oatly).

Oatly has a clear strategy of being creative on their platforms they use to market their products, but also their packages as they view their packages as billboards to tell stories (Oatly). The respondent explained that they use their packages as a way to talk about their values and the way people live their lives, and they stressed that “We are constantly looking at our packaging as an opportunity to have that conversation with people”. As Davari and Strutton (2014) portray their three conditions for green promotion, it can be said that Oatly fulfills each three of them. Firstly, the company transparently showcases the interplay of their products and their effects on the environment through the footprints on their packages. This can also be linked to Laroche et al., (2001) and their view on labeling and aesthetically pleasing packaging as a tactic to encourage consumption, as the products most usually are covered in pastel and soothing colors. Secondly, the green lifestyles promoted through their advertising is linked to the healthy and sustainable choice of consuming oat-based products instead of dairy based products. Thirdly, the company constantly works on their company image to both present, enhance and sustain it through their marketing activities (Oatly). These activities revolve around speaking at different panels, participating in events, using traditional marketing activities such as billboards, radios, and more modern ones such as social media, where Instagram is the most common one. The respondent from Oatly described that

People are becoming more aware of the fact that their food does have an impact on the planet and on the sustainable future we're trying to build for people and planet, and so people are becoming more conscious about it. And I would imagine that that's bleeding into their decisions as they buy our product (Oatly).

As clearly shown, there is a pressure on companies to take action and be responsible for their decisions and how it affects the environment, which can also be said about consumers and how educated they are when it comes to consuming sustainably. According to IKEA, there is a need for companies to inspire and educate consumers on both a societal and individual level. The degree of knowledge when it comes to sustainability seems to differ depending on age, as the younger generation appears to be more knowledgeable and puts more emphasis and demand on companies to be more sustainable. According to IKEA, “[...] a better home is very much connected to a better living and to a better planet”, with small and cheap steps that inspire customers to make sustainable decisions (IKEA).

With the pressure to take action and be more sustainable, as IKEA depicts, there is a similarity from Essity as they argue that it has become an important value among customers to not promote companies that do not have a sustainability profile, which can be seen by the ever-increasing demand for green products. (Essity). Essity mainly uses the sustainability aspects in its marketing to promote consumption and alludes to emotions, which Govender and Govender (2016) mention in their article as important. It is not all about function, but dignity is also an important aspect, and it creates Essity through the benefits of sustainable products (Essity).

5.6 Small purchases and low elaboration levels

5.6.1 Essity

The products that Essity offers to consumers are found in most grocery stores. The purchases of tissues and other paper products do not need to be thought through as much because the functionality and difference between brands are not so great on the surface (Essity). It can be difficult to justify a more expensive toilet paper based on its function, but by making it clear on the packaging what makes Essity's paper better and more durable than the competitors and using different sustainability symbols, the customer will choose the peripheral path according to Nancarrow's et al. (1998). By making it clear on the packaging that Essity cares about sustainability, customers can see this and based on the Roper Study (2002), consumers are classified as Greenback Greens, because they then choose to make green choices.

5.6.2 Oatly

The process behind purchasing a product from Oatly does not require as much deliberation considering the products are meant to be used in day-to-day practice. Meaning that the most common route is the peripheral one as the elaboration and cognitive resources might be low behind a dairy product purchase, which indicates that positive and negative clues are the most determinant ones in case a customer picks up an Oatly products compared to a cow based one (Nilsson & Martinsson, 2012). Since Oatly engages in mass media, one usually encounters the company in commercials, and if the commercial is alluring and contains positive clues, an attitude change may appear. Linked to the Roper Study (2002), the most relevant target groups are the greenback greens and true blue greens. Being an Oatly consumer indirectly means that a consumer has a strong environmental consciousness and understanding of the company's position as a sustainable alternative, as the respondent stated that "I think that if you become an Oatly consumer, then it's hard to miss" (Oatly).

5.7 Large purchases and high elaboration levels

5.7.1 Ericsson

When large companies invest in Ericsson's services, huge sums are included, which means that no malfunctions nor defects should occur as that would result in heavy charges. This indicates

that there are a lot of decisions and elaborations to be made before someone invests in or purchases from Ericsson. To increase the likelihood of others consuming or investing in Ericsson, the company uses their vision of “[...] limitless connectivity means limitless possibilities” to show that by using Ericsson services, other companies like VOI and Spotify will gain from it because of the necessity of wireless internet connection (Ericsson). The most appropriate target group with regards to the Roper study (2002), is the sprouts. Since it is difficult for end consumers to know the exact degree of sustainability when it comes to Ericsson’s services or products, one needs to have a clear sustainable preference to truly look up and see if Ericsson is a green alternative compared to their competitors.

5.7.2 Pipechain

The decision-making process of investing in Pipechain contains a lot of discourse over a long period of time, such as their historical contract with IKEA that took over 15 years to sign and the company’s aim to have one customer per year. To illustrate, it is claimed that “You have to work your way through the whole decision process, and it's a long sale process in that business area” (Pipechain). In other words, a lot of elaboration needs to be made before one chooses to purchase solutions from Pipechain, which highlights that the central path is the most appropriate one as motivation and patience needs to be very high for a customer to choose Pipechain over a competitor. The group that Pipechain targets through their marketing is therefore sprouts according to the Roper study (2002), since their customers most often purchase their solutions because of their well-known reputation and the fact that their services have been used by large companies, beside their promise of fast digitalization.

5.7.3 Qlik

Depending on the type of company that is exposed to the marketing, different paths in Figure 3 of Maharjan (2018) will be taken. If it is a company that has long thought about how to make their supply chain more efficient to, according to Qlik “[...] quantify the use of sustainable and unsustainable material [...]”, the exposure of Qlik's marketing makes the customer take the central path (Nancarrow et al.,1998). Without a careful evaluation of whether the service is needed, a purchase could lead to large losses if the service does not contribute to anything. The target group that Qlik focuses on are those who in the Roper Study (2002) are called sprouts. This is because the consumer’s goal is not always to use the service for sustainable purposes, but it is something that Qlik must convince the consumer of.

5.7.4 Partinc Capital

Partinc Capital invests in other companies and in this way the message they send out down the hierarchy is not as important from ELM's perspective. Since the company is an evergreen fund, others can invest in Partinc Capital and thus the message they send out in their marketing becomes more important in this direction. For someone familiar with the purchase of funds and shares and who finds it interesting with SaaS companies, would in all probability choose the

central path because the recipient has strong cognitive resources linked to the message as Cacioppo & Petty (1984) explain in their article. Since Partinc Capital does not market itself as green, it can be assumed that customers are not necessarily that familiar with environmental issues and would, according to the Roper Study (2002), be classified as Sprouts or Grouser (Partinc Capital).

5.7.5 Volvo Trucks Corporation

Buying a product from Volvo Trucks is a large investment with a six-figure amount and is a long process that can take from a few months to several years. Several of the company's customers are very large with high revenue with several thousand trucks in their fleet and for them a green investment can be very crucial for the whole company (Volvo Trucks). Consequently, a high elaboration is made by the recipients and a central route is chosen. The people who make the decisions regarding whether to buy electric trucks are well acquainted with the issues, lengthy negotiations and calculations made. Since such a large negotiation is crucial for the company's future, the motivation for it to be good is very high and the time frame is often large and if all calculations and negotiations point to completing the purchase, it would lead to a change of attitude towards a positive image of electric trucks. It is difficult to place everyone under the same heading in the Roper study (2002) because the people who buy the electric trucks are most likely counted as the true blue greens while those who buy the truck for its function buy a fossil-powered truck and are counted as basic browns.

5.7.6 SSAB

When buying lightweight steel or fossil-free steel from SSAB, the price is higher than with competitors. Since the products are large investments for the customer, the purchases need to be thought through carefully and a lot of research needs to be done. According to Cacioppo & Petty (1984), it is easier to predict how someone will act if the recipient of the information takes the central path, which can be seen with a company like Volvo that has a sustainability approach and has a big interest in SSAB's fossil-free steel. It has become a competitive advantage for the consumer of SSAB to get hold of fossil-free steel because it is an important part of becoming sustainable. According to the Roper Study (2002), consumers of SSAB are true blue greens because the customer is willing to make a change by not choosing unsustainable products (SSAB).

5.8 Mixture of small and large purchases and their elaboration levels

5.8.1 IKEA

As Nancarrow et al. (1998) discuss, the peripheral or central route of elaboration depends on the customer's previous knowledge within the topic and whether one has a high or low involvement process incentive. Considering that IKEA offers products that require both low and high elaboration, since their goods range from small purchases such as towels to large

purchases such as kitchens, the likelihood of a customer purchasing their product relies on the values that IKEA sends out through their marketing and the reasons behind a purchase. The peripheral route can be seen as an appropriate path when IKEA market products such as pillows and sofas through mass advertising, meanwhile the central route is more applicable in context where a family wants to remodel their kitchen or install new wardrobes, which requires high level of motivation and time (Nilsson & Martinsson, 2012). The most relevant target group and classification as seen through the Roper study (2002) when it comes to customers following the central or peripheral route regarding IKEA purchases, would be sprouts. Since IKEA is a company that is known for its sustainable actions yet highlight values such as functionality and low price over sustainability, customers usually go to IKEA for the convenience and functionality of the products, which is why the sprouts are the most relevant classification.

5.8.2 Electrolux

Considering that the some of the products that Electrolux offers, are invented to be used for a long period of time, namely 5-15 years, the elaboration prior to a purchase is higher compared to if the products would only be used for a year and then be replaced. The most common route in the elaboration likelihood model is therefore the central path if there is a clear intention and motivation behind the purchase of a new dishwasher or refrigerator because of its investment and long life cycle, for instance. If a customer has previous knowledge about white goods and its effects on the environment or is prone to choose green products over less green products, the central path is more common as it enhances behavior changes. However, since customers are also exposed to mass media in which Electrolux engages in, customers can also take the peripheral path if the messages and clues sent out through mass media are positive or negative because of low elaboration, which in turn may lead to attitude changes (Nilsson & Martinsson, 2012). If an expert in sustainability discusses the benefits of having an Electrolux coffee maker instead of a competitor's, or if the packaging and physical attributes of the coffee maker is more attractive in the eyes of a specific customer, the peripheral path might lead to an attitude change, but only if the clues associated with the product are positive to the receiver of the message (Nancarrow et al., 1998). As for which of the target groups is the most applicable according to the Roper study (2002), the true blue greens and greenback greens are the most appropriate ones. Since the sustainable aspects are hard to miss considering their distinct imprint on the company's vision, consumers of Electrolux are aware of the sustainable and green ambitions that the company has.

6. Conclusion

The 6th chapter concludes this thesis and provides a description of the most significant features of the study, as well as a discrepancy between the service and manufacturing companies. The chapter closes with a description of the hidden underlying patterns that give rise to the possibilities of answering the research question using adequate theoretical frameworks.

Based on the analysis, we have come to the conclusion that companies that make tangible objects are moving in a different direction compared to the service companies when it comes to implementing green marketing. Most of the companies that provide products have an extreme green marketing strategy where the companies work actively with sustainability throughout the organization where the 4 P's all have a green aspect to promote more sustainable consumption by using sustainability as a core feature. The service companies are not as outward-looking and transparent and are thus classified according to Ginsberg and Bloom (2004), as having lean green strategies, and hence uses sustainability as a hidden feature of their operations. The services that the companies provide are not made with sustainability as the main purpose and are also not marketed as a green service, but it is the customer's purpose with the service that determines whether the service turns green.

Though there is also a shared belief that there is a societal rise in demand for green products and services, the big difference between manufacturing and service companies is how they use green marketing in their operations. A B2B company offering services does not have a great advantage by using green marketing, unlike companies that target private individuals. Instead, there is a common factor between service companies revolving around focus on efficiency and reducing costs, which is a main driver of the lean green marketing strategy. Customer's reception of the message that companies send out to convince is received depending on what kind of product or service is being advertised and what kind of customer that is targeted. Companies that target private individuals allude to external clues in their message that are often about a certain positive feeling and use this to attract customers to buy their green products. Unlike B2B companies who often make more informed purchases and do a lot of elaboration beforehand.

Likewise, it is possible to see an underlying pattern in the form of large Swedish companies using geopolitics to create success internationally. An example of this is when Huawei was banned in the U.S and Ericsson took advantage of this political occurrences by creating larger market shares. Oatly also uses geopolitics by trying to adapt its products to what appeals to the U.S market to create greater interest among customers. The same can be said about Electrolux as they have made it easier for certain countries to get access to their products by promoting their website to encourage more accessible and environmentally friendly consumption. Using green marketing becomes a matter of course among most companies but there is still an assertive and common fear of being associated with greenwashing.

7. Discussion

The 7th chapter dives into the applicability of the theories and their success in yielding an answer to the underlying research question. Hence, the chapter includes the different obstacles that occurred during the course of the study. The chapter finishes with suggestions for further research.

With the evidence provided by the empirical data and the analysis with regards to the applied theoretical framework, the above conclusion provides an answer to the underlying research question that has embossed this thesis. With the depiction of how the study was carried through, the gathered empirical data have been investigated using our three chosen theoretical frameworks. These have helped us to show how our companies have utilized the different principles of green marketing. With regards to the conclusion and previous research on the topic, this study brings a practical and descriptive approach to the subject of green marketing, as there have been few attempts by researchers to focus on specifically Swedish companies and green marketing. Thus, our study contributes with a fresh insight and perspective into how companies really use green marketing, even if it is unconsciously. Whether it is about having a high or low differentiability on greenness and substantiality of green market segments, using the 4 green P's, or affecting potential or existing customers to choose the central or peripheral path. The companies that were interviewed mostly originated from the manufacturing industry, though some were part of the service industry. As for service companies, the applicability of the theories was quite difficult as the green marketing strategy matrix and the green marketing mix mainly focuses on products. The empirical evidence and withholding analysis of the service sector companies, which consisted of Ericsson, Qlik, Pipechain and Partinc Capital, may have affected the credibility of the study. The reason for why these companies were interviewed was because of the tight time frame and to gather sufficient empirical data for the research.

Together with the above depiction of the complexity of using theoretical frameworks on companies not primarily covered in the theories basic principles, another dimension of intricacy arose. Labeling a company as lean, defensive, shaded, or extreme was difficult because of the green marketing strategy matrix's black and white view on reality. To illustrate, because of retrospective phenomenon that have affected or damaged the publicity of IKEA, such as the scandal about the origin of meat in their meatballs and the lack of safety due to the accidents caused by some of their furniture, IKEA's strategic marketing strategy can in our opinion also be linked to defensive green marketing. The company's goal of being more sustainable can in fact be an intentional decision to refrain from historical bad publicity, and instead turn the light to environmental consciousness to change the topic of the discourses. Due to recent news about IKEA's subcontractor devastating forests in Ukraine to build furniture, the company's marketing strategy might go back to defensive green marketing to cope with bad publicity and reduce damage. Likewise, both IKEA's and Essity's main business ideas revolves around the sense of people consuming their products, which goes against their concepts of 'Green Friday'

instead of Black Friday, and the historical notion of planting three trees. This shows a paradox of what the companies state versus what they truly do in real life. Similarly, can be said about Oatly and their activities, considering the recent scandal about the venture capital company Blackstone and their investment in Oatly. With this said, we believe that Oatly might have focused on defensive green marketing to cope with the bad exposure, as a strategy to change the discourse to transparency about their unpredicted partnership with Blackstone. The company now focuses on being honest with the investment and how it can make the entire portfolio greener because of Oatly's sustainability work, which showcases the complexity of labeling a company in one of the four strategic matrix boxes, as the world is much more complex and nuanced compared to a black and white box. Another discrepancy about Oatly, is the fact that they believe that showcasing the life cycle of a product on its packaging will lead to more sustainable consumption. In reality, it can actually lead to more anxiety among consumers, which previous research supports.

Aside from the complexities with the green market strategy matrix, we found it difficult to analyze the companies using the elaboration likelihood model. An important detail to highlight, given the empirical findings, is that the elaboration among the customers of the interviewed companies can vary. For instance, both IKEA and Electrolux offer products that require high and low elaboration levels, relative to category, price, and lifespan of the product.

Additionally, the loss of respondents has affected the result of this study. As only ten companies agreed to be interviewed, the result of the analysis cannot be generalized as the proportion of respondents in our opinion is too low. The effects of having few respondents in the study can on the one hand be seen as an advantage, as the interviews have included meaningful in-depth discussions. On the other hand, with more respondents, the underlying research question would have gotten a more generalized acknowledgement. The result of this study is thus limited to apply for the included companies, as other industries such as the apparel industry remained untouched. Hence, the conclusion to the research question cannot yield an answer to how all Swedish large companies implement green marketing, it rather generates an explanation through the eyes of certain companies within certain industries.

7.1 Future Research

As this thesis has shed light on, green marketing can be a diffuse subject to study because of its ambiguous nature. To truly gather data based on quality rather than quantity, there is a need for time and patience to make the study as academic as possible. Because of this research's limitations, the rising importance and pressure of acting more sustainably, as well as the ongoing discussion about a potential new legislation regarding CSR in the EU, a first suggestion for further research would be to investigate how the interviewed companies work with green marketing in a ten-year time frame, as a follow-up of their sustainability work would be interesting to see.

An additional perspective that would be interesting to cover, is a comparison and analysis between different countries or regions of the world and their sustainability work, to provide an honest depiction into what it genuinely means to be an environmentally friendly company.

A third suggestion for further research would be to focus on a specific industry, such as diversified financials and investing, as the growth of SRI and impact investing is an interesting and influential topic to investigate today. By doing this, a more in-depth analysis can be provided, which in turn could lead to a more generalizable answer.

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Figures

Figure 1: Own table illustrating the disposition of the thesis.

Figure 2: Ginsberg, J ; Bloom, P. (2004). Choosing the Right Green Marketing Strategy. *MIT Sloan Management Review*. p.81.

Figure 3: Maharjan, P. (2018). Elaboration Likelihood Model. *Businessstopia*.
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Figure 4: Own summary and relationship between chosen theories.

Figure 5: Respondent illustration.

Table 1: Own table adopted after material provided by the Roper Study (2002) and Ginsberg & Bloom (2004).

Table 2: Ginsberg, J ; Bloom, P. (2004). Choosing the Right Green Marketing Strategy. *MIT Sloan Management Review*. p.82.

Table 3: Own table conducted to illustrate respondents.

Appendix 1

Interview Guide

Background questions

1. Could you give us a short story of your background and what you are currently working with?
2. What is your company working with? I.e what products or services do you provide to consumers?
3. What is the vision of your company?
4. How does your company vision incorporate sustainability?
5. What is your definition of green marketing?

Main questions

6. Have you seen a rise in demand and consumer purchase decisions when it comes to green products and services?
 - a. If *yes/no*: In what way?
7. How does your company work with green marketing?

- a. What types of platforms does your company engage in to market their products?
 - b. Would you consider your customers aware of the sustainable practices that your company pursues?
 - If *yes*, does your company work more discreetly or transparently with its sustainable ambitions?
 - c. When it comes to investments to improve the sustainable aspects of your company, how open are you with the society being aware of this?
8. In what ways are current and potential customers informed about the sustainable aspects of your products or services?
9. What specific values do you communicate to your current or potential customers to increase their likelihood of purchasing your products or services?
- a. Are there any emotional, aesthetic or other types of values attached to your products or services?
 - b. What type of customers do you target with your marketing?
10. To what extent are the products that your company offers based on these five following factors: recycled materials, sustainable distribution networks, green energy, reparability and long-lasting quality?
11. How does your company use pricing as a method to increase sustainable consumption?
12. How accessible is it for customers to purchase your products?
- a. What different types of places and markets is it possible for customers to purchase your products from?
13. To what extent does your product endorse a green lifestyle through advertising?
- a. How much or little does your company utilize labels and packaging when it comes to advertising your products?
14. What type of risks do you see with your customers associating your company with too much sustainability?
15. Lastly, would you like to add anything in case we missed something?