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Green marketing and distributors' purchasing behaviors:
a cross-cultural study

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TABLE OF CONTENT

ACKNOWLEDGMENT	2
TABLE OF FIGURES	6
EXECUTIVE SUMMARY	7
PART 1: INTRODUCTION	8
1. Description of the phenomenon	9
2. Research background	10
3. Research problem	11
4. Research question	12
PART 2: THEORETICAL FRAMEWORK	14
1. GREEN MARKETING	14
1.1. Definition	14
1.2. Green marketing applied to the marketing mix	15
1.3. Green perceived value	18
2. CUSTOMER BRAND RELATIONSHIP	19
2.1. Customer Brand Relationship	19
2.2. Green perceived value and brand loyalty	21
2.3. CBR and culture	22
3. PURCHASING BEHAVIORS	23
3.1. Definition of the concepts	23
3.2. Green marketing's influence on purchase intentions	23
3.3. Green perceived value's influence on price acceptability	24
4. LITERATURE REVIEW CONCLUSION	26
5. HYPOTHESES AND CONCEPTUAL MODEL	27

PART 3: METHODOLOGY AND RESULTS	33
1. RESEARCH METHODOLOGY	33
1.1. Brand to study: Tarifold	33
1.2. Data collection	34
1.3. Construction of the questionnaire	34
1.4. Description of the sample	37
2. RESULTS	38
2.1. Analysis' validity	38
2.2. Hypotheses 1 & 2	39
2.3. Hypotheses 3 & 4	41
2.4. Hypothesis 5	44
2.5. Hypothesis 6	45
2.6. Other analyses	48
2.7. Conclusion of the quantitative study	49
3. QUALITATIVE SURVEY	49
3.1. Objectives	49
3.2. Methodology	50
3.3. Results	51
PART 3 : DISCUSSION AND CONCLUSION	53
1. DISCUSSION	53
1.1. Green perceived value	53
1.2. Products' green perceived value	53
1.3. Processes' green perceived value	54
1.4. Customer brand relationship	54
1.5. Culture	55
1.6. Purchasing behaviors	55

2. CONCLUSION	56
2.1. Theoretical contributions	56
2.2. Managerial recommendations	57
2.3. Limitations	59
2.4. Future research	60
GENERAL CONCLUSION	61
BIBLIOGRAPHY	63
1. ACADEMIC REFERENCES	63
2. BOOKS	68
3. WEBSITES	69
APPENDICES	70

TABLE OF FIGURES

Figure 1: Conceptual model _____	32
Figure 2: Marketing scales _____	36
Figure 3: Respondents' gender repartition Figure 4: Respondents' age repartition ____	37
Figure 5: Respondents' company size repartition _____	37
Figure 6: Respondents' company relationship with Tarifold repartition _____	38
Figure 7: Descriptive statistics _____	38
Figure 8: Cronbach's alpha for the all the variables _____	39
Figure 9: Multicollinearity statistics _____	39
Figure 10: Model parameters (Trust) _____	40
Figure 11: Model parameters (Attachment) _____	40
Figure 12: Model parameters (Self-congruence) _____	41
Figure 13: Multicollinearity statistics _____	41
Figure 14: Model parameters (Products' GPV) _____	42
Figure 15: Model parameters (Processes' GPV) _____	42
Figure 16: Model parameters (Trust) _____	43
Figure 17: Model parameters (Brand attachment) _____	43
Figure 18: Model parameters (Self-congruence) _____	43
Figure 19: Model parameters (Self-congruence) _____	43
Figure 20: Multicollinearity statistics _____	44
Figure 21: Correlation matrix _____	44
Figure 22: Adjustment coefficient (Brand loyalty) _____	45
Figure 23: Model parameters (Brand loyalty) _____	45
Figure 24: Multicollinearity statistics _____	46
Figure 25: Correlation matrix _____	46
Figure 26: Adjustment coefficient (Price acceptability) _____	47
Figure 27: Model parameters (Price acceptability) _____	47
Figure 28: Hypotheses' summary _____	48
Figure 29: Verbatims' analysis _____	51
Figure 30: Tarifold's markets _____	71

EXECUTIVE SUMMARY

This master thesis deals with green marketing in a B2B context. It explores the influence of products' and processes' green perceived value on distributors' purchasing behaviors, within a global scope. Customer-brand relationship (trust, brand attachment and self-congruence) has helped to build correlations between green marketing and purchasing behaviors. Purchase intentions and price acceptability are also components of this study. Following the literature review, quantitative and qualitative studies have been conducted. Relevant results have been detailed and applied to draw conceptual contributions and managerial recommendations.

PART 1: INTRODUCTION

“Can marketing and marketers be trusted with the topic of sustainability?” (Fuduric, 2020). It is mainstream to say that marketing is not legitimate to deal with sustainable issues. The main reason behind this thought is the contradiction between companies that want to sell more and sustainable consumers’ behaviors, in particular limited consumption. Companies are seen as encouraging consumers to buy more, through ads and POS for examples, even if the product is not needed. The legitimacy issue that faces sustainable marketing raises several questions, such as: Is marketing surfing on the sustainability trend to sell more? Do customers really verify the information? What is the part of greenwashing in the market?

Some companies, which operate in a B2B context, also promote sustainability: General Electric, BASF, Uzin Utz AG and many other B2B companies value sustainability as part of their DNA. Their customers would probably not react to green products the same way as they do in the B2C context. Since marketing manipulates offerings that have value for customers (AMA, 2017), green marketing could be considered as having a role to play in delivering sustainable value to the customers. It would also be relevant to evaluate how promoting sustainability toward customers modify their purchasing behaviors. Purchase intentions and price acceptability may be improved.

This study is divided into four parts. The introduction will describe the phenomenon, the research background and the research problem. The research question will emerge. Then, the theoretical framework will provide academic knowledge on green products and processes, green perceived value, customer-brand relationship (trust, brand attachment and self-congruence), culture, purchase intentions and price acceptability. A quantitative and a qualitative study will be conducted to provide primary source of information. At last, conceptual contributions, managerial recommendations, limitations and perspectives for future research will be highlighted.

1. Description of the phenomenon

Tarifold, the B2B company that sets new standards in workplace organization and visual communication, is strongly committed at social, societal and environmental levels.

Most Tarifold products have 10 years guarantee, renowned for their long lifetime. All plastics are REACH and ROHS conform. Environmental product profiles are available for all products. Concerning partnerships, Tarifold supports a research project on autism conducted by the Pasteur Institute since 2008. Tarifold's team participates yearly in the Pasteurdon, an event in support of the Pasteur Institute. Tarifold also sponsors The SeaCleaners in the fight against plastic pollution in oceans. It co-finances the "Manta" Project, which is a cleaning boat, scientific laboratory, educational tool and lever of the circular economy. Proving the social, societal and environmental excellence of Tarifold, the company has obtained the "Alsace Excellence" label in 2020, delivered by the "Alsace Brand". Also, Tarifold is certified ISO 9001 for quality standards and ISO 14001 for environmental ones.

The Display Systems 2021 Campaign, launched in January 2021, is also in line with green marketing. It is composed of several actions related to environmental concerns. A new eco-friendly packaging has been designed for the Display Systems range, with optimized paper sheets, an added sticker to symbolize the authenticity and expertise of Tarifold and a strong reduction in the use of plastic bags. The new eco-friendly packaging enables to save 3,27 tons of CO² equivalent per year. Also, Tarifold now offers to recycle its pockets. Consumers can return their old pockets to Tarifold, on the condition of meeting the return criteria. Tarifold takes care of recycling the pockets. Also, a bulk packaging has been created for needs of pockets in huge quantities. In addition, Tarifold is looking for alternatives to fossil-based plastics, part of the 2021 innovation plan.

Hence, one of the company's goals is to improve its green marketing by responding closely to its customers environmental concerns. The variables products' green perceived value and processes' green perceived value will be manipulated, with the three main constructs of customer-brand relationship (trust, brand attachment and self-congruence). As dependent variables, purchase intentions and price acceptability will be measured. Culture is the moderating variable.

2. Research background

On the one hand, green marketing is closely associated with the concept of green perceived value (GPV). Perceived value is frequently explained as the ratio between the perceived benefits and perceived costs (Sheth et al., 1991). On the other hand, customer brand relationship (CBR) is mainly composed of three constructs: primarily affective (e.g. brand attachment), identity-based (e.g. self-congruity) and trust-based constructs.

Literature identifies connections between GPV and CBR. GPV directly influences the adoption of green products and indirectly influences green repurchase intentions, by acting positively on satisfaction and green trust (Lam et al., 2016). Literature also shows that GPV directly and indirectly influences brand loyalty. The indirect influence is made through self-brand connection (Lin et al., 2017). Since brands with strong customer loyalty benefit from several advantages, such as the ability to maintain premium pricing, a greater bargaining power toward their distribution channels and a relevant barrier to potential entries in the same product categories (Gommans et al., 2001), strong brand loyalty represents a tremendous potential for improving a company's performance (Reichheld, 1996). Further research has highlighted the link between favorable customer perceptions and signaling environmental sustainability to customers in a B2B context (Vesal et al., 2019).

Also, culture is studied in the literature as a moderator variable of CBR. The six cultural dimensions (Hofstede, 2011, p.8) is the most used model to study culture. The link between self-congruity and culture has been evaluated between the Australian and the Malaysian cultures (Quester et al., 2000). However, no literature studies the influence of culture on green marketing.

In addition, purchasing behaviors has also been studied in the literature as being influenced by GPV and CBR. Purchase intention is a determinant for purchasing behaviors (Pena-Garcia et al., 2020). Concerning GPV, literature shows a direct link between products' GPV and customers' purchase intention in a B2C context (Wu et al., 2014). To enhance customers' purchase intention of green products, companies should increase the customers' green awareness, which could be done by improving the green marketing of a product, through the product, technology and promotion (Wu et al., 2014). Literature also identifies that the increase of value perception is key to enhance customers' purchase intention (Hur et al., 2011;

Younus et al., 2015; Khan et al., 2017). Value perception could be increased by explaining the physical and psychological benefits of green products support (Hur et al., 2011). Also, green product purchasing behavior is made in relation to two antecedents: either altruistic or ego-centric factors (Barbarossa et al., 2016). Concerning the purchase intention of bioplastics, variable attitudes toward bioplastics, green consumer values, product experience and interest in information on bioplastics play significant influence (Klein et al., 2019). Moreover, the value of purchasing products made of bioplastics instead of traditional plastics is also driven by consumers' green self-identity, and more precisely, self-congruity (Confente et al., 2020). Concerning CBR, literature identifies that brand attachment reduces customer volatility when moving toward other brands, foresees brand loyalty and increases customer lifetime value (Park et al., 2010). Self-congruence acts on brand attitudes and purchase intentions (Aguirre-Rodriguez et al., 2012). Results also show that brand trust influences repurchase and customers' price tolerance toward the brand (Delgado-Ballester & Munuera-Aleman, 2001).

The research background will finish with another component of consumers' behaviors, price acceptability. Research shows that culture is one of the variables influencing price acceptability toward green purchases (Sakagami et al., 2006; Sanjuán et al., 2003; Vladicka & Cunningham, 2002). How B2B purchasers consider the prices of green products and the additional charge they are ready to pay have been identified (Dekhili, 2013). Literature also highlights how to alleviate the barrier in purchasing green products, in a B2C context (Wei et al., 2018).

3. Research problem

The concepts of green perceived value, customer-brand relationship, culture, purchase intentions and price acceptability have already been studied in the literature under different prisms. However, there are some limitations and gaps in the literature to consider.

First, there is no distinction in the literature between products' and processes' GPV. The relationship between GPV and CBR has been studied in the literature. However, GPV has always been studied as a whole, not considering the particularities of the GPV of each P of the marketing mix. This is true for the B2C and the B2B environments. Thus, this study would bring

knowledge in the distinction between products' and processes' GPV and its link to trust, brand attachment and self-congruence, in a B2B context.

Criteria that constitute a green product and process have been identified in the literature. Some criteria related to green products, such as the switch from fossil-based plastics to bioplastics have been analyzed in correlation with CBR constructs. However, there is no study on a link between products' GPV and CBR, nor products' GPV and purchasing behaviors. In addition, there is limited literature related to green processes. The connection between green processes' GPV and CBR, and between processes' GPV and purchase behaviors has never been studied before. Furthermore, there is no research on the influence of GPV on brand attachment and self-congruence. Also, there is no hierarchy drawn in the criteria that influence products' GPV and processes' GPV, neither in B2C nor in B2B. Therefore, this study will further explore these aspects.

Then, the literature does not study the influence of culture on GPV, on CBR and on purchasing behaviors, in a B2B context. None of the cultural dimensions of Hofstede have been used to measure culture in a B2B environment. Also, there is limited research on the influence of culture in these variables in B2C. Thus, this paper will bring novelties in the influence of culture on products' and processes' GPV, trust, brand attachment, self-congruence, purchase intentions and price acceptability in a B2B environment.

To finish with, this paper focusing on Tarifold, the host company of the author, it would be relevant to demonstrate that this research can also be used in other companies, such as companies that all manufacturing goods companies, and especially those manufacturing high-range goods made of plastics.

4. Research question

From the research problem come the following research question, that will be answered throughout this master thesis: **To what extent does green marketing influence distributors' purchasing behaviors? A cross-cultural study.**

The main objectives of the study are to measure the influence of products' and processes' green perceived value on customer-brand relationships (trust, attachment and self-

congruence) and evaluate the influence of customer-brand relationships on purchase intentions and price acceptability. Culture is used as a moderator variable. Also, it would be relevant to identify the criteria related to products and processes that are perceived as the most powerful ones making a product or process green. The study would provide academic and market knowledge to companies operating in B2B to increase the purchase intentions of green products. It would explain how they could increase their green perceived value and how to price green products.

To answer the question, a hypothetico-deductive approach will be used.

PART 2: THEORETICAL FRAMEWORK

1. GREEN MARKETING

1.1. Definition

Green marketing is closely linked to sustainability. Sustainability is a concept that is more and more present in consumers' mind. In their purchases, consumers' gradually pay attention to sustainability. The following paragraphs will explain what green marketing is.

"Sustainable development refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (OECD, 2003, para. 2). This definition, written by the Organization for Economic Co-operation and Development, is widely used to express the concept of sustainability. In other words, and by extrapolation of the previous definition, it can be noticed that the main idea behind sustainability is the limitation of the throughput of resources and the optimization of those available (Cooper, 2005).

Marketing definition differs from one to the other. The American Marketing Association (AMA) defines marketing as *"the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large"* (AMA, 2017).

Some questions could be raised. Would it make sense to gather the two concepts of sustainability and marketing? Could marketing create and deliver value through sustainability? (McDonagh & Prothero, 2014) What would be the response of the shareholders?

Sustainable marketing is an existing concept, which can be understood as placing sustainability as a major component in marketing thinking and practicing (Gordon et al., 2011). The triple bottom line represents the three sustainability components: planet, people and profit. It has also inspired terms based on its lines: green marketing for the planet and social marketing for people.

Green marketing is a synonym for environmental or ecological marketing (Sodhi & Ghosh, 2020). It can be defined as *"development and marketing of products that are presumed to be*

environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality).” (AMA, 2020).

1.2. Green marketing applied to the marketing mix

At the core of operational marketing stands the concept of marketing mix. The use of the 4 or 7Ps (Product, Place, Price, Promotion + Physical evidence, Processes, Employees) is key in launching new products. This tool can be adapted to take into consideration sustainability.

As green marketing focuses on the planet bottom line, the following reflection will continue this way. In addition, two of the Ps bring novelties are more relevant to study, filling a gap in academic research: products and processes.

First, the link product/planet will be explored. Some company-oriented questions that can be formulated: How can we use environmental-friendly materials, such as bio-degradable materials, in our products? How can we lower our wastes in production? Do our production and office waste disposals meet environmental requirements? When our products come to an end, do we manage to recover them? If yes, what do you do with them? If no, are they simply destroyed? Do the customers can reuse our products?

Second, the link processes/planet will be analyzed. Some questions that can be formulated: Does our company have partnerships in the recycling, sharing or renting economies? Can we implement some? Do we have certifications that prove that we make efforts toward sustainability? Are there any other certifications to which we can apply?

1.2.1. Focus on products

Consumers pay more and more attention to green products in their purchases. It would be relevant to highlight what is a green product in consumers’ mind. The levers that companies could activate that add greenness to their products are analyzed in the literature. The following paragraphs will summarize the current knowledge on what is a green product, according to consumers’ mind.

Most of the environmental impacts of a product are determined during the product development stage. When designing a green product, two types of activities have to be taken

into account: generic and specific activities (Graedel et al., 1995). On the one hand, generic activities are guidelines toward the development of an environmentally friendly approach. Production conditions, such as the minimization of energy used, CO² emissions in production and water use (Kemper & Ballantine, 2019), can be seen as generic activities. On the other hand, the contrary of generic activities is specific activities. These activities differ for each product. Examples of specific activities are source reduction and better waste management (Bhat, 1993).

Source reduction gathers product characteristics and performance (Kemper & Ballantine, 2019), such as weight reduction, material substitution and product life extension. Weight reduction means that the weight of the product is at the minimum possible to guarantee the same given function. This can be achieved using high strength or low in thickness materials. Weight reduction leads to a lower quantity of wastes. Designing green products is also questioning of being careful in the choice of materials. Substitution materials is the idea that materials can be changed according to their pollution criteria. Sustainable products can also be made of reused materials or designed cradle-to-cradle (Peattie & Crane, 2005). However, change in the materials often leads to change in the final product specifications. Hence, substitution materials have to be used with carefulness. The product life cycle can be extended through more durable materials or modular designs. Planned obsolescence must be inexistent (Achrol & Kotler, 2012; Polonsky, 2011). Reuse of the product is key to product life cycle extension. However, it can be difficult for the manufacturer to gain knowledge on failure modes and frequencies, especially when the latter does not have direct contact with the consumer (Cooper, 2005). In addition, the manufacturer can provide the service of components replacement or repairs, for the product to last longer (Bhat, 1993).

Waste management strategies are also part of the specific activities in green product design. These strategies do not have the same impacts as source reduction does. They make disposal easier. Thinking of disassembly, recyclability, remanufacturing, composting and incineration are useful when developing a green product.

Using bioplastics as a more sustainable material compared to plastic when designing a product or developing a packaging could be another solution to more eco-friendly products. Bioplastics are a set of biosourced and/or biodegradable polymers. Consumer's willingness to switch from products made of plastic to bioplastics depends on an assessment of several individual

predictors: green self-identity, awareness, involvement, perceived value and risk (Scarpi & al., 2020).

1.2.2. Focus on processes

The last paragraphs have analyzed what a green product is, from a consumers' point of view. The same study will be made for green processes. Green processes can result from green partnerships agreed among organizations. They may concern recycling, sharing or renting, or focus on marketing or technology. In addition, environmental certification such as ISO 14001 or eco-labelling can also be components of green processes.

Consumers' action of recycling is influenced by three constructs: subjective norms, awareness consequences and convenience. Subjective norms relate to attitudes of the relatives toward recycling. When families and friends promote and encourage to recycle, the consumer is more likely to do so. Awareness consequences concern education toward the benefits of recycling. Convenience relates to the degree of comfort that consumers connect with recycling. It is closely linked to infrastructure and costs (Khan et al., 2019). It can also be added that regulations related to recycling is key in consumers' action of recycling as well.

Green marketing partnerships promote green value chain activities, penetration of green markets, promotion of green product and services, and customer acquisition and retention. Green technology partnerships focus on jointly developing new, environmentally friendly products and services, or implementing new greener production technologies. Results show that announcements of green marketing partnerships lead to a rapid increase in firm market value, on the same day of announcement. On the contrary, announcements of green technology partnerships lead to a rapid decrease in firm market value, on the same day of announcement (Sadovnikova, 2017).

The main motives to be ISO 14001 certified are prevention of environmental risks, environmental protection, improving company image and ensuring compliance with legislation. However, non-certification does not mean that the company does not respect the norm. Lack of investment support in terms of finance, human resources or motivation can be breaks in the certification process (Santos et al., 2016). Results show that in the construction sector, the main benefits for ISO 14001 certification are environmental benefits and internal

operations, corporate management, marketing effects and subcontractors' relations. 78,5% of the respondents found marketing advantages to be ISO 14001 certified, and 89,2% correlates the certification to improvement of client satisfaction (Turk, 2009).

It exists plenty of eco-labels, that can be first divided into whether they are mandatory or voluntary, and whether they are assessed independently or not. The category of voluntary eco-labels gathers several types of eco-labels, such as type I, type II and type III. Type I eco-labels have to be certified by a third-party and generate a logo. Type II eco-labels are based on self-declarations of manufacturers, retailers, distributors or importers, while type III eco-labels take the form of extensive reports. It is clear that consumers' choice is affected by eco-labels. However, the role of eco-labels in the reduction of environmental impacts is less clear. In marketing, using eco-labels is seen as an opportunity to increase sales, through product differentiation and the choice of consumers to buy greener products (Horne, 2009). Although eco-labelling is a factor of sales improvement, it is not relevant for every situation. Critical questions may be asked to evaluate whether eco-labelling is relevant for a specific situation. Does the product need an eco-label? What information should be provided? Is it possible to summarize the sustainability of the product in a label? How many resources have to be deployed to research and produce the label? Do consumers even care? (Winston, 2012).

1.3. Green perceived value

In the marketing literature, the concept of value is explained through the customer perspective. Customers assess the total benefits received to total sacrifices (Buzzell & Gale, 1987; Monroe, 1979; Monroe & Krishnan, 1985). It is the balance between what the customers "get" in comparison to what they "give" (Dickson, 1987).

Perceived value is frequently explained as the ratio between the perceived benefits and perceived costs. It involves not only functional aspects of the product or service, but it may include social and emotional components (Sheth et al., 1991). Perceived value is not only essential in building long-term relationships with customers, but it also affects mainly purchase intentions (Zhuang et al., 2010).

Green perceived value (GPV) could be defined as the ratio between the perceived benefits of a product or a service compared to what the customer gives, based on the customer's environmental desires, sustainable expectations, and green needs (Chen, 2010).

Patterson and Spreng (1997) have proposed to separate the benefit part (or performance) in six underlying dimensions. The model they created was relevant for their empirical study in a B2B services context. The six performance dimensions are the following: the "outcome" (technical dimension), and the remaining five dimensions, "service," "relationship," "methodology," "problem identification" and "global networks." These six performance dimensions are used by the customers to evaluate products or services. This model was adapted by Chen (2010) in the measurement of GPV. Chen (2010) has developed the five remaining dimensions as: the product's environmental function, the product's performance related to the environment, the product's superiority of environmental concern in comparison similar products, the product's environmental-friendliness and the product's environmental benefits compared to similar products (Chen, 2010).

GPV is strongly influenced by green benefits (the utilitarian environmental value), and green transparency (Lin et al., 2017). In addition, it is an important component of the adoption of green products. GPV directly influences the adoption of green products. It also influences indirectly green repurchase intentions, by acting positively on satisfaction and green trust (Lam et al., 2016).

2. CUSTOMER BRAND RELATIONSHIP

2.1. Customer Brand Relationship

Customer-brand relationship (CBR) is mainly composed of three constructs: primarily affective (e.g. brand attachment), identity-based (e.g. self-congruity) and trust-based constructs. The three constructs do not have the same impacts, even though they are all seen as invaluable assets, that develop and solidify brand loyalty (Khamitov, 2019).

Brand attachment is "the strength of the bond connecting the brand with the self" (Park et al., 2010). Results show that, at the core of brand attachment, there are two concepts, brand-self

connection and brand prominence. Brand-self connection can be defined as the cognitive and emotional connections between the brand and the self. Brand prominence is *“the salience of the cognitive and affective bond that connects the brand to the self”* (Park et al., 2010, p.2). Brand attachment is key for companies managing their customer relationship, since it influences consumers’ forgiveness when facing negative information (Ahluwalia et al., 2001), reduces customer volatility when moving toward other brands, foresees brand loyalty and increases customer lifetime value (Park et al., 2010). Also, brand attachment acts on predicting a brand’s purchase share, meaning the share of a brand compared to its direct competitors (Park et al., 2010).

Self-congruity can be defined as the action of consumers, who associate the congruity with a product and/or brand to their self-concept (Sirgy, 1985). When consumers perceive congruity between the product and/or brand to their self-concept, it leads to more favourable responses, such as brand attitudes and purchase intentions (Aguirre-Rodriguez et al., 2012). Self-congruity has to be distinct to ideal congruity. Ideal congruity refers to the congruity with a product and/or brand to consumers’ ideal self-image (Sirgy, 1985). Both concepts influence purchase motivation. Hence, it can be concluded that self-congruity acts on behavioural intentions.

Brand trust is a concept with several meanings. It can be defined as *“the willingness of the average consumer to rely on the ability of the brand to perform its stated function”* (Chaudhuri & Holbrook, 2001, p.82). Thus, brand trust is consumer’s perception of honesty and safety that a brand embodies. Another definition of the brand-trust concept is *“a feeling of security held by the consumer that the brand will meet his/her consumption experience”* (Delgado-Ballester & Munuera-Aleman, 2001). The notions of certainty and confidence are added to the notions of honesty and safety that a brand incarnates. Also, results show that brand trust influences repurchase and customers’ price tolerance toward the brand (Delgado-Ballester & Munuera-Aleman, 2001).

Thus, brand attachment, self-congruity and brand-trust can be considered as powerful mechanisms in building customer brand loyalty.

2.2. Green perceived value and brand loyalty

Brands with strong customer loyalty enjoy several advantages, such as the ability to maintain premium pricing, a greater bargaining power toward their distribution channels and a relevant barrier to potential entries in the same product categories (Gommans et al., 2001). Thus, strong brand loyalty has enormous potential for improving a company's performance (Reichheld, 1996).

GPV directly and indirectly influences brand loyalty. The indirect influence is made through self-brand connection (Lin et al., 2017).

GPV, as well as green brand innovativeness (GBI), meaning *"the extent to which consumers perceive brands as being able to provide new and useful solutions to their green needs"* (Eisingerich & Rubera, 2010, p.66), influence green brand loyalty. It is the jointure between GBI and GPV that provides a high level of customer brand loyalty. Neither GBI nor GPV on their own are sufficient to increase the level of customer brand loyalty. Consumers' green knowledge plays a moderating role in the relationship between the GBI and GPV. Hence, green knowledge strengthens this relationship. The higher the green knowledge the consumers have, the easier the brand trust concerning green products will be (Lin et al., 2017).

In addition, results show that in a B2B manufacturing environments, creating favorable customer perceptions can be done by signaling environmental sustainability to customers. Signaling environmental sustainability influences positively on brand image. Thus, green marketing in B2B manufacturing companies should value communicating on company's efforts and successes to its customers and suppliers. Communication can be done through eco-labelling, advertising, promoting the sustainable actions put in place to the salesforce, or including environmental sustainability in performance reports. In addition, a sustainability-based brand image impacts on market performance. Since customers with high positive environmental attitudes are more likely to react positively to sustainability-based brand image, it may be relevant to educate the B2B market in shifting customer attitudes toward more eco-friendly practices (Vesal et al., 2019).

2.3. CBR and culture

Culture is defined as “*the collective programming of the mind distinguishing the members of one group or category of people from others*” (Hofstede, 2011, p.8). Hofstede, after conducting a survey with 116,000 IBM employees in 50 countries between 1967 and 1974, has identified four dimensions, then two were added, to classify cultures through a framework. The six cultural dimensions are the following: individualism vs collectivism, uncertainty avoidance, power distance, masculinity vs femininity, long- vs short-term orientation and indulgence vs self-restraint.

Individualism vs collectivism is related to whether the individual or the group is the focus of society. In an individualistic society, the consciousness is stressed on the “I”, classification is made as individuals, and education is aimed to learn how to learn. In a collectivistic society, the consciousness is stressed on the “WE”, classification is made as in-group or out-group, and education is aimed to learn how to do. Individualism is more present in Western societies, while Asian, Arab, Latin-American and African societies tend to be more collectivistic (Hofstede, 2011, p.11).

Long-term vs short-term orientation refers to the extent to which people show a future-oriented or pragmatic perspective rather than a normative or short-term point of view. Good persons are expected to be the same through time, success and failure are attributed to luck, and the balance between what is good or bad is universal guidelines. On the contrary, in long-term orientation cultures, good persons are expected to adapt to the circumstances, success and failures are attributed to efforts, and the balance between what is good or bad depends on circumstances. East Asian countries, as well as Eastern and Central European societies are more long-term oriented. The United States, Australia, Latin America, Africa and Muslim countries tend to be more short-term oriented (Hofstede, 2011, p.13).

Concerning the link between self-congruity and culture, a study revealed that functional and status-related products are evaluated differently from one culture to another. The Australian culture evaluates functional products with the ideal self-image, while the Malaysian culture with the actual self-image. It is the opposite for status-related products (correlation with the ideal self-image for the Australians and with the actual self-image for the Malaysians) (Quester et al., 2000).

3. PURCHASING BEHAVIORS

3.1. Definition of the concepts

Consumer behavior involves three actions: acquiring an offering, using an offering and disposing of an offering. As a consequence, acquiring an offering, in other words, buying or purchasing, is part of consumers' behaviors. Then, results show that the ideal method to predict consumer behavior is measuring behavioral intentions. Thus, purchase intention is a determinant for purchasing behaviors (Pena-Garcia et al., 2020). Purchase intention can be defined as "*the preference of consumers to buy the product or service*" (Younus et al., 2015, p. 8).

Price acceptability is a price judgment based on a comparison between the price index to a range of prices stored in memory. It involves the two dimensions of price level, meaning the point at which « *the general level of acceptable prices encompassed by the latitude of acceptable prices* », and price width, representing « *the deviation of acceptable prices around the price level* » (Lichtenstein et al., 1988, p.244).

Industrial markets are characterized by a heterogeneous offer and demand, a collective purchase, a strong interaction between the seller and the buyer, a buyer that is active in its audience, or a small number of actors (Blanc et al., 2003). A general model for understanding organizational buying behavior has been presented by Webster & Wind (1972). They divide the organizational purchasing behavior into four main dimensions, that lead to the implementation of corporate purchases. The dimensions concern the environment, the organization, the buying center and the individual participants (Pawlowski, 2021).

3.2. Green marketing's influence on purchase intentions

A green product brings more value to the consumer compared to a non-green one. Enhancing customers' purchase intention of green products has been proven to be done through increase in the customers' green awareness (Wu et al., 2014). Consumers' perceptions and feelings of a green product have to be improved by the green marketing of a product, through the product, technology and promotion. The manufacturer can develop consumers' green awareness by providing green information of the green products (Wu et al., 2014).

In addition, green marketers could enhance customers' purchase intention by increasing value perception (Hur et al., 2011; Younus et al., 2015; Khan et al., 2017). This can be done by explaining the physical and psychological benefits of green products. Customers' needs driving the purchase of such product (e.g. such car) have to be clearly identified. Functional, emotional and symbolic needs can be identified. Then, the utilitarian value of the product has to be clarified through eco-friendly attributes. It is important for marketers to first promote concrete and practical benefits through eco-friendly attributes and then social and hedonic values. Hence, when customers are satisfied with their purchase, the premium pricing of green products tend to be minimized. Knowing that, post-purchase satisfaction has to be a focus too, through the use of marketing methods such as warrantee, customer service or technical support (Hur et al., 2011).

According to Barbarossa et al. (2016), green products purchasing behavior is made in relation to two antecedents: either altruistic or ego-centric reasons. Altruism in the purchasing of green products gathers care for the environmental consequences of purchasing, while egocentrism is related to green self-identity and moral obligation.

Concerning the purchase intention of bioplastics, variable attitudes toward bioplastics, green consumer values, product experience and interest in information on bioplastics play significant influence (Klein et al., 2019).

The value of purchasing products made of bioplastics instead of traditional plastics is also driven by consumers' green self-identity, and more precisely, self-congruity. The positive impact on the environment has to be clearly identified by the consumer, as well as the match between product features and consumer's personal values. Results show that switching from traditional to bioplastics is a self-identity-centered choice, while purchasing a product made of bioplastics is a product-centered choice. Hence, self-congruity is key when switching from fossil fuel-based to bioplastics (Confente et al, 2020).

3.3. Green perceived value's influence on price acceptability

Spanish consumers are willing to pay an addition charge of 22% to 37% for green products (Sanjuán et al., 2003), while Japanese consumers 8% to 22% (Sakagami et al., 2006), and

Canadian consumers 22% to 37% (Vladicka & Cunningham, 2002). Then, culture is one of the variables influencing price acceptability toward green purchases.

The majority of B2B purchasers considers the prices of green products to be high, which represents a barrier to purchase. This perception is linked to the comparison between the prices of green products and similar non-green products. However, the premium pricing for green products is considered as acceptable and justifiable. Price acceptability has a psychological threshold for most of the respondents to the questionnaire conducted in this study. The threshold is limited at 25% of additional charge. The acceptability of premium pricing is due to the perceived superior value of green products, as well as high costs of design and production. Even if premium pricing of green products in B2B are mainly considered as acceptable and justifiable, some other respondents have incomprehension concerning an additional charge that should be paid when purchasing green products (Dekhili, 2013).

To alleviate the barrier in purchasing green products, results show that customer participation is a solution. Then, customers pay more for products, even though they have a low sustainability-oriented motivation and understanding of environmental issues. Customer participation can be achieved through involvement in the design or the production processes (Wei et al., 2018).

Also, green product attributes drive purchase intention when the price is low. Lowering the price of green products increases sales not just because of the low price, but also because consumers take green attributes of the products more into account. However, green product attributes also drive purchase intentions when the price is high, but the impact is weaker than for low prices. As a consequence, the difference in prices between regular and green products should be reduced to increase sales of green products (Schuitema et al., 2014).

4. LITERATURE REVIEW CONCLUSION

To conclude, the literature review has enabled to clearly define green marketing, which relates to taking into account the planet when developing and marketing products. Products can become green through generic or specific activities. Production conditions, weight reduction, choice of the materials, product life cycle extension, products' reuse, waste management strategies or easy disassembly are paths of reflection for marketers when developing green products. Processes, another « P » of the marketing-mix, can also become green. It gathers recycling partnerships, ISO certifications and eco-labelling.

Green perceived value is a key concept for the adoption of green products, since it directly influences green purchase intention, green repurchase intentions, green trust and satisfaction.

Customer-brand relationship (CBR) is also an important concept to be explored in this study. CBR develops and solidifies brand loyalty. It is composed of three constructs: brand attachment, self-congruence and trust. Green perceived value directly and indirectly influences CBR. The latter may differ depending on the culture of the individual. Culture can be explained through six dimensions. Two of them will be used in this study, individualism vs collectivism and long-term vs short-term orientation.

Purchasing behaviors is widely related to purchase intentions. As a consequence, purchase intentions will be measured to explain purchasing behaviors. Literature shows that several factors depending on green marketing may influence green purchase intentions.

To finish with, price acceptability may differ from one individual or company to the other. Green products have most of the time premium pricing, which is differently accepted from one to the other. Marketing has a role to play in highering price acceptability.

5. HYPOTHESES AND CONCEPTUAL MODEL

The concept of green perceived value is studied through the products and the processes of the company. The products and the processes, two of the 7 Ps in the marketing mix model, have been chosen because of the current projects in Tarifold, which apply green marketing mainly to the products and the processes. Also, since the current literature studies green perceived value (GPV) as a whole and not each of the marketing mix Ps, novelties in the literature will be brought no matter which Ps will be studied in this master thesis.

On the one hand, the literature review has shown that customer-brand relationship (CBR) is divided into three constructs: trust, brand attachment and self-congruence. Each of the constructs of CBR is important, since they evoke different items that could have an impact on customer behavior. Literature shows that GPV acts positively on green trust (Lam & al., 2016). Hence, GPV has been proved to have a positive influence on trust, one of the constructs of CBR. The influence of GPV on the other constructs of CBR would be verified in this master thesis.

On the other hand, studying the GPV on products is relevant, in the way that it could be a powerful lever of green marketing that companies could activate. Tarifold has recently launched projects for more eco-friendly products. For example, it has optimized the packaging of the Display Systems range (more than 300 SKUs) to become more eco-friendly. The packaging has been made with materials chosen according to their low pollution criteria, and the packaging is reduced to the minimum. In addition, a project in progress is the creation of a range of Tarifold's bestsellers in bioplastics, instead of fossil-based plastics.

Therefore, it would be relevant for the literature and for Tarifold to measure products' GPV on each of the constructs of CBR. The first hypothesis can be written:

H1: Products' green perceived value has a positive influence on:

H1a: Trust

H1b: Attachment

H1c Self-congruence

Also, studying the green perceived value on processes is relevant for several reasons. First, it brings novelties in the literature. As far as the author knows, even if there is a connection between GPV and green trust (Lam & al., 2016), there is no previous research that highlight an influence of processes' GPV on CBR. Then, Tarifold has launched several new processes that are part of green marketing. Pockets can now be returned at Tarifold to be disassembled. The spare parts are sorted and recycled by a partner. Also, Tarifold sponsors a charity that fight against plastic pollution in oceans. This partnership has been chosen to fit Tarifold's activity, which is the manufacturing of goods made of plastics. In addition, Tarifold is ISO 14001 certified since 2005.

As a consequence, it would be relevant for the literature and for Tarifold to measure processes' GPV on each of the constructs of CBR. The second hypothesis can be written:

H2: Processes' green perceived value has a positive influence on:

H2a: Trust

H2b: Attachment

H2c Self-congruence

On the one hand, the link between self-congruity and two cultures, the Australian and the Malaysian ones, has already been studied in the literature (Quester et al., 2000). However, it is the only connection studied between culture and GPV, CBR and purchase intentions so far.

On the other hand, Tarifold is an international brand since it is part of a group that also gathers two Danish companies and a Dutch one. Thus, Tarifold's customers are located all around the world, in North and South America, Europe, Middle East and Asia. Knowing that, it can be relevant to integrate culture as a moderator variable. To integrate culture, the cultural dimensions of Hofstede will be used (Hofstede, 2011, p.8). Between the six dimensions, which are individualism vs collectivism, uncertainty avoidance, power distance, masculinity vs femininity, long- vs short-term orientation and indulgence vs self-restraint, two seemed to be more relevant to study.

Thinking on the measurement of the green marketing on customers' purchasing behaviors, it appeared that it would make sense that long-term orientated cultures would value more sustainable marketing. It could be explained by the notion of future generations, important for long-term oriented cultures, which is also related to the definition of sustainable development. As a reminder, the definition of sustainable development is the following: *"Sustainable development refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs."* (OECD, 2003, para. 2).

Therefore, it would be relevant to measure long-term orientation on each of the concepts studied, which are products' GPV, processes' GPV, trust, brand attachment, self-congruence and brand loyalty. The third hypothesis can be written:

H3: Long-term orientation has a positive influence on:

H3a: Products' green perceived value.

H3b: Processes' green perceived value.

H3c: Trust.

H3d: Brand attachment.

H3e: Self-congruence.

H3f: Brand loyalty.

Another cultural dimension that would make sense, to the point of view of the author, is collectivism vs individualism. First, there is no previous literature on how this cultural dimension influences GPV, CBR and purchase behaviors. Then, it would be common to think that collectivistic cultures value more sustainable marketing, in the way that they put the group interest before the individual one. The group interest would also be related to the future generations, which is part of the sustainable development issue. However, it would be mainstream to think that the Chinese do not value sustainable marketing, while their culture is known to be collectivistic. Thus, this dimension is ambiguous.

Hence, it would be relevant to measure culture on each of the concepts studied, which are products' GPV, processes' GPV, trust, brand attachment, self-congruence and brand loyalty. The fourth hypothesis can be written:

H4: Collectivism has a positive influence on:

H4a: Products' green perceived value.

H4b: Processes' green perceived value.

H4c: Trust.

H4d: Brand attachment.

H4e: Self-congruence.

H4f: Brand loyalty.

No other cultural dimensions came to mind when thinking about a potential influence of the dimension on green marketing. As a consequence, only two hypotheses with cultural dimensions will be written.

Distributors' purchasing behaviors is a concept that could be analyzed under several prisms. Purchase intention is a concept widely studied in the literature. Brand attachment reduces customer volatility when moving toward other brands, foresees brand loyalty and increases customer lifetime value (Park et al., 2010). It also acts on predicting a brand's purchase share, meaning the share of a brand compared to its direct competitors (Park et al., 2010). Self-congruity leads to more favourable responses, such as purchase intentions (Aguirre-Rodriguez et al., 2012). Moreover, brand trust influences repurchase (Delgado-Ballester & Munuera-Aleman, 2001). Also, the measurement of the influence of purchase intention would be relevant for Tarifold, for the company to evaluate to what extent it should put efforts on green marketing, considering the potential sales it would bring. Since CBR has been used as a connector between green perceived value and purchasing behaviors, the influence will be measured using the three constructs of CBR: trust, brand attachment and self-congruence.

As a consequence, it would be relevant to measure each of the constructs of CBR on purchase intention. The fifth hypothesis can be written:

H5: ... has a positive influence on purchase intention.

H5a: Trust

H5b: Attachment

H5c Self-congruence

On the one hand, the current literature shows that brand trust influences customers' price tolerance toward the brand (Delgado-Ballester & Munuera-Aleman, 2001). It is the only connection between CBR and price acceptability in the literature.

On the other hand, it was a request from Tarifold to include a pricing notion in the master thesis. Since sustainable materials, such as bioplastics, are more expensive than non-sustainable ones, such as fossil-based plastics, the cost of a green product is higher than the cost of a non-green product. For the processes, it is also true. Having partnerships with recycling companies when selling rather small quantities of materials to recycle costs money. That is why knowing which extra cost distributors are ready to pay for green products would be meaningful data for future projects.

Therefore, it would be relevant to measure each of the constructs of CBR on price acceptability. The sixth hypothesis can be written:

H6: ... has a positive influence on price acceptability.

H6a: Trust

H6b: Attachment

H6c Self-congruence

Hence, the conceptual model can be drawn.

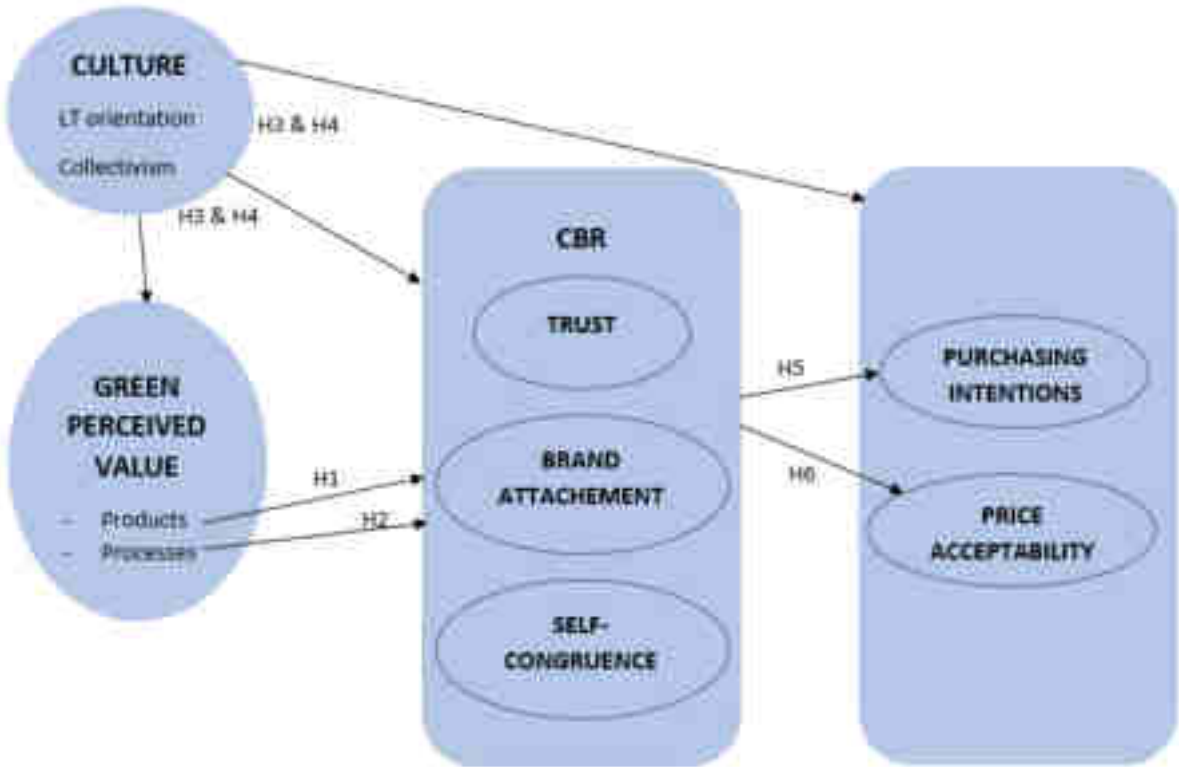


Figure 1: Conceptual model

PART 3: METHODOLOGY AND RESULTS

1. RESEARCH METHODOLOGY

1.1. Brand to study: Tarifold

Tarifold was selected as case study for several reasons. First, it is a company with a strong background in sustainability. Then, it evolves in a B2B environment, which brings more novelties in the literature than in the case of a B2C environment. Third, it is the host company of the author, which brings an inside view to better understand the research question raised. The company will be briefly described below.

In 1950, Mr. Jochim founded the company Jochim & Cie SA, a small company manufacturing special items for the office. While waiting at a queue in a grocery, he had the idea to create a plastic pocket reinforced with a metal frame, which he called "Tarifold". The Tarifold pocket was patented in 1956. The company flourished, both in France and internationally. In 1965, one third of the company's sales were exported. In 1976, the patent for the Tarifold pocket became public domain. The Tarifold product became a reference and its production remained original by its finish and the variety of its range. A subsidiary was founded in the USA in 1989. After several mergers/acquisitions, the company Tarifold SAS emerged in 2003. Tarifold SAS was certified ISO 9001 and ISO 14001 in 2005. Four years later the merger between Tarifold SAS and the Danish company 3L Office Products resulted in the parent company T3L Group. The group then integrated a second Danish company, Probeco (2010), and a Dutch company, Jalema B.V. (2019).

Today, Tarifold employs 53 employees in Geispolsheim (France).

T3L group is composed of 240 employees and has revenues in more than 60 countries. Its mission statement is the following: utilize our manufacturing expertise to set new standards in visual communication and workplace organization.

Tarifold main activities are the following: production of reinforced plastic pockets, production of various PVC holders and pockets, product design and development, integrated marketing

team, international sales team and customer service, and sales to distributors in more than 40 countries.

Tarifold's products are divided into two categories: workplace organization and visual communication. Workplace organization gathers the Display Systems range and the Organizing and filing range. Visual communication offers signage products, identification products and floor marking. Custom-made products are also available. Markets are industries, shopfitting, medical, offices, schools and hotel-restaurants. Tarifold's markets are presented in appendix 1.

1.2. Data collection

To test our hypotheses, a quantitative study was conducted and data from primary sources were collected. A questionnaire was administered to purchasers representing Tarifold's distributors worldwide. T3L group sales reps, selling Tarifold's products, were asked to spread the questionnaire to their contacts. The questionnaire was written in English, French, German and Spanish and self-administered by respondents on Qualtrics. Data were collected for 4 weeks, between the 2nd and the 30th of March 2021. Also, the main version of the questionnaire (English version) was proofread by several Tarifold coworkers to test it.

1.3. Construction of the questionnaire

The questionnaire was built using the funnel method: general questions first, then more and more precise questions. It was composed of several blocks. The first block (Q1 to Q3) corresponds to descriptive variables. They start the questionnaire by asking the respondent about their company (since when they are clients with Tarifold, location, number of employees). The second block (Q4 and Q5) corresponds to the eco-friendliness of products and processes. It aims to assess the eco-friendliness of several actions that can bring to more eco-friendly products and processes. On the one hand, criteria such as product weight reduction, use of reused materials and production waste recycling constitute the question related to products. On the other hand, ISO 14001 certification, partnerships with charitable organizations and partnerships in recycling production waste are criteria assessed in the process-related question. The third block (Q6 to Q12) relates to the relationship with the

Tarifold brand and purchase intentions. Two questions measure the green perceived value of products and processes, using the green perceived value marketing scale of Chen & Chang (2012). Other marketing scales were used to assess other concepts: brand trust (Chaudhuri & Holbrook, 2001), brand attachment (Thomson, MacInnis & Park, 2005), self-congruence (Swaminathan, Page, & Gurhan-Canli, 2007) and brand loyalty (Van Riel et al., 2005; Baumgarth and Binckebanck, 2011). The fourth block (Q13 to Q15) corresponds to price acceptability. The marketing scale built by Monroe (1992) has been used. The fifth bloc (Q16 and Q17) relates to culture. Long-term orientation has been measured thanks to the marketing scale of Yoo, Donthu, & Lenartowicz (2011) and collectivism by Yu, Liu, & Lee (2018). The last block (Q18 to Q20) corresponds to demographic questions: gender and age. Finally, the last question was the “reward” of the questionnaire. The respondents were asked whether they would like to receive a copy of the final academic research and if yes, their e-mail address.

The questionnaire is available in appendices 2 to 5.

The table below summarizes the measures used to build the questionnaire.

CONSTRUCTS	MEASUREMENT ITEMS	SOURCES
Products' GPV	Tarifold's products provide a very good ecological value for me. Tarifold is environmental friendly, thanks to its co-friendly products . Tarifold has more environmental benefits than other companies in its sector, thanks to its eco-friendly products .	Adapted from Chen & Chang (2012)
Processes' GPV	Tarifold's processes provide a very good ecological value for me. Tarifold is environmental friendly, thanks to its co-friendly processes . Tarifold has more environmental benefits than other companies in its sector, thanks to its eco-friendly processes .	Adapted from Chen & Chang (2012)
Brand trust	Tarifold is untrustworthy - trustworthy. Tarifold is unreliable - reliable. Tarifold is dishonest - honest. Tarifold is unsafe - safe.	Adapted from Chaudhuri & Holbrook, 2001
Brand attachment	I feel my relationship with Tarifold is special. I have a great affection toward Tarifold.	Adapted from Thomson, MacInnis & Park (2005)

	Tarifold has always been good to me.	
Self-congruence	<p>Tarifold and my company have a lot in common.</p> <p>Tarifold's image and my company's image are similar in a lot of ways.</p> <p>Tarifold says a lot about the kind of company we are or want to be.</p> <p>Tarifold reminds me of who we are.</p>	Adapted from Swaminathan, Page & Gurhan-Canli (2007)
Brand loyalty	<p>I firmly intend to stay loyal to Tarifold as long as possible.</p> <p>I expect to continue the business relationship to Tarifold for a long time.</p> <p>I consider myself always to be loyal to Tarifold.</p>	Adapted from Van Riel et al. (2005); Baumgarth & Binckebanck (2011)
Price acceptability	<p>What would be the most you would be willing to pay for a green display system (Tarifold product)? (in US \$)</p> <p>Ideally, you would like to have any product for free. However, realistically speaking, what would be the lowest price you would be willing to pay for a green display system (Tarifold product)? (in US \$)</p> <p>What is the amount that you will normally spend to buy this product? (in US \$)</p>	Adapted from Monroe (1992)
LT-orientation	<p>Careful management of money is important.</p> <p>Going on resolutely in spite of opposition is important.</p> <p>Personal steadiness and stability is important.</p> <p>Long-term planning is important.</p> <p>Giving up today's fun for success in the futur is important.</p> <p>Working hard for success in the futur is important.</p>	Adapted from Yoo, Donthu & Lenartowicz (2011)
Collectivism	<p>Individuals should sacrifice self-interest for the group.</p> <p>Individuals should stick with the group even through difficulties.</p> <p>Group welfare is more important than individual rewards.</p> <p>Group success is more important than individual success.</p> <p>Individuals should only their goals after considering the welfare of the group.</p> <p>Group loyalty should be encouraged even if individual goals suffer.</p>	Adapted from Yu, Liu & Lee (2018)

Figure 2: Marketing scales

1.4. Description of the sample

In total, after having deleted the incomplete answers, 25 answers were exploited.

Respondents were, for the majority, men (68%). The age-scales are represented quite in the same proportions.

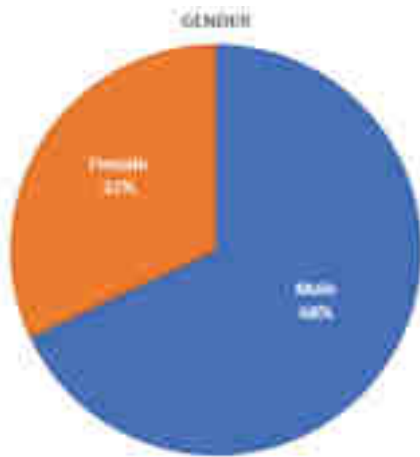


Figure 3: Respondents' gender repartition

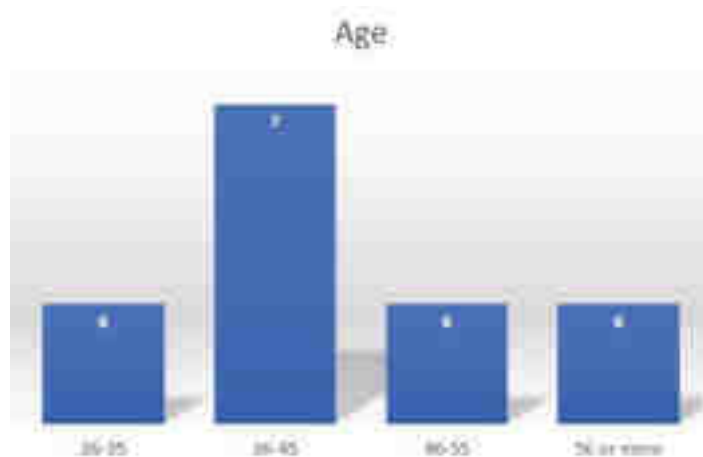


Figure 4: Respondents' age repartition

Company size varies among the respondents. However, it appears that the respondents came mainly from companies from 1 to 48 employees.

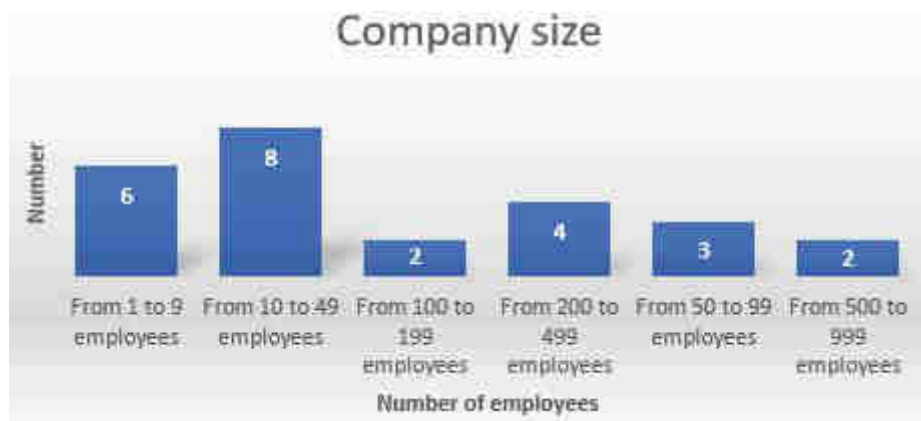


Figure 5: Respondents' company size repartition

In addition, most of the respondents came from companies that are Tarifold clients since 2010 or before.



Figure 6: Respondents' company relationship with Tarifold repartition

In conclusion, the central tendency of the respondents' profile is the following: men that work in a SME that is Tarifold client since more than 11 years.

2. RESULTS

2.1. Analysis' validity

The normal distribution has to be verified to begin the analyses. As seen on the figure below, all variables have a skewness and a kurtosis in the interval $[-1,5 ; +1,5]$. In addition, the means and medians are relatively close. In conclusion, all the variables follow the normal distribution. Thus, they can be used for the analyses that follow.

Statistique	Product GPV (average)	Processus GPV (average)	Trust (average)	Brand attachment (average)	Self- congruence (average)	Brand- loyalty (average)	Price acceptability (average)
Nb. d'observations	25	25	25	25	25	25	22
Minimum	2,000	2,667	3,000	3,000	2,250	2,067	7,500
Maximum	5,000	5,000	5,000	5,000	5,000	5,000	58,000
Médiane	3,333	3,000	4,500	4,333	3,250	4,333	40,000
Moyenne	3,400	3,413	4,510	4,187	3,470	4,357	38,800
Variance (n-1)	0,556	0,908	0,351	0,473	0,590	0,425	456,575
Ecart-type (n-1)	0,745	0,953	0,593	0,688	0,768	0,652	21,368
Asymétrie (Pearson)	0,343	0,992	-1,254	-0,320	0,559	-0,704	-0,341
Aplatissement (Pearson)	-0,147	0,530	0,570	-1,273	-0,590	-0,254	-1,301

Figure 7: Descriptive statistics

Then, the reliability of the measurement instruments for the different concepts was verified. Cronbach's alpha was used. As seen on the table below, it is above 0,7 for each of the variable. So, all the variables are reliable.

Variable	Alpha de Cronbach	Standardised Alpha de Cronbach
Product GPV	0,813	0,823
Processes GPV	0,782	0,783
Trust	0,917	0,917
Brand attachment	0,819	0,817
Self-congruence	0,873	0,877
Brand loyalty	0,864	0,865
Long-term orientation	0,741	0,776
Collectivism	0,809	0,821

Figure 8: Cronbach's alpha for the all the variables

2.2. Hypotheses 1 & 2

The five variables (products' GPV; processes' GPV; trust; attachment and self-congruence) are numeric. Thus, a multiple regression was used to answer the first and the second hypotheses. Multiple regressions were used to examine the dependent variable's modifications from several independent variables. Here, the dependent variables are trust, attachment and self-congruence, and the independent ones are products' GPV and processes' GPV.

In the first place, the multicollinearity criterion has to be verified. VIF are all below 3, so the criterion is validated. The normality criterion was verified previously.

	Product GPV (average)	Processes GPV (average)
Tolérance	0,441	0,441
VIF	2,266	2,266

Figure 9: Multicollinearity statistics

Verification of p-values (Pr > F):

For the products' GPV source, the effect of brand trust has a p-value that is far above 0,05, which means that it is not significant, not supporting H1a. However, the effects of brand attachment and self-congruence are also above 0,05, but near the threshold. Therefore, a tendency can be highlighted, supporting H1b and H1c. In addition, the values are positive, meaning that the influence is positive as well. In conclusion, products' GPV does not influence trust, but it could influence positively brand attachment and self-congruence.

For the processes' GPV source, the effect of brand attachment and self-congruence have a p-value that is far above 0,05, which means that it is not significant, not supporting H2b and H2c. However, the effect of trust is also above 0,05, but near the threshold. Therefore, a tendency can be highlighted, supporting H2a. In addition, the values are positive, meaning that the influence is positive as well. In conclusion, processes' GPV does not influence brand attachment and self-congruence, but it could influence positively trust.

Paramètres du modèle (Trust (average)) :						
Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	2,713	0,684	3,969	0,001	1,295	4,131
Product GPV (average)	0,055	0,222	0,247	0,807	-0,405	0,515
Processes GPV (average)	0,472	0,298	1,585	0,127	-0,146	1,089

Figure 10: Model parameters (Trust)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	2,572	0,818	3,144	0,005	0,876	4,269
Product GPV (average)	0,311	0,265	1,170	0,254	-0,240	0,861
Processes GPV (average)	0,164	0,356	0,460	0,650	-0,575	0,902

Figure 11: Model parameters (Attachment)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	1,182	0,861	1,373	0,184	-0,604	2,968
Product GPV (average)	0,349	0,279	1,251	0,224	-0,230	0,929
Processes GPV (average)	0,322	0,375	0,860	0,399	-0,455	1,100

Figure 12: Model parameters (Self-congruence)

2.3. Hypotheses 3 & 4

The eight variables (long-term orientation; collectivism; products' GPV; processes' GPV; trust; attachment; self-congruence; brand loyalty) are numeric. Thus, a multiple regression was used to answer the third and the fourth hypotheses. Multiple regressions were used to examine the dependent variable's modifications from several independent variables. Here, the dependent variables are products' GPV, processes' GPV, trust, attachment, self-congruence, and brand loyalty the independent ones are long-term orientation (LTO) and collectivism (C).

In the first place, the multicollinearity criterion has to be verified. VIF are all below 3, so the criterion is validated. The normality criterion has also been verified previously.

	LT average	C average
Tolérance	0,864	0,864
VIF	1,157	1,157

Figure 13: Multicollinearity statistics

Verification of p-values (Pr > F):

For the dependent variable products' GPV, the independent variable LTO has a p-value below 0,05, meaning that the effect is significant. The value is positive, so LTO could have a positive influence on products' GPV, H3a is supported. However, the variable C has a p-value above 0,05, meaning that it cannot be drawn any conclusion regarding the correlation between these two variables, not supporting H4a.

For the dependent variable processes' GPV, the independent variable LTO has a p-value below 0,05, meaning that the model is significative. The value is positive, so LTO has a positive

influence on processes' GPV, supporting H3b. However, the variable C has a p-value above 0,05, meaning that it cannot be drawn any conclusion regarding the correlation between these two variables, not supporting H4b.

For the dependent variable trust, the independent variable LTO has a p-value nearly above 0,05. Thus, a tendency can be highlighted. The value is positive, so LT-orientation could have a positive influence on trust, supporting H4c. However, the variable C has a p-value above 0,05, meaning that it cannot be drawn any conclusion regarding the correlation between these two variables, not supporting H4c.

For the dependent variable brand attachment, the two independent variables have a p-value above 0,05, meaning that it cannot be drawn any conclusion regarding the correlation between these two variables, not supporting H3d neither H4d.

For the dependent variable self-congruence, the independent variable LTO has a p-value above 0,05. Thus, it cannot be drawn any conclusion regarding the correlation between these two variables, not supporting H3e. However, the variable C has a p-value under 0,05, meaning that the model is significative. The value is positive, so collectivism has a positive influence on self-congruence, supporting H4e.

For the dependent variable brand loyalty, the two independent variables have a p-value nearly above 0,05. Thus, a tendency can be highlighted. The values are positive, so LTO and collectivism could have a positive influence on brand loyalty, supporting H3f and H4f.

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	0,045	1,068	0,042	0,967	-2,170	2,260
LT average	0,675	0,273	2,472	0,022	0,109	1,241
C average	0,179	0,189	0,943	0,336	-0,214	0,571

Figure 14: Model parameters (Products' GPV)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	-0,328	1,122	-0,292	0,773	-2,654	1,998
LT average	0,770	0,287	2,687	0,013	0,176	1,365
C average	0,170	0,199	0,853	0,403	-0,243	0,582

Figure 15: Model parameters (Processes' GPV)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	2,757	0,954	2,890	0,009	-0,778	4,736
LT average	0,356	0,244	1,461	0,158	-0,149	0,862
C average	0,089	0,169	0,526	0,604	-0,262	0,440

Figure 16: Model parameters (Trust)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	3,214	1,169	2,750	0,012	0,790	5,638
LT average	0,265	0,299	0,886	0,385	-0,355	0,884
C average	-0,033	0,207	-0,158	0,876	-0,462	0,397

Figure 17: Model parameters (Brand attachment)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	1,592	1,158	1,375	0,183	-0,809	3,994
LT average	0,061	0,296	0,205	0,840	-0,553	0,674
C average	0,488	0,205	2,378	0,027	0,062	0,914

Figure 18: Model parameters (Self-congruence)

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	2,356	1,032	2,284	0,032	0,216	4,495
LT average	0,295	0,264	1,119	0,275	-0,252	0,842
C average	0,223	0,183	1,220	0,235	-0,156	0,602

Figure 19: Model parameters (Self-congruence)

2.4. Hypothesis 5

The four variables (purchase intention; trust; attachment; self-congruence) are numeric. Thus, a multiple regression will be used.

Using multiple regression implies checking the conditions of normality and multicollinearity. The normality condition has been verified above. The multicollinearity condition is also met ($VIF < 3$).

	Trust (average)	Brand attachment (average)	Self- congruence (average)
Tolérance	0,411	0,433	0,878
VIF	2,456	2,312	1,135

Figure 20: Multicollinearity statistics

According to the correlation matrix, the three variables seem to positively impact purchase intention.

Matrice de corrélation :				
	Trust (average)	Brand attachment (average)	Self- congruence (average)	Brand loyalty (average)
Trust (average)	1	0,753	0,349	0,764
Brand attachment (average)	0,753	1	0,274	0,672
Self-congruence (average)	0,349	0,274	1	0,532
Brand loyalty (average)	0,764	0,672	0,532	1

Figure 21: Correlation matrix

$R^2 = 68.4\%$, meaning that 68.4% of the brand loyalty variability is explained by trust, attachment and self-congruence.

Observations	25
Somme des poids	25
DDL	21
R ²	0,684
R ² ajusté	0,639
MCE	0,153
RMCE	0,392
MAPE	6,666
DW	2,093
Cp	4,000
AIC	-43,216
SBC	-38,341
PC	0,436

Figure 22: Adjustment coefficient (Brand loyalty)

The variable trust and self-congruence are significant ($p < 0.05$) and their value is positive. Therefore, trust and self-congruence have a positive influence on purchase intentions, supporting H5a and H5c.

The variable brand-attachment is not significant ($p > 0.05$), but the result is near 0,05. The value is positive. Therefore, attachment tends to influence positively purchase intention, supporting H5b.

Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	0,103	0,635	0,162	0,873	-1,217	1,423
Trust (average)	0,547	0,211	2,596	0,017	0,109	0,984
Brand attachment (average)	0,205	0,177	1,159	0,260	-0,163	0,573
Self-congruence (average)	0,254	0,111	2,286	0,033	0,023	0,485

Figure 23: Model parameters (Brand loyalty)

2.5. Hypothesis 6

The four variables (price acceptability; trust; attachment; self-congruence) are numeric. Thus, a multiple regression will be used.

Using multiple regression implies checking the conditions of normality and multicollinearity. The normality condition has been verified above. The multicollinearity condition is also met (VIF < 3).

	Trust (average)	Brand attachment (average)	Self- congruence (average)
Tolérance	0,555	0,539	0,955
VIF	1,800	1,857	1,047

Figure 24: Multicollinearity statistics

According to the correlation matrix, the three variables seem to impact price acceptability, either positively or negatively.

Matrice de corrélation :				
	Trust (average)	Brand attachment (average)	Self- congruence (average)	Price acceptability (average)
Trust (average)	1	0,666	0,118	0,669
Brand attach	0,666	1	0,209	0,312
Self-congrue	0,118	0,209	1	-0,630
Price accepta	0,669	0,312	-0,630	1

Figure 25: Correlation matrix

$R^2 = 96.0\%$, meaning that 96.0% of the price acceptability variability is explained by trust, attachment and self-congruence.

Observation	5
Somme des	5
DDL	1
R ²	0,960
R ² ajusté	0,842
MCE	72,341
RMCE	8,505
MAPE	11,297
DW	2,653
Cp	4,000
AIC	21,360
SBC	19,798
PC	0,356

Figure 26: Adjustment coefficient (Price acceptability)

The three variables (trust; brand-attachment; self-congruence) are not significant ($p > 0.05$). Therefore, trust, attachment and self-congruence are not measured as impacting price acceptability, not supporting H6a, neither H6b nor H6c.

Paramètres du modèle (Price acceptability (average)) :						
Source	Valeur	Erreur standard	t	Pr > t	Borne inférieure (95%)	Borne supérieure (95%)
Constante	106,394	46,313	2,297	0,261	-482,067	694,855
Trust (average)	19,784	6,589	3,003	0,205	-63,937	103,505
Brand attachment	-2,442	8,918	-0,274	0,830	-115,759	110,875
Self-congruence (α)	-49,509	14,210	-3,484	0,178	-230,070	131,052

Figure 27: Model parameters (Price acceptability)

The table below summarizes the hypotheses' results found.

Hyp.	Relation		Coefficient (γ)	P-value	Conclusion
H1a	Products' GPV	→ trust	0,055	0,807	No influence
H1b	Products' GPV	→ brand attachment	0,311	0,254	Tendency
H1c	Products' GPV	→ self-congruence	0,349	0,224	Tendency
H2a	Processes' GPV	→ trust	0,472	0,127	Tendency
H2b	Processes' GPV	→ brand attachment	0,164	0,65	No influence
H2c	Processes' GPV	→ self-congruence	0,322	0,399	No influence
H3a	LT-orientation	→ products' GPV	0,675	0,022	Verified influence
H3b	LT-orientation	→ processes' GPV	0,77	0,013	Verified influence
H3c	LT-orientation	→ trust	0,356	0,158	Tendency
H3d	LT-orientation	→ brand attachment	0,265	0,385	No influence
H3e	LT-orientation	→ self-congruence	0,061	0,84	No influence
H3f	LT-orientation	→ brand loyalty	0,295	0,275	Tendency
H4a	Collectivism	→ products' GPV	0,179	0,356	No influence
H4b	Collectivism	→ processes' GPV	0,17	0,403	No influence
H4c	Collectivism	→ trust	0,089	0,604	No influence
H4d	Collectivism	→ brand attachment	-0,033	0,876	No influence
H4e	Collectivism	→ self-congruence	0,488	0,027	Verified influence
H4f	Collectivism	→ brand loyalty	0,223	0,235	Tendency
H5a	Trust	→ purchase intention	0,547	0,017	Verified influence
H5b	Brand attachment	→ purchase intention	0,205	0,26	Tendency
H5c	Self-congruence	→ purchase intention	0,254	0,033	Verified influence
H6a	Trust	→ price acceptability	19,784	0,205	No influence
H6b	Brand attachment	→ price acceptability	-2,442	0,83	No influence
H6c	Self-congruence	→ price acceptability	-49,509	0,178	No influence

Figure 28: Hypotheses' summary

2.6. Other analyses

It would also be relevant to examine which criteria related to green products and processes are assessed as adding the more eco-friendliness. On a scale from 1 to 5, 1 being “not at all eco-friendly” and 5 “completely eco-friendly”, the TOP 3 products criteria assessed as more eco-friendly are: The production has efficient waste management (4), reused materials are used (3.92), and bioplastics are used instead of fossil-based plastics (3.76). The TOP 3 processes criteria are: The manufacturer allows the recycling of its products after use (3.6) and ex aequo, the manufacturer has partnerships in the recycling of production waste, the manufacturer offers a service of recovery of its products after use and the manufacturer is ISO 14001 certified (3.4).

2.7. Conclusion of the quantitative study

Results show a tendency that products' GPV has a positive influence on attachment and self-congruence, but any influence has been measured with trust (H1). There is also a tendency that processes' GPV has a positive influence on trust, but no influence on attachment and self-congruence (H2). Culture, seen under the prism of LTO, tends to influence positively trust and brand-loyalty and it has been verified that it influences positively products' GPV and processes' GPV. However, it does not influence brand attachment and self-congruence (H3). Culture, seen under the prism of collectivism, tends to influence positively brand loyalty and it has been verified that it influences positively self-congruence. However, no results show an influence on products' GPV, processes' GPV, trust and brand attachment (H4). Trust and self-congruence have a positive influence on purchase intention, while attachment tends to be influenced positively by brand loyalty (H5). To finish with the hypotheses, neither trust, nor attachment and self-congruence have a positive influence on price acceptability (H6). In addition, the TOP 3 products criteria that make a product eco-friendly are: the production has efficient waste management, reused materials are used, and bioplastics are used instead of fossil-based plastics. The TOP 3 processes criteria that make a process eco-friendly are: the manufacturer allows the recycling of its products after use, the manufacturer has partnerships in the recycling of production waste, the manufacturer offers a service of recovery of its products after use and the manufacturer is ISO 14001 certified (ex aequo).

The empirical study has provided results that are either statistically significant or that enable to draw tendencies. However, the size of the sample (n=25) constitutes a weakness to the empirical analysis. To balance the weakness of the size of the sample, a qualitative exploratory study will be conducted.

3. QUALITATIVE SURVEY

3.1. Objectives

A qualitative exploratory study was conducted to strengthen the results of the quantitative study. It explored the relations highlighted in the quantitative study and seek to overcome the weakness of the sample size.

3.2. Methodology

3.2.1. Data collection

Data from primary sources were collected. Three key players were interviewed for their expertise in their field: Tarifold's Marketing Director and two Sales reps based on different geographical areas. The interviews were conducted in English or in French. Data were collected between the 16th April and the 19th April 2021. The interviews lasted between 20 and 30 minutes each.

3.2.2. Construction of the interview guide

The interview guide (appendix 6) gathers 8 open-questions and 15 follow-up questions. It was designed to better understand the relationships highlighted in the conclusion of the questionnaire. Thus, some concepts in the questionnaire were removed in the qualitative study. Marketing scales used in the questionnaire were at the heart of the interview guide. It follows the questionnaire's logic.

First, the context of the study was presented. Then, questions related to the following concepts were asked: products' GPV, processes' GPV, long-term orientation (culture), collectivism (culture), self-congruence, brand attachment, trust and brand loyalty. The interview guide has been ended with a thanking sentence.

3.2.3. Sample and data analysis

The sample is composed of three key players, who have expertise on the market: Tarifold's Marketing Director and two Sales reps. The interviews were transcribed in a matrix (appendix 7). A floating reading has enabled to identify the main ideas of each interview, the similarities and the differences between the interviews.

3.3. Results

The table below presents the main verbatims used by the respondents.

	Sales rep 1	Marketing rep	Sales rep 2
According to you, does Tarifold is environmental friendly, thanks to its eco-friendly products?	<i>"I don't think that Tarifold is eco-friendly." "Because products are made of PVC and PVC is not recyclable."</i>	<i>"I don't think that Tarifold is perceived as eco-friendly by our clients." "Because our products are made of PVC."</i>	<i>"Eco-friendly perception by our clients is ongoing." "Tarifold is not perceived as really eco-friendly, nor as non-eco-friendly." "Because it is made of plastics."</i>
According to you, does Tarifold is environmental friendly, thanks to its eco-friendly processes?	<i>"We really have to do more." "Bioplastics (bioplastics and/or biodegradable) is really good. 10 years from now, our customers will demand bioplastics because they won't want to use PVC anymore. "</i>	<i>"The eco-friendly processes that we put in place are interesting but not sufficient for Tarifold to be perceived as eco-friendly."</i>	<i>"Processes contribute to making the product perceived as eco-friendly." "It is the beginning, but we definitely need to continue this way."</i>
Is long-term planning important for your customers?	<i>"LT planning is important for me and my customers."</i>	<i>"Yes, absolutely."</i>	<i>"I think it is important to plan in mid-term."</i>
Do you think that your customers value group success more than individual success?	<i>"Yes I think so. "</i>	<i>"In general, yes."</i>	<i>"Value more the group than the individual."</i>
According to you, are Tarifold's image and your company's image similar in a lot of ways?	<i>"I think they do."</i>	<i>"I think so, yes." "Yes there are similarities between Tarifold and our clients."</i>	<i>"Yes, we go the same way."</i>
Do you have a great affection toward Tarifold?	<i>"They do." "They have a strong affection toward Tarifold I would say."</i>	<i>"Great affection is maybe exaggerated, I would say more sympathy."</i>	<i>"I don't think that affection is the right word." "It is more business relationship but driven by sympathy."</i>
Do you think that Tarifold as a brand is more trustworthy or untrustworthy?	<i>"I think we are trustworthy." "Also reliable." "I think that we have always been honest."</i>	<i>"Yes"</i>	<i>"Yes trustworthy, honest and reliable."</i>
Do you expect to continue the business relationship to Tarifold for a long time?	<i>"They are almost all in since many years, that's what they always say."</i>	<i>"Yes, our customers are mainly loyal."</i>	<i>"Yes, but it doesn't mean that they value short-term relationships too."</i>

Figure 29: Verbatims' analysis

On the one hand, Tarifold's products are not perceived as eco-friendly because they are made with PVC. Actions toward improving the eco-friendliness of packaging is perceived as a path toward the environment. Since the three interviewees have answered the same, products'

GPV is a constant. Therefore, relationships with products' GPV (H1, H3a and H4b) cannot be strengthened. On the other hand, Tarifold's processes are mainly perceived as eco-friendly. The ISO 14001 is not a distinct advantage, since Tarifold's competitors are also certified. The partnership with The SeaCleaners and the recycling process of pockets after use are perceived as really good. Concerning culture, long-term orientation and collectivism are both important for Tarifold's customers in the geographical areas represented.

About self-congruence, the company's image of Tarifold's customers is really similar to Tarifold's image. It is shown by feedbacks and by the strong relationships between Tarifold and its customers. Moreover, there are more disparities in the measure of brand attachment. A Sales Rep would say that its customers have a great affectation toward Tarifold, while "*great affection*" is perceived as too strong to define the relationship. The other interviewees would rather say "*sympathy*". In addition, Tarifold is definitely perceived as trustworthy, reliable and honest. Reliability is less strong than the two other concepts. To finish with, brand loyalty is powerful among Tarifold's customers. It is mainly shown by the number of years business relationships are going on.

In conclusion, the following relationships are strengthened thanks to the qualitative study. Processes' GPV have a positive influence on trust (H2a). Long-term orientation has a positive influence on processes' GPV (H3b) and tends to have a positive influence on trust (H3c) and on brand loyalty (H3e). Collectivism has a positive influence on self-congruence (H4d) and tends to have as a positive influence on brand loyalty (H4e). To finish with, trust and self-congruence have a positive influence on brand loyalty (H5a; H5c), while brand-attachment tends to have a positive influence on brand loyalty (H5b).

PART 3 : DISCUSSION AND CONCLUSION

1. DISCUSSION

The discussion part aims to explain the results obtained by confronting them with previous studies.

The issue to this master thesis is to measure to what extent green marketing influences distributors' purchasing behaviors. It has studied the concepts of green perceived value, customer brand relationship, purchase intentions and price acceptability under the prism of culture.

1.1. Green perceived value

Literature review shows that GPV is strongly influenced by green benefits (the utilitarian environmental value), and green transparency (Lin & al., 2017). Green transparency has been raised in an interview with a sales rep, being a demand that more and more customers have. In addition, GPV is an important component of the adoption of green products. It directly influences the adoption of green products. It also indirectly influences green repurchase intentions, by acting positively on satisfaction and green trust (Lam & al., 2016). In the empirical frame of the study, links have been built between products' GPV and CBR on the one hand, and processes' GPV and CBR on the other hand.

1.2. Products' green perceived value

The literature review has shown that products are considered green thanks to generic or specific activities. Generic activities gather production conditions, such as the minimization of energy used, CO² emissions in production and water use (Kemper & Ballantine, 2019). Specific activities are wider. They refer to source reduction, in particular product characteristics and performance (Kemper & Ballantine, 2019), such as weight reduction, material substitution and product life extension. Other specific activities are the choice of materials, the use of reused materials or cradle-to-cradle design, the offering by the manufacturer of a service of components replacement or repairs, waste management strategies, an easier disposal and

thinking of disassembly, recyclability, remanufacturing, composting and incineration when developing a green product. All the criteria that make a green product have been asked in the questionnaire to assess the degree of eco-friendliness of a vendor regarding the product development. It revealed that the TOP 3 products criteria that have the most powerful impact on making a green product are: the production has efficient waste management, reused materials are used and bioplastics are used instead of fossil-based plastics.

1.3. Processes' green perceived value

Processes are considered as green mainly thanks to partnerships (in recycling or with focus on marketing and technology), ISO certifications and eco-labelling. The same question has been asked on the questionnaire, with a focus on processes instead of products. The TOP 3 criteria that have the most powerful impact on making a green product are: the manufacturer allows the recycling of its products after use, the manufacturer has partnerships in the recycling of production waste, the manufacturer offers a service of recovery of its products after use and the manufacturer is ISO 14001 certified (ex aequo). Thus, recycling partnerships are perceived as the most important criteria than gives greenness to the process.

1.4. Customer brand relationship

Customer brand relationship is a topic widely explored in the literature. It is known that GPV directly and indirectly influence CBR and it may differ depending on the culture of the individual.

The literature does not provide data related to the influence of GPV on trust, neither in B2C nor B2B. The quantitative study in this master thesis has shown a tendency that processes' GPV has a positive influence on trust, which has been confirmed by the qualitative study. However, no relationship has been highlighted between products' GPV and trust.

Literature has examined to what extent brand attachment is key for companies managing their customer relationship. It influences consumers' forgiveness when facing negative information (Ahluwalia & al., 2001), reduces customer volatility when moving toward other brands, foresees brand loyalty and increases customer lifetime value (Park & al., 2010). Nevertheless,

no previous studies looked for a correlation between GPV and brand attachment. The quantitative study showed a tendency that products' GPV has a positive influence on attachment, but it did not measure a link between processes' GPV and attachment. Products' GPV has not been verified in the qualitative study since the variable was a constant in the interviews.

Previous research has measured that, when consumers perceive congruity between the product and/or brand to their self-concept, it leads to more favourable responses, such as brand attitudes and purchase intentions (Aguirre-Rodriguez & al., 2012). It has also been seen that the value of purchasing products made of bioplastics instead of traditional plastics is also driven by consumers' green self-identity, and more precisely, self-congruity (Confente & al, 2020). The empirical frame of this study has confirmed that products' GPV tends to have a positive influence on self-congruence, which has also been verified in the qualitative study, while there is no correlation between processes' GPV and self-congruence.

1.5. Culture

Few studies have tried to measure correlation with GPV, CBR and brand loyalty. Thus, this study has brought knowledge in these issues. On the one hand, long-term orientation has a positive influence on product's GPV (only verified with the quantitative study) and processes' GPV, and tends to have a positive influence on trust and brand loyalty (each of the correlation is verified twice). There is no measured influence between LTO and attachment and self-congruence. On the other hand, collectivism has a positive influence on self-congruence (verified twice) and tends to have a positive influence on brand loyalty (verified twice). However, there is no measured influence between collectivism and products' GPV, processes' GPV, trust and attachment.

1.6. Purchasing behaviors

Previous research has widely explored the concepts of purchase intention and brand loyalty. Brands with strong customer loyalty enjoy several advantages, such as the ability to maintain premium pricing, a greater bargaining power toward their distribution channels and a relevant barrier to potential entries in the same product categories (Gommans & al., 2001). Results

also show that brand trust influence repurchase and customers' price tolerance toward the brand (Delgado-Ballester & Munuera-Aleman, 2001). Concerning the purchase intention for products made of bioplastics instead of fossil-based plastics, variable attitudes toward bioplastics, green consumer values, product experience, interest in information on bioplastics and self-congruity are key factors that marketers should take into account (Confente & al, 2020). This study has verified the results in the literature. Trust and self-congruence have been verified twice (in the quantitative and the qualitative studies) to have a positive influence on purchase intention. In addition, attachment tends to have a positive influence on purchase intention.

In addition, there has not been measured any relation between trust, attachment and self-congruence with price acceptability.

2. CONCLUSION

2.1. Theoretical contributions

The research background has enabled to identify a gap of knowledge in the influence of green marketing in B2B.

First, there was no hierarchy drawn in the criteria that influence products' GPV and processes' GPV, neither in B2C nor in B2B. Products criteria such as bioplastics and the weight of the products reduced to a minimum have been analyzed in a B2C context. Thus, another conceptual contribution of this study is to consider these variables in a B2B context. In addition, there is limited literature related to green processes. Recycling products has never been studied in B2B.

Then, the literature does not provide data related to the influence of GPV on brand attachment and self-congruity, neither in B2C nor in B2B.

To finish with, the influence of culture on GPV, on CBR and on brand loyalty has never been studied in B2B.

2.2. Managerial recommendations

All managerial recommendations that will be given could be applied by Tarifold, but they are also transposable to other companies.

Under the concept of purchasing behaviors, this study has explored more precisely the concepts of purchase intentions and price acceptability. Price acceptability has not provided relevant results. However, all the other concepts have. The study has brought the following knowledge. Trust, brand attachment and self-congruence have a positive influence on purchase intention. Trust is positively influenced by processes' GPV. Brand attachment and self-congruence are both positively influenced by products' GPV. Regarding the results of this study, it could be recommended to companies to take into consideration their products' and processes' GPV. Not only should they measure their current GPVs, but also try to improve them. Tips to improve GPVs will be explained in this part of the study.

Before explaining how to increase GPVs, it is relevant to share which criteria have the most influence on products and processes GPV. Also, food for thoughts would be highlighted to benefit from this knowledge.

The study measured that the TOP 3 products criteria that have the most powerful impacts on making a green product are: the production has efficient waste management, reused materials are used and bioplastics are used instead of fossil-based plastics.

Efficient waste management in the product should be put in place in the company and communication on this topic should be done, through corporate or product information. The focus here is to link the efficient waste management in the production of the product itself. It could be relevant to add in product sheets that the product has been manufactured in a factory with efficient waste management.

Reused materials is also key in products' GPV. Reused materials can be used in the product itself, in accessories or in the packaging. Tarifold has recently optimized its packaging of a wide range of products to remove plastic bags when possible, and otherwise replacing them by Kraft paper envelops. Also, paper is also easy to be replaced by recycled paper, such as ones with FSC certifications. The latter constitute a relevant step toward using reused materials.

The last item in the category of products criteria that are perceived as the most eco-friendly is that bioplastics are used instead of fossil-based plastics. This result shows a good potential reaction from customers to bioplastics. It is a relevant customers-related information for industries that manufacture products made of plastic.

Then, the TOP 3 criteria that have the most powerful impact on making a green product are: the manufacturer allows the recycling of its products after use, the manufacturer has partnerships in the recycling of production waste, the manufacturer offers a service of recovery of its products after use and the manufacturer is ISO 14001 certified (ex aequo).

The fact that the manufacturer allows the recycling of its products after use is key in processes' GPV. In addition, companies that already have a system comparable should value it the most as possible.

The fact that the manufacturer has partnerships in the recycling of production waste also has an important role in processes' GPV. Companies should take care of it and put in place a partnership in recycling.

In addition, the fact that the manufacturer offers a service of recovery of its products after use is equally important is ISO 14001 certifications. It follows the most powerful criteria.

ISO 14001 certifications are a must in companies, proof of environmental commitment to customers, but do not provide competitive advantages anymore. Companies should communicate about it but not gather their strengths on this topic.

Then, the issue of how to increase processes GPV and products GPV will be analyzed.

We have seen that processes' GPV and products' GPV have a positive influence on customer-brand relationship (to some extent). In addition, the literature review has shown that green marketers could enhance customers' purchase intention by increasing value perception (Hur & al., 2011; Younus & al., 2015; Khan & al., 2017). Also, GPV is strongly influenced by green benefits (the utilitarian environmental value) and green transparency (Lin & al., 2017). Knowing that, the focus should be put into green benefits and green transparency to increase GPV.

Green benefits are linked to rational behaviors. The issue is to bring rationality in products and processes. Products and processes should be seen as helping to solve environmental problems. Putting things in perspective is essential in the solution of this issue, for example, claiming that 1 tree is planted for each purchase. The utilitarian value of the product has to be clarified through eco-friendly attributes. It is important for marketers to first promote concrete and practical benefits through eco-friendly attributes and then social and hedonic values (Hur & al., 2011).

Green transparency could be improved by communicating on company's efforts and successes to its customers and suppliers: eco-labelling, advertising, promoting the sustainable actions put in place to the salesforce, or including environmental sustainability in performance reports (Vesal & al., 2019).

The last managerial recommendation would be on pricing green products.

Green products are considered as premium pricing. The premium pricing for green products is considered as acceptable and justifiable. Price acceptability has a psychological threshold, which is limited at 25% of additional charge (Dekhili, 2013).

Hence, when customers are satisfied with their purchase, the premium pricing of green products tends to be minimized. Knowing that, post-purchase satisfaction has to be a focus too, through the use of marketing methods such as warranty, customer service or technical support (Hur & al., 2011).

2.3. Limitations

Some limitations have been pointed out in this study.

First, some limitations are related to the quantitative study. The size of the sample (n=25) could have been higher for the results to be more relevant. Even if the sample was diversified in the gender, number of years of relation with Tarifold and country variables, some geographic areas are not covered, such as Scandinavia and North and South America. In addition, questions in the questionnaire could narrow or slightly influence the respondents.

Also, some questions could have been difficult to answer and not B2B oriented, which could constitute an obstacle in the responses of the questionnaire in its entirety.

Then, some limitations are related to the qualitative study. The semantic saturation has not been reached. Furthermore, the interviewees' profiles could have been more diversified, especially if distributors would have been interviewed. Another limitation is the qualitative data collection, face-to-face or per phone call, which can constitute a bias. Interviewees may not totally respond honestly because of a social desirability bias.

Time limit also constituted a limitation in this research. More time available would have enabled to receive more responses in the quantitative and qualitative analyses.

Other limitation could be that only Tarifold's distributors were asked to fill in the questionnaire and only Tarifold's representants were asked for interview. The reason was that this study was centered on Tarifold, to provide the most meaningful and applied managerial recommendations. Having expanded the research population to all distributors, not only Tarifold's one, would probably have raised more data in the quantitative study.

2.4. Future research

Based on this study, some research opportunities will be highlighted.

It would be relevant to pursue the questionnaire under the same scope (Tarifold's distributors) to gather more responses. 150 responses would bring more power to the results of the study. More geographic areas would be represented, such as those that are not in this study. Future research could also pursue the qualitative data, especially by interviewing distributors. It would probably bring new insights. In relation with bioplastics, it would be interesting to collect data on the configuration in which distributors are and if their behavior is not homogenous, spot the dissimilarities. It would enable to use one of the configurations of Scarpi et al. (2020) to encourage consumers switching to bioplastics. Another perspective for future research is the influence of regional eco-labelling, especially the "Alsace Excellence" brand, in B2B purchase intentions. To finish with, knowing that consumers' green awareness is also linked to perceived value, future research could study green awareness in B2B.

GENERAL CONCLUSION

The study has answered the following research question: to what extent does green marketing influence purchasing behaviors? Green marketing focusing on the environmental line of sustainability, products and processes have been chosen in the marketing mix model to narrow this research. The concept of customer-brand relationship has been studied. Culture, with long-term orientation and collectivism as the two dimensions analyzed, has been constituted a moderator variable.

The literature review has first defined what is a green product and a green process. Criteria have been identified for a product or process to be green. Products criteria were related to generic and specific activities, while processes criteria were related to certifications, recycling and partnerships. The importance of GPV in adopting green products has also been analyzed. The concept of customer-brand relationship has been defined and role constructs have been explored. Culture, under Hofstede's model, has been briefly studied in order to choose two dimensions for the experimentation. Purchasing behaviors have been seen to be widely related to purchasing intentions. Many studies have been done to highlight correlations between customer-brand relationship and purchase intentions. To finish with, the literature has also shown that green products have most of the time premium pricing, which is differently accepted from one to the other. Marketing has a role to play in highering price acceptability.

The empirical frame has highlighted that trust, attachment and self-congruence have a positive influence on purchase intentions. Trust is positively influenced by processes' GPV, but not by products' GPV. It is influenced positively by long-term orientation, but not by collectivism. Brand attachment is positively influenced by products' GPV but not by processes' GPV. It is not influenced neither by long-term orientation nor by collectivism. Self-congruence is positively influenced by products' GPV but not by processes' GPV. It is not influenced by long-term orientation, but it is by collectivism. Long-term orientation has a positive influence on products and processes' GPV, while collectivism not. In addition, long-term orientation and collectivism have both a positive influence on purchase intention (measured as brand loyalty).

To finish with, it could be relevant to study other Ps from marketing mix, such as price and promotion, to understand which P becoming green has more influence on purchase intention. The study brings more value in a B2B context and with distributors as customers.

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APPENDICES

1. TABLE OF APPENDICES

<u>APPENDIX 1</u> : TARIFOLD'S MARKETS	71
<u>APPENDIX 2</u> : QUESTIONNAIRE (EN)	72
<u>APPENDIX 3</u> : QUESTIONNAIRE (FR)	89
<u>APPENDIX 4</u> : QUESTIONNAIRE (DE)	107
<u>APPENDIX 5</u> : QUESTIONNAIRE (ES)	123
<u>APPENDIX 6</u> : INTERVIEW GUIDE	140
<u>APPENDIX 7</u> : INTERVIEW TRANSCRIPTION	142

1. APPENDIX 1: TARIFOLD'S MARKETS



Figure 30: Tarifold's markets

3. APPENDIX 2: QUESTIONNAIRE (EN)

Green marketing, customer-brand relationship and customers' behaviors

Début de bloc: Introduction

Intro Dear Sir or Madam, The following questionnaire is part of an academic research conducted for my master thesis at EM Strasbourg Business School (France). It deals with the influence of green marketing on distributors' purchasing behaviors, moderated with cross-culturality. Completing this questionnaire will take around 5 minutes. All information is used for the purpose of this study and will not be sold to anyone.

All responses will be treated anonymously. Many thanks for your time and consideration. Best regards, Léonie Depoix Contact : leonie.depoix@em-strasbourg.eu Note: The entire questionnaire will deal with purchasing processes in your current company, and only purchases on behalf of the company.

Fin de bloc: Introduction

Début de bloc: Descriptive variables

Q1 Since when have you been a Tarifold client?

- 2021 (1)
- 2020 (2)
- 2019-2018 (3)
- 2017-2015 (4)
- 2014-2011 (5)
- 2010 or before (6)

Saut de page



Q2 Which country is your company located in?

Saut de page



Q3 How big is your company?

- From 1 to 9 employees (1)
- From 10 to 49 employees (2)
- From 50 to 99 employees (3)
- From 100 to 199 employees (4)
- From 200 to 499 employees (5)
- From 500 to 999 employees (6)
- From 1000 to 3000 employees (7)
- More than 3000 employees (8)

Fin de bloc: Descriptive variables

Début de bloc: Green products and green processes



Q4 Overall, how do you assess eco-friendliness of the below statements of a vendor regarding the product development?

	Not at all eco-friendly (1)	Slightly eco-friendly (2)	Somewhat eco-friendly (3)	Mostly eco-friendly (4)	Completely eco-friendly (5)
Products' weight is reduced. (Q4_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The choice of materials is made according to their low pollution criteria. (Q4_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bioplastics are used instead of fossil-based plastics. (Q4_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reused materials are used. (Q4_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products' packaging is made with materials chosen according to their low pollution criteria. (Q4_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products' packaging is reduced to the minimum. (Q4_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The energy used (electricity, water...) is minimized when producing the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

product.
(Q4_7)

The production
has efficient
waste
management.
(Q4_8)

The production
has efficient
waste
management.
(Q4_9)

Products are
designed to
offer easy
disassembly.
(Q4_10)

Products are
designed for
easy recycling.
(Q4_11)

Products are
designed to be
easy to
remanufacture.
(Q4_12)

Saut de page

Q5 Overall, how do you assess eco-friendliness of the below statements of a vendor regarding the product development?

	Not at all eco-friendly (1)	Slightly eco-friendly (2)	Somewhat eco-friendly (3)	Mostly eco-friendly (4)	Completely eco-friendly (5)
The manufacturer offers a service of recovery of its products after use. (Q5_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The manufacturer allows the recycling of its products after use. (Q5_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The manufacturer provides a component replacement service. (Q5_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The manufacturer provides a component repair service. (Q5_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The manufacturer is ISO 14001 certified. (Q5_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The manufacturer has partnerships with charitable organizations. (Q5_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The manufacturer has partnerships in the recycling of production waste.
(Q5_7)

The manufacturer has partnerships in green technologies.
(Q5_8)

Fin de bloc: Green products and green processes

Début de bloc: Relationship with the Tarifold brand + Purchase intentions



Q6 To what extent do you agree or disagree with the following statements regarding Tarifold's products?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Tarifold's products provide a very good ecological value for me. (Q6_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold is environmental friendly, thanks to its eco-friendly products . (Q6_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold has more environmental benefits than other companies in its sector, thanks to its eco-friendly products . (Q6_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q7 To what extent do you agree or disagree with the following statements regarding Tarifold's processes?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Tarifold's processes provide a very good ecological value for me. (Q7_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold is environmental friendly, thanks to its eco-friendly processes . (Q7_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold has more environmental benefits than other companies, thanks to its eco-friendly processes . (Q7_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8 Overall, how would you evaluate Tarifold as a brand?

Tarifold is	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Dishonest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honest
Unsafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safe



Q9 To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I feel my relationship with Tarifold is special. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a great affection toward Tarifold. (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold has always been good to me. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q10 To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Tarifold and my company have a lot in common. (Q10_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold's image and my company's image are similar in a lot of ways. (Q10_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold says a lot about the kind of company we are or want to be. (Q10_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold reminds me of who we are. (Q10_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q11 To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I firmly intend to stay loyal to Tarifold as long as possible. (Q11_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to continue the business relationship to Tarifold for a long time. (Q11_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself to be always loyal to Tarifold. (Q11_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fin de bloc: Relationship with the Tarifold brand + Purchase intentions

Début de bloc: Price acceptability

Q12 What would be the most you would be willing to pay for a green display system (Tarifold product)? (in US \$)

Q13 Ideally, you would like to have any product for free. However, realistically speaking, what would be the lowest price you would be willing to pay for a green display system (Tarifold product)? (in US \$)

Q14 What is the amount that you will normally spend to buy this product? (in US \$)

Fin de bloc: Price acceptability

Début de bloc: Culture



Q15 To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Careful management of money is important. (Q15_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going on resolutely in spite of opposition is important. (Q15_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal steadiness and stability is important. (Q15_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning is important. (Q15_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving up today's fun for success in the futur is important. (Q15_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working hard for success in the futur is important. (Q15_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q16 To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Individuals should sacrifice self-interest for the group. (Q16_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individuals should stick with the group even through difficulties. (Q16_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group welfare is more important than individual rewards. (Q16_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group success is more important than individual success. (Q16_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individuals should only their goals after considering the welfare of the group. (Q16_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group loyalty should be encouraged even if individual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

goals suffer.
(Q16_6)

Fin de bloc: Culture

Début de bloc: Demographic questions

Q17 What is your gender?

- Male (1)
 - Female (2)
 - Non-binary / third gender (3)
 - Prefer not to say (4)
-

Q18

How old are you?

- 18 - 25 (1)
 - 26 - 35 (2)
 - 36 - 45 (3)
 - 46 - 55 (4)
 - 56 or more (5)
-

Saut de page

Q19 Would you like to receive a copie of the final academic research (due to july 2021)? Note: it will be written in English.

Yes (1)

No (2)

Q20 If yes, please write here your e-mail adress.

Fin de bloc: Demographic questions

Début de bloc: Conclusion

Thanks The questionnaire has come to the end. Many thanks for your contribution in this research.

If you have any further questions or if you require any further information, please do not hesitate to contact me : leonie.depoix@em-strasbourg.eu

Fin de bloc: Conclusion

4. APPENDIX 3: QUESTIONNAIRE (FR)

Marketing vert, relation client-marque et comportement des clients

Début de bloc: Introduction

Intro Madame, Monsieur,

Le questionnaire suivant fait partie d'une recherche académique menée dans le cadre de mon mémoire de master à l'EM Strasbourg Business School (France).

Il porte sur l'influence du marketing vert sur les comportements d'achat des distributeurs, modérée par l'interculturalité.

Le temps nécessaire pour compléter ce questionnaire est d'environ 5 minutes.

Toutes les informations sont utilisées dans le cadre de cette étude et ne seront pas vendues. Toutes les réponses seront traitées de manière anonyme.

Merci beaucoup pour votre temps et votre considération.

Bien à vous,

Léonie Depoix

Contact : leonie.depoix@em-strasbourg.eu

Note : L'ensemble du questionnaire portera sur les processus d'achat dans votre entreprise actuelle, et uniquement les achats pour le compte de l'entreprise.

Fin de bloc: Introduction

Début de bloc: Descriptive variables

Q1 Depuis quand êtes-vous un client de Tarifold ?

- 2021 (1)
- 2020 (2)
- 2019-2018 (3)
- 2017-2015 (4)
- 2014-2011 (5)
- 2010 ou avant (6)

Saut de page



Q2 Dans quel pays votre entreprise est-elle localisée ?

Saut de page



Q3 Quelle est la taille de votre entreprise ?

- Entre 1 et 9 employés (1)
- Entre 10 et 49 employés (2)
- Entre 50 et 99 employés (3)
- Entre 100 et 199 employés (4)
- Entre 200 et 499 employés (5)
- Entre 500 et 999 employés (6)
- Entre 1000 et 3000 employés (7)
- Plus de 3000 employés (8)

Fin de bloc: Descriptive variables

Début de bloc: Green products and green processes



Q4 Dans l'ensemble, comment évaluez-vous le caractère écologique des déclarations suivantes faites par un fournisseur concernant le développement d'un produit ?

	Pas du tout écologique (6)	Légèrement écologique (7)	Plutôt écologique (8)	Principalement écologique (9)	Entièrement écologique (10)
Le poids du produit est réduit. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le choix des matériaux se fait en fonction de leur faible pollution. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les bioplastiques sont utilisés à la place de plastiques d'origine fossile. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Des matériaux réutilisés sont utilisés. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les emballages des produits sont fabriqués avec des matériaux choisis en fonction de leur faible pollution. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'emballage des produits est réduit au minimum. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'énergie utilisée (électricité, eau...) est minimisée lors de la fabrication du produit. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

La production dispose d'une gestion efficace des déchets. (8)

Les déchets de production sont recyclés. (9)

Les produits sont conçus pour permettre un démontage facile. (10)

Les produits sont conçus pour être facilement recyclés. (11)

Les produits sont conçus pour être facile à remanufacturer. (12)

Saut de page

Q5 Dans l'ensemble, comment évaluez-vous le caractère écologique des déclarations suivantes faites par un fournisseur concernant le développement d'un produit ?

	Pas du tout écologique (6)	Légèrement écologique (7)	Assez écologique (8)	Principalement écologique (9)	Entièrement écologique (10)
Le fabricant propose un service de récupération de ses produits après usage. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fabricant propose le recyclage de ses produits après usage. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fabricant propose un service de remplacement des composants. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fabricant fournit un service de réparation des composants. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fabricant est certifié ISO 14001. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fabricant a conclu des partenariats avec des organisations caritatives. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fabricant a des	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

partenariats
dans le
recyclage des
déchets de
production.
(8)

Le fabricant a
des
partenariats
dans les
technologies
vertes. (9)



Fin de bloc: Green products and green processes

Début de bloc: Relationship with the Tarifold brand



Q6 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes concernant les produits Tarifold ?

	Pas du tout d'accord (11)	Plutôt en désaccord (12)	Ni d'accord, ni en désaccord (13)	Plutôt d'accord (14)	Tout à fait d'accord (15)
Les produits Tarifold offrent une très bonne valeur écologique pour moi. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold est respectueux de l'environnement, grâce à ses produits écologiques. (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold a plus de valeur écologique que les autres entreprises de son secteur, grâce à ses produits écologiques. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q7 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes concernant les processus à Tarifold ?

	Pas du tout d'accord (6)	Plutôt en désaccord (7)	Ni d'accord, ni en désaccord (8)	Plutôt d'accord (9)	Tout à fait d'accord (10)
Les processus de Tarifold offrent une très bonne valeur écologique pour moi. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold est respectueux de l'environnement, grâce à ses processus écologiques. (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold a plus de valeur écologique que les autres entreprises de son secteur, grâce à ses processus écologiques. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8 Dans l'ensemble, comment évaluez-vous Tarifold en tant que marque ?

Tarifold est	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Indigne de confiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Digne de confiance
Peu fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fiable
Malhonnête	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honnête
Insécuritaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sécuritaire



Q9 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Plutôt en désaccord (2)	Ni d'accord, ni en désaccord (3)	Plutôt d'accord (4)	Tout à fait d'accord (5)
J'estime que ma relation avec Tarifold est spéciale. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai une grande affection pour Tarifold. (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold a toujours été bon pour moi. (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q10 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes ?

	Pas du tout d'accord (6)	Plutôt en désaccord (7)	Ni d'accord, ni en désaccord (8)	Plutôt d'accord (9)	Tout à fait d'accord (10)
Tarifold et mon entreprise ont beaucoup en commun. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'image de Tarifold et celle de mon entreprise sont similaires à bien des égards. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold en dit long sur le type d'entreprise que nous sommes ou que nous voulons être. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold me rappelle qui nous sommes. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q11 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes ?

	Pas du tout d'accord (6)	Plutôt en désaccord (7)	Ni d'accord, ni en désaccord (8)	Plutôt d'accord (9)	Tout à fait d'accord (10)
J'ai la ferme intention de rester fidèle à Tarifold aussi longtemps que possible. (Q13_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'espère poursuivre la relation d'affaires avec Tarifold pendant une longue période. (Q13_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me considère comme toujours fidèle à Tarifold. (Q13_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fin de bloc: Relationship with the Tarifold brand

Début de bloc: Acceptabilité du prix

Q12 Quel serait le montant maximum que vous seriez prêt à payer pour un système de présentation écologique (produit Tarifold) ? (en US \$)

Q13 Idéalement, vous aimeriez avoir n'importe quel produit gratuitement. Cependant, d'un point de vue réaliste, quel serait le prix le plus bas que vous seriez prêt à payer pour un système de présentation écologique (produit Tarifold) ? (en US \$)

Q14 Quel est le montant que vous dépenserez normalement pour acheter ce produit ? (en US \$)

Fin de bloc: Acceptabilité du prix

Début de bloc: Culture



Q15 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes ?

	Pas du tout d'accord (11)	Plutôt en désaccord (12)	Ni d'accord, ni en désaccord (13)	Plutôt d'accord (14)	Tout à fait d'accord (15)
Une gestion prudente de l'argent est importante. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il est important de continuer résolument malgré l'opposition. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La constance et la stabilité personnelles sont importantes. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La planification à long terme est importante. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il est important de renoncer aux plaisirs d'aujourd'hui pour réussir à l'avenir. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il est important de travailler dur pour réussir dans l'avenir. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q16 Dans quelle mesure êtes-vous d'accord ou non avec les affirmations suivantes ?

	Pas du tout d'accord (11)	Plutôt en désaccord (12)	Ni d'accord, ni en désaccord (13)	Plutôt d'accord (14)	Tout à fait d'accord (15)
Les individus doivent sacrifier leur intérêt personnel au profit du groupe. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les individus doivent rester au sein du groupe même en cas de difficultés. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le bien-être du groupe est plus important que les récompenses individuelles. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La réussite du groupe est plus importante que la réussite individuelle. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les individus ne doivent se fixer des objectifs qu'en tenant compte du bien-être du groupe. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La loyauté du groupe doit être	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

encouragée
même si les
objectifs
individuels en
pâtissent. (6)

Fin de bloc: Culture

Début de bloc: Demographic questions

Q17 De quel genre êtes-vous ?

- Homme (1)
 - Femme (2)
 - Non-binaire / troisième genre (3)
 - Je préfère ne pas le dire (4)
-

Q18

Quel âge avez-vous ?

- 18 - 25 (1)
 - 26 - 35 (2)
 - 36 - 45 (3)
 - 46 - 55 (4)
 - 56 ou plus (5)
-

Saut de page

Q19 Souhaitez-vous recevoir une copie du mémoire de recherche (prévu pour juillet 2021) ?
Remarque : il sera rédigé en anglais.

Oui (1)

Non (2)

Q20 Si oui, veuillez indiquer ici votre adresse email.

Fin de bloc: Demographic questions

Début de bloc: Conclusion

Thanks Le questionnaire est arrivé à son terme. Merci beaucoup pour votre contribution à cette recherche.

Si vous avez d'autres questions ou si vous souhaitez des informations complémentaires, n'hésitez pas à me contacter : leonie.depoix@em-strasbourg.eu.

Fin de bloc: Conclusion

Grünes Marketing, Kunden-Marken-Beziehung und Kundenverhalten

Début de bloc: Introduction

Intro Sehr geehrte Damen und Herren,

Der folgende Fragebogen ist Teil einer akademischen Forschung, die ich für meine Masterarbeit an der EM Strasbourg Business School (Frankreich) durchführe.

Er befasst sich mit dem Einfluss von grünem Marketing auf das Kaufverhalten von Fachhändlern, moderiert durch Interkulturalität.

Das Ausfüllen dieses Fragebogens wird etwa 5 Minuten dauern.

Alle Informationen werden ausschließlich für diese Studie verwendet und keinesfalls an Dritte veräußert.

Alle Antworten werden anonym behandelt.

Vielen Dank für Ihre Zeit und Unterstützung.

Mit freundlichen Grüßen,

Léonie Depoix

Kontakt: leonie.depoix@em-strasbourg.eu

Hinweis: Der gesamte Fragebogen bezieht sich auf Einkaufsprozesse in Ihrem derzeitigen Unternehmen und nur auf Einkäufe im Namen des Unternehmens.

Fin de bloc: Introduction

Début de bloc: Descriptive variables

Q1 Seit wann sind Sie ein Tarifold-Kunde?

- 2021 (1)
- 2020 (2)
- 2019-2018 (3)
- 2017-2015 (4)
- 2014-2011 (5)
- 2010 oder früher (6)

Saut de page



Q2 In welchem Land befindet sich Ihr Unternehmen?

Saut de page



Q3 Wie groß ist Ihr Unternehmen?

- Von 1 bis 9 Mitarbeitern (1)
- Von 10 bis 49 Mitarbeitern (2)
- Von 50 bis 99 Mitarbeitern (3)
- Von 100 bis 199 Mitarbeitern (4)
- Von 200 bis 499 Mitarbeitern (5)
- Von 500 bis 999 Mitarbeitern (6)
- Von 1000 bis 3000 Mitarbeitern (7)
- Mehr als 3000 Mitarbeitern (8)

Fin de bloc: Descriptive variables

Début de bloc: Green products and green processes



Q4 Wie beurteilen Sie insgesamt die Umweltfreundlichkeit der folgenden Aussagen eines Anbieters in Bezug auf die Produktentwicklung?

	Gar nicht umweltfreundlich (6)	Geringfügig umweltfreundlich (7)	Etwas umweltfreundlich (8)	Meist umweltfreundlich (9)	V umwelt (10)
Das Gewicht der Produkte wird reduziert. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Die Auswahl der Materialien erfolgt nach dem Kriterium der geringen Umweltbelastung. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Anstelle von Kunststoffen auf fossiler Basis werden Biokunststoffe eingesetzt. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Es werden wiederverwendete Materialien eingesetzt. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Die Verpackungen der Produkte werden aus Materialien hergestellt, die nach den Kriterien der Umweltfreundlichkeit ausgewählt wurden. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Die Verpackung der Produkte ist auf ein Minimum reduziert. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Die eingesetzte Energie (Strom, Wasser...) wird bei der Herstellung des Produkts minimiert. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Die Produktion verfügt über ein effizientes Abfallmanagement. (8)

Produktionsabfälle werden recycelt. (9)

Die Produkte sind so konzipiert, dass sie leicht demontiert werden können. (10)

Die Produkte sind für einfaches Recycling ausgelegt. (11)

Die Produkte sind so konzipiert, dass sie leicht wiederaufbereitet werden können. (12)

Saut de page



Q5 Wie beurteilen Sie insgesamt die Umweltfreundlichkeit der folgenden Aussagen eines Anbieters in Bezug auf die Produktentwicklung?

	Gar nicht umweltfreundlich (6)	Geringfügig umweltfreundlich (7)	Etwas umweltfreundlich (8)	Meist umweltfreundlich (9)	V umwelt (10)
Der Hersteller bietet einen Service zur Rückgewinnung seiner Produkte nach Gebrauch an. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller ermöglicht das Recycling seiner Produkte nach Gebrauch. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller bietet einen Komponenten-Austausch-Service an. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller bietet einen Komponenten-Reparaturservice an. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller ist nach ISO 14001 zertifiziert. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller hat Partnerschaften mit karitativen Organisationen. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller hat Partnerschaften für das Recycling von Produktionsabfällen. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Hersteller hat Partnerschaften in grünen Technologien. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Début de bloc: Relationship with the Tarifold brand



Q6 Inwieweit stimmen Sie den folgenden Aussagen über die Produkte von Tarifold zu oder nicht zu?

	Stark ablehnen (6)	Eher nicht zustimmen (7)	Weder zustimmen noch ablehnen (8)	Eher zustimmen (9)	Stark zustimmen (10)
Tarifold's Produkte bietet für mich einen sehr guten ökologischen Wert. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold ist umweltfreundlich, dank seiner umweltfreundlichen Produkte . (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold hat mehr Umweltvorteile als andere Unternehmen in seinem Sektor, dank seiner umweltfreundlichen Produkte . (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q7 Inwieweit stimmen Sie den folgenden Aussagen über die Prozesse von Tarifold zu oder nicht zu?

	Stark ablehnen (1)	Eher nicht zustimmen (2)	Weder zustimmen noch ablehnen (3)	Eher zustimmen (4)	Stark zustimmen (5)
Die Prozesse von Tarifold stellen für mich einen sehr guten ökologischen Wert dar. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold ist umweltfreundlich, dank seiner umweltfreundlichen Prozesse . (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold hat dank seiner umweltfreundlichen Prozesse mehr Umweltvorteile als andere Unternehmen. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8 Wie würden Sie Tarifold als Marke insgesamt bewerten?

Tarifold ist	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Unglaubwürdig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Glaubwürdig
Unzuverlässig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zuverlässig
Unehrlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ehrlich
Unsicher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sicher



Q9 Inwieweit stimmen Sie den folgenden Aussagen zu oder nicht zu?

	Stark ablehnen (1)	Eher nicht zustimmen (2)	Weder zustimmen noch ablehnen (3)	Eher zustimmen (4)	Stark zustimmen (5)
Ich empfinde meine Beziehung zu Tarifold als etwas Besonderes. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich habe eine große Zuneigung zu Tarifold. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold war immer gut zu mir. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q10 Inwieweit stimmen Sie den folgenden Aussagen zu oder nicht zu?

	Stark ablehnen (1)	Eher nicht zustimmen (2)	Neither agree nor disagree (3)	Eher zustimmen (4)	Stark zustimmen (5)
Tarifold und mein Unternehmen haben viele Gemeinsamkeiten. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Das Image von Tarifold und das Image meiner Firma sind in vielerlei Hinsicht ähnlich. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold sagt viel über die Art von Unternehmen aus, die wir sind oder sein wollen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold erinnert mich daran, wer wir sind. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q11 Inwieweit stimmen Sie den folgenden Aussagen zu oder nicht zu?

	Stark ablehnen (1)	Eher nicht zustimmen (2)	Weder zustimmen noch ablehnen (3)	Eher zustimmen (4)	Stark zustimmen (5)
Ich habe fest vor, Tarifold so lange wie möglich die Treue zu halten. (Q13_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich gehe davon aus, dass ich die Geschäftsbeziehung zu Tarifold noch lange fortsetzen werde. (Q13_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich betrachte mich als immer loyal zu Tarifold. (Q13_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fin de bloc: Relationship with the Tarifold brand

Début de bloc: Price acceptability

Q12 Was wären Sie maximal bereit, für ein grünes Tafel-system (Tarifold-Produkt) zu bezahlen? (in US \$)

Q13 Idealerweise hätten Sie gerne jedes Produkt kostenlos. Was wäre jedoch, realistisch betrachtet, der niedrigste Preis, den Sie bereit wären, für ein grünes Tafel-system (Tarifold-Produkt) zu zahlen? (in US \$)

Q14 Wie hoch ist der Betrag, den Sie normalerweise für den Kauf dieses Produkts ausgeben würden? (in US \$)



Q15 Inwieweit stimmen Sie den folgenden Aussagen zu oder nicht zu?

	Stark ablehnen (6)	Eher nicht zustimmen (7)	Weder zustimmen noch ablehnen (8)	Eher zustimmen (9)	Stark zustimmen (10)
Ein sorgfältiger Umgang mit Geld ist wichtig. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entschlossenes Weitermachen trotz Widerständen ist wichtig. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persönliche Beständigkeit und Stabilität ist wichtig. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Langfristige Planung ist wichtig. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Verzicht auf den Spaß von heute für den Erfolg in der Zukunft ist wichtig. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist wichtig, hart für den Erfolg in der Zukunft zu arbeiten. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q16 Inwieweit stimmen Sie den folgenden Aussagen zu oder nicht zu?

	Stark ablehnen (6)	Eher nicht zustimmen (7)	Weder zustimmen noch ablehnen (8)	Eher zustimmen (9)	Stark zustimmen (10)
Der Einzelne sollte sein Eigeninteresse für die Gruppe opfern. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Einzelne sollte auch bei Schwierigkeiten bei der Gruppe bleiben. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Das Wohl der Gruppe ist wichtiger als individuelle Belohnungen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Gruppenerfolg ist wichtiger als der Einzelerfolg. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Der Einzelne sollte seine Ziele nur unter Berücksichtigung des Wohlergehens der Gruppe verfolgen. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Gruppentreue sollte gefördert werden, auch wenn individuelle Ziele darunter leiden. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Début de bloc: Demographic questions

Q17 Was ist Ihr Geschlecht?

- Männlich (1)
 - Weiblich (2)
 - Nicht-binäres / drittes Geschlecht (3)
 - Mache lieber keine Angabe (4)
-

Q18

Wie alt sind Sie?

- 18 - 25 (1)
 - 26 - 35 (2)
 - 36 - 45 (3)
 - 46 - 55 (4)
 - 56 oder mehr (5)
-

Saut de page

Q19 Möchten Sie ein Exemplar der abschließenden wissenschaftlichen Arbeit erhalten (fällig im Juli 2021)? Hinweis: Die Arbeit wird auf Englisch verfasst.

Ja (1)

Nein (2)

Q20 Wenn ja, schreiben Sie bitte hier Ihre E-Mail-Adresse.

Fin de bloc: Demographic questions

Début de bloc: Conclusion

Thanks Der Fragebogen ist nun zu Ende. Vielen Dank für Ihren Beitrag zu dieser Untersuchung.

Wenn Sie noch Fragen haben oder weitere Informationen benötigen, zögern Sie bitte nicht, mich zu kontaktieren: leonie.depoix@em-strasbourg.eu

Fin de bloc: Conclusion

Marketing ecológico, relación cliente-marca y comportamiento del cliente

Début de bloc: Introduction

Intro Estimado señor o señora

El siguiente cuestionario forma parte de una investigación académica realizada para mi tesis de máster en la EM Strasbourg Business School (Francia).

Trata de la influencia del marketing ecológico en los comportamientos de compra de los distribuidores, moderada con la interculturalidad.

Completar este cuestionario le llevará unos 5 minutos.

Toda la información se utilizará para los fines de este estudio y no se venderá a nadie. Todas las respuestas se tratarán de forma anónima.

Muchas gracias por su tiempo y consideración.

Saludos cordiales,

Léonie Depoix

Contacto: leonie.depoix@em-strasbourg.eu

Nota: Todo el cuestionario versará sobre los procesos de compra en su empresa actual, y sólo sobre las compras en nombre de la empresa.

Fin de bloc: Introduction

Début de bloc: Descriptive variables

Q1 ¿Desde cuándo es usted cliente de Tarifold?

- 2021 (1)
- 2020 (2)
- 2019-2018 (3)
- 2017-2015 (4)
- 2014-2011 (5)
- 2010 o antes (6)

Saut de page



Q2 ¿En qué país se encuentra su empresa?

Saut de page



Q3 ¿Qué tamaño tiene su empresa?

- De 1 a 9 empleados (1)
- De 10 a 49 empleados (2)
- De 50 a 99 empleados (3)
- De 100 a 199 empleados (4)
- De 200 a 499 empleados (5)
- De 500 a 999 empleados (6)
- De 1000 a 3000 empleados (7)
- Más de 3000 empleados (8)

Fin de bloc: Descriptive variables

Début de bloc: Green products and green processes



Q4 En general, ¿cómo valora el respeto por el medio ambiente de las siguientes afirmaciones de un proveedor en relación con el desarrollo de productos?

	No es nada ecológico (6)	Ligeramente ecológico (7)	Un poco ecológico (8)	Mayoritariamente ecológico (9)	Totalmente ecológico (10)
Se reduce el peso de los productos. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La elección de los materiales se hace en función de sus criterios de baja contaminación. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se utilizan bioplásticos en lugar de plásticos de origen fósil. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se utilizan materiales reutilizados. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los envases de los productos se fabrican con materiales elegidos en función de sus criterios de baja contaminación. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El embalaje de los productos se reduce al mínimo. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La energía utilizada (electricidad, agua...) se minimiza al	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

producir el
producto. (7)

La producción
cuenta con
una gestión
eficaz de los
residuos. (8)

Los residuos
de la
producción se
reciclan. (9)

Los productos
están
diseñados
para ofrecer
un fácil
desmontaje.
(10)

Los productos
están
diseñados
para facilitar el
reciclaje. (11)

Los productos
están
diseñados
para ser
fáciles de
refabricar. (12)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Saut de page



Q5 En general, ¿cómo valora el respeto por el medio ambiente de las siguientes afirmaciones de un proveedor en relación con el desarrollo de productos?

	No es nada ecológico (6)	Ligeramente ecológico (7)	Un poco ecológico (8)	Mayoritariamente ecológico (9)	Totalmente ecológico (10)
El fabricante ofrece un servicio de recuperación de sus productos tras su uso. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El fabricante permite el reciclaje de sus productos después de su uso. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El fabricante ofrece un servicio de sustitución de componentes. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El fabricante ofrece un servicio de reparación de componentes. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El fabricante cuenta con la certificación ISO 14001. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El fabricante colabora con organizaciones benéficas. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El fabricante cuenta con asociaciones para el reciclaje de los residuos de	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

producción. (8)

El fabricante se ha asociado a las tecnologías verdes. (9)

Fin de bloc: Green products and green processes

Début de bloc: Relationship with the Tarifold brand



Q6 T¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones sobre los productos de Tarifold?

	Totalmente en desacuerdo (11)	Un poco en desacuerdo (12)	Ni de acuerdo ni en desacuerdo (13)	Algo de acuerdo (14)	Totalmente de acuerdo (15)
Los productos de Tarifold me aportan un valor ecológico muy bueno. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold es respetuoso con el medio ambiente, gracias a sus productos ecológicos. (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold tiene más beneficios medioambientales que otras empresas de su sector, gracias a sus productos ecológicos. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q7 ¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones sobre los procesos de Tarifold?

	Totalmente en desacuerdo (1)	Un poco en desacuerdo (2)	Ni de acuerdo ni en desacuerdo (3)	Algo de acuerdo (4)	Totalmente de acuerdo (5)
Los procesos de Tarifold me proporcionan un valor ecológico muy bueno. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold es respetuoso con el medio ambiente, gracias a sus procesos ecológicos. (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold tiene más beneficios medioambientales que otras empresas, gracias a sus procesos ecológicos. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8 En general, ¿cómo evaluaría a Tarifold como marca?

Tarifold es	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
No es de confianza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Es de confianza
No es fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Es fiable
Deshonesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honesto
Inseguro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Seguro



Q9 ¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones?

	Totalmente en desacuerdo (1)	Un poco en desacuerdo (2)	Ni de acuerdo ni en desacuerdo (3)	Algo de acuerdo (4)	Totalmente de acuerdo (5)
Siento que mi relación con Tarifold es especial. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tengo un gran afecto hacia Tarifold. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold siempre se ha portado bien conmigo. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q10 ¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones?

	Totalmente en desacuerdo (1)	Un poco en desacuerdo (2)	Ni de acuerdo ni en desacuerdo (3)	Algo de acuerdo (4)	Totalmente de acuerdo (5)
Tarifold y mi empresa tienen mucho en común. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La imagen de Tarifold y la de mi empresa son similares en muchos aspectos. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold dice mucho sobre el tipo de empresa que somos o queremos ser. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifold me recuerda quiénes somos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q11 ¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones?

	Totalmente en desacuerdo (1)	Un poco en desacuerdo (2)	Ni de acuerdo ni en desacuerdo (3)	Algo de acuerdo (4)	Totalmente de acuerdo (5)
Tengo la firme intención de seguir siendo fiel a Tarifold el mayor tiempo posible. (Q13_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Espero continuar la relación comercial con Tarifold durante mucho tiempo. (Q13_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me considero siempre fiel a Tarifold. (Q13_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fin de bloc: Relationship with the Tarifold brand

Début de bloc: Price acceptability

Q12 ¿Cuánto estaría dispuesto a pagar por un clasificador de pared (producto Tarifold)? (en US \$)

Q13 Lo ideal sería tener cualquier producto gratis. Sin embargo, siendo realistas, ¿cuál sería el precio más bajo que estaría dispuesto a pagar por un clasificador de pared (producto Tarifold)? (en US \$)

Q14 ¿Cuál es la cantidad que normalmente gastará para comprar este producto? (en US \$)

Fin de bloc: Price acceptability

Début de bloc: Culture



Q15 ¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones?

	No es nada ecológico (6)	Un poco en desacuerdo (7)	Ni de acuerdo ni en desacuerdo (8)	Algo de acuerdo (9)	Totalmente de acuerdo (10)
La gestión cuidadosa del dinero es importante. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguir adelante con determinación a pesar de la oposición es importante. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La estabilidad personal es importante. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La planificación a largo plazo es importante. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renunciar a la diversión de hoy para tener éxito en el futuro es importante. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trabajar duro para tener éxito en el futuro es importante. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q16 ¿En qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones?

	No es nada ecológico (6)	Un poco en desacuerdo (7)	Ni de acuerdo ni en desacuerdo (8)	Algo de acuerdo (9)	Totalmente de acuerdo (10)
Los individuos deben sacrificar el interés propio por el grupo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los individuos deben permanecer en el grupo incluso en las dificultades. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El bienestar del grupo es más importante que las recompensas individuales. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El éxito del grupo es más importante que el éxito individual. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los individuos sólo deben alcanzar sus objetivos teniendo en cuenta el bienestar del grupo. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debe fomentarse la lealtad del grupo aunque	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

los objetivos
individuales
se resientan.
(6)

Fin de bloc: Culture

Début de bloc: Demographic questions

Q17 ¿Cuál es su género?

- Hombre (1)
 - Mujer (2)
 - No binario / tercer género (3)
 - Prefiero no decir (4)
-

Q18

¿Cuántos años tienes?

- 18 - 25 (1)
 - 26 - 35 (2)
 - 36 - 45 (3)
 - 46 - 55 (4)
 - 56 o más (5)
-

Saut de page

Q19 ¿Desea recibir una copia de la investigación académica final (prevista para julio de 2021)?
Nota: estará escrito en inglés.

Yes (1)

No (2)

Q20 En caso afirmativo, escriba aquí su dirección de correo electrónico.

Fin de bloc: Demographic questions

Début de bloc: Conclusion

Thanks El cuestionario ha llegado a su fin. Muchas gracias por su contribución a esta investigación.

Si tiene alguna otra pregunta o necesita más información, no dude en ponerse en contacto conmigo: leonie.depoix@em-strasbourg.eu

Fin de bloc: Conclusion

7. APPENDIX 6: INTERVIEW GUIDE

Introduction: As you know, I am writing a master thesis related to green marketing, customer-brand relationship and distributors' purchasing behaviors. The problematic is the following: To what extent does green marketing influence distributors' purchasing behaviors? A cross-cultural study.

The idea behind this interview is to strengthen the results of the survey, based on the expertise of every key player representative (marketing director, sales rep, purchaser).

According to you, does Tarifold is environmental friendly, thanks to its eco-friendly **products**?

- ➔ Do Tarifold has more environmental benefits than other companies, thanks to its eco-friendly **products**?
- ➔ Do Tarifold's **products** provide a very good ecological value for you?

According to you, does Tarifold is environmental friendly, thanks to its eco-friendly **processes**?

- ➔ Do Tarifold has more environmental benefits than other companies, thanks to its eco-friendly **processes**?
- ➔ Do Tarifold's **processes** provide a very good ecological value for you?

Is long-term planning important for your clients?

- ➔ Is working hard for success in the futur is important for you?
- ➔ Do you believe that giving up today's fun for success in the futur is important?

Do you think that group success is more important than individual success?

- ➔ Do you think that individuals should sacrifice self-interest for the group?
- ➔ Do you think that group welfare is more important than individual rewards?

According to you, are Tarifold's image and your company's image similar in a lot of ways?

- ➔ According to you, have Tarifold and your company a lot in common?
- ➔ According to you, does Tarifold remind you of who you are?

Do you have a great affection toward Tarifold?

- ➔ Do you feel that your relationship with Tarifold is special?
- ➔ Do you think that Tarifold has always been good to you?

Do you think that Tarifold as a brand is more trustworthy or untrustworthy?

- ➔ Do you think that Tarifold as a brand is more reliable or unreliable?
- ➔ Do you think that Tarifold as a brand is more honest or dishonest?

Do you expect to continue the business relationship to Tarifold for a long time?

- ➔ Do you firmly intend to stay loyal to Tarifold as long as possible?

Thank you for your time and consideration.

9. Appendix 8: Interviews transcription

	Sales rep 1	Marketing rep	Sales rep 2
According to you, does Tarifold is environmental friendly, thanks to its eco-friendly products?	"I don't think that Tarifold is eco-friendly because we produce products made of PVC and PVC is not recyclable, in that respect, I don't think we are considered as being really eco-friendly brand. It's good that, with the Display Systems 2021 Campaign, we changed the packaging, also the partnership with The SeaCleaners is good, and we do recycle now on pockets. So these are actions to the right direction, but if you ask if we are an eco-friendly company, I don't think so, that's my opinion."	"I don't think that Tarifold is perceived as eco-friendly by our clients, because our products are made of PVC."	"It is difficult to say whether Tarifold is perceived as eco-friendly or not. It is maybe on going, but it is not perceived as really eco-friendly, nor as non-eco-friendly. I think it is neutral or as we are trying to become eco-friendly, but we are not eco-friendly yet. For me, Tarifold's products are not perceived as eco-friendly, because it is made of plastics. And plastic with steel is worse."
According to you, does Tarifold is environmental friendly, thanks to its eco-friendly processes?	"It's definitely good steps in the right direction, I think that we really have to do more, because this is not a question of image but you have to do that as a company. I care a lot about the environment, so we should do more, but to answer your question, The SeaCleaners is really good, recycling is also really good, but for my geographical area the recycling process is expensive, so our agents would not return their old pockets at their own costs. In the future, it would be beneficial to replace PVC by PP, even though we already have some PP products. PP products are a little more eco-friendly but it is technically not the same quality neither. One day we will have to come up with another solution. Bioplastics (bioplastics and/or biodegradable) is really good. 10 years from now, our customers will demand bioplastics because they won't want to use PVC anymore."	"The eco-friendly processes that we put in place are interesting but not sufficient for Tarifold to be perceived as eco-friendly. It's not because the elements such as ISO 14001 and partnership with The SeaCleaners exist that the brand is perceived as eco-friendly. For the moment, I don't think that the brand is perceived as eco-friendly."	"Processes contribute to make the product perceived as eco-friendly. Now, ISO 14001 related to the environment is essential, if you don't have it, it is badly seen. But it is not taken to be perceived as eco-friendly. In our work area, there is not a lot of products that are green since it is mainly made of plastic. The partnership with The SeaCleaners and pocket recycling are actions on which we should more communicate on. It is the beginning, but we definitely need to continue this way. With the current situation, it is more difficult to communicate with the client on topics that are more diverse compared to products. Meetings are allocated mainly to new product presentations. Sometimes we can discuss about new projects like the ones related to sustainability, but it is rare."
Is long-term planning important for your customers?	"LT planning is important for me and my customers."	"Yes, absolutely."	"I think it is important to plan in mid-term."
Do you think that your customers value group success more than individual success?	"Yes I think so."	"In general, yes. Firstly, often the success of the group benefits to the individuals as well, so the reward is larger. Also, the success of the group is generally more rewarding for each individual compared to the success of an individual. For each individual individually, it is more rewarding."	"Group success is the sum of individual successes, but we should not sacrifice the individual to benefit from the group. I think that we also should value more the group than the individual in a company."
According to you, are Tarifold's image and your company's image similar in a lot of ways?	"I think they do. We have agents with whom we're working furthermore than 20 years, and I think they strongly identified with Tarifold. I think they also want to be perceived as an innovative brand. So, yes."	"I think so, yes. I think that on criteria such as familial state of mind, culture, ISO processes and sensibility on made in France, independently from criteria such as turnover or company size, yes there are similarities between Tarifold and our clients."	"Yes, we go the same way. It is confirmed by our distributors and by Tarifold, that Tarifold and the clients are going the same way."
Do you have a great affection toward Tarifold?	"They do. We all have a long history with the agents, they like Tarifold, they like to work with us, they like people within Tarifold. They have a strong affection toward Tarifold I would say."	"Great affection is maybe exaggerated, I would say more sympathy. I think that the brand has sympathised for them. So I think that great affection no, because for me it means that Tarifold would be one of their favorite brands, there is a passion for the brand and we're not here, but we have a good degree of sympathy."	"No, I don't think that we would say great affectation. I don't think that affection is the right word, because in the business environment, there is no affection. If tomorrow we have difficulties to deliver, clients would not help but they would be comprehensive. It is more business relationship but driven by sympathy. In general, the relationship with the client is more the relationship between 2 people than between 2 companies."
Do you think that Tarifold as a brand is more trustworthy or untrustworthy?	"I think we are trustworthy. I feel that we have perceived as a trustworthy company. That's also something that I would like to be, perceived as trustworthy. Also reliable, even if we always have problems with the supply chain, so it's not always 100% reliable, but in general yes. As far as I can judge, I didn't get any feedbacks that I was not the same with my predecessor, so I think that we have always been honest. We always say how it goes, good or bad."	"Yes"	"Yes trustworthy, honest and reliable. But our clients ask for more transparency. In general in my geographical area, our clients ask for transparency on margins, products, manufacturing, quality..."
Do you expect to continue the business relationship to Tarifold for a long time?	"They are almost all in since many years, that's what they always say. I think that it's important that we keep developing ourselves and our products. We have to be clear where we are and what is Tarifold, the brand, where do we stand for, what are our missions."	"Yes, our customers are mainly loyals. It depends on the countries, but on average, I would say mainly loyals to Tarifold."	"Yes, but it doesn't mean that they value short-term relationships too. Tarifold is seen as a brand trustworthy, that is still on the market. It was seen as a brand that was not so dynamic, but it is better now (more products, more communication tools)."