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# I ♥ ECO

*An Exploratory Study of Emotional Influences on the Purchase  
and Consumption of Eco-Products*

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## Abstract

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Title:	I ♥ ECO – An Exploratory Study of Emotional Influences on the Purchase and Consumption of Eco-Products
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Keywords:	emotions, cognitive appraisals, eco-products, decision-making process
Thesis Purpose:	This thesis provides insights into consumers' emotions influencing the decision-making process when buying and consuming ecological grocery products.
Methodology:	Based on a constructionist perspective and an abductive view on the relation between theory and research, a qualitative approach has been applied in order to fulfill the purpose of this study and to obtain in-depth knowledge about consumers' emotions in an ecological consumption context.
Theoretical Perspective:	The main theories and concepts upon which this thesis is based, are the cognitive appraisals approach and the consumer decision-making process. Concerning the latter one, the study focuses particularly on the pre-purchase alternative evaluation and the post-purchase evaluation stage of the process.
Empirical Data:	Empirical data is collected by conducting semi-structured interviews with consumers purchasing and consuming ecological grocery products on a regular basis.
Conclusion:	The findings include two specific emotion sets for the two stages of the decision-making process. Underlying cognitive appraisals have been identified. Furthermore eco-consumers have been segmented according to different buying drivers, namely environmental concern, health aspects and taste. The study also describes cognitive and emotional differences among these groups. The study's findings lead to several theoretical, practical and methodological contributions.

*We do not inherit the earth from our ancestors,  
we borrow it from our children.*

- Native American Proverb

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## **1 Introduction**

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*The following chapter introduces the reader to the topic of this thesis. It provides a general introduction of the research area and a review of previous research conducted within the field of interest. Moreover it sets the frame of the study in terms of a problem discussion and clarifies the purpose and the aim of the research.*

### **1.1 The Rise of Green Consumption**

In recent years a strong consumer trend towards green consumerism has developed and it shows no signs of abating. Green consumerism is particularly recognized as an increased number of consumers consider buying eco-products. Eco-products like groceries, spirits and beers, toiletries and skincare products became very popular and have been the best performing eco-product categories in 2009 (Soilassociation, 2010).

Within the grocery category, especially eco food shows a strong positive trend. Dairy products, fresh fruit, vegetables and fresh meat prove to be the most popular eco-products. Between 2005 and 2008 the global market for eco-products grew by approximately 65%. In 2008 the global eco food market accounted for no less than US \$ 50.9 billion in market sales (Biofach, 2010). The regions which show the highest demand are Europe and the US, while Europe's market (US \$ 26 billion) is slightly bigger than the US's (US \$ 23 billion) (ibid). Germany, the United Kingdom and France are the countries within Europe showing the highest turnovers for eco food products (Sahota, 2009).

According to the World Business Council for Sustainable Development, the trend of green consumerism is mainly rooted in consumers' rising awareness and concern about environmental, social and economic issues and their will to act accordingly is increasing (World Business Council for Sustainable Development, 2010). In addition consumers are overwhelmed with information concerning a deteriorating environment resulting from an unsustainable lifestyle and are provided with instruments such as eco-products with which they can reduce their ecological footprint. Consumers have recognized that they can be part of the solution to a threatened environment rather than simply being part of the problem. Moreover they can actively participate in the change without needing to completely alter their interests and habits (Boström & Klintman, 2008). As a result consumers increasingly

consider buying eco-products and tend to be willing to pay higher prices (Social Funds, 2009).

Consumers' sensitivity to corporate social behavior has dramatically increased, making them respond negatively to companies that do not conduct their business in a responsible manner (Russel & Russel, 2010). In order to meet consumer demands for corporate social behavior and resist competition, companies nowadays invest heavily in CSR activities. These companies recognize consumers' concerns and will to pay a price premium for products and services offered by responsible firms (Roberts, 1996). Nowadays companies spend a lot of effort on communicating green values for instance by emphasizing their codes of conduct and investing in green mutual funds. Also the extensive supply of eco-labeled groceries is an answer from the companies' side to meet consumer demands for responsible consumption choices (Boström & Klintman, 2008). A niche market has opened for businesses wanting to offer environmentally concerned consumers "responsible" products while taking a socially responsible stand (Schrum et al., 1995).

Recently retailers have started to introduce private eco-brands to capitalize off this trend (Roberts, 1996), leaving supermarket shelves increasingly filled with eco-labeled and eco-branded products. The latter refers to how some manufacturers have introduced entire eco-product ranges branded "eco". The increased supply of eco-products and company communications of green values lead consumers in turn to increase their green consumption. In conclusion, it is not only consumers pressurizing companies to meet their demands, but also the companies influencing the demand of consumers.

In parallel with the increasing demand for and supply of eco-products, confusion among consumers has arisen. Part of the confusion among consumers and marketing practitioners alike stems from the difficulty concerning what is defined by what, as the concepts are very similar. The concepts 'Green', 'Ecological', 'Sustainable' and 'Environmental' consumerism refer to the same type of practices of consumption and are often used interchangeably. They are concepts used to describe a concern for the environment and a form of ethically oriented consumer behavior (Moisander et al., 2010). When targeting these consumers, manufacturers label their products with descriptors like 'bio', 'eco' and 'organic'. These concepts appear to confuse consumers who find it difficult to differentiate them from one another (Pomaizlová, K., 2009).



Consumer confusion further arises as a result of an uncertainty among consumers concerning the quality of the products and the credibility of the eco-label. With the increase in the number of green trademarks on the market, discussions about possible greenwashing in companies' businesses have arisen. The discussions result from imperfect information about the actual meaning of specific trademarks; what interests and what kind of expertise they are representing and on what criteria companies or products are allowed to carry them (Boström & Klintman, 2008). Mixed signals coming from research results, polls and sales figures further lead to a lack of understanding as to what is required by the consumers (Shrum et al., 1995).

However, in spite of consumer confusion the eco trend is ongoing. A lot of research has been conducted in order to understand in more detail to what extent the awareness and the concern for issues such as the environment are translated into buying behavior. Bhate and Lawler (1997) investigated psychological traits in consumers such as innovativeness and adaptiveness as well as situational factors and their impact on consumers' ecological decision-making. Innovativeness has been seen as correlating with environmentally friendly behavior among consumers. Convenience and availability of eco-products are further suggested to be of greater importance than price, as consumers are rather willing to pay more for an environmentally friendly product than to invest time and effort in its purchase (Bhate & Lawler, 1997).

Several attempts have been made to define the typical environmentally concerned consumer in terms of demographics (age, education, income) and psychographics (values and attitudes). The leading marketing communications company J. Walter Thompson has identified the person best being characterized as a green consumer as "a better educated older female with high income and liberal orientation" (Shrum et al., 1995).

Kjaer (2006) argues that consumption in general will gain an entirely new significance in the future. She points out the shift from material needs to emotional consumption by arguing that future consumption will mainly be driven by emotional responses rather than well thought through rational decisions. As a result marketing practitioners have to increasingly consider the importance of emotions in consumers' decision making through offering products and services which they can relate to and feel involved with (Kjaer, 2006). Since this is

an overall consumption trend, one can assume that emotions will also play a significant role in ecological consumption.

## **1.2 The Proven Impact of Emotions in Nowadays Marketing**

In order to provide the reader with an understanding of what previous academic studies have found on the topic of emotions, following sections will discuss the role of emotions in consumer behavior research in general as well as research concerning how emotions influence the decision-making process in particular.

### **1.2.1 The General Role of Emotions in Consumer Behavior**

The research field of consumer behavior can be defined as “the study of individuals, a group, or organizations and the processes they use to select, use and dispose of products, services, experiences, or ideas to satisfy needs and wants and the impacts that these processes have on the consumer and society” (Taloo, 2007, p.156). Furthermore Taloo (2007) states that consumer behavior is dynamic and that marketing managers attempt to obtain consumer insights in order to improve their marketing strategies and to be able to target their customers’ needs and wants more precisely.

For a long period of time consumer behavior research focused on cognitive processes. It was assumed that consumers make buying decisions mainly based on utilitarian product attributes and benefits, which led to neglecting affective components like emotions, moods or motivations (Laros & Steenkamp, 2005; Havlena & Holbrook, 1986). Affective unconscious processes were either conceptualized as a so called *black box* or later in form of abstract probabilities in order to describe the customer’s reaction in a given situation (Braeutigam, 2005). Williamson claims that the focus on considered and rationally driven behavior and the ignorance of emotional influences can for example be explained by the fact that such data is easier to obtain and because of a perceived need for creating models (Williamson, 2002).

The emphasis on the consumption experience has been considered important in the 1980’s when research within experiential consumption started to increase slowly (Havlena & Holbrook, 1986). During the last two decades a shift towards research on particular emotions evoked by market stimuli, products and brands can be noticed and a growing knowledge

body has emerged (Laros & Steenkamp, 2005). By demonstrating strong relationships between emotions and cognitive appraisal structures, a cognitive approach to emotions has developed (Frijda et al., 1989). Neurologists and academics have provided new insights into the way consumers' minds work and how this in turn has an impact on consumer behavior (Williamson, 2002). Especially neuroscience tries to investigate relevant psychological processes (Braeutigam, 2005) to better understand the still not fully discovered black box.

Several different research areas have been investigated within the field of emotions in consumer behavior and the direct impact of emotions on consumer behavior is frequently proven (Soscia, 2007). Various studies have investigated the impacts of emotions, components influencing emotions and also emotions in relation to other aspects. A selection of studies is introduced in following paragraphs.

Many studies have for example focused on consumers' emotional responses towards several kinds of advertising. Edell and Burke (1987) proved in the late 1980s that television commercials are likely to evoke emotions and that they are important predictors of the commercial's effectiveness. Derbaix (1995) found later on that affective responses among consumers differ in terms of familiar and unfamiliar brands shown in the advertisement.

During the last two decades, researchers have begun to study emotions evoked by other marketing stimuli, products and brands. Holbrook and Hirschman (1982) started with integrating the affective component to consumption experiences and gave a call to recognize the importance of understanding a consumer's experience in consumption. Particularly the consumers' emotional responses towards product attributes should not be underestimated as they have a major impact on the overall perception of the brand (Barrena & Sánchez, 2009).

Consumption emotions have been analyzed in different contexts, for example in terms of different products and within different cultures (Dube, et al., 2003), on particular products like genetically modified food (Laros & Steenkamp, 2004) or services (Zeelenberg & Pieters, 1999). Derbaix and Pham (1991) found that even if earlier research has focused on elicited positive affective reactions, also negative affective reactions play an important role in consumption and cannot be ignored. They also claim that gender differences have to be considered. Males are in general less likely to emphasize emotional experiences (Derbaix & Pham,

1991). In addition Phillips and Baumgarnter (2002) found that experienced emotions in consumption influence the perceived overall satisfaction of a product.

Many studies have focused on specific consumption emotions. Zeelenberg et al. (1998) studied in particular the emotions of regret and disappointment and found that they can be distinguished with respect to the feelings that comprise the two emotions. Bougie et al. (2003) studied the specific experience of anger and dissatisfaction and their effect on consumer responses. Furthermore, Derbaix and Vanhamme (2003) found a link between the feeling of surprise and word-of-mouth generated from consumption (Derbaix & Vanhamme, 2003).

Only little research has been conducted on emotions in relation to ecological products. Fotopoulos and Krystallis (2002) investigated the reasons for consumers to favor or not to favor ecological products, whereas Myburgh-Louw and O'Shaughnessy (1994) found that many consumers are willing to pay a price premium for them. Laskova (2007) introduced the concept of perceived consumer efficiency (PCE), which illustrates the relationship between green attitudes and behavior. The theory suggests that consumers who feel powerless in terms of supporting the environment are not likely to engage in supportive consumption (Laskova, 2007). In addition some other studies have been conducted to explain emotions involved in an overall environmentally conscious behavior.

However, according to Moisander (2007) there are usually several external conditions influencing the choice whether or not to engage in green consumerism, which are rooted in cultural, political, infrastructural and economic circumstances. Therefore environmentally friendly consumption may be characterized as highly complex in terms of consumer behavior and underlying morals and emotions.

### **1.2.2 Emotional Influences on the Decision-Making Process**

Descriptive models of decision-making processes are often criticized for neglecting emotional influences (Pfister & Böhm, 1992). Especially since the shift in consumer behavior towards an acceptance that consumer behavior is also significantly influenced by affective components in the late 80's, several studies have attempted to explain how and to what extent emotions influence the decision-making process (Loewenstein & Lerner, 2003). As a result it

is nowadays widely understood and accepted that emotions are of considerable importance when studying consumers' decision processes (Arana & Leon, 2009). Damasio even claimed that decision-making without the influence of emotions is impossible (Damasio, 2000). Recent findings in cognitive neuroscience and neuroeconomics support this statement by illustrating that emotions play an even more significant role when it comes to decision making than it was previously expected (Loewenstein & Lerner, 2003).

Understanding the emotions' importance has led researchers to investigate emotional influences on the process in more detail. Some researchers like Burnett and Lunsford (1994) even recognized a need for gaining detailed knowledge about the impact of specific emotions. In one of their studies they conceptualized the feeling of guilt into the process as they perceived guilt to be a strong motivator for consumer behavior in purchase decisions (Burnett & Lunsford, 1994).

When reviewing studies on emotional influences on the decision-making process, two phases appear as being of particular interest. The first stage deals with the alternative evaluation in-store. Barrena and Sánchez (2009) claimed that especially in-store, where the first impression of a product is formed, emotional influences are important to study. Other researchers, for example Phillips and Baumgarnter (2002) state that emotions do not only play a vital role when evaluating products in-store, but point out their importance in the post-purchase period. Following sections illustrate in further detail research which has been conducted within these two stages of the decision-making process.

### *The Pre-Purchase Alternative Evaluation Stage*

The evaluation of alternatives and the ultimate choice are crucial aspects within the pre-purchase phase of the consumer decision-making process. Bagozzi et al. (1999) found that a consumer's emotional state influences the strategy used for processing information and evaluating product alternatives. The authors refer to Clore et al. (1994) when stating that consumers use feelings as information when there is a lack of other available information they can use for the alternative evaluation during the decision-making process. Schwarz called this theory the feelings-as-information model. It is also applied when the available information is too complex and therefore not applicable or if the consumer does not have sufficient

time to implement the previous information search stage (Clore et al., 1994 cited in Bagozzi et al., 1999).

According to Bagozzi et al. (1999) authors talking about emotions within the decision-making process are often on the fine line between emotional states and mood states. Although emotions and moods cannot be used synonymously since moods are longer lasting and of lower intensity than emotions, both are affective processes and share certain similarities (ibid). Hill and Gardner determined the effect of mood states on consumer decision-making in 1987. The authors cited Isen and Means (1983) who found out that a consumer being in a positive mood is more likely to make fast decisions. In such a situation, fewer product alternatives are taken into consideration and less information is needed in order to make a choice. Isen (1987, cited in Bagozzi et al., 1999) also discovered that being in a positive mood leads to avoiding cognitive processes during the alternative evaluation stage and to using heuristic processing instead. Also studies on negative mood states have been conducted, which have provided the result that “mood states have an important impact upon the nature of information utilization and evaluation during decision making” (Hill & Gardner, 1987).

Furthermore Hirschman and Holbrook (1982) investigated the importance of emotional desire when it comes to choosing one product over another. Emotional desire is often a strong motivator and predominates utilitarian motives. The authors state that motivation researchers have clearly ascertained that strong emotions such as love or jealousy can overrule economic decision rules based on deductive reasoning (Hirschman & Holbrook, 1982).

The role of anticipated concrete emotions in preferential decision making has been investigated by Pfister and Böhm (1992). The researchers found that emotions cannot be reduced to attribute utilities, but should be regarded as additional attributes complementing the objective attributes. This inclusion of emotions significantly increases the predictability of preferences and choices. Pfister and Böhm considered positive as well as negative emotions in their studies. However they found that negative emotions do not have a substantial influence on preferences. Moreover they claimed that positive and negative emotions are not correlated, meaning they can be experienced simultaneously or in fast alternation (Pfister & Böhm, 1992).

Some authors conducted studies on particular emotions and their influence on the alternative evaluation. Mellers (2001) for instance investigated the impact of pleasure on consumer choice. He claimed that before making a choice people evaluate the future outcome of their decision in terms of what emotions they are likely to experience. In several studies the authors identified a close relationship between anticipated pleasure and choice. Consumers appraise different alternatives according to what degree of pleasure that these alternatives may arouse. The option with greater average pleasure will be selected. Furthermore they found that the stronger the feeling of pleasure the consumer experiences, the more risk seeking the decision will be (Mellers, 2001).

Barrena and Sánchez (2009) suggest that because of the difficulty nowadays to differentiate products by using technical characteristics such as quality or price, marketers could profit from gaining deeper insight into the way consumers' purchases are influenced by their perceived emotions. Knowledge about evoked emotions can in turn be used as a differentiation strategy (ibid). With their paper in which they study the consumption of wine - a homogenous product on a saturated market - the authors support the idea that emotions do play an important role in consumer choice structures. Given the impact of emotions on purchase decisions, it appears obvious that product differentiation can occur from an understanding of how products evoke emotions (Barrena and Sánchez, 2009).

### ***The Post-Purchase Evaluation Stage***

Emotional responses are fundamental components of consumption experiences (Westbrook, 1987). Havlena and Holbrook (1986) argued that this applies to any product. Many product-usage situations include few objective or tangible benefits, while producing many subjective or emotional reactions in the consumer (Havlena & Holbrook, 1986).

Emotions and satisfaction judgments are evoked in the post-purchase period of the consumption process (Holbrook & Hirschman, 1982). Phillips and Baumgartner (2002) found that these two components in the post-purchase period are interrelated. Experienced positive as well as negative emotions in consumption influence the perceived overall satisfaction of a product (Phillips & Baumgartner, 2002). After consumption consumers compare experienced emotions with anticipated emotions and evaluate their satisfaction (ibid).

Westbrook and Oliver (1991) and Mano (2004) argued that traditional approaches of consumer behavior place the concept of customer satisfaction at the core of the post-purchase period. Customer satisfaction is a post-purchase evaluative judgment concerning a specific purchase selection (ibid). Satisfaction is believed to mediate consumer learning from prior experiences and to explain post-purchase behavior such as complaints, repurchase, word of mouth and product usage (Westbrook & Oliver, 1991; Mooradian & Olver, 1997).

However, even if a comparison between experienced emotions and anticipated emotions is argued to be a major determinant for evaluating satisfaction (Phillips & Baumgartner, 2002), many researchers claimed that customer satisfaction is more complex than a summary of relative frequencies of positive and negative emotions during the consumption experience (Westbrook & Oliver, 1991; Manu & Oliver, 1993). Manu and Oliver (1993) and Mooradian and Olver (1997) described customer satisfaction as a complex response which consists of both cognitive and affective components, but agreed that affective components are definitely of significant importance.

Concerning affective components in the post-purchase phase, Phillips and Baumgartner (2002) proved that emotions experienced in consumption are particularly derived from product performance. It has also been found that the experience of positive emotions in general leads to an increase in satisfaction, while negative emotions lead to a decrease in satisfaction (Phillips & Baumgartner, 2002). Research has provided findings showing that these consumption-based emotions complement cognitive appraisals and are suitable for predicting satisfaction (Westbrook & Oliver, 1991). Satisfaction in turn has a direct impact on post-purchase processes as well as on repeated purchase intentions (Oliver & Swan, 1989).

In terms of predicting post-purchase satisfaction and behavior, Nyer (1997) found the emotions joy/satisfaction, anger and sadness to be the most prominent ones. In one of their studies on consumer emotions, Moorandian and Olver (1997) found that overall negative emotions are more accurate predictors of the satisfaction level than positive ones. In terms of likelihood to repurchase, Chaudhuri (1997) claimed that negative emotions in the decision-making process also significantly influence how likely consumers are to repurchase a product. In her study, Chaudhuri found that negative emotions in the entire process lead to an increased perception of risk. However, in the event of a positive consumption experience



after purchasing, the consumer is likely to repurchase and to develop product loyalty, as the consumer sees an opportunity to decrease the earlier perceived risk (Chaudhuri, 1997).

When studying emotions being evoked in the post-purchase process, Westbrook (1987) argues that one has to consider that consumers are able to perceive both negative and positive emotions simultaneously. Westbrook discovered the existence of independent dimensions of positive and negative affects and found them to be directly related to satisfaction judgments and other post-purchase behavior (Westbrook, 1987). The presence of pleasant emotions, such as joy or excitement, does therefore not necessarily guarantee absence of unpleasant emotions such as anger or disgust (ibid).

### **1.3 Problem Discussion**

The amount and breadth of literature dealing with emotions in consumer behavior do not only imply a significant attention given to the topic, findings also prove the impact of emotions on consumer behavior and the different stages of the decision-making process.

However, only little research has been conducted on investigating effects of emotions on the pre-purchase as well as the post-purchase stage of the decision-making process at the same time. In addition it has been proven that different products are likely to evoke different emotions which in turn influence the process in different ways. Nevertheless, only little research has been conducted on specific product examples. Moreover the way emotions change and have different impacts on consumers during the decision-making process is almost uninvestigated when one particular product or product category is concerned.

Recent developments on the market place shows an increasing interest for ecological consumption which require insights into how companies can best react to emerging needs and wants. With eco-products constituting one of the fastest growing segments on the food market (Pomaizlová, K., 2009), companies have already seen the potential in offering eco-products and the segment continues to boom. Research has been conducted within the fields of green consumerism, emotions in consumption and the buying decision-making process respectively. However these topics have rarely been investigated in combination. This makes it an interesting field for research and a topic of relevance for managers wanting to increase the effectiveness of consumers' emotional experiences. Within the research field

of green consumerism, some studies have attempted to explain why consumers follow the green trend and look into involved emotions. However, it seems that no study has investigated in-depth which emotions are evoked when making a purchase decision and consuming eco-products.

### **1.4 The Purpose of the Study**

The study's purpose is to provide insights concerning how consumers' emotions influence the decision-making process when buying and consuming ecological grocery products. The study attempts to concentrate on the pre-purchase alternative evaluation stage and the post-purchase evaluation stage of the eco-consumer's decision-making process. Within these two stages the study intends not only to name specific emotions, but to discover inter-relations and cognitive backgrounds.

The purpose leads to the following research question:

- *How do consumers' emotions influence the decision-making process of grocery eco-products?*

To cover relevant areas involved in this research question, two sub-questions are of particular interest:

- *How do emotions influence the consumer in the pre-purchase alternative evaluation stage?*
- *And how do emotions influence the consumer in the post-purchase evaluation stage?*

### **1.5 Research Aim**

The study attempts to fulfill several aims. Firstly, the study aims to fill the research gap described above and thereby contribute to the existing academic knowledge body. The study concentrates on grocery eco-products and aims to explore which emotions are most likely to influence the consumer's decision-making process. Due to the limited time frame, but also because grocery eco-products are low-involvement products and characterized by a limited problem-solving decision-making process, the focus of this study lies on insights particularly

concerning the pre-purchase evaluation of alternatives and the post-purchase evaluation stages. Moreover these stages appear to be most relevant and interesting. Overall it does not only aim to name specific emotions, but also to explain their backgrounds and interrelations and to compare the evoked emotions on both stages. Obtaining new insights about these aspects allow the development of new theory and thus contributions to existing knowledge.

From a practical point of view it can be said that by better understanding which emotions are evoked when buying and consuming eco-products and also what is actually causing them, it ought to be easier for marketers to tailor their marketing efforts more precisely in order to reach the target audience in the best way. The gained knowledge should be of interest to marketers when designing for example campaigns and packaging of grocery eco-products.

## **2 Theoretical Foundation**

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*This chapter presents theories which are relevant for the purpose of this study and which are needed to analyze the empirical material. As the study attempts to investigate how emotions influence the decision-making process in an eco-product consumption context, these theories are gathered from the fields of psychology and consumer behavior. In order to provide an in-depth understanding of the psychology concept Cognitive Appraisals, its content and relevance, previous research within this field is presented. Lastly the nature of emotions is discussed and existing scales are presented which are used to measure them in general and in consumption situations in particular.*

### **2.1 The Importance of Consumer Behavior**

Consumer behavior can be attributed generally to three classic influences. First of all the particular characteristics of the individual consumer, including among others personality, attitudes and needs influence the individual's behavior. Also his/her surrounding environment, including elements such as culture, family and peer groups, plays an important role. The third major influence is the inherited genetics that constitute the biological makeup of the individual (Chaudhuri, 2006). Next to these three classic influences, it is also possible to affect the consumer's emotional and rational responses through external stimuli such as marketing (ibid).

The fact that marketing is able to influence consumer behavior gains special relevance when considering that the importance of consumption in all fields of society is steadily increasing. Nowadays consumption is crucial in our social, psychological, economic, political and cultural lives (Solomon et al., 2007). As a consequence knowledge about consumer behavior becomes essential for marketers to create successful marketing plans that have the ability to influence the consumers' responses to their advantage. Furthermore it is crucial for every company to satisfy consumers' needs in a more effective way than their competitors in order to survive and succeed in the market place (ibid).

## 2.2 The Consumer Decision-Making Process



Figure 1: Model depicting the Consumer Decision-Making Process (on basis of Nordfält, 2005, p.16)

In existing theory the consumer decision-making process is often viewed as a problem solving process. Originally based on John Dewey's work from 1910, many authors have developed variations of his five-step problem-solving process a consumer goes through when making a purchase decision (Nordfält, 2005).

One of the most known and popular conceptualizations is the five-step problem-solving model by Engel, Kollat and Blackwell. These authors define the model as "a thoughtful and consistent action to achieve need satisfaction" (Nordfält, 2005). The five steps of this cognitive approach include need recognition, search, pre-purchase alternative evaluation, purchase and post-purchase evaluation. Below each step will be discussed further.

The starting point of the process is a **need** or **problem recognition**, activated by either an external stimuli or solely by motive, without any external influence (Engel et al., 1978). The consumer recognizes a significant difference between his actual state, meaning what he currently possesses or embodies and his ideal state, meaning what he desires to possess or embody. The difference can be evoked by either a downturn of the actual state or an upturn of the ideal state. Accordingly this can involve a need recognition or an opportunity recognition. Although these discrepancies can occur naturally and depend on social changes in the consumer's life, very often the need for buying a new product is created by marketing efforts (Solomon et al., 2006). However not every time a consumer perceives a difference between actual and ideal state a need or problem is recognized. Behavior requires a certain minimum level of discrepancy in order to be activated (Engel et al., 1978).

After recognizing a problem and/or a need for making a purchase, the consumer "surveys his or her environment for appropriate data to make a reasonable decision" (Solomon et al., 2006, p.276). The process of **information search** takes place internally as well as externally.

First of all the consumer draws back on own knowledge and experience in order to gather relevant information he can base his decision on. If internal search turns out not to be sufficient an external search is activated (Engel et al., 1978). These external powers offer additional insights and therefore further forward the purchase decision-making process. These aspects can be among others advertising and peer groups (Solomon et al., 2006). How long the search for information is continued and how extensive it is implemented depends on each consumer and his willingness to spend time and energy on the process (Engel et al., 1978).

The **evaluation of alternatives** is the next crucial stage of the five-step decision-making process. According to Engel et al. (1978) all the information and thereof resulted experiences gathered during the previous stage now enter the memory and affect the evaluative criteria and beliefs (the link between product and evaluative criteria). Because the consumer is not able to take all alternatives into consideration that exist on the market and evaluate them, it is necessary to distinguish between three different sets – the evoked set, the inert set and the inept set. The evoked set is the most relevant one as it includes the alternatives that are actively considered in the consumer's evaluation process. Most often this set only includes a very small number of products. Alternatives the consumer is aware of but does not take into consideration to buy are part of the inert set. Finally the inept set includes all the alternatives that the consumer does not even know about (Solomon et al., 2006). In general the consumer has to simplify the whole evaluation process a lot in order to be able to make a final decision. This decision is then based on the information gathered during the previous step, including internal as well as external information, and beliefs about the products or brands. As Solomon et al. (2006, p. 277) state "the decision rules guiding choice can range from very simple and quick strategies to complicated processes requiring much attention and cognitive processing".

When the consumer has decided about one product out of the alternatives included in the evoked set, it is most likely that the **purchase** will be implemented. However there are still factors that could lead to not buying the product. This can be for instance unexpected circumstances such as the sudden necessity of purchasing another product (Runia et al., 2005).

It is important to consider that the decision-making process is not finished with the ultimate purchase of the product. Satisfaction or dissatisfaction appears when the product is in use, in

the so called **post-purchase evaluation**. This stage is crucial and should not be underestimated since it decides the probability of repurchase and in the best case loyalty to the product or brand. If the product fulfills the consumer's expectations or even exceeds them the chance to buy the product again is very high. If the consumer is dissatisfied because he expected more or something different from the product, he might regret the purchase and not take into consideration to buy it again (Runia et al., 2005).

Although this five-step decision-making process has been frequently referred to in existing literature and is often used as a starting point when explaining consumer decision-making, it has been repeatedly questioned for its applicability in daily-life situations, especially in terms of fast moving consumer goods. Authors claim that many purchases are habitual and include only a low involvement of the consumer. Thus they doubt that consumers always pass through all the steps in those specific situations (Nordfält, 2005).

Kurtz et al. (2009) therefore classify the consumer problem-solving processes into routinized response behavior, limited problem solving and extended problem solving, in order to make it applicable for a wider product range. The factors influencing the problem-solving behavior are price, level of involvement, number of brands, frequency of purchase and the customer's perceived risk (Kurtz et al., 2009).

The **routinized response behavior** is an extremely low-involvement process. The consumer simply makes a habitual purchase such as choosing a preferred brand. The choice is based on already set evaluative criteria and previously identified available options (Kurtz et al., 2009). This process is mostly implemented when the frequency of purchasing a particular product is high. The information search within this process is implemented only very limited, since the consumer does not take external information into consideration (ibid).

**Extended problem solving** is the opposite as it requires high involvement of the consumer and includes an extensive information search. The consumer has to understand the product features of all alternatives in order to be able to compare and evaluate them. It is implemented mostly when brands or products are difficult to categorize or when the purchase requires a high investment (Kurtz et al., 2009).

Particularly relevant for this thesis is the process of **limited problem solving**. It requires a medium level of involvement and can be viewed as being halfway between routinized re-

sponse behavior and extended problem solving. Similar to the routinized response behavior the consumer has previously set evaluative criteria for a specific purchase. However when a new brand or product enters the consumer's evoked set of considered alternatives those criteria have to be used to assess this new potential purchase (Kurtz et al., 2009). The effort spent on this buying situation concerning time investment and external information search is of moderate amount. It is furthermore affected by the number of evaluative criteria and brands, the extent of external search and the process of determining preferences (ibid).

### **2.3 The Nature of Emotions**

The nature of emotions has been defined in manifold ways. According to Barrena and Sánchez (2009, p. 1004) "the term emotion is used to refer to a preparatory mind-set resulting from cognitive patterns learned from events or thoughts, usually accompanied by a psychological process and manifested physically". Furthermore the authors claim that emotions are personal, temporal and mixed. By way of explanation, the same stimulus, for example a certain product, can evoke different emotional states in different individuals. In addition a stimulus does not evoke the same emotional response in one individual in every point in time, and can also lead to more than one emotion simultaneously (Barrena & Sánchez, 2009).

Also Bagozzi et al. (1999) define emotions as mental states of readiness that "arise from cognitive appraisals or events or thoughts". However they add the affective nature of emotions when claiming that emotions are often expressed physically for instance via gestures and lead to specific action in order to cope with the mental state (Bagozzi et al., 1999). Moreover these authors classify emotions, next to moods and attitudes, as one part of the term affect.

Laros and Steenkamp (2005) discuss two levels of emotions; emotions conceptualized as general dimensions such as positive and negative affects, which relates to Bagozzi's view on emotions, and furthermore specific emotions. Furthermore the authors argue that all emotions or emotion words in particular, are either negative or positive (Laros & Steenkamp, 2005).

However these definitions give only a brief overview of numerous different explanations trying to provide deeper insights into the actual nature of emotions. When reviewing exist-



ing definitions it turns out that they are partly overlapping, but show in general only little consistency and sometimes do not clarify explicitly what emotions actually are (Richins, 1997). This makes it necessary to choose one definition or framework to function as basis for future research.

There is one framework explaining the characteristics of emotions in a clear and precise way which has gained acceptance among researchers. It was established by Ortony, Clore and Foss in 1987. These authors claim that “an emotion is a valenced affective reaction to perceptions of situations” (1987, cited in Richins, 1997). Again the discussion about affect and emotion is undertaken. Ortony et al. state that a differentiation between both has to be made, although the terms are often used synonymously. It is emphasized that all emotions are affective, but not all affective conditions are emotions. The term affect describes a broader concept, whereas emotions are more specific.

This precision is one of the main strengths of this framework. It is highly narrowed down and excludes certain terms and descriptors that make other definitions more vague and imprecise. First of all, subjective evaluations such as “attractive” and “horrible” are excluded. These terms describe reactions or opinions rather than psychological or physical states of a person (Ortony et al., 1987). In addition the authors do not rate bodily states such as “tired” and “thirsty” among emotions as they belong to the non-mental conditions. The third exclusion refers to non-valenced cognitions including among others surprise and interest (Richins, 1997).

It becomes clear that the focus of Ortony et al. is not only the nature of emotions itself, but also on naming emotions. They claim that emotions are not a linguistic phenomenon. However language is the most convenient access we have to mental states (Ortony et al., 1987). This matter of fact becomes particularly important when trying to measure emotions and their effect on consumer behavior.

## 2.4 The Challenge of Measuring Emotions

When measuring emotions in order to investigate their effect on for instance consumer behavior, but also every other conceivable domain, it is necessary to categorize or classify the emotions (Richins, 1997). Seeing the previously discussed numerous and partly inconsistent definitions and explanations of the term emotion, this is not an easy task to do. Ortony and Turner (1990, cited in Laros & Steenkamp, 2005) have shown that 14 different emotion theorists suggested 14 different sets of basic emotions. However Laros and Steenkamp (2005, p. 1440) have found certain congruencies in the various sets. They conclude that for example emotion words such as fear, sadness and happiness are included in almost every set, whereas terms like forlorn or zeal appear only infrequently. Furthermore they claim that the amount of negative emotion words outweighs the positive ones (ibid).

Among the numerous emotion sets there are a few outstanding ones that have been frequently used in research and gained acceptance during the last decades. One certainly well-known and popular way of measurement is the PAD (Pleasure-Arousal-Dominance) scale by Mehrabian and Russel from 1974 (Richins, 1997). This scale was established in order to measure emotional responses to environmental stimuli and therefore has been frequently used to investigate consumers' in-store behavior and store environments. It contains 18 items, six each for pleasure, arousal and dominance. However the PAD measurement is not construed in order to incorporate specific emotions and does not cover the whole domain of emotional experiences either. Therefore this specific scale is most suitable if one tries to investigate dimensions that underlie emotional states, rather than measuring specific emotions individuals experience in particular situations (Richins, 1997).

Two researchers famous for taking a biological perspective on emotions are Plutchik and Izard. Plutchik identified eight basic or primary emotions that are supposed to be of importance in the struggle for survival and can also be identified in the animal world. Also Izard explored emotions in a survival setting by focusing on the role of facial muscle responses (Chamberlain & Broderick, 2007). In her Differential Emotions Scale (DES) ten emotions are included that are supposed to be universally recognisable in distinctive facial expressions (ibid). However the reliance on basic emotions has been criticized among researchers such as Ortony and Turner. These authors state that "there is no coherent nontrivial notion of

basic emotions as the elementary psychological primitives in terms of which other emotions can be explained” (Richins, 1997, p.128).

One researcher who has investigated in particular consumption emotions is M. L. Richins. Although studies on reactions to advertisement and consumer satisfaction had already been conducted, Richins saw a need in exploring specifically consumption related emotions since these are assumed to be more complex in nature and differ from emotions in other contexts (Chamberlain & Broderick, 2007). Consumption emotions are for instance not likely to be experienced in such an extreme intensity as it would be the case in intimate personal relationships (Richins, 1997). Therefore the so called CES (Consumption Emotions Set) was developed in order to assess a range of emotions frequently experienced in consumption situations. It is important to mention that the term consumption in the context of the CES includes anticipatory consumption, product acquisition as well as post-purchase possession and use of the product (ibid). As basis for the identified 20 emotion clusters Ortony’s et al. definition of emotional terms was used (Chamberlain & Broderick, 2007). Furthermore the CES is of particular interest since it is the only scale that has been used so far to investigate and measure consumption emotions within the context of food items (Barrena & Sánchez, 2009).

## **2.5 The Cognitive Appraisals Approach**

### **2.5.1 Evaluating the Approach within the Context of this Study**

For the purpose of studying emotions within the area of marketing, three approaches have evolved in previous research; the categories approach, the dimensions approach and the cognitive appraisals approach. Even if all these approaches aim to study emotions in-depth, Watson and Spence (2007) argue for the relevance of the cognitive appraisals approach and highlight the shortcomings of the others.

As its name implies, the categories approach groups emotions into categories based on their similarities. A well-known scholar in this field is again Plutchik who introduced eight categories of emotions. However this approach does neither attempt to determine the causes of specific emotions nor the differences among the grouped emotions and is therefore of limited help in explaining when an emotion is experienced (Watson & Spence, 2007).

The dimensions approach investigates emotions by differentiating them according to their levels of valence and arousal. It has been a popular approach as the dimensions describe inherent emotional states, meaning qualities that all feelings have. The approach is however also limited in explaining which emotions are felt by a consumer and additionally fails in distinguishing emotions that have similar valence and arousal levels (Watson & Spence, 2007).

The third approach on studying emotions is the cognitive appraisals approach (CAA) that considers the cognitive origin of emotions (Soscia, 2007). Its purpose is to give an explanation of how emotions' underlying motivational and evaluative aspects influence the consumption behavior. Furthermore this approach offers a way to explain how a multitude of emotions are evoked and how they lead to different behavioral responses, including situations where the emotions' valence and arousal levels are similar.

Johnson and Stewart (2005) regard the CAA as “an especially relevant approach for understanding the emotional responses of consumers in the marketplace” (Johnson & Stewart, 2005 in Watson & Spence, 2007). This statement is supported by Bagozzi et al. (1999) who suggest that the CAA offers a more holistic explanation of consumers' behavioral responses to emotions than the aforementioned approaches do. Moreover the authors claim that the CAA allows to investigate in-depth subtle nuances of emotions, such as how individuals interpret an identical situation differently depending on what emotional states are evoked (Bagozzi et al., 1999). However, it has to be pointed out that the differentiation of emotion cannot be covered completely by the appraisal theory. Some emotion names refer primarily to object components and are therefore not caused by appraisals. This is applicable for instance on jealousy (Buunk & Bringle, 1987 cited in Frijda et al., 1989).

Cognitive appraisals are defined as “the interpretations and meanings that we attach to sensory stimuli” (Passer & Smith, 2007). Therefore appraisals can be distinguished from dimensions used in the previously introduced dimensions approach as they are interpretations of characteristics of events that together cause particular emotions, while dimensions are inherent aspects of the emotions evoked (Watson & Spence, 2007). As Smith and Ellsworth (1985) frame the CCA theory more specifically “the experience of emotion is closely associated with the organism's appraisal of its environment along several cognitive dimensions”. The different emotions evoked among individuals are thus the result of the differences in

how they appraise their environment. Appraisals can vary with them being purposive, deliberate and conscious but also automatic, unreflective and unconscious, depending on the individual concerned (Bagozzi et al., 1999). Lazarus (1991) defines an appraisal as a particular type of cognitive activity, which “consists of a continuing evaluation of the significance of what is happening for one’s personal well-being”.

A necessary condition for an emotional response to an event is thus that the individual has a personal interest in it and judges the event to prevent or facilitate it (Bagozzi, 1999). In other words the cognitive theory implies that emotions are evoked under circumstances which have a special significance for the person’s well-being, and that the person reacts on, or *cope with* the emotion through varying strategies (Lazarus, 1991 in Soscia, 2007). Coping is especially important within the practice of marketing, since it can affect post-purchase behavior, such as positive or negative word-of-mouth and complaints (Yi & Baumgartner, 2004).

Although the purpose and the importance of the CAA are widely agreed upon among experts, several variations of cognitive theory exist without consensus about a specific amount and terming of appraisals. Scholars are using between four and nine appraisals to distinguish between emotional responses. After an extensive literature review Watson and Spence (2007) summarized their findings within a model depicting cognitive appraisal theory in which they include four main appraisals that are discussed further below.

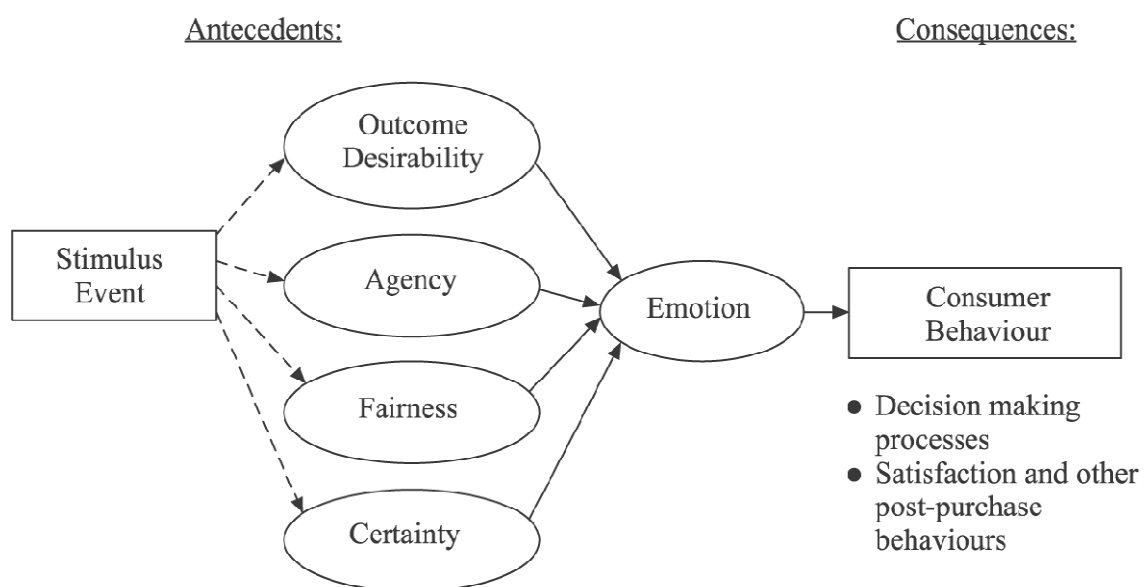


Figure 2: Model depicting the cognitive appraisal theory (Watson & Spence, 2007, p. 503)

### 2.5.2 Appraising Outcome Desirability

According to Watson and Spence (2007) outcome desirability is widely regarded as the most fundamental appraisal. It contains the evaluation of a situation according to its outcome that can be either positive or negative with respect to the personal well-being of the individual experiencing it. Shaver et al. (1987 cited in Ruth et al., 2002) claim that outcome desirability can be traced back to the two categories of positive and negative emotions that build the individual's knowledge about emotions. The more a situation is perceived as desirable, the more likely it is that positive emotions such as joy or pride occur (Nyer, 1997). Since this goes along with if a situation is perceived as pleasant or unpleasant, outcome desirability is also referred to as pleasantness. Appealingness (Ortony et al., 1988), motive consistency (Roseman, 1991) or the below discussed goal-related names are other terms referring to the same concept (Watson & Spence, 2007).

In existing literature there are two different approaches to the nature of outcome desirability. Some scholars such as Lazarus (1991) regard this appraisal as the evaluation of a person-environment relationship, meaning that the ongoing change of this correlation results in emotions. However the viewpoint mostly taken by marketers is that outcome desirability is a motivational response to this relationship and aims to fulfill some personal goal. This goal-oriented approach is supported by several authors. Johnson and Stewart (2005, cited in Watson & Spence, 2007, p.12) state that "the goals of a particular individual in a specific situation are the most important determinants of emotional reactions". Also Bagozzi et al. (1999) regard goal relevance and goal congruence as crucial dimensions which relates to Nyer's (1997) claim that goal congruence is synonymous with pleasantness. Furthermore Nyer (1997) links goal relevance to the emotions' strength. The author argues that the more relevant the goal is for the individual, the stronger is the emotional response to a certain situation.

Watson and Spence (2007) combine the previously mentioned approaches by arguing that evaluations and motivational responses together build the concept of outcome desirability. In other words, this appraisal includes evaluative as well as motivational processes. Ruth et al. (2002) regard outcome desirability as the primary means of differentiating emotions and one of the overwhelming drivers of emotional responses. However Watson and Spence (2007, p.496) argue that "positive/negative appraisals alone are not particular diagnostic

when attempting to distinguish between specific emotions; other appraisals combine with outcome desirability to evoke specific emotions”.

### 2.5.3 Appraising Agency

After outcome desirability, researchers agree that agency is the most influential appraisal characteristic that determines consumers’ emotions (Ortony et al. 1988; Smith & Ellsworth, 1985). The causal agent refers to who or what has control over the event/situation. The person appraising the event/situation can perceive oneself, someone else or a circumstance to have control over the situation (Ortony et. al. 1988; Smith & Ellsworth, 1985).

While most authors agree on the importance of agency, they do not agree on one congruent definition. Roseman (1991, cited in Watson & Spence, 2007, p. 7) defines agency as “whether an outcome is seen caused by impersonal circumstances, some other person or the self”. Ortony et al. (1988) pose a similar definition which describes agency as the degree to which a person believes an agent to be responsible for a situation and is hence the one to praise or blame for taken actions. While these definitions consider more the responsibility within the situation itself, authors such as Smith and Ellsworth (1985) also consider the general ability to control a situation. The controllability includes whether or not an agent has control over an act. In general, when someone else is responsible for an event it is believed that they had also the control over the event; otherwise the event is automatically attributed to circumstance (Watson & Spence, 2007).

Watson and Spence (2007) propose a broad definition of agency which includes both the agent and the perceived control over the particular situation. The appraised situation can be referred to as self-caused, other-caused and circumstance-caused (Watson & Spence, 2007).

Peeters and Czapinski (1990) found that agency is more relevant when it comes to negative than to positive emotions. The appraisal of agency appears to be more important in response to failure than to success. Unexpected and negative situations are more likely to generate a need for explaining why the event has occurred and who is responsible for its outcome (Folkes, 1988; Weiner 2000).

Moreover research has proven that there are several interrelations between the appraisal of agency and particular emotions. Smith and Ellsworth (1985) found for example that a strong

sense of other-responsibility and control is likely to be associated with surprise and anger. On the other hand a strong perception of self-responsibility and control is more likely to evoke happiness, pride, shame and guilt. Moreover they explored that the feelings of anger and pride are linked to human agency, while feelings of sadness and fear are more likely to be perceived on situational control. Pride is in particular evoked when the appraiser feels responsible for the situation and in addition has control over it (Smith & Ellsworth, 1985).

Several studies proved that agency is likely to evoke several kinds of emotions, depending on the appraiser's way to evaluate the situation. Yi and Baumgartner (2004) therefore conducted a study which aimed to illustrate the impact of this fact on consumers' behaviour. Even if the study focuses on coping strategies towards negative emotions in consumption-related situations, findings can be generalized and show that consumers show different coping strategies depending on the felt emotions (Yi & Baumgartner, 2004).

#### **2.5.4 Appraising Fairness**

The third appraisal stated by Watson and Spence (2007) is the concept of fairness. It is closely connected to justice, as it deals with how morally appropriate an individual perceives a situation to be. One distinguishes between two different forms of justice, retributive and positive justice. Retributive justice is strongly linked to agency. The more intentional the action of the agent is, the stronger the moral outrage against the misbehavior. This reaction can be even more drastic if the agent executing the wrongdoing is a person known to the person appraising the situation (Darley & Pitman, 2003). Positive justice on the other hand refers to problems in pro-social interaction. These problems can for instance consist of the fair distribution of property or adequate responding to another person's action (Damon, 1975).

Furthermore fairness is related to outcome desirability. In general, a pleasant situation is perceived as being fair. Positive emotions such as happiness, pride or gratitude can therefore only occur under fair circumstances (Ruth et al., 2002). Accordingly an unpleasant situation is more likely to be perceived as unfair. However the degree of fairness is not solely dependent on the perceived degree of unpleasantness. Fear for instance can be evoked in an unpleasant situation but does not imply unfairness. Anger on the other hand, presupposes unfair circumstances. Again here, agency is closely linked to responsibility and control. If an



unpleasant situation is caused by somebody else it is regarded as less fair than if it is self-caused or circumstance caused (Smith & Ellsworth, 1985).

Just like the appraisals outcome desirability and agency, the name for the appraisal fairness differs in existing literature. Frijda (1987) for instance calls it value relevance, Smith and Ellsworth (1985) as well as Roseman (1991) use the term legitimacy and Scherer (1988) talks about compatibility standards (Watson & Spence, 2007).

Darely and Pitman (2003) underline the importance for marketers to consider the role of fairness on emotions, because they regard this concept as relevant in service failure and recovery. However in terms of cognitive appraisal theory, Watson and Spence (2007) argue that fairness related to the effects on emotions remains debatable regarding its high correlation with agency.

### **2.5.5 Appraising Certainty**

The fourth and last dimension of the cognitive appraisal theory is certainty. Certainty refers to the perceived likelihood of a particular event (Ortony et al., 1988). While past events are certain, future events remain uncertain (Watson & Spence, 2007). The degree to which a person is certain about an outcome will influence how he/she feels about it (Frijda, 1987; Roseman, 1984 & Smith & Ellsworth, 1985).

Ruth et al. (2002) found that certainty is related to various emotions in consumption. Certainty is an important appraisal component for determining felt emotions, but is assumed to be particularly relevant to consumer decision-making when anticipated decision outcomes are in focus (Ruth et al., 2002).

Appraising certainty has a strong impact on several kinds of emotions. Watson and Spence (2007) found that high levels of uncertainty are strongly associated with the emotions hope and fear. Smith and Ellsworth (1985) further argued the existence of an association between uncertainty and the feeling of surprise. Just like surprise, fear was also associated with maximum uncertainty about the situation. Other than sadness, fear was to a less extent associated with other-responsibility/control and characterized by uncertainty about whether or not one will be able to escape or avoid an unpleasant outcome (Smith & Ellsworth, 1985). Respondents feel moderately certain about the situation when perceiving guilt and shame,

although less so when feeling ashamed than when feeling guilty (Smith & Ellsworth, 1985). In addition uncertainty becomes particularly relevant to future consumption and purchasing experience (Watson & Spence 2007).

A study conducted by Tiedens and Linton (2001) focuses on consumer behavior connected to varying levels of certainty on information processing. In particular, they found that when consumers feel a high level of certainty they are more likely to engage in stereotyping, pay less attention to quality and to rely more on an experts' advice (Tiedens & Linton, 2001).

### **2.5.6 The Cognitive Appraisals Approach in Use**

The cognitive appraisals approach has proven to be useful in previous consumer research. In a study by Folkes et al. (1987), fictitious marketplace conditions were manipulated in order to examining their causal connection to consumers' anger. Results suggest that in situations where control and responsibility for negative service outcomes were attributed to the service provider resulted in a higher likelihood for anger. In comparison, when the same appraisals were attributed to the consumer him/herself anger was less likely to be perceived. In this study, the appraisal agency (self caused/caused by others) was thus the determinant factor. Furthermore, Nyer (1997) investigated how different combinations of the appraisals goal relevance, goal congruence and coping potential affected the emotions anger, sadness and joy when evaluating computer products and linked anger to negative word-of-mouth behavior.

Tiedens and Linton (2001) conducted a study on the appraisal components of emotions, focusing on certainty appraisals, which suggests that they affect both the content and the processing of judgments. The results from this study suggest that certainty in one experience may lead to congruent judgments in subsequent situations and that it can affect the depth of processing. More clearly, when individuals experience emotions which are accompanied by certainty appraisals, they are more likely to feel certain in following situations than when uncertainty is perceived. Furthermore the study indicates that certainty-associated emotions result in heuristic processing whereas uncertainty-associated emotions promote systematic processing.

Criticism towards the CAA approach involves in particular that it remains to be determined if appraisals can provide insights to a large set of consumption emotions as opposed to what have been researched so far, namely a couple of emotions. Therefore it could be discussed if the cognitive appraisals approach is suitable when investigating very complex emotional sets (Ruth & Otnes, 2002).

## **2.6 Defining the Theoretical Framework of the Study**

Previous sub-chapters have defined and described several phenomena and processes which are believed to be of relevance in order to fulfill the purpose of this thesis. The decision-making process constitutes the foundation upon which other theories are applied. Seeing that the cognitive appraisals approach aims to explain the connection between appraisals, emotions and following behavior, it can be argued that it is relevant for understanding consumer behavior in the stages of the decision-making process. Theory about emotions is described in order to help understand what is considered to be an emotion and how it can be explored within the cognitive appraisals approach.

## 3 Methodology

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*The following chapter discusses the methodology applied in this study. It illustrates the authors' ontological and epistemological standpoint which functions as basis for further decisions in this study. The research strategy and research design employed are elaborated on in detail. Moreover this chapter discusses the strategies of data collection and data analysis in order to support the reliability of the major findings.*

### 3.1 Research Approach

#### 3.1.1 Philosophical Considerations

McCracken (1988 b) argues that one of the most important features in the contemporary consumer society is a shift from individual, “microscopic”, towards a “macroscopic” perspective, where social and other contexts of consumption are taken into account. The nowadays “green consumers” have come to function as a powerful market force, imposing their values on politicians and business actors. These influential people are urged to contribute to a more sustainable future while giving people the possibility to make the “right” choices on the market (Moisander et al., 2010).

This development can be seen as a testimonial of a constantly changing and revised reality in which social actors (green consumers) play a constructive part. As these actors constitute the object of study, this study is approached by the ontological position of constructionism (Bryman & Bell, 2007). As opposed to the adversary positivism, which argues that reality is external from social actors, the ontological position constructionism argues that culture and its active social actors are interconnected and form together the reality (ibid). The essence to such an understanding lies in peoples' (individuals and as a collective) thinking and feeling and therefore one needs to pay attention to the ways they communicate with each other (Easterby & Smith, 2008).

In a reality looked upon from a constructionist perspective, the self is considered to be “a complex system of active and interactive self-organizing processes, [...] embedded in social and symbolic contexts” (Mahoney, 2002 in Young & Collin, 2004, p. 24). In an attempt to understand emotional responses in decision-making in a green consumerism setting, constructionism is an especially relevant philosophical point of departure, as it proposes that

each individual mentally constructs the world of experience through cognitive processes (Young & Collin, 2004). Eco-products which constitute the focus of this study are a result of this social phenomenon and can be seen as categories that individuals employ to help them understanding their social world (ibid).

Related to constructionism, the epistemological perspective of interpretivism is employed in this research as it aims for an understanding of emotions in contrast to rationally explaining them. Furthermore the hermeneutic-phenomenological tradition proposes that individuals place meaning in consumption as it helps them to create identity. This argues for the necessity to look at things from the individual's perspective (ibid).

### **3.1.2 The Relation between Theory and Research**

Clarifying the relationship between theory and research is a next crucial step in identifying an appropriate research design. Bryman and Bell (2007) elaborate on the concepts of deductive and inductive theory. The main question in this context is, if existing theory is going to be tested or if new theory is going to be created. The deductive view on the relation between theory and research looks upon theory as a starting point of the deduction process with the aim to test and revise existing theory. In general this is a very linear process, where one step follows the other in a clear logical sequence (ibid). An inductive approach on the other hand aims to develop theory out of the research's findings, meaning that theory is systematically generated from the collected data (Dubois & Gadde, 2002). However making a clear distinction between deductive and inductive theory turns out to be problematic since most often both approaches are partly overlapping and the one is likely to include elements of the other (Bryman & Bell, 2007).

The aim of this thesis is to provide new findings regarding the impact of emotions on the decision-making process when purchasing grocery eco-products. It is by no means the purpose to strictly test and revise existing theory. In this study theories concerning the decision-making process and the cognitive appraisal approach have been interrelated and used as a point of departure, to discover cognitive and emotional variables and relationships of consumers who consider to buy or to consume eco-products. Dubois and Gadde (2002, p.559) call this process systematic combining and refer to an abductive approach stating that it "builds more on refinement of existing theories than on inventing new ones". By investigat-

ing consumers' emotions, the triggers of these emotions and their influence on decision-making, existing theory has been developed through the interplay between theory on emotions, appraisals and decision-making and empirical examination.

However Dubois and Gadde (2002) argue that an abductive approach is not a balanced mixture of deductive and inductive theory, but is indeed closer to an inductive approach. This is essential in this study, as inductive theory in comparison to deductive theory provides greater insights into the complexity of emotions investigated in this thesis (Bryman & Bell, 2007).

### **3.1.3 Research Strategy – A Qualitative Study**

The distinction of qualitative and quantitative approaches provides a general orientation of the research conducted (Bryman & Bell, 2007). While quantitative studies involve data which is "either in form of or can be expressed as numbers", qualitative studies involve data collection which is mainly in form of words (Easterby-Smith et al., 2008, p.4).

Easterby-Smith et al. (2002) claim that quantitative data often leads to a focus on describing and counting the occurrence of a particular event and therefore neglects an in-depth understanding and explanation why certain events are happening. They suggest that "qualitative methods might concentrate on exploring in much greater depth the nature and origins of people's viewpoints" (Easterby-Smith 2002, p.3). Also Bryman and Bell (2007) argue that in case a researcher is interested in how respondents interpret their social world, a qualitative approach is more likely to generate the desired outcome. In addition a qualitative approach is more suitable when investigating a research area in which only little research has been conducted, as quantitative studies attempt to test and challenge prior literature within the same field of interest (Bryman & Bell, 2007).

Considering the ontological and epistemological considerations of this study as well as the viewpoint regarding the relation between research and theory, the most appropriate research strategy for this study is a qualitative approach. Also in terms of the particular research problem of the study, a qualitative approach seems to lead best to the desired outcome. The defined problem of this study, to explore underlying emotions when taking a purchase decision and consuming an eco-product, is a social construct about that the authors aim to obtain knowledge. The knowledge includes inner emotions which are evoked when

(a) evaluating alternative products in store and deciding for an eco-product and (b) when actually consuming the bought product. The researchers do not attempt to give information about the frequencies how often one kind of emotion is evoked or how many consumers show the same reaction habits, but rather to understand the interrelations of cognitive appraisals, evoked emotions and the consequent behavior when considering to buy or consuming an eco-product.

According to Bryman and Bell (2007) qualitative studies entail mostly inductive elements and emphasize the development of theories. They reject the practices and norms of natural science and of positivism and thus concentrate on the ways in which individuals interpret their social world (ibid). In addition qualitative studies embody “a view of social reality as a constantly shifting emergent property of individuals’ creation” (Bryman & Bell, 2007, p.28). In its appearance qualitative research focuses on context and is emergent rather than tightly predefined and is therefore fundamentally interpretive (Marshall & Rossman, 2006). A qualitative researcher therefore views social phenomena holistically (ibid). A quantitative research portrays the opposite and seems consequently less likely to suit the given research settings (Bryman & Bell, 2007).

Reviewing research designs of studies which follow a similar purpose in a comparable area, namely investigating emotions in a consumption context, has overall shown that most researchers considered a quantitative approach. Examples are Barrena and Sánchez (2009) or Smith and Ellsworth (1985). It is assumed that those researchers have chosen the quantitative design, because of considerations in terms of data collections, which are in this report discussed later on. However, seeing the majority being quantitative approaches in this field has been another motivation to follow a qualitative approach in this study. A qualitative approach might be able to explain consumers’ emotions on a more detailed and circumstantiated way than a quantitative one is likely to do.

### 3.1.4 Cross-Sectional Study

The research design provides “a framework for the data collection and analysis of data” (Bryman & Bell, 2007, p.40). It assures that the ways of methodology chosen are likely to lead to the predefined research aims (Easterby-Smith et al., 2008) and reflects on previously taken decisions (Bryman & Bell, 2007). Philosophical considerations, particularly in terms of ontology and epistemology, have a major impact on the way research is conducted and evaluated (Easterby-Smith et al., 2008). The decisions regarding research design and research method in particular base on the fundamental choices made in previous chapters.

Based on the field of interest and the aim of the research, the chosen research design has to cope with several given characteristics. The underlying study investigates more than one case. The aim is to investigate evoked emotions in general when buying and consuming eco-products. The focus of the study therefore does not lie on one particular object. The study rather attempts to study a variation of evoked emotions among consumers and to investigate similar patterns. Moreover the aim of the study does not include the exploration of any developments over time, thus valid empirics are collected at a single point in time and not in several sequences. In addition, as mentioned before the study attempts to investigate the kinds and underlying appraisals of emotions and it is therefore not aimed at collecting quantifiable data.

The research design which appears to be most suitable in order to obtain the data needed is the cross-sectional design. Bryman and Bell (2007, p.55) define this approach as “the collection of data on more than one case [...] at a single point in time”. Although the cross-sectional design is generally most often employed in quantitative research, qualitative research can also entail a form of cross-sectional design, such as when the researcher employs unstructured or semi-structured interviewing with a number of respondents (Bryman & Bell, 2007). The various cases in this specific study are represented by the individuals taking part in the research. Each of these cases will be examined only once at a single point in time and will not pass through different stages over weeks or even months as would be the case for instance in an experimental design (ibid).



## 3.2 Data Collection

### 3.2.1 Choosing an Appropriate Research Method

Given the decision of implementing a cross-sectional research design and a qualitative research strategy, two alternative research methods can be used for data collection; qualitative interviews and focus groups (Bryman & Bell, 2007). While focus groups include group discussions where participants' responses typically build up on each other, a qualitative interview is more privately and therefore more likely to gain individual responses (Bryman & Bell, 2007).

Within the field of qualitative interviews, researchers distinguish between unstructured and semi-structured interviews (Bryman & Bell, 2007). The unstructured interview is more a conversation rather than an actual interview, as the researcher is using nothing more than some notes about a broad range of topics which need to be discussed (ibid). As the researcher is only responding to aspects which seem worthy to be followed up, there is no guarantee that specific topics are covered in-depth and outcomes among several respondents are hardly comparable (ibid).

In this study, empirical data has been obtained through semi-structured interviews. When examining consumers' emotions while purchasing and consuming eco-products, semi-structured interviewing has been considered to be the most appropriate data collection method. According to Sorenson (2008) a form of self-report is in general the most common method used when studying emotions. Moreover it is attempted to collect individual consumer insights about individual emotions which allow afterwards to reason about general consumption behavior patterns. Therefore focus groups and also unstructured interviews seem to be less appropriate.

The advantage of semi-structured interviews is that they allow interviewees to talk individually and freely about feelings and considerations. The respondent is guided very openly by a set of questions and stimulated spontaneously to provide appropriate insights (Bryman & Bell, 2007).

By definition, semi-structured interviews give the researcher the possibility to be responsive to the interviewee, switch questions or ask additional ones, depending on if the conversa-

tion is leading to the desired direction or not (Bryman & Bell, 2007). According to Flick (2002, p. 84) “a goal of semi-structured interviews in general is to reveal existing knowledge in a way that can be expressed in the form of answers and so become accessible to interpretation”.

Typically the semi-structured interview functions as a guide only. This implies that not all interviews were conducted exactly in the same manner, but have been slightly adapted to each respondent during the ongoing interview. However the aim is that every interview covers the same main questions and remains comparable (Bryman & Bell, 2007).

Due to the qualitative nature of this study, the interview guide contains open-ended questions which are supposed to be answered spontaneously by respondents (Flick, 2009). The questions were set up carefully and well thought through in order to obtain relevant and manageable data, giving insights into the consumers’ emotions and appraisals when purchasing and consuming eco-products. It is important to mention that the post-purchase stage investigated in this study comprises not only the action of consumption itself. It also considers behavior after purchase but before consumption and repurchase behavior. As a consequence the interview questions also address appraisals and emotions experienced in those situations.

The questions were phrased as neutral as possible in order not to lead the respondents to a specific direction, but to give them sufficient space to formulate their answers unaffectedly. In addition the authors followed McCracken’s (1988 a) recommendation to start of the interviews with a so called ‘grounded tour’. Therefore the respondents were asked some general questions in the beginning as a warm-up to make them feel more comfortable and secure. (The interview guide can be reviewed in appendix number one.)

By conducting three pilot interviews, the questions were tested and adjusted before the ultimate data collection started. The three pilot interviews showed that some questions were misleading and as a result did not bring up the kind of answers aimed by the authors. Accordingly some questions were rephrased before conducting the final interviews. In order to be able to actively listen to the respondents’ answers, to keep eye-contact and to react on interesting aspects mentioned by the interviewee, all interviews were recorded. This also allowed a more accurate data analysis. In addition field notes were collected.

Although the study aims to investigate the impact of consumers' emotions in two different stages of the decision-making process (alternative evaluation and post-purchase evaluation), both stages are covered in the same interview. An alternative would have been to conduct two separate interviews; one in-store and one in a private setting. Conducting interviews in-store would have had the advantage of consumers being in a ready state of expressing their very recently felt emotions when deciding for an eco-product purchase. However, the authors recognized an advantage of conducting only one interview on the two stages, as that offers the possibility to be conducted in a private setting which would allow the respondent to provide deeper insights and not be bothered by external noise in the store. Furthermore interviewing the same respondents in the pre-purchase evaluation and in the post-purchase evaluation makes the two process stages more comparable. A possible change in emotions between these stages for a single consumer can easier be investigated. Therefore all respondents were interviewed once in a private setting, which was either the home of one of the authors or the home of the interviewee, about the two stages being in focused.

### **3.2.2 Sampling Respondents**

Miles and Huberman (2006) propose several typologies of sampling when conducting a qualitative study, depending on its purpose. For the present study theoretical sampling, which is derived from the grounded theory approach, will be the typology employed. It involves a data gathering process aimed for generating theory which allows the researchers to continually collect, code and analyze the data and decide whether or not the data fulfills the purpose of the study. The research may go on until theoretical saturation has been reached (Bryman & Bell, 2007). One talks about theoretical saturation when the researcher has the impression that it is not worth collecting further data, as only minor new insights are gained or because the researcher has the feeling that enough data is collected to fulfill the study's purpose (ibid).

As the final stage of the interview preparation, a selection of interviewees has been made. When choosing specific suitable respondents the authors followed a non-probability sampling design. Non-probability sampling is a process "where the probability of the selection of each sampling unit is unknown" (Lukas et al., 2004, p. 252). The selection of sampling units is to some extent based on some type of intuitive judgment, desire or knowledge of the re-

searchers (Lukas et al., 2004). When creating the sample of this study, the authors contacted persons in their surroundings, where they assumed that those might be suitable interviewees. This selection process can be defined as convenience, where the authors assumed that the chosen individuals are similar to the overall target population with regard to the characteristics being studied (ibid).

However before conducting the interviews, the concept of theoretical sampling has been considered and therefore the number of interviewees has been revised over time. The primary condition which constitutes the basis for selection of an interviewee was whether he or she purchases grocery eco-products on a regular basis. Considering that the authors aim to access the emotions elicited when evaluating to buy and the emotions experienced when consuming the product, consumers with recent experiences have been chosen since those were assumed to best remember how they felt. In addition to that, since the interviews are conducted in English, the authors have taken the interviewees language abilities into consideration. As generally suggested for qualitative research, the sampling of respondents has overall been purposive rather than random (Miles & Huberman, 1994).

McCracken (1988 a) suggests further guidelines for how to best put together a sample of respondents, which have been considered in this research. The respondents are not known to one another and even if the interviewees were chosen out of the researchers surroundings, they have been interviewed by a researcher to whom he or she has no personal relation (ibid). This way of maintaining a distance between the respondent and the interviewer is beneficial for the outcome of the research as it reduces the risk of subjective interpretations of the respondents' answers (Svensson, 2010). Furthermore, a rather small number of respondents has been chosen for this study considering that the research aims to obtain in-depth knowledge of consumers' emotions rather than understanding their reasons for buying ecological products on a superficial level (Miles & Huberman, 1994).

Taking all of these considerations into account, the base of this research is formed out of 15 respondents; five male and ten female. After conducting this amount of interviews the theoretical saturation was reached. Overall the age of the respondents ranges between 21 and 68 years. The female students among the interviewees are Britta L., Christina B., Cecilia L., Eva N., Jenny A. and Marianne H. Male students that have been interviewed are Johan P., Julian F. and Martin A. In addition four respondents are represented in professional life,

namely Anneli H., Sebastian L., Stefan H. and Ida B, who is however working part time since she has a 6 months old son. Elisabeth S. and Agnes B. are not working as they are housewife and retired, respectively. Professions as well as life situations differ throughout the respondents. While the students mostly live on their own and therefore only purchase for themselves, the older respondents buy eco-products for their whole family, including husband, wife and in Sebastian's and Ida's case also for their children. The diversity concerning the respondents' age, gender and life situation supports the generalizability of the research findings by preventing biased results.

Name	Age	Gender	Occupation
Agnes B.	68	Woman	Retired
Anneli H.	60	Woman	Professional
Britta L.	26	Woman	Student
Cecilia L.	24	Woman	Student
Christina B.	23	Woman	Student
Elisabeth S.	51	Woman	Housewife
Eva N.	21	Woman	Student
Ida B.	27	Woman	On Maternal Leave
Jenny A.	21	Woman	Student
Johan P.	27	Man	Student
Julian F.	23	Man	Student
Marianne H.	24	Woman	Student
Martin A.	24	Man	Student
Sebastian L.	31	Man	Professional
Stefan H.	62	Man	Professional

Table 1: Overview sample

In order to increase trustworthiness in research, triangulation is considered in the present research. According to Denzin (1978), possible measures to employ in order to achieve trustworthiness include for example various data sources, methods or researchers. Triangulation is able to support a finding by showing that independent measures agree or do not contradict it, which in this case is embodied by three individual researchers (Miles & Huberman, 1994). Trustworthiness is argued to be increased when triangulation sources have different biases or strengths and can therefore complement each other. In the present study the researchers have cross-checked their interpretations of the data collected and could thereby obtain valuable insights for the study (ibid).

### 3.3 Data Analysis

#### 3.3.1 Grounded Theory

The mayor difficulty when analyzing qualitative data is the amount of data which is generated (Bryman & Bell, 2007). For this study 15 respondents have been interviewed, with an interview length of approximately 30 minutes each. They were recorded and thereafter transcribed. Interview transcripts were typed by skipping fillers like “ehm” and “mh”, but were otherwise written as exactly as possible and afterwards briefly summarized to keep the overview. Therefore overall a significant amount of empirics emerged.

There are basically two different general strategies which are useful when analyzing qualitative data, analytic induction and grounded theory (Bryman & Bell, 2007). General strategies are frameworks which are supposed to guide the analysis (ibid). Both kinds of general strategies are often described to be of iterative nature. That is “a repetitive interplay between the collection and analysis of data” (Bryman & Bell, 2007, p. 582), meaning that the researcher is going back and forth between collecting empirics and analyzing them.

Following an analytic induction means to test hypothetical explanations with the aim to find universal explanations (Bryman & Bell, 2007). The disadvantage of following an analytic induction approach when analyzing qualitative data is that it does provide outcomes in terms of tested hypothesis, but does not consider an explanation of why outcomes are the way they are (ibid).

Grounded theory has become the most widely used approach for analyzing qualitative data (Bryman & Bell, 2007). It is the discovery of theory derived from data in social research (Glaser & Strauss, 1967), systematically gathered and analyzed through the entire research process (Bryman & Bell, 2007). Therefore generating involves typically a process of research (Glaser & Strauss, 1967). Also typical for this kind of analysis is that data collection, the analysis of data and the developed theory stand in close connection to each other (Bryman & Bell, 2007).

In comparison to analytic induction the major advantage of grounded theory is that the researcher stays much closer to the data, since he or she is not led by hypotheses and is open to all kinds of explorations and explanations. In addition grounded theory aims to create

holistic associations and is more inductive by nature than the analytic induction approach (Easterby-Smith, 2008).

The grounded theory approach is described and developed by several authors who introduce different ways of analyzing qualitative data. Bryman and Bell (2007) suggest a couple of characteristics which are typically considered in all grounded theory approaches (ibid). First of all, grounded theory is based on data collection which is conducted by doing theoretical sampling (ibid). Theoretical sampling and therefore also theoretical saturations has also been used for this study and is described in the previous sub-chapter. Furthermore grounded theory includes coding, which illustrates a key process when developing grounded theory. Coding procedures attempt to break down data into component parts and are described in the following chapter in more detail (ibid).

Theoretical saturation implies that data is collected until a researched category is saturated. As previously mentioned, this point is reached when the researcher has the impression that it is not worth collecting any further data, as only minor new insights are gained or because enough data in one category can describe properties and demonstrates variations (Bryman & Bell, 2007). In this study both evaluations were made after conducting 15 interviews. The last interviews proved that most insights are repetitive and that no significant new aspects could be gained. Those aspects which were indicated as being new were perceived as exceptional cases among the researchers. Therefore data collection was discontinued at this point.

Furthermore relevant to grounded theory is the concept of constant comparison. It “refers to a process of maintaining a close connection between data and conceptualization” (Bryman & Bell, 2007, p. 586). This means that the researcher constantly compares phenomena which have been coded among certain categories so that a theoretical elaboration of the concerned category can emerge (ibid).

Before constructing the interview guide, the authors considered how to analyze the gathered data and which data therefore had to be available. The interview guide consequently contained questions aiming to investigate which emotions are evoked when buying and consuming an eco-product and also to collect information about the dimensions of the cognitive appraisals approach (outcome desirability, agency, certainty and fairness).

The analysis consists of several systematic steps. First of all it aims to illustrate and later compare which emotions are evoked in the chosen decision-making process stages (pre-purchase alternative evaluation and post-purchase evaluation). A deeper analysis attempts to explore the underlying appraisals of the elicited emotions which seem to be most likely perceived when buying and consuming the products. These emotions are seen as concepts of the study (Bryman & Bell, 2007). “Concepts refer to labels given to discrete phenomena” and function as the fundamental building blocks of the developed theory (Bryman & Bell, 2007, p. 587). Analyzing the underlying appraisals of these concepts allows a detailed explanation of reasons for evoked emotions and the subsequent behavior. An investigation of appraisals also allows for gaining a better understanding of why emotions are likely to change in different stages of the decision-making process.

As already mentioned grounded theory aims to create new theory. Bryman and Bell (2007, p. 587) define theory as “a set of well-developed categories [...] that are systematically related through statements of relationships to form a theoretical framework that explains some relevant social [...] or other phenomena.” With categories Bryman and Bell refer to well elaborated concepts (ibid).

To create theory out of the data collected for this study, the authors aimed to develop and to elaborate emotional concepts, to find relations among these concepts and also to identify connections to different kinds of cognitive appraisals. To assure a systematic analysis, it is structured according to existing theory: the selected stages of the decision-making process and within the process and the cognitive appraisals approach on each of the individual stages. In other words the analysis investigates similarly on both stages which emotions are evoked and considers upon which cognitive appraisals they are based. Overall the analysis creates a theoretical framework that explains how emotions influence certain stages of the decision-making process. The overall result of the study is the development of a model to illustrate important components and concepts and to point out their impacts and relations between each other. For developing this model the cognitive appraisal theory model by Watson and Spence was used as a base and adjusted significantly according to the aim of this study.



### 3.3.2 The Usage of Coding as Main Analysis Tool

When analysing the significant amount of data collected for this study, coding was used to structure the material and to gain information out of it. Coding is the starting point for most forms of qualitative data analysis and one of the most central processes in grounded theory. In general coding means reviewing transcripts and giving labels or names to components that seem to be particularly relevant for the outcome of the data analysis (Bryman & Bell, 2003). The aim is to differentiate and combine the retrieved data and to reflect upon the information (Miles & Huberman, 1994).

As aforementioned the data was transcribed and coded straight after its collection, rather than waiting until the whole data collection was finished. The transcripts have been read through many times in order to understand the context as good as possible and first notes were made as a starting point for further coding. During the process itself questions such as ‘what is this item of data about?’, ‘of what topic is this item?’, ‘what is happening?’ or ‘what do people say they are doing?’ have been taken into account to ensure an adequate and profound coding.

According to Bryman and Bell (2003), three types of coding practices exist that refer to different levels of the elaboration of categories in grounded theory. The first one is called open coding and refers to breaking down data, examining, comparing and conceptualizing it in order to group it into categories. All data gathered throughout the interviews has therefore been examined and compared to categorize it according to its emotional or appraisal nature.

Miles and Huberman (1994) suggest to start coding by creating a provisional “start list” of codes prior to fieldwork. In this study coding emotional aspects was started by using Richins’ Consumption Emotions Set (CES) introduced in the previous chapter. Seeing that this scale was particularly developed for investigating consumption emotions and that it was already tested by other researchers, made this scale appear most suitable. However, as Richins (1997) suggests herself, the scale has been used as a starting point and was adapted significantly to code the data most effectively. In the end of the coding process seven emotions of the original CES were used and extended with further 16 emotions, which have been derived directly from the available data. The need for so many additional emotions can be explained by the complexity of green consumerism in general as well as by the great variety of underly-

ing appraisals which inspired to code the perception of different kinds of emotions, rather than using basic emotions only. Since the study was conducted by three researchers, all involved in the coding procedure, each code was defined accurately and further illustrated with quotes from the interviews. (See appendix number two.) This assured a similar way of interpreting emotions among the researchers.

As suggested by theory, emotions are evoked by several different kinds of cognitive appraisals. Therefore the first open coding also included the coding of the interviewees' cognitive considerations when talking about their buying and consumption experiences. For this type of data used codes and their definitions were taken from existing theory. Therefore consumers' considerations have been labelled according to the four appraisal categories introduced by Watson and Spence.

Overall it is important to consider that it is not the word, but the content that matters (Miles & Huberman, 1994). Sometimes during open coding and reviewing of interview transcripts it was noted that different respondents stated sentences which included almost exactly the same words. However, in some cases these statements were considered with different codes, since seeing the given statement in its whole context led to different interpretations of the sentences. Moreover the authors were aware of the risk to understand the respondents' answers in another way than they were actually meant (McCracken, 1988). However by probing and asking additional questions to clarify the given answers, this issue was minimized and contributed to ensure adequate coding.

Axial coding goes one step further by making connections between the different categories developed from open coding and links the used codes to contexts (Bryman & Bell, 2003). In this coding step, created codes of emotions and appraisals were related to each other. As a result the authors were afterwards able to conclude which emotions are most likely to be evoked by which appraisals. According to Hernandez (2009) open coding and axial coding are likely to occur partly at the same time and cannot be regarded as completely separate processes. It was also experienced in this study that both types of coding occurred in some stage simultaneously.

By implementing the third type of coding the so called selective coding, one core category is carved out to function as focus and all other categories are arranged around (Bryman & Bell,

2003). Since the purpose of this study is twofold; to investigate emotions in the pre-purchase as well as in the post-purchase stage, the selective coding focused on these two core categories. The interview guide was structured according to these two stages and attempted to collect data for both of them. However, when reviewing the transcripts it was obvious that interviewees sometimes referred to the “wrong” stage and not to the one the question aimed for. Therefore, by seeing the pre-purchase phase and the post-purchase phase as core categories, other categories and their insights were shifted according to the stage they refer to.

One of the main procedures of the grounded theory approach is to compare and to discover patterns of social behavior. Therefore the bulk of codes has to be organized and illustrated in a way that allows for patterns such as similarities and differences to be easily identifiable. For this purpose, Miles and Huberman (1994) recommend to create several clusters of codified categories. Considering this recommendation, clusters were created according to the different core categories (pre-purchase and post-purchase), respondents and also emotions in direct relation to the respective appraisal. The result of this procedure was a set of tables which easily allowed to identify emotional patterns. The tables clearly illustrated which emotions were most likely to occur in which core category and also which appraisals are most responsible for specific emotions. As this is a qualitative study, tables did not only consider the codes themselves, namely the names of the specific emotions, but also included the background of the found emotion. To further deepen the analysis, another set of tables with frequencies of mentioned emotions on each stage and also in each appraisal dimension was created. This allowed for an overview of which emotions are more frequently evoked than others. All tables can be reviewed in appendix number 3.

### **3.4 Ethical Considerations**

According to Bryman and Bell (2007) there are four main areas of ethical principles which should be considered when conducting research. These include the harm of participants, the lack of informed consent, the invasion of privacy and involved deception (Bryman & Bell, 2007). Following paragraphs briefly discuss how these principles have been taken into consideration to ensure this study to be without serious ethical infringement.

To avoid any way of harming the well-being of participants the interviewers assured to keep data anonymous. Personal details other than those provided by the respondent in the interview itself are kept confidentially and participants' surnames remain unpublished. In addition participants agreed on the publication of their inputs, which is only in form of written interview protocols and in the analysis.

Harming participants also includes confronting them with a stressful situation (Bryman & Bell, 2007). The interview guide includes questions which can be difficult to answer and therefore might set some interviewees under pressure. The interviewer therefore concentrated on finding a balance between giving respondents enough time for thinking about given questions, while providing the interviewee with further sub-questions at a stage where the interviewer felt that he/she had difficulties to understand and to answer a certain question.

Informed consent is the most debated area within business research ethics (Bryman & Bell, 2007). The interviewees gave their consent to participate under the premise of anonymity to the later publication of the study. Furthermore, as a semi-structured interview technique was employed, participants had the opportunity to refuse to cooperate whenever they did not want to participate any longer.

As respondents were made anonymous in interview transcripts and in the thesis itself, no invasion of privacy has taken place. Even if the interview's topic was very personal, it deals with a common day-to-day life situation. Furthermore respondents were allowed to refuse answering during the interview in case they felt an infringement in their privacy, however this never occurred.

Bryman and Bell (2007) refer to deception when researchers represent their study as something different than it actually is. When conducting this study consumers were told that the study dealt with investigating consumer behavior on eco-products. Potential interviewees were informed that the interview was going to be in-depth, but they were not aware of the fact that the interview aims to access their personal emotions. The authors felt that letting them know too much about the core of the study might influence their responses. However the study attempted to keep the level of deception as low as possible. After conducting the

interview the respondents got more insights about the study and information about how the authors are going to use and analyze the data.

### **3.5 Critical Reflections of Research Approach**

When establishing and assessing quantitative research, the concepts of reliability and validity are typically considered. However, some qualitative researchers have argued that these criteria are not relevant for qualitative studies. Validity, which deals with measurement of the data concerned, is of minor significance to this study since words constitute the data and clearly are not measurable in any way (Bryman & Bell, 2007).

Guba and Lincoln (1994) propose an alternative for how to establish and assess the quality of qualitative research, which provides an alternative to reliability and validity. They propose four criteria which have been taken into consideration throughout the present research; credibility, dependability, transferability and confirmability (Bryman & Bell, 2007).

#### ***Credibility***

The present study investigates a social reality in which consumers attribute emotions to their ways of consuming eco-products. Emotions, which by definition are difficult to communicate in their exact form, require more than one observer to interpret their nature correctly. Ensuring the credibility of the study, which sheds light on the necessity of multiple accounts to an isolated event, has been dealt with by triangulation (Bryman & Bell, 2007). The three authors of this study ensure the credibility of its findings, as they have been revised and discussed from three points of view.

All interviews were conducted in a language, which is second to both interviewers and respondents which proved to pose a challenge for the present study in terms of credibility. As was established in the previous paragraph, expressing emotions can be difficult. It was obvious that this was further aggravated when being asked to express them in a second language, where words may not come as easily and without reflection. Furthermore it became more difficult for the interviewers to support the respondents. However, all authors are fluent in English and are well aware of the vocabulary needed for this study, making the selection of respondents and their language skills a very careful process. The results of this study might be slightly influenced by the fact that the study was conducted in a second language.

### ***Dependability***

It is argued that it is generally difficult in qualitative research to obtain a high level of dependability, meaning that the research can be replicated (Bryman & Bell, 2007). Guba and Lincoln (1994) therefore argue that researchers should adopt a form of “auditing”, meaning keeping records of all phases of the research process accessible. This ensures the possibility for future researchers to replicate the study as accurately as possible. In this study however, careful measures have been taken to describe in detail which steps have been when collecting and analyzing the data.

### ***Transferability***

Generalizing the findings of qualitative research is argued to be an issue, as it deals with unique social settings in which individuals’ interpretations of their social worlds are being studied, which is difficult to ascribe to a broader scale. Small groups or individuals sharing certain characteristics constitute the objects of study, allowing the researchers to investigate the topic in-depth rather than on a broad scale the topic in question (Bryman & Bell, 2007). To deal with the difficulty of generalizing the findings, the researchers of this study have attempted to generate what Guba and Lincoln (1994) refers to as *thick description*, meaning rich accounts of the culture being studied. In this study such rich accounts consist of large collections of interview transcripts and coding tables in which emotions are visualized. The findings in this study should be transferrable to other studies attempting to understand how emotions influence other types of products and/or consumer groups.

### ***Confirmability***

Being aware that a completely objective stand is difficult to ensure in qualitative research (Bryman & Bell, 2007) where a social constructionist point of view is employed, the researchers have tried to increase the confirmability of the study in the ways possible. This has primarily been achieved through discussions of how data has been interpreted by the researchers, ensuring as well as possible that conclusions drawn in the analysis of the data are not based on individual and subjective interpretations but rather on collective interpretations of all researchers involved.

## **4 Empirics and Analysis**

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*Since the analysis of this study would be difficult to understand for an external reader without the provision of empirical examples, the empirical data and the analysis are presented simultaneously in this chapter. Firstly, different consumer groups defined by their primary drivers when buying eco-products are briefly introduced. A discussion follows regarding the findings about evoked emotions in the pre-purchase and post-purchase stages of the decision-making process. The analysis aims to provide insights into experienced emotions on a general but also on an individual level based on the buying drivers. The chapter finishes by pointing out major differences in evoked emotions when comparing the two stages of the decision-making process.*

### **4.1 Introduction of Consumer Groups**

#### **4.1.1 The Eco-Association and Different Buying Drivers – First Significant Findings**

When interviewing eco-product consumers the first significant finding was that all respondents associate grocery eco-products at first place with food products. This association mainly bases on the fact that food eco-products are the most frequently grocery eco-products purchase. Therefore interviewee responses on questions which attempted to investigate emotions evoked by grocery products in general were actually targeted very much to food products. This fact shows a significant influence on the analysis, as evoked emotions are mainly related to cognitive appraisals considering food.

This outstanding association of eco-products with food products has to be considered when viewing the three major drivers for buying eco-products that have been identified in this study. Namely these drivers are environmental concern, health aspects and/or better taste. Depending on the drivers for buying eco-products, consumers take different aspects into consideration when buying and consuming eco-products. These aspects turned out to evoke different kinds of emotions. The analysis of this study therefore aims not only to analyze evoked emotions on a general level, but also in terms of different consumer segments.

However, next to finding that there are different underlying drivers for buying and consuming eco-products, it was also found that a single consumer can be driven by one or more

drivers. The following paragraphs briefly describe the three different consumer groups which are going to be analyzed in more detail later on.

#### **4.1.2 Consumers Driven by Environmental Concern**

One group of respondents stated an environmental concern as the major reason for their ecological purchases. With 10 out of 15 respondents, environmental concern appeared to be the major driver for purchasing eco-products among participants. Eco-products most frequently bought by these respondents are dairy products, majorly milk and fresh food such as meat, eggs, fruit and vegetables. Also cleaning supplies and washing detergents have been mentioned several times, less often dry food products like rice, couscous and muesli and other groceries such as toilet and kitchen paper.

Overall these respondents seem to be quite brand focused and demand in general a good product quality. Certainly also the price plays an important role when choosing products. This is especially the case among young consumers who refer to their limited budgets. Furthermore this group of respondents often pays attention to the packaging of the products in order to not create unnecessary waste. Especially concerning fruit and vegetables, the place of production also influences their choices a lot. Most respondents stated that they prefer buying products from their home-country or even locally produced products, since the quality is perceived to be higher. Some respondents also referred to a shorter route of transportation, and that this in turn would impose less greenhouse effects on the environment. Moreover these consumers look for symbols such as KRAV and other labels that indicate good quality and ecological production.

The reasons for buying eco-products in particular are mainly twofold: contributing to better conditions for nature and also for the animals living in it. The consumers feel a high degree of responsibility which makes them buying eco-products in order to contribute to the preservation of the environment. They expect these products to be cultivated with fewer fertilizers and therefore to contain fewer chemicals, which makes them harming the environment less. In addition several respondents claimed that they want to support the farmers and producers of eco-products and are willing to pay a higher price for that. Concerning eco-products such as eggs, milk and meat the consumers want to contribute to and support spe-



cies-appropriate husbandry and thus ensure a fair treatment and a better life for the animals.

#### **4.1.3 Consumers Driven by Health**

Among other respondents a concern for health appeared as an important factor driving the purchase and the consumption of ecological products. Among the 15 participating interviewees, seven indicated health drivers when purchasing eco-products. Overall all health oriented eco-consumers were female and in most cases referred to fresh, unprocessed groceries as being the items most frequently purchased. Most health-concerned respondents regularly buy ecological fruit and vegetables. Also dairy products, muesli and pasta are common products which respondents tend to buy ecologically. One respondent, a woman who recently had a child claimed that she is very consistent when buying ecological baby food because of the benefits she perceives it bringing her new born baby.

In this study, the general buying behavior among health-conscious consumers differs depending on the respondents' life stage. Due to a minor budget, there appears to be a common trade-off taking place between price and quality for students when buying their groceries. Students tend to debate about which factor is the most prominent one depending on the situation. Also labels and origin of the products have been proven to be of interest. However among middle-aged health-conscious consumers the priorities are quite different. For them, the country of origin plays a major role and they also appear to favor environmentally friendly products. Price seems to be a less important factor for these middle-aged respondents.

Buying and consuming ecologically are often acts of nurturing and taking care of oneself. Most health-conscious respondents claimed the absence of additional ingredients such as fertilizers, pesticides and flavor enhancers to be a major reason for favoring ecological products. It is argued that ecological products usually have passed strict requirements to have the right to bear their names and this knowledge in turn enhances the consumers' perception of naturalness. Some consumers even claimed that these chemicals seriously harm their bodies and cause them getting ill.

Although the health-oriented eco-consumers do not consider the environment at first place when buying ecological products, they still believe that an intact environment contributes to their own personal health. They therefore consider the protection of the environment for example in terms of clean groundwater also to be of importance.

#### **4.1.4 Consumers Driven by Taste**

The third group of interviewed consumers indicated taste to be the major driver for buying eco-products. With four out of 15 interviewees indicating taste as the driver for buying eco-products, taste proved to be a less frequent driver than environmental concern and caring about health. However some eco-consumers perceived these products to have a better taste. Those consumers, who indicated taste as being the major driver for buying eco-products, consume mostly eco-products out of the vegetable and fruit section. However they also mentioned to buy dried foods like nuts and muesli, juice, meat, eggs and dairy products.

When describing their general behavior when choosing products in the supermarket, taste oriented eco-consumers coincidentally described to watch out for quality aspects. The quality of a product is majorly concluded on its visual appearance. In the case of fruit and vegetables visual appearance is used to conclude on freshness. When browsing dry food, the quality judgments are majorly based on packaging designs. However, also brands were argued to be important quality indicators. Two respondents mentioned to look particularly for eco-labels when picking their products. Last but not least, the value-for-money ratio is also considered by all interviewees of this consumer group.

Taste oriented consumers buying eco-products perceive a distinct difference when it comes to taste in comparison to normal products. Some respondents describe for example the taste of eco-products to be more intensive. One respondent claimed that eco-products are more likely to taste like products from the garden. Especially when talking about fresh fruits and vegetables the interviewees claimed that eco-fruits and eco-vegetables are much fresher and therefore taste significantly better. Overall respondents perceive eco-products as being more natural. One respondent pointed out particularly the better and more intensive taste of eco green salad. Another one mentioned the better consistency when cooking eco-products, which makes the eating experience much better. When talking to respondents one

got the feeling that taste aspects were also based on the conscious awareness of better ingredients in the products. In the respondents' opinion eco-products contain less sugar, are ecologically cultivated and therefore treated with fewer fertilizers, pesticides and other chemicals. Conclusively, these reasons contribute to taste-oriented consumers' perception that eco-products in general are of higher quality.

## **4.2 Presentation of the Major Findings**

When investigating the underlying emotions while buying and consuming eco-products, the authors found that they differ significantly depending on the stage concerned in the decision-making process. Twenty-three different emotions have been identified throughout the decision-making process, out of which around nineteen emotions have been found to influence each of the stages being in focus of this study.

As discussed earlier in this thesis, emotions are evoked by appraisals; an individual's evaluation of a specific situation. Therefore the identified emotions are not only named on a general basis and among different consumer groups, but are also ascribed to related appraisals. However, when analysing the collected data, the authors found that only a few statements' of respondents refer particularly to an appraisal of fairness. Since Watson and Spence (2007) claim that the appraisal dimensions agency and fairness are closely connected and can therefore be combined, the authors followed this suggestion and considered for the study's analysis only three different dimensions: outcome desirability, agency (including fairness) and certainty.

However, when reading the findings of this study one has to consider that one appraisal is likely to evoke several kinds of emotions in a single consumer at the same point in time. On the other hand one appraisal is also likely to evoke different kinds of emotions among several consumers. Last but not least, one has to take into account that emotions cannot be considered as independent states; they influence and build up on each other.

Following sub-chapters illustrate the analysis' findings in the pre-purchase and the post-purchase stages of the decision-making process.

## 4.2.1 Investigating the Pre-Purchase Stage

### 4.2.1.1 Consumers' Evoked Emotions

For this study fifteen consumers have been interviewed about their perceived emotions when evaluating and choosing products in-store. Findings show that in this situation not less than twenty different emotions are perceived among consumers. Perceived emotions when evaluating normal products versus eco-products differ a lot among consumers. However pleasure, concern, confidence and hope appear to be the emotions which are most likely to influence the purchase decision of eco-products.

Especially the feeling of **pleasure** made respondents decide to buy eco-products. *"It makes me feel better"* states the 24 years old Cecilia L. The study's findings show that pleasure is majorly evoked by the respondents' appraisal of the outcome desirability of the purchase. Eco-consumers connect the purchase of an eco-product with a positive outcome. The nature of the outcome is dependent on the consumers' driver for purchasing eco-products and is elaborated in further detail in the following sub-chapters. In general consumers perceive a positive feeling because of doing something good and making an active choice, which in turn results in a better shopping experience. In addition the feeling of pleasure is based on the general availability of eco-products. Next to the appraisal of the outcome desirability, the appraisal of agency contributes to the feeling of pleasure. In general consumers claimed to feel responsible for example for the environment, *"It allows me to contribute in a way"* (Cecilia L.) or their personal health, *"I feel good. Because I know I am doing something good for me"* (Agnes B.).

Although the appraisal of agency creates a feeling of pleasure, being aware of the responsibility and also about the opportunity to make a contribution, make consumers at the same time worry and therefore feel concerned. **Concern** is another significant evoked emotion which has been found in-store. Concern mostly arose when consumers considered the impact they could have and their desire to change something. Christina, 23 years old medicine student, regards herself contributing to the environment when buying eco. *"I think with doing so, I can make a difference. [...] I just think I can contribute to the preservation of the environment by buying those products"*. On the other hand some respondents also felt concerned when considering the outcome of their purchase. Julian for example buys eco-products partly because of the packaging size, which makes him throw less food away. *"Not*

*throwing food away is still not giving the kids in Africa food, but it just feels wrong to throw it away” (Julian F.).*

Next to the previously mentioned emotions, interviewees stated to perceive the feeling of **confidence** and/or **hope**. Both feelings arose when considering the certainty of the outcome of their purchases. Dependent on how convinced and certain the consumers were about specific parts of their purchase, they either perceived hope or confidence. When discussing the concept of eco-products, Anneli argued to feel confident in-store when checking for eco-labels as *“the control in Sweden is very good”*. However, Christina hopes that labels live up to their promises as she is *“not certain [about the trustworthiness of eco-products], because you hear so many negative things in the media”*.

Even if less often mentioned, another emotion which arose when evaluating the certainty of their shopping good was **trust**. *“You can’t be certain if it is eco when no information is available, then you simply have to trust it”* claims the 68 years old retired Agnes B. Particularly when considering the trustworthiness of the entire eco-concept, some consumers admitted that they do more believe in it than being certain about its effectiveness.

Very interesting was the finding of the feeling of **guilt** among some consumers when being in-store. Christina is for example aware of an *“unbalance in the world”* where some are exploiting others. She admits *“Somehow I am on the side of the ones exploiting the others. So I want to contribute to ways and opportunities which lead at least a little bit to a recovery of this unbalance [..]”*. Knowing she is doing something wrong makes her feel guilty, which in turn makes her consider eco-products to balance her conscience.

Conclusively, prior presented results clearly illustrate that all emotions perceived in-store are based on certain considerations and their evaluations, which in turn lead to the purchase of an eco-product. The evaluation of the purchases’ outcomes was most likely to evoke a feeling of pleasure, rather than any other emotion. This can be explained by the fact that only regular eco-consumers have been interviewed. All of them expected to feel good and satisfied after buying the product. The appraisal of agency which includes the perceived responsibility and control over the situation most often evoked the feeling of concern. Depending on the certainty of the purchase and related determinants such as the trustworthiness of eco-labels, most consumers perceive either a feeling of hope or confidence.

#### 4.2.1.2 Emotions of Environmentally-Oriented Eco-Consumers

Already in an early stage of conducting interviews it became clear that environmental concern is a major reason for taking an eco-product into consideration. As already mentioned 10 out of 15 respondents stated this to be the primary driver for them when buying eco-products. The emotions that were identified most often in the consumers' responses to the interview questions are pleasure, concern, confidence, hope, trust and guilt. These emotions and their origins will be discussed in detail in the following paragraphs.

Especially regarding the expected outcome of the eco-product purchase, all respondents show a high degree of **pleasure**. Not surprisingly the consumers see a benefit in the purchase of eco-products and know that it will provide them with a positive feeling. In this consumer group, two main concerns can be identified. First of all the respondents experience pleasure when knowing that they do something good for the environment, even if that requires a higher spending. *"On the one hand I know it's expensive to buy these products, but on the other hand I am more than happy to pay something extra, if that helps to support the environment"* states the Environmental Management and Policy student Martin A., who is involved in the topic by nature considering his studies.

It is evident that the environmental concern of the respondents also includes a concern for the animals living in it. Ecological purchases of products such as meat, eggs and milk, is made especially in order to support ethical husbandry. Knowing that the bought product comes from fairly treated animals and that the purchase helps to ensure animals a better life in the future, make the consumers experience pleasure. IT specialist Stefan for instance prefers buying eco-meat whenever possible. *"I could picture this farmer with his animals walking around on the meadows freely and it's nice if they can do that instead of being locked in a barn or something like that"*.

Although the experience of pleasure was mentioned most often regarding the perceived outcome of the purchase, this emotion is also evoked by another appraisal. Martin for instance feels good when picking the product, because he knows that he is actively supporting the environment with his action. *"I feel good and satisfied at the same time. It feels good because I am supporting a good cause"*. This statement indicates that he is in control of the

situation as he feels able to influence the environment by his purchase. The fact that he is the one “supporting a good cause” leads to an experience of pleasure.

Another emotion that was identified in almost all interviews is **concern**. Several times this emotion is perceived regarding the outcome of the purchase of an eco-product. When doing the purchase Elisabeth is considering the negative effect that cleaning products may have on the environment. *“When buying cleaning products I definitely make sure that it is eco because [...] it is going through the drain”*. The 51 years old housewife is concerned that the bought product could harm the environment. Since Elisabeth generally feels very close to nature and tries to preserve it, she only takes ecological cleaning products into consideration.

Related to this, the emotion concern is reflected majorly in the perceived responsibility for the environment. This becomes clear in the following statements of the respondents. *“I consider it to be a responsibility to purchase ecologically. If there is going to be a change in our world we all have to play our part”* (Anneli H.). Also Cecilia perceives herself as being responsible and is therefore driven to buy eco-products. *“It is mainly only the environmental responsibility which is affecting my choice. I am buying eco because of the environment and to contribute to keep it as clean as possible”*. However this responsibility is not shown towards the environment only, it is also a feeling of responsibility for the society as a whole. Most of the respondents within this consumer group regard it as their duty to contribute to the environment and preserve it for future generations. One way of doing so is to purchase eco-products.

This responsibility for the environment and its development in society also leads to another emotion – **guilt**. For four respondents the feeling of guilt is influencing their decision to buy eco-products. They are conscious of how their own and others’ lifestyles harm the environment, and buying eco-products is seen as a kind of compensation for it, reducing their feeling of guilt. *“I am of course aware of that I also consume in a way which is not good for the environment, so I feel kind of guilty for that and want to do my part of contribution”* (Cecilia L.). This leads to a perceived positive outcome of the purchase decision which becomes especially visible in Elisabeth’s statement *“I [...] actually also buy a better conscience”*. It is evident that the feeling of guilt is primarily induced by the appraisal of agency. When the res-

pondent perceives that he/she has taken responsibility of the former self-caused non-ecological behavior, guilt is experienced.

Almost all respondents are quite confident that their purchases of eco-products will help contribute to the preservation of the environment. The feeling of **confidence** is traced back to their perceived level of the appraisal certainty. Martin's confidence can be explained by his knowledge about eco-products which he has gained from his academic studies. *"I know what eco means. I know what the labels stand for, which criteria have to be matched to get such a label and so on. So I know why I buy eco and what I support with it"*. This knowledge prevents him from buying eco-products which are not in fact eco and it makes him confident. Also Stefan, who has experience from working with the KRAV symbol for several years, uses this knowledge as a basis for when buying ecological meat. *"I used to work with these things at a point in time, to get these certificates from abroad which accompanied the KRAV brand. Requirements which you needed to be "KRAV". And they were quite hard restrictions actually"*.

Also respondents who do not have in-depth knowledge about the requirements behind eco-labels are confident about their environmental contribution. In these cases there is a strong belief that buying eco-products makes a difference for the environment and the animals. This is the case with the 21 years old Sociology student Jenny. She states *"I know that eco-products are better for the environment. If I have the ability to help, I think it's the only right way to do so"*.

However some respondents are not always completely certain about the reliability of eco-labels. However they **trust** or at least **hope** that their belief in eco-products is well-founded. They rely for instance on media telling them that they are doing the right thing and hope that less fertilized eco-products do not harm the environment. *"Most often there is not enough information about what you are actually contributing to. I actually don't really know if it makes a difference for the environment. But I think it is worth to try and to believe in it"* (Cecilia L.).

In summary it can be said that the respondents identified as environmentally-oriented, base their alternative evaluation and their ultimate purchase decision on their concern and the perceived responsibility for the environment. Knowing that they are supporting a worthy



cause by purchasing ecologically makes them feel good and therefore provides them with a feeling of pleasure. This is also a way of reducing their feeling of guilt which they perceive through their own and other people's non-eco-friendly behavior. Since they believe that buying eco-products makes a difference for the environment, they experience confidence, trust or hope, depending on their individual degree of certainty regarding the effectiveness of their purchase.

#### 4.2.1.3 Emotions of Health-Oriented Eco-Consumers

As already mentioned, next to the environmentally-oriented consumers, one other big consumer group is focusing on health aspects when buying eco-products. The major benefit from buying eco-products is considered to be the one to their bodies. Health-oriented eco-consumers show a strong focus on their nutrition. *"I think it's important to eat good food"* claims Eva N., who is not aware of any advantage eco-products could have other than being healthy. Health-oriented consumers rarely consider a contribution to the environment. The example of Agnes shows that some health-oriented consumers might consider the environment slightly, but deduce that to their personal well-being. *"It's [...] my interest to keep the environment in general as clean as possible. I mean when you think about all this spraying and how much of this stuff gets into the ground water. [...] We are all drinking this water – people should care a bit more and support the environment"*.

The product alternative evaluation of these consumers is therefore majorly based on possible impacts on their bodies. Similar to environmentally-oriented consumers the most influential emotions when it comes to alternative evaluation are pleasure, concern, hope and confidence. In addition it has been found that trust and optimism play a role when health-oriented eco-consumers choose their products.

Comparable to environmentally-oriented consumers, the feeling of **pleasure** is mostly evoked when considering the outcome of the purchase. Most health-oriented respondents claimed similar statements like *"I am doing something good for myself"* (Britta L.) or *"I feel good [when picking the product from the shelf], because I know I am doing something good for me"* (Agnes B.). Doing something good for their bodies appears to be the key driver in buying eco-products. The aspect that eco-products are good for the body is based on considerations about the general quality *"I think the quality of the product is better"* (Ida B.) and

about the ingredients *“I think eco-products don’t contain any artificial ingredients. I think [that is] better for my body and therefore healthier”* (Eva N.) or *“I try to buy products without pesticides”* (Marianne H.). Consumers also perceive eco-products to be more natural, which adds to the thinking of a positive contribution to their bodies. Marianne claimed that one can see, smell and taste that eco-products are more natural. Also Sebastian agrees *“I am thinking about the cows on the fields and think that the milk is handled more gently”*. All these considerations cumulate to a feeling of pleasure.

Next to pleasure the feeling of **concern** arose when evaluating the products in-store. Most respondents consider their personal health status and their responsibility to support it in a positive way. They consider eco-products to provide means of being able to impact their personal well-being. Eva feels very responsible for her own body and thinks that it is important to eat good food. When being asked about her thoughts in-store she answered *“When I buy [...] eco-eggs, [I think] that it is good for my body. [...] Buying eco-products makes me think I am buying something good”*. Other consumers are concerned about the ingredients in non eco-products and base their decision to buy the eco-product upon how they think it is less harmful to the health. *“When I buy this I feel like it is more natural and not so much sugar in it”* claims the 26 years old Marketing Research student Britta L. However, concern can also be evoked when considering the responsibility of the health of others. Especially Ida and Sebastian, both being responsible for a new-born child prefer ecological baby food. Ida admitted *“I presume that there are less preservatives and chemicals in the food and I want my son to have as natural food as possible”*. Just the same Sebastian feels responsible for the health of his daughter Heidi and therefore buys eco.

Depending on how certain health-oriented consumers are about the products’ impact on their health, they are likely to perceive either **hope** or **confidence** when deciding for eco-products in-store. Eva for example is one of the consumers who perceive confidence when evaluating eco-products. *“It’s better for my body and therefore healthier”*. Also Britta claimed a feeling of confidence when picking the product. *“I feel some sort of security, like it’s good stuff in there”*. On the other hand examples like Marianne show that a later purchase can also be based on hope. She believes that eco-products are healthier and hopes them to be *“good for [her] body in the long run”*.

However, findings have shown that consumers can perceive hope and confidence simultaneously when appraising a single product. Even if Britta overall perceives confidence, she is less certain about some aspects of her purchase and therefore perceives a feeling of hope at the same time. *“I thought it looked healthier, so not so many calories maybe”*. Also Agnes perceives confidence when evaluating how eco-products contribute to her health, but when considering the eco-products’ content of chemicals she is less certain. *“Normal products contain so much flavor enhancer, glutamate and preservatives. [...] I hope it’s not in eco-products”*.

In this consumer group, it has been found that **trust** and **optimism** play a role when choosing products in-store. Trust was identified when consumers expressed their belief in the concept of eco and how such products contribute to an improved well-being. Agnes claimed *“If they tell me its eco, I suppose it has to be eco then”*. Also Ida, who is considering the health of her son trusts that eco-products contain less preservatives.

Furthermore, respondent Eva perceived optimism when evaluating product alternatives. In the interview she claimed being able to cope with a situation in which her eco-alternative is not available and being optimistic about it. This was noteworthy considering her determined attitude towards always buying eco-products. Eva claimed that in the absence of her preferred eco-product, she would consider buying a non-eco product; *“buying normal eggs once doesn’t make such a difference to me”*. However, the situation might be different if products would not be available for a longer period of time.

In summary, health-oriented consumers perceive primarily the emotions pleasure, concern, hope and confidence in the pre-purchase stage of the decision-making process. They perceive the same emotions as the environmentally-oriented consumers do. However the underlying appraisals have shown to differ significantly among these groups. Both groups consider very different aspects, such as ingredients and quality, and the emotions trust and optimism have been found of importance for the health-oriented consumer group.

#### 4.2.1.4 Emotions of Taste-Oriented Eco-Consumers

The taste-oriented consumers constitute the third and smallest consumer group in this study. Although the driver for buying eco-products differs from the other two consumer groups, the most dominant emotions have proven to be similar. All of the respondents have reported to perceive pleasure and concern. In addition the majority also experienced the emotions hope and confidence. However, even if similar emotions are evoked, they arose from different considerations as it is shown and elaborated below.

**Pleasure** is the most significant emotion that consumers feel when evaluating the future outcome of their purchase. Respondents claim to make their eco-purchase decisions based on the perceived better taste of these products as compared to non-eco alternatives. This is for instance the main reason making Stefan buying ecologically. *“I may choose vegetables which are ecological and most of all I do this because I think that they taste better”*. It is evident that the better taste of the eco-products is closely related to either a perceived higher quality or an attractive appearance of the product. Christina, an eco-consumer who is strongly driven by taste claimed *“First of all I have a look how the salad looks like and compare them. I also have a look at the products that are not eco. I’ll see what I like most visually. Which salad looks freshest”*. Also Sebastian mentions the importance of an appealing exterior and specifically refers to the better quality. *“But you also notice that the quality is better. Carrots for example, eco-carrots are different from normal ones”*. It is clear that these factors, physical appearance and quality, form the basis upon which expectations and eco-purchases are made.

Also taste-oriented consumers feel a certain level of **concern** which makes them consider the purchase of eco-products. Sebastian feels responsible for his daughter, wants to offer her tasty food of high quality and therefore often chooses to buy eco-products. *“Heidi likes it [eco-milk] more than normal homogenized milk, we recognized that”*. Eco-products are perceived to be more natural because they are less chemically treated and contain fewer fertilizers. This in turn makes them tastier and more enjoyable. *“The natural things taste better because I’m not that into these overly sugar things”* (Britta L.).

In this consumer group the appraisal certainty induces most often the emotions **hope** and **confidence**. The respondents are quite certain about the better taste of the eco-products.

When making the purchase they believe or at least hope that they are doing something good for themselves and/or their family by buying a good and tasty product. Christina, mainly buying for herself and therefore only taking her own taste into consideration claimed *"I simply hope that I will get something tasty to eat and that I'm doing something good for my body"*. This feeling of hope and confidence makes the respondents buying eco-products rather than the non-eco alternative.

Regarding the level of appraised certainty, it becomes clear why the environmental concern is not the main driver behind the eco-purchase in this consumer group. Although they are environmentally concerned, the majority does not believe that the purchase of eco-products has an impact on the environment. *"I don't see that at the moment. That I contribute by buying an eco-product. I don't notice that"* (Sebastian L.). This indicates a certain degree of **insecurity** concerning the reliability and trustworthiness of eco-labels. However the consumers take eco-products into consideration because the expectation of the better taste outweighs the insecurity about their environmental contribution. *"And that's why I avoid buying it only because it is eco, because I'm paying more for it and in the end it might contain as many contaminants as the normal product. But when it just tastes better, then it's worth it"* (Christina B.).

In conclusion taste-oriented eco-consumers believe that the high quality and the naturalness of the products will provide them with a better taste and therefore a more enjoyable consumption experience. The experience already at the POS induces a high degree of pleasure among these respondents. The confidence that their expectations will be met outweighs their doubt about the reliability of eco-labels and makes them purchasing eco-products.

## 4.2.2 Investigating the Post-Purchase Stage

### 4.2.2.1 Consumers' Evoked Emotions

After interviewing respondents about their experiences and emotions when evaluating alternative products in-store, they were asked to share their post-purchase experiences. As mentioned beforehand, for this study the post-purchase stage has been considered to include the entire consumption of the product. In the case of food, which was the product category that respondents most often referred to, consumption does not only include to actually eat the products, but also to prepare them. In addition the post-purchase stage considers the comparison of expected and perceived product performance, which in turn determines overall product satisfaction.

When talking about the post-purchase experiences findings show that a lot of different emotions are evoked among consumers. Similar to the pre-purchase stage it has been found that evoked emotions do not only differ among consumers, but also that the single consumer copes with a set of different emotions at the same time. However it can be said that consumers are in general most likely to perceive contentment, pleasure, enjoyment, confidence and pride when consuming an eco-product.

It is not surprising that the feeling of **contentment** is so frequent in this study, considering that all respondents are consumers who buy eco-products on a regular basis. Contentment has been mentioned by almost all respondents when talking about the consumption of eco-products. The feeling of contentment mainly arises when consumers consider their buying objective and/or compare the outcome of the purchase towards non-eco products and held expectations. In case of a positive experience for the consumer when having bought and consumed the product, he/she can evaluate the certainty of the outcome and perceive contentment.

The feeling of contentment has been proven to base on two types of appraisals; some consumers experience contentment because they reconsider the buying objective, whereas others experience it due to a positive product evaluation. An example of someone reconsidering the buying objective is Christina. Christina buys eco-notebooks and kitchen paper because of environment preservation. When using these products she claims to perceive contentment as she *"likes to do something good"*. Also Elisabeth perceives contentment

when consuming her eco-products. Even if the food-products become addle quickly, she explains *“that’s the price for going without all the chemicals”* and she claims that she adapts her buying behavior because *“it’s worth it”*. An example for contentment which arises from the appraisal of outcome desirability is the 24 years old Political Science and Communication student Julian. He argued *“the quality was at least like normal products, if not better”*. Interestingly he also claimed that his feeling of contentment is directly influencing his likelihood to repurchase. *“I mean you remember how you felt last time [when consuming the product] and I want to experience the same emotion again”*.

**Pleasure** is another emotion which has been perceived by almost all interviewees when consuming eco-products. Pleasure arises in general because consumers are convinced about the benefits of their buying objects which in turn make them feel better. Martin, a convinced environmentally-oriented eco-consumer states *“Eco just feels better. It feels better, because I know that I bought a good product”*. Consumers are convinced about the general concept of eco-products and believe in their better quality. The perception of good quality depends on the buying objective and can differ among respondents. It can be perceived in terms of eco-labels, ingredients, taste, freshness or in terms of the production process. However, all considerations regarding the products’ quality contribute significantly to a perception of pleasure, what gets visible in Marianne’s statement *“I always think that it is good for me. Yes, I think it is this feel-good factor”*.

Many consumers stated next to perceiving pleasure, a higher level of **enjoyment** when consuming eco-products. The feelings of enjoyment and pleasure are based on similar aspects. Knowing you are doing something good for your body or experiencing a better taste leads consumers to perceive enjoyment. *“I think I am enjoying them [the eco-products] also a lot more than I would enjoy a normal product”* (Agnes B.).

Another positive emotion which consumers are likely to experience is **confidence**. Their belief in being able to contribute with something makes consumers perceive confidence. Findings show that the perceived positive contribution differs depending on the underlying buying driver, be it the personal well-being or the external environment. The underlying causes for perceiving confidence are therefore elaborated upon in detail in following sub-chapters. The findings suggest that the more knowledge consumers have about their consumption and

the more they believe it to have the desired effect, the more likely are they to perceive a feeling of confidence.

An emotion which proved to be significant when explaining the behavior of eco-consumers is **pride**. This emotion was recognized to be elicited when consumers themselves were responsible for the purchase of the eco-product and felt confident about the outcome of their purchase. Johan, who is convinced about the eco-products' positive contribution to his health claimed in his interview *"When having people over for dinner, you can show that the meal is made out of ecological products - that affects the self-esteem thing again. Feeling good about yourself, showing that you care or are a good person"*. Respondents also claimed that the existence of eco-products provides an opportunity to enhance the positive image of yourself, which will be elaborated upon in further sub-chapters.

In conclusion, considering the post-purchase phase of the decision-making process, the average eco-consumer is most likely to perceive the emotions contentment, pleasure, enjoyment, confidence and pride. Enjoyment and pleasure mainly arose among consumers when considering the positive outcomes of the eco-product consumption. Contentment and confidence on the other hand were reported particularly in terms of being certain that the desired outcome is likely to occur. The feeling of pride occurred when consumers perceived the consumption as being self-caused and he/she was confident about its outcome.

#### **4.2.2.2 Emotions of Environmentally-Oriented Eco-Consumers**

In the post-purchase stage of the decision-making process, environmentally concerned consumers experience first and foremost the emotions pleasure, contentment, enjoyment, pride and confidence.

It becomes clear that the respondents in this consumer group feel particularly **pleasure** when evaluating the outcome of their consumption. On the one hand this can be traced back to the fact that they are contributing to the environment by consuming the eco-product. Cecilia experiences the feeling of pleasure primarily with long-lasting products. *"Tea you use for a very long time. It contains over 20 packages and all the time when you use one of them you get reminded that you did a good choice"*. However, most consumers do not consider the environment anymore when consuming the eco-product. Their ecological choice was made in-store and now the perceived pleasure is induced by other factors. The naturalness



of the products makes most environmentally-oriented consumers feel good, such as Anneli, mother of two adult children, when consuming eco-eggs. *“I think somewhere in the back of my head I feel that the normal eggs are typical mass produced eggs whereas the eco-eggs feel more natural and genuine”*. Moreover it is evident that the taste of the products gets increasingly important. *“But of course when consuming the taste is on priority”* (Martin A.).

The good taste of the eco-products and the feeling that a good choice was made in-store also tend to lead to another emotion – **enjoyment**. This is closely connected to the feeling of pleasure, but derives directly from an action. In this case the action is majorly the consumption of the eco-product itself, but can also result out of the food preparation. Elisabeth is one of those respondents, who enjoy consuming ecologically, because it reduces the feeling of guilt. *“And somehow I also eat my bad conscience then”*. In Julian’s case it is the taste and the feeling of naturalness which makes him enjoy the consumption experience. *“But I would also say that the fact that you have something natural makes me enjoy the product more. It’s the taste which makes me think about nature”*. In this study taste seems to be the major reason why respondents enjoy consuming ecologically, whereas environmental concern becomes a minor aspect in the post-purchase stage. This also got visible when Cecilia explained *“I think I am not considering the eco-factor anymore when cooking for example my eco-pasta. I have taken the decision to go for eco in-store and I think that’s it pretty much”*.

Both emotions, pleasure and enjoyment are mainly induced by appraising the outcome of the post-purchase activities. As both emotions are very positive, it is obvious that the perceived outcome desirability among environmentally-oriented consumers is very high. Pleasure and enjoyment can be identified in all interviews within this specific consumer group and are major reasons for considering a repurchase of the eco-product.

The willingness to repurchase is further based on the good experiences that the consumers have had with eco-products. Eight out of nine respondents experience a feeling of **contentment** during the post-purchase stage. This emotion can be traced back to a high degree of certainty that the consumed products have been of good quality like Christina’s statement shows *“It was always a bit better than the normal products”*. Elisabeth, who is used to the naturalness of the products from her own garden, is furthermore quite certain about the better taste. *“It tastes better, at least fresh food. In some situations maybe I just imagine that, but in general I think the taste is better”*. Both factors lead to the potential repurchase.

However contentment also results from the feeling that the consumption or usage of the eco-products makes a difference for the environment. Christina, who always uses ecological toilet paper and notebooks, is convinced that by doing so she is influencing the environment in a positive way. That makes her feel contented and increases her willingness to buy the products again.

Another emotion that could be identified several times within the group of environmentally-oriented consumers is **pride**. This feeling is experienced most often with regards to the agent of the action. The respondents perceive themselves as the ones doing a good deed which makes them feel proud. This good deed is primarily related to the contribution to the environment by their eco-consumption. If other people in their social environment perceive them as being environmentally concerned and therefore “good persons” they experience pride. Cecilia even considers this feeling as a reward for her ecological purchase. *“But now I want to show that I did something good and get a tap on my shoulder. And therefore I am more than happy to show I am buying eco-products”*. Furthermore some consumers feel proud about having an image of being an environmentally conscious person. Consuming eco-products helps them to build this image like in Julian’s case. *“I think when you have a certain idea about fairness and justice, then you use these products for creating your image and showing your concerns”*. Since pride is a very positive feeling and some respondents see it as a compensation for their investment, this emotion is likely to influence the desire to repurchase the product. *“I mean you remember how you felt last time and I want to experience the same emotions again”* (Julian F.).

Also **confidence** is an emotion experienced by environmentally-oriented eco-consumers in the post-purchase stage. Stefan for example is confident that by consuming eco-products he is supporting ethical husbandry. He believes that his consumption helps ensuring the animals a better treatment. *“However I can support the idea that the animals can walk around freely and have a good life”*. Also Jenny feels confident about the consumption of eco-products. She perceives eco-rice to be cleaner than non-eco rice because it is not chemically treated. *“For some reason I don’t do this [rinsing the rice] when I buy eco-products as I feel they are clean and therefore I am certain that I can eat it without cleaning it that much”*. In Jenny’s case the confidence about the cleanliness of eco-products further makes her cooking more convenient, which is another positive factor influencing her willingness to repurchase.

In conclusion it can be said that consumers stating an environmental concern as their main driver for buying eco-products are most likely to experience pleasure and enjoyment due to their environmental contribution and a better taste of the products. If the experiences regarding those expectations are met, they perceive a certain degree of contentment. Furthermore the majority of respondents perceive pride about being considered responsible and conscious consumers.

#### 4.2.2.3 Emotions of Health-Oriented Eco-Consumers

The emotions influencing the consumption stage of health-oriented eco-consumers turned out to be very similar to the ones found for environmentally-oriented consumers. Environmentally-oriented and health-oriented consumers are likely to perceive the emotions contentment, pleasure, enjoyment, confidence and pride when consuming eco-products. In addition health-oriented consumers' consumption has proven to be influenced by the emotion of concern.

The most frequently described emotion turned out to be **contentment**. The consumers are certain that the outcomes of the consumption are beneficial for their bodies and their health and thus experience the feeling of contentment when consuming eco-products. Eva argued that she has always been satisfied with eco-products and stated *"I know it's healthier for me because it contains so much good stuff"*. Marianne also considers eco-products to be healthier, not at last because she has been educated like that, and argued in addition *"they [the products] have always been good, [...] therefore I will buy them again."* Being certain about the contribution to their personal health and perceiving contentment when consuming eco-products seem to have a significant impact on the likelihood to repurchase.

**Confidence** is another common feeling which arises among respondents in this consumer group when being certain about a positive contribution to the personal well-being. Eva for instance truly believes that eco-products have a positive impact on her body. *"[The products] are also creating more energy for me and do not provide my body with any artificial ingredients"*. This is how Eva argues regarding how eco-products contribute to a feeling of confidence. Furthermore Sebastian perceives confidence when watching his daughter eat eco-products, because he believes eco-products to be healthier and therefore better for his daughter.

Many consumers perceive a feeling of **pleasure** when consuming eco-products. Analysis shows that it is an emotion which is particularly evoked when the consumer considers the desired outcome of consumption – a positive contribution to personal health. Respondents argue for example *“I always think it is good for me”* (Marianne H.) or *“I feel comfortable and reassured that I am doing something really good for my body.”*(Agnes B.).

Also watching someone else consume the eco-product has proven to induce a feeling of pleasure; in this case parents have communicated such a positive feeling. Both, Ida and Sebastian claimed feeling good when seeing their children eat eco-products while knowing that it is good and healthy food. *“It looks like he enjoys the food and that makes me feel good in turn.”* (Ida B.).

Knowing they contribute to personal health, consumers are also likely to perceive a higher level of **enjoyment** when consuming the products. A feeling of confidence is induced knowing that they support their bodies, which increases the consumption experience. *“I am enjoying an eco-product a lot more. It is so much healthier”* (Agnes B.). Next to considering the health-factor in general, one respondent also considers the health aspect when it comes to an increased consumption. Britta considered the health aspect of eco-products from a responsibility point of view and then claimed *“I feel maybe less guilty, if I eat a huge bowl, it’s still ok.”*

The feeling of **concern** was most often found in relation to agency. The consumers felt responsible or in control of their personal or other people’s health status and perceived in turn concern. In this study it has been found that concern majorly arose when caring about the health status of other people, for example children. Ida claimed that *“It feels safe watching my son eat a product that I have picked out and that has been certificated as [being] healthy.”* Also Agnes who is looking after her grandchild from time to time described a feeling of concern when watching her eating eco-product. *“I think especially for a child it’s so important to support your growing body with healthy food. It makes me feel good, seeing that she is eating it.”*

What distinguishes health-oriented consumers from environmentally-oriented consumers is that **pride** is less often evoked when consuming an eco-product. It is therefore assumed that health-oriented consumers consider their consumption to be more of a private matter,

which is not of interest for other parties. In addition it can be assumed that some consumers might not regard it as special to consider the personal well-being and therefore not the importance to show off with their eco-consumption. Exceptions in this study are Eva and Sebastian. Sebastian perceives pride when seeing his daughter eat eco-products. He feels proud for being able to offer his daughter good and healthy food. Eva reported in her interview that she would not consider herself feeling proud about her eco-product consumption. However, after the interview she presented the contents of her kitchen cupboard to the interviewer. After showing one eco-product after the other, she was asked to describe how she felt, whereupon she admitted feeling proud for consuming in this healthy way. This example shows that consumers may not always be aware of that this consumption induced a feeling of pride.

In conclusion health-oriented eco-consumers are likely to perceive contentment, pleasure, enjoyment, confidence and concern during consumption. These emotions are evoked by three different appraisals. Contentment and confidence are mainly perceived because the respondents appraise a level of certainty about the eco-products' contribution to personal health. Furthermore pleasure and enjoyment are mainly perceived because of the desired outcome from consuming eco-products – a better health status. The feeling of concern arises mainly when consumers feel responsible for the health situation of other people and partly when they are concerned about their own health what makes them consume eco-products.

#### **4.2.2.4 Emotions of Taste-Oriented Eco-Consumers**

When analyzing the taste-oriented consumer group within the post-purchase stage of the decision-making process one can identify the same dominant emotions as the ones being present in the other two consumer groups – pleasure, enjoyment, pride, contentment and confidence. Concerning pleasure and enjoyment there are certain similarities to the environmentally concerned consumers since those respondents also state the taste of the products as a major factor in the post-purchase stage. Similarities as well as differences are discussed below.

When appraising the outcome of the post-purchase activities respondents are most likely to experience **pleasure**. The expected good taste and the high quality of the eco-products pro-

vide them with a positive feeling. Sebastian feels pleasure when watching his daughter consuming ecologically, *“I like it when Heidi finishes the whole banana. When I see that she likes it”*. Also the closely related emotion **enjoyment** is dominant among taste-oriented consumers. *“I also perceive enjoyment when consuming eco-products even more, because they are tastier”* (Christina B.). Eco-products being perceived as more enjoyable also leads to a higher possibility of considering a repurchase. *“And I mean you get used to it so easily, to the quality and the taste. And then of course you want to have it again”* (Sebastian L.).

Also **contentment** is experienced by all respondents in this consumer group. In Sebastian’s case his daughter is the major cause for that. Being certain that she likes the product and enjoys the food makes him feel contented. In general it can be said that the respondents’ expectations concerning the taste of eco-products are met which make them consider a repurchase. This can also be supported by the feeling of **confidence** about the better quality of eco-products. *“I think we wouldn’t have eco-products if they weren’t better”* (Stefan H.). Stefan believes in eco-products, which is based on his knowledge about the reliability of eco-labels. Confidence is induced, knowing that the quality of the products he consumes is better.

**Pride** is another emotion that can be identified among taste-oriented consumers. Sebastian feels proud that he can afford to offer his daughter tasty high quality food. Furthermore his colleagues’ rather negative attitude towards eco-products also makes him experience a certain degree of pride. He perceives himself as much more aware of the higher quality and the better choice of consuming ecologically. *“But some of my colleagues, I think they don’t have this awareness like I have it, and many don’t even know anything about eco-products”*. This emotion is closely related to confidence. Only if the respondents are certain about the good taste and high quality of eco-products they are likely to experience pride.

Conclusively, all taste-oriented consumers in this study experience pleasure and enjoyment because of the good taste and high quality of the products consumed. Their expectations concerning these factors are met which provides them with a feeling of contentment and leads to a high probability of repurchase. Moreover pride is experienced by the respondents based on their confidence that they are consuming valuable products.

### 4.2.3 Differences between Pre-Purchase and Post-Purchase Emotions

After analyzing the dominant emotions within the pre-purchase alternative evaluation stage and the post-purchase stage of the decision-making process, it is evident that these emotions and therefore also partially the appraisals change during the process. In the pre-purchase stage **pleasure, concern, confidence** and **hope** are the main emotions experienced by the respondents in this study. These feelings are based particularly on the responsibility for the environment or for one's body. Consumers want to contribute to the environment, try to live healthy or simply perceive eco-products as tastier. All these objectives lead to the feeling of pleasure. The hope or even the confidence that these expectations will be met result in the ecological purchase.

In the post-purchase stage of the decision-making process the respondents mainly appraise the situation differently and other emotions arise. Consumers majorly experience **contentment, pleasure, enjoyment, confidence** and **pride**. Pride however is much more likely to be felt by environmentally and taste-oriented consumers than within the group of respondents stating health as their main objective for purchasing ecologically. The consumption of eco-products gives the respondents a feeling of pleasure. This emotion is either the result of a higher enjoyment of tasty, high quality products or the feeling of doing something good for one's body.

As previously discussed, consumers are driven by different aspects when buying eco-products and are therefore part of three consumer groups. In the post-purchase evaluation stage it has been recognized that consumers' priorities can change also within one objective. This change is most significant among environmentally-oriented consumers. While generally their main driver at the point-of-sale was their concern and their perceived need to contribute to the environment, taste was the most important factor when consuming the product and the decisive factor for considering a repurchase. The environmental concern on the other hand is reduced to be of secondary importance. *"I think the awareness that it is actually an eco-product is more in-store. I think I am not considering the eco-factor anymore when cooking for example my eco-pasta. I have taken the decision to go for eco in-store and I think that's it pretty much"* (Cecilia L.). The statement reveals that although pleasure is a dominant emotion in both stages of the decision-making process and arises from appraising the outcome desirability in both cases, this emotion is experienced based on two different desired

outcomes; environmental contribution in the pre-purchase and good taste in the post-purchase stage.

Moreover the taste is reported to always be of interest to the consumers, even if their main driver is environmental concern or health. A precondition for buying and consuming eco-products is that they need to have an acceptable taste. Overall good taste can be identified as the major reason for experiencing pleasure and enjoyment among the majority of consumers in the post-purchase stage, which is independent from the actual driver for buying. The appraisal of the situation and the arising emotion of pleasure are therefore much more similar among objectives within the post-purchase stage than within the pre-purchase stage in which appraisals can be clearly distinguished.

In summary it can be said that respondents show significant changes between their experienced emotions within the pre-purchase alternative evaluation and the post-purchase stage. However it can be identified that these emotions build up on each other to a large extent. If for instance one consumer is confident concerning the good taste of the eco-product when doing the purchase, it can be expected that this person feels contented in the post-purchase stage when his/her expectations are met. The same is valid for guilt and pleasure. The feeling of guilt in the pre-purchase stage is decreased through the ultimate purchase and leads to experiencing pleasure in the post-purchase stage. These examples show that the emotions within the two stages are closely related to each other and cannot be viewed separately.



## 5 Conclusion

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*The final chapter of this thesis aims to summarize the major findings of the study. The theoretical contribution is illustrated in a model which is based on the Cognitive Appraisals Approach model by Watson and Spence (2007), specifically adapted to eco-products. Moreover the practical as well as methodological contributions of the study are outlined and discussed in order to emphasize its relevance. Finally the chapter provides the reader with suggestions for future research.*

### 5.1 Outcomes and Implications of the Study

The study attempted to investigate how emotions influence the decision-making process of consumers buying grocery eco-products on a regular basis. The focus attempted specifically to investigate which emotions are evoked and to explore their cognitive backgrounds within the pre-purchase and the post-purchase stage.

With regards to the purpose and the aims of the study, the analysis revealed several interesting insights. First of all specific emotion sets for both process stages have been identified and their underlying cognitive appraisals have been explained. In addition it has been found that the stages in focus of this study are influenced by different emotions. However, pleasure and confidence have been found in both stages and can therefore be considered as the major emotions being involved in a grocery eco-product experience. Another finding of this study is that pre-purchase emotions show an influence on post-purchase ones.

Another interesting finding of this study is that consumers do not connect eco-products automatically to a positive contribution for the environment, but also see additional motivations for buying eco-products. The analysis has therefore considered three different consumer groups with different drivers for buying eco-products; environmentally-oriented, taste-oriented and health-oriented consumers. Explanations in the analysis clearly illustrate that these consumer groups base their buying decisions on different kinds of cognitive appraisals. Interestingly it has been found that the different cognitive appraisals of these consumer groups tend to evoke almost the same emotions. The study illustrates slightly different emotion sets for each buying driver group, but overall it can be concluded that even when having different considerations and appraisals, the same emotions are evoked.

An additional interesting finding from conducting interviews is that consumers tend to relate grocery eco-products mainly to food items. Only few consumers associated the term *grocery eco-products* to other items such as washing detergents or paper products, and therefore the findings from interviews stem mainly from experiences that consumers have had with food products. This had a significant influence on the process of the analysis, which can easily be seen when considering the consumer groups which have been identified. For example only because interviewees were mainly relating given questions to food-products, a consumer group driven by taste was created. However, because of the strong association to food, it can be assumed that consumers being in-store and willing to buy eco-products are most likely to consider food products, rather than any other type of eco-products. Nevertheless, this finding limits the scope of the study and the results are thus most important and relevant for ecological food items. Even so, it can be assumed that the appraisals of the environmentally-oriented consumer group, which represents a general concern for the environment and therefore acknowledges the actual sense of eco-products, are also important when discussing grocery eco-products in general.

Overall it can be concluded that the concept of eco-products is a very interesting field of research, which is a lot more complex than it seems at a first glimpse.

## 5.2 Theoretical Contribution

The theoretical contribution of this thesis can be visualized in the model below. It is an adaptation of the model depicting the cognitive appraisal theory by Watson and Spence (2007), adjusted specifically for ecological purchase and consumption. This model therefore provides knowledge particularly suitable for consumer behavior concerning eco-products.

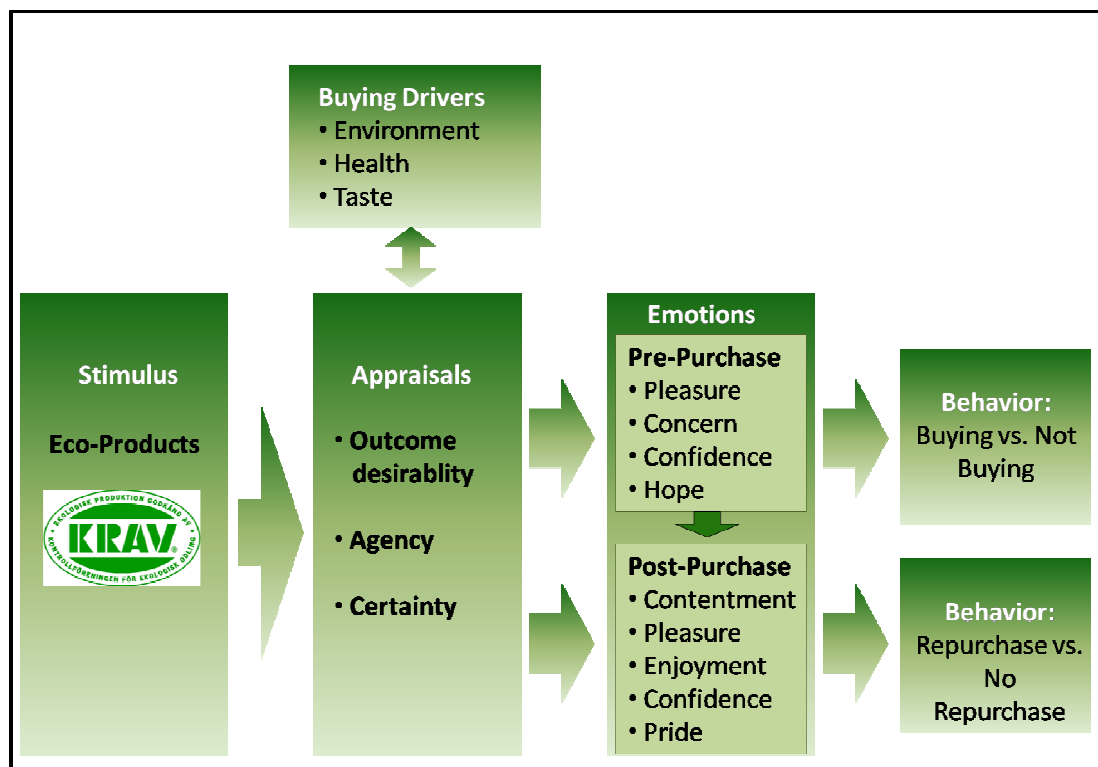


Figure 3: Model depicting grocery eco-consumers' emotions in the decision-making process in context of the cognitive appraisal theory (on basis of Watson & Spence, 2007, p. 503)

The stimulus that serves as the basis for this model is the grocery eco-product. This product is evaluated or in other words appraised by the consumers according to outcome desirability, agency and certainty. In contrast to the original model by Watson and Spence, this adjusted model contains only three different appraisals. The fourth appraisal, fairness, is consciously neglected as it is considered to be neither of particular relevance nor adding additional value when investigating consumer behavior concerning grocery eco-products.

As discussed in the theory part of this thesis, the appraisal of a specific situation leads to experiencing specific emotions. In the case of grocery eco-products the study shows that different emotions are evoked when appraising the pre-purchase situation and the post-

purchase situation. Regarding the pre-purchase alternative evaluation stage the main arising emotions are pleasure, concern, confidence and hope. Within the post-purchase stage of the consumer decision-making process contentment, pleasure, enjoyment, confidence and pride have been found to be most significant. As already mentioned it becomes conspicuous that two emotions are overlapping and represent therefore the dominant emotions among both stages. This leads to the result that these emotions can be overall regarded as the most important ones. The model also shows that the emotions within the post-purchase stage are influenced by and build up on the ones experienced in the pre-purchase stage.

Finally the emotions lead to a specific consumer behavior. This behavior can be implementing the purchase or not and repurchasing the product or not, respectively, depending on the stage of the decision-making process. However the more of the identified emotions are experienced and the higher their intensity, the more likely is the consumer to purchase/repurchase the eco-product.

In comparison to the original model another important factor has been integrated – the buying driver. The study has been able to identify three consumer groups with different drivers to buy ecologically; namely environmental concern, health aspects and better taste. The previously discussed appraisals and these different objectives interact and influence each other. On the one hand a buying driver leads the appraisals in a specific direction. The driver health for example makes a consumer appraise the impact of the product on his/her personal health. On the other hand, when being certain about one's environmental contribution when buying an eco-product, consumers are more likely to regard the environment as their main driver.

Furthermore the interaction between drivers and appraisals result in slightly different emotions depending on the specific buying driver. This factor is therefore of particular importance and has an indirect influence on the ultimate consumer behavior of the pre-purchase as well as the post-purchase stage of the decision-making process.

### 5.3 Practical Contribution and Managerial Recommendations

Findings of this study are not only useful for academics, but also for practitioners in the fields of marketing and general management.

In general, the study's findings show that consumers often indicate a lack of information. Many consumers show to some extent uncertainty regarding the contribution of grocery eco-products to their particular buying driver. Does an eco-product really contribute to the environment? Is it really healthier? How come it tastes better? Several respondents in this study claimed to be more hopeful than really informed about the effectiveness of grocery eco-products. A few respondents even reported feelings of doubt or mistrust. It can therefore be concluded that the grocery eco-product industry should provide consumers with more information about the additional benefits of the products. This would probably enhance consumers' feeling of confidence, decrease negative feelings of doubt and mistrust and in turn contribute to an increase in sales.

When segmenting the respondents into consumer groups in accordance to their buying drivers, it was recognized that all of them claimed at some stage that a protection of the environment is important for them. However, it is not always reflected on their buying behavior as a driver for buying eco-products. Some consumers did not at all consider the environment when buying these products, which is partly due to the aforementioned lack of information. Since some consumers are not at all aware of that eco-products in general contribute to the environment, additional information would help to clarify the positive impact for the environment and because of the existing interest among consumers for the later, would possibly show in turn a positive effect on sales.

The segmentation into different consumer groups took place, since the study clearly indicated that there are different underlying motivations when buying grocery eco-products. This finding clarifies on the one hand, the need for considering consumers' motivations for different types of eco-products among marketing managers. This in turn, would on the other hand open new opportunities for differentiation strategies. Knowing that grocery eco-product consumers are not only driven by an environmental concern, but also by taste or health aspects, offers the possibility to position an eco-product not only as environmentally friendly, but also as being healthier and/or tastier.

The description of the theoretical contribution of this study illustrates that there are two sets of emotions which are most likely to be evoked either when buying or when consuming eco-products. However, overall there are seven different emotions which have been claimed to be important in the decision-making process. Exploiting all of them might make positioning and communication of eco-products too heavy. It is therefore recommended to focus on the emotions of pleasure and confidence. As the model illustrates, pleasure and confidence are the only two emotions which appear in the pre-purchase as well as in the post-purchase stage. Evoking pleasure and confidence by the use of marketing instruments would affect consumers on both stages at the same time which might not only increase the effectiveness of the resources employed, but also make the consumer's experience with eco-products in-store and at home more consistent. Exploiting the emotions pleasure and confidence has also been proven by theory to be very suitable for marketing communications (Wim et al., 2007). The findings of this study support this conclusion and the authors therefore believe that these emotional states could influence the entire eco-product experience in a positive way.

Particularly in terms of marketing communications it is recommended to focus on evoking pleasure and confidence. By providing more facts about the eco concept, consumers can learn and make use of this knowledge in cognitive appraisal of products. By doing so, marketing communications would be able to evoke a feeling of confidence among consumers. The findings of this study show that consumers who perceive confidence are likely to feel pleasure at the same time. The relation of these two emotions is therefore obvious. However efforts should also be made by marketing practitioners to induce a feeling of pleasure. Evoking pleasure by emphasizing the taste of a product should prove to be effective, as all consumer groups in this study to some extent reported taste to be a pursued benefit of buying eco-products.

Though pleasure and confidence have proven to be particularly important in this study, one cannot completely neglect other emotions evoked in the two stages. While it might be most efficient to focus on pleasure and confidence in marketing communications, the entire range of emotions illustrated in the model should be considered when trying to understand eco-consumers' behavior and when aiming to understand the importance of confidence and pleasure. It might not be useful to evoke hope by use of marketing communications, but it is

very useful to know that by evoking confidence in marketing communications a feeling of hope among consumers can be decreased.

A final recommendation for marketing practitioners who aim to target one specific consumer group is to consider the particularly identified *emotion set* which was found to be of importance in this study. This could be of great assistance in better understanding consumers and target them more precisely.

#### **5.4 Methodological Contributions**

In previous research where emotions have been studied, authors have mainly relied on quantitative measures and self report to access the emotions experienced in various consumption situations (e.g Tiedens & Linton, 2001; Yi & Baumgarter, 2004; Soscia, 2007). However, despite the authors' concerns that emotions might be difficult for interviewees to communicate and even more difficult for the researchers to interpret and make sense of, the data obtained from the interviews in this study were surprisingly straightforward. The benefits obtained from having a semi-structured interview design were obvious; interviewees were able to express their emotions towards ecological consumption very freely and it allowed the authors to easily ask follow-up questions in order to "dig deeper", to go beyond cognitive processes and to understand what emotions actually steer the favoring of ecological products. Though this is not a unique technique, qualitative methods have to a certain extent previously been used, the study provides evidence that a qualitative research including self-report, is indeed useful and that it can generate accurate and straightforward data.

Furthermore, using the cognitive appraisals approach, proved to be beneficial as a theoretical framework for understanding the cause-and-effect pattern of ecological consumption and evoked emotions. The integration of the appraisals approach into the decision-making process made it in particular possible to understand that consumers are driven by different buying objectives. In turn the authors were able to explain that similar evoked emotions can have very different backgrounds.

## 5.5 Future Research

Previous sections have clarified the study's contributions. Based on the framework which has been constructed and considering its practical relevance, different areas which need additional investigation have been identified.

The present qualitative study resulted in theoretical contribution in form of a model, derived from the cognitive appraisals theory and adapted for the purpose of eco-consumption. It is therefore suggested that future research tests the findings and interrelations among different components, in order to ensure its validity. The model is based on a relatively small number of interviews and has not yet been tested on larger amounts of eco-consumers. Testing the model with a quantitative approach and therefore with a greater number of respondents could also lead to an identification of possible differences among age-groups, gender and social backgrounds.

Furthermore the study provides evidence about emotional influences on two stages of the decision-making process. As described in the theory chapter, the entire decision-making process contains five stages. Even if the authors assume that most significant influences occur within the pre-purchase alternative evaluation and the post-purchase evaluation phases, it could also be interesting to investigate emotional influences and their interrelations on other stages.

This study illustrates and provides evidence that pre-purchase emotions influence post-purchase ones. It can be assumed that post-purchase emotions are also likely to influence the consumer's next pre-purchase phase. Future research could therefore investigate how perceived emotions in consumption are likely to influence the next shopping experience.

Moreover as clarified in the beginning of this chapter, the findings of this study are most relevant for food eco-products, since consumers were most likely to associate the term grocery eco-products with eatable items. The authors therefore suggest conducting another similar study on eco-products, by excluding food products. This would provide additional interesting insights for other product categories.

In addition, considering the post-purchase evaluation, it has been found that positive emotions such as pleasure and contentment lead to repurchase. Perceiving these positive emo-



tions lead consumers to easier decide in-store to pick the same product again. However this study does not take positive influences on other products into account. One can argue that positive experiences with one eco-product enhance the likelihood for the consumer to attribute other eco-products with positive emotions, leading them to repurchase new items labeled eco. Testing such a hypothesis could also be an interesting topic for future research.

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## Appendices

### Appendix No. 1: The Interview Guide

#### Interview Guide

##### General

- For whom are you doing the grocery shopping? (family, yourself, kids etc.)
- When choosing products, which factors influence your decision?
- Which eco-products do you buy/have you bought?

##### Pre-purchase evaluation

*Purpose of this section is to make the respondent recall a situation in which he/she decided for an eco-product and against a non-eco alternative*

- Why do you buy this eco-product?
  - Describe why this product is a better choice (for yourself/your family).
- How do you feel when picking the product from the shelf?
  - What are your thoughts and what did you feel?
- How does your environmental responsibility affect your choice?
- How do you think buying an eco-product makes a difference for the environment?
- Is there a product category where you only take eco-products into consideration?
  - If yes, why? (what do you think/feel about it)
  - What would you do if all eco-product in this category are sold out?
- For whom are you purchasing ecologically - who do you think will benefit from your ecological purchase?
- Why do you want to protect the environment?

##### Post-purchase evaluation

*Purpose of this section is to make the respondent evaluate the eco-product after the purchase, meaning during and after the consumption*

- What do you like about consuming an eco-product? What does it mean to you?
- When consuming the product, how does it feel in comparison to normal non-eco-products?
- How do you perceive the outcome of your purchase? (expectations vs. experience)
- How do you evaluate your environmental contribution when consuming the eco-product?
- How do you think your social environment perceives your ecological consumption?
- Think about a situation where you repurchased an eco-product. What convinced you to buy this product again? What did you think, what did you feel?

## Appendix No. 2: Codebook for Coding Consumer Emotions

### Code Usage when Interpreting Emotional Statements:

	Used Emotions:	Emotion description:	Coding example out of respondent quotes:
1	Anger	The strong feeling that you have when something has happened that you think is bad and unfair.	<i>And you always hear about how much food is wasted in our Western society and how many parts of Africa could be saved from hunger if they would receive this food. They just don't care and are too arrogant, because they have everything.</i>
2	Belonging	A feeling of being comfortable and happy in a particular situation or with a particular group of people.	<i>It also gives me the feeling we have something in common. So the product is actually connecting me with my friend.</i>
3	Concern	A feeling of worry and the desire to protect and help somebody /something.	<i>It allows me to contribute in some way. It's a way to support the environment and so on.</i>
4	Confidence	The feeling that you can trust, believe in and be sure about the abilities or good qualities of somebody/something. The feeling that you are certain about something.	<i>I truly believe that eco-products are so much better for your body.</i>
5	Contentment	A feeling of happiness or satisfaction.	<i>Yeah, it's [the experience] pretty good. I mean I have hardly ever made bad experiences.</i>
6	Disappointment	Sadness because something has not happened or been as good, successful, etc. as you expected or hoped.	<i>But concerning food I made the experiences that they get mouldy much faster, because they are not conserved so much. And then I was a bit disappointed.</i>
7	Discontentment	A feeling of being unhappy because you are not satisfied with a particular situation.	<i>You know, you want to shop in a store which is providing the products you want and you are used to. If that's not the case, I simply visit another one</i>
8	Distrust	A feeling of not being able to trust somebody/something.	<i>There are so many eco-labels nowadays and you don't have a clue what is behind them. Some of them are just inventions by manufacturers to make them able to sell products for a higher price.</i>
9	Doubt	A feeling of being uncertain about something or not believing in something.	<i>Although I would like to believe that all eco-labeled products are eco-friendly, I doubt that this is the case.</i>
10	Empathy	A feeling of association or identification with an object or person.	<i>And I have a good feeling when doing so, because I know that the people who are cultivating and picking the coffee get a fair salary.</i>
11	Enjoyment	A feeling of the pleasure that you get from something.	<i>I mean in general I eat to satisfy my hunger and normally I also enjoy eating. I also perceive this enjoyment when consuming eco-products, even more, because they are tastier.</i>

12	Fear	The bad feeling that you have when you are in danger, when s.th. bad might happen, or when a particular thing frightens you.	<i>I am afraid of all this rotten meat. Yes, actually it is the fear that I'm eating something that is not good for my health.</i>
13	Fulfillment	The feeling of being happy or satisfied with what you are doing or have done.	<i>I guess it boosts my self-esteem, I probably feel better about myself after having consumed it.</i>
14	Guilt	The unhappy feelings caused by knowing or thinking that you have done something wrong.	<i>I am of course aware of that I do consumption which are not good for the environment, so I feel kind of guilty for that and want to do my part of contribution.</i>
15	Happiness	A feeling of giving or causing pleasure.	<i>So buying eco-products makes me thinking I am buying something good and that makes me feel happy and good.</i>
16	Hope	A feeling of wanting something to happen and think that it is possible.	<i>I think in a way, when you buy these products with eco-friendly stamps on it, you hope in a way that are contributing to something good.</i>
17	Indifference	A feeling of a lack of interest, feeling or reaction towards something/somebody.	<i>I would say [the consumption] is completely the same. I mean after leaving the store it's a normal product for me.</i>
18	Insecurity	A feeling of not being confident about something/somebody.	<i>Concerning all these eco-labels I am not certain, because you hear so many negative things in the media. So you can't rely on an eco-label, because you can never be sure if it is really eco only because it says so on the packaging.</i>
19	Optimism	A feeling that good things will happen and that something will be successful.	<i>It certainly happens that I buy eco without knowing exactly if it is eco or not. Then I simply hope so, I am a trustful person and optimistic.</i>
20	Peer-pressure	A feeling resulting from the act of trying to persuade or to force somebody to do something.	<i>You know she is really considering the environment and made me more aware of the importance to support eco-product. Yeah, she kind of forced me to buy them as well.</i>
21	Pleasure	A state of feeling or being happy or satisfied.	<i>Well, I guess I feel it's a good choice. It's a good feeling, when I am thinking about it.</i>
22	Pride	The feeling of respect that you have for yourself / the feeling that you are better or more important than other people	<i>I think when I see my entire eco-tea shelf, I also feel kind of proud that I was so consistent in buying good tea I think I am definitely feeling kind of proud. It looks good – and I don't need to feel ashamed of the products I have bought.</i>
23	Trust	The feeling of belief that something/somebody is good, sincere, honest, etc. and will not try to harm or trick you.	<i>I think I trust the content and it makes the meal more enjoyable.</i>

## Appendix No. 3: Coding Emotions among Interviewees and Cognitive Appraisals

	Background	General shopping behavior	Process stage	Emotions	Outcome Desirability	Agency/Fairness	Certainty	Quotes
Agnes B.	68 years old, married, lives in a single house in a village, retired. Does grocery shopping for her and her husband, sometimes also for the grandchild, when she is over.	The origin of the products is important, they should be locally produced if possible as she perceives them to be of higher quality. She prefers buying eco-products. She is buying the majority of products in the eco version; fruit, vegetables (especially tomatoes), dairy products, muesli and she is getting her bread from a bakery 600km far away because it has a special eco certificate.	<b>Prepurchase</b>	Trust Hope Pleasure Concern Confidence	<p><b>Trust:</b> eco-products are good for her body</p> <p><b>Pleasure:</b> knowing that she is doing something good for her body gives her a good feeling</p>	<p><b>Pleasure/Trust:</b> she is doing something good for her body and can influence her health by buying eco</p> <p><b>Concern:</b> thinks that people have to care about and support the environment because you are drinking the contaminated ground water again</p>	<p><b>Confidence:</b> she believes that eco-products are healthier and better for her body</p> <p><b>Trust:</b> she relies on the dvd from the bakery showing how they cultivate and produce bread without chemicals</p> <p><b>Trust:</b> as you can't be certain that it is eco when no information is available, then you simply have to trust it</p> <p><b>Pleasure:</b> eco-products help her to feel better in her age</p> <p><b>Hope:</b> the ecological cultivation of eco-products contributes to the environment (but not so important for her)</p> <p><b>Hope:</b> eco-products do not contain as many chemicals as normal products</p>	<p>If they tell me its eco, I suppose it has to be eco then.</p> <p>The bread has a special eco-certificate and is very special. This bakery is providing a DVD about their production and you can see their fieldwork and where the grains come from. It shows that they are not doing anything with chemicals. And you can taste every ingredient. If you got ever used to this bread you don't like the normal bakery anymore.</p> <p>I truly believe that eco-products are so much better for your body</p>
			<b>Postpurchase</b>	Enjoyment Hope Pleasure Concern Contentment	<p><b>Enjoyment:</b> the consumption of eco-products gives her a good feeling and she enjoys it a lot, because she knows she is doing something good for her body</p> <p><b>Hope:</b> consuming eco helps not to get sick and prevents cancer</p> <p><b>Pleasure:</b> her expectations are normally exceeded when consuming eco. The taste is better than she imagined and also the quality is even better than expected.</p>	<p><b>Pleasure:</b> she can actively support her body and her health by consuming eco</p> <p><b>Hope:</b> she believes that consuming eco is good for her health and that it prevents diseases</p> <p><b>Contentment:</b> the taste of eco-products is much better, which makes her consider a re-purchase</p> <p><b>Concern:</b> loves to see her grandchild eat eco, because especially when growing up healthy food is important</p>	<p>I hope it's helping me not to become sick. I really think it is helping me not to get any kind of cancer.</p> <p>But then when eating the eco-product my expectations about the product are actually even exceeded. The products usually taste better than I could have imagined and also quality wise it is so much better.</p> <p>One exception would be my grandchild. I would love to see her eating more eco-products. I think especially for a child it's so important to support your growing body with healthy food.</p>	

	Background	General shopping behavior	Process stage	Emotions	Outcome Desirability	Agency/Fairness	Certainty	Quotes
Anneli H.	<p>middle-aged, married, two adult children, living in a house with her husband, working in a school, likes to work in the garden, to read, visit the cinema and concerts.</p> <p>She is shopping mostly for herself and her husband.</p>	<p>When shopping she buys most products out of a routine. She claims not to be much price-leader. She decides which products to buy in terms of taste and visual appearance. She also watches out for eco-symbols.</p> <p>Eco-products: Laundry detergent, toilet paper, juice, coffee, sometimes meat, fruit, they are produced locally.</p>	<p><b>Prepurchase</b></p>	<p>Pleasure Concern Confidence Trust Doubt</p>	<p><b>Pleasure:</b> It feels like a good choice, because you are acting in a responsible way.</p> <p><b>Pleasure:</b> It feels better because the products look better.</p> <p><b>Concern:</b> For Anneli environment and health goes hand in hand.</p>	<p><b>Concern:</b> She doesn't want to support a non-ecofriendly industry.</p> <p><b>Concern:</b> Shows a strong concern for the environment, especially for the animals by indicating that she would either not buy the "wrong" product or visit another store if the eco-product e.g. eggs is not available.</p> <p><b>Concern:</b> Believes that environmental changes are to a huge part human beings' fault. She wants a clean environment for her childrens' kids.</p>	<p><b>Trust:</b> She trusts that eco-products contain less chemicals and are therefore more natural and better for the environment and for the health. She also trusts a better animal treatment.</p> <p><b>Confidence:</b> She is convinced that it's better for producers and for consumers.</p> <p><b>Doubt:</b> Even if she buys eco she thinks that you can actually only call a eco-product eco, if its a 100% eco. She finds that packaging are mostly not eco-friendly.</p> <p><b>Confidence:</b> Retailers have the power to make a difference.</p> <p><b>Doubt:</b> She is not sure about her own contribution to the environment. She doesn't know if she has any direct impact on it.</p>	<p>Furthermore I have children who may have children, who may have children... and I want to do my best for their future.</p>
			<p><b>Postpurchase</b></p>	<p>Pleasure Enjoyment Concern Pride Trust Confidence Doubt</p>	<p><b>Pleasure:</b> The products taste good.</p> <p><b>Enjoyment:</b> Due to a better taste and because it has been a conscious choice. It also feels more natural and genuine.</p>	<p><b>Concern:</b> Even in consumption she is considering the environment and also the fact that she is doing something good.</p> <p><b>Pride:</b> She doesn't see a way in showing off with eco-products, but still believes that eco-products are a way to show who you are.</p>	<p><b>Trust:</b> She trusts the content of eco-products, which makes them in turn more enjoyable.</p> <p><b>Confidence:</b> She is convinced by the idea of an eco-product which makes her repurchase.</p> <p><b>Doubt:</b> However she become sceptical as she heard that there is fraud in terms of labeling.</p> <p><b>Trust:</b> She trusts in accurate controls taking place in Sweden.</p>	<p>However I am aware that this has become a lucrative business idea so I am somewhat sceptical of everything.</p>

	Background	General shopping behavior	Process stage	Emotions	Outcome Desirability	Agency/Fairness	Certainty	Quotes
Britta L.	26, student, master of market research, spare time: sports, socializing, living on her own and therefore mostly shopping for herself	Mostly price focused, because she is a student. Considers also quality, in terms of visual appearance. In addition she checks freshness when it comes to vegetables & fruits and sometimes also brands.  Eco-products: dried nuts, juice, apples, muesli (brands: I love eco, godmorgon.)	<b>Prepurchase</b>	Hope Pleasure Confidence Insecurity Concern Pride	<b>Pleasure:</b> Because the packaging looks nicer, fancier and fresher. The perceived quality is therefore higher.  <b>Pleasure:</b> Doing something good for myself. It feels more natural.	<b>Concern:</b> Considers her health and thinks that eco-products are containing less sugar, are more natural and therefore contribute to her health  <b>Pride:</b> Because she buys eco-products and therefore is apparently healthy, she perceives a feeling of pride as she has something special/healthy in her basket and therefore looks like having control over her health behavior.	<b>Hope:</b> Hopes it has less calories and is therefore more healthy  <b>Confidence:</b> Feeling of security, that there are good ingredients in the product.  <b>Insecurity:</b> Not buying eco because of the environment, even if she obviously considers that it could be benefited. She doesn't see a direct connection between these components. She perceives a benefit for the animals, but is not sure if that is helping us to solve major environmental issues.  <b>Confidence:</b> I don't think its helping the environment very much. However, supporting the environment in general is important for her, as it is the planet her children are going to grow up in.	-
			<b>Postpurchase</b>	Enjoyment Fulfillment Belonging Contentment	<b>Enjoyment:</b> Because of the health considerations it feels good to eat the products and in addition it tastes ok.  <b>Fulfillment:</b> Eco-products do not have the best taste. However, it's healthy and it's satisfactory.	<b>Enjoyment:</b> She feels less guilty when eating a whole bowl of eco-muesli than she would have when eating a whole bowl of normal muesli, as she thinks it's healthier. Eating eco suits her lifestyle.  <b>Belonging:</b> She feels like she has to buy eco-products as almost everybody does. She thinks that a lot of people use eco-products to show that they consider their responsibility and she wants to do so too, rather than being a bad person.	<b>Contentment:</b> the products so far were ok, even if not really surprising. She considers to occasionally repurchase as it provides a good feeling and she finds the packaging appealing.	Eco-products are "an investment in my body".



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Cecilia L.	24, law student, living on her own and therefore shopping only for herself, spare time: socializing, gym, reading.	Majorly influenced by price and the quality of the brand. The importance of these factors are majority influenced by her financial situation and changes during the month. Overall she would say she is more price lead.  Eco-products: dairy products, e.g. milk, meat, pasta, fresh vegetables, out of these products she buys milk most often	<p><b>Prepurchase</b></p>	<p>Pleasure Belonging Concern Guilt Hope Trust</p>	<p>Pleasure: When buying milk she is doing something good, even if she is on a tight budget. As eco-milk is almost the same price like normal milk she sees a great advantage in it.  Pleasure: it makes her feel better as she took an active choice to do something good.  Belonging: She feels she becomes a part of something and feels she is contributing to it.  Hope: Wants her children to live in a good environment.</p>	<p>Concern: Feels responsible for the environment and has a feeling she is contributing to something even if it is with something as small as milk. Feeling responsible for the environment majority influences her choice for buying eco-products.  Concern: She started to buy eco-products because a friend made her aware of the possible way to contribute and therefore convinced her to do her part. She always has this friend in the back of her head.  Guilt: She feels guilty for other kinds of consumption, but still mostly responsible for the environment. She uses eco-products to balance her consumption and to gain back a good conscience.  Pleasure: Even if she feels responsible for the environment which makes her buy most often eco-milk, she sometimes miss feeling "at home", which in turn makes her buy a non-eco brand from her home country. She knows that this is sometimes creating a feeling of pleasure in her. However, if she is buying most often eco, she doesn't feel guilty for that and also said she would buy this brand in eco, if eco would be offered.  Concern: She is mostly buying eco-products for the benefit of the society which is gained from a better environment and not for herself. Information is missing so most of the time she doesn't know if it's better for her or not.</p>	<p>Hope: She hopes to contribute to something good for the people who are producing these products and also for the animals. She hopes to make it somehow better and hopes the entire production chain benefits from it.  Hope: She also hopes to give a signal to manufacturers, that there is a demand and that they should increase their eco-production.  Trust: Hopes that eco-products make a difference. Since there is not enough information provided, she trusts and believes in the labels. She thinks it is worth to believe in it and to give it a try.</p>	<p>I also hope it's giving kind of a signal to the manufacturers. A signal that there is a demand for good products and that they should consider more to produce environmentally friendly.  I really think it's more hoping than knowing you are doing something good.</p>
			<p><b>Postpurchase</b></p>	<p>Indifference Pleasure Pride Belonging Peer-pressure Empathy Insecurity Contentment Trust</p>	<p>Indifference: She feels pretty neutral in terms of consumption. She says that most of the time the taste is the same and she did her active choice in store - therefore she is not considering the environment anymore.  Pleasure: Feeling good about the good choice taken. Especially when it comes to tea which is reminding her over and over again.  Pride: She also feels proud that she did an active choice for protecting the environment.  Belonging: If she serves friends who also buy eco with eco-products she feels they have something in common.  Pride: She is proud that she made a good choice for the environment in store. She feels good about it, but now want to get a reward, which would make her even more proud about her purchase.</p>	<p>Pride: Eco-products make her to some extent able to create kind of an image - it looks good.  Peer-pressure: She feels pressured and is forced by a friend to buy eco-products. She feels that she is keeping an eye on her consumption and doesn't want to feel bad.  Empathy (Fairness): Cecilia agrees that next to the eco-factor also fair trade plays a big role in deciding to repurchase eco-products.</p>	<p>Insecurity: She doesn't know how much she is really contributing as she is missing out on knowledge. She claims that this is the reason why not considering the environment while consuming the product.  Contentment: She considers a repurchase because she is convinced by the product's taste and its quality. (Taste needs to be normal and not worse than a normal product)  Trust: She also considers a repurchase because she trusts the eco-concept.  Pleasure: She knows when repurchasing e.g. the eco-milk it's creating a good feeling in her.  Pleasure: She knows eco-products evoke a good feeling. Whenever she is in a bad mood and has the desire to do something good she is more likely to consider an eco-repurchase.</p>	<p>I think when I see my entire eco-tea shelf, I also feel kind of proud that I was so consistent in buying good tea.  I think I am definitely feeling kind of proud. It looks good - and I don't need to feel ashamed of the products I have bought.  The product is actually connecting me with my friend.  I feel guilty in-store when I purchased the eco-product. So I did something good. But now I want to show that I did something good and get a tap on my shoulder. And therefore I am more than happy to show I am buying eco-products.</p>

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<p><b>Christina B.</b></p> <p>23 years old medicine student, living alone in a single apartment. Going shopping only for herself, sometimes for her boyfriend.</p>	<p>She pays attention to the nutrients, products have to be fresh, price effectiveness is important, often buying private labels rather than branded products. Buys eco especially when it comes to fruit and vegetables (salad), eggs, likes to try different products, toilet paper, kitchen paper, notebooks</p>	<p><b>Prepurchase</b></p>	<p>Pleasure Hope Guilt Contentment Concern Empathy Insecurity Confidence</p>	<p><b>Pleasure:</b> healthier than normal products  <b>Contentment:</b> buying eco paper gives her a good feeling, because she is less wasteful and is doing sth good for the environment  <b>Hope:</b> when buying fair trade the workers will benefit from it</p>	<p><b>Guilt:</b> feels responsible for the environment, has a bad conscience ("unconscience feeling when buying eco")  <b>Concern:</b> doesn't want to throw food away when knowing that other people in the world don't have enough to eat  <b>Empathy:</b> by buying fair trade she can influence that the workers get a fair salary  <b>Guilt:</b> she feels like being on the side of the ones being exploit by others and also on the side of the environment, so she feels responsible and wants to contribute  <b>Concern:</b> everybody should do their part to contribute to the environment</p>	<p><b>Confidence:</b> convinced that the taste is better and that it is more similar to the products from her parents' garden  <b>Insecurity:</b> very uncertain about the reliability of eco-labels (concerning food) → relying on negative info she gets from the media  <b>Hope:</b> buying eco paper makes a difference for the environment  <b>Hope:</b> buying fair trade products makes a difference  <b>Hope:</b> she is doing something good for herself, and it is good for the environment, she hopes that e.g. apples look "eco" are really eco and healthier</p>	<p>So you can't rely on an eco-label, because you can never be sure if it is really eco only because it says so on the packaging. And that's why I avoid buying it only because it is eco, because I'm paying more for it and in the end it might contain as many contaminants as the normal product. But when it just tastes better, then it's worth it  I mean maybe you always have it in the back of your mind that it is good for the environment and that you are doing something good for the environment and also for all other people.  In that case it is not so much about quality, I don't like that paper more. It doesn't have any bonus for me in terms of feelgood factor. I just think that I can contribute to the preservation of the environment with buying those products.</p>
		<p><b>Postpurchase</b></p>	<p>Enjoyment Pleasure Hope Contentment Insecurity</p>	<p><b>Pleasure:</b> gives her a good feeling to do sth good for others  <b>Pleasure:</b> experiences are always very positive  <b>Enjoyment:</b> enjoyment during consumption is higher than when consuming normal products  <b>Enjoyment:</b> products are more tasty and she is doing sth good for her body</p>	<p><b>Hope:</b> by using eco notebooks and toilet paper she can contribute to the environment  <b>Hope:</b> consumption of eco is better for the environment (only side effect)  <b>Insecurity:</b> she would be influenced by her social environment in terms of questioning eco-products even more, if they show a negative reaction to her eco consumption</p>	<p>But in the back of my mind I of course hope that I'm also doing something good for the environment and that it is better than consuming normal products</p>	

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Elisabeth S.	51, married, housewife, two adult children, living with her husband, spare time: sports, reading, working in the garden, shopping mainly for herself and her husband	Mostly guided by a shopping list, but open for special offers and spontaneous ideas; takes care about buying products from her home-country, preferable even local ones. Also tries to purchase eco-friendly and considers waste when it comes to packaging. Eco-products: Especially cleaning products, also fruit and vegetables when they are ecologically cultivated.	<b>Prepurchase</b>	Pleasure Optimism Guilt Enjoyment Concern Confidence Distrust	<p><b>Pleasure:</b> Buying eco, because it is healthy and it isn't burdening the environment. It feels better. Therefore no problem to pay more.</p> <p><b>Guilt:</b> Buying eco-products is buying a better conscience.</p> <p><b>Enjoyment:</b> Eating with more reasons mentioned above. She could never buy non-eco eggs as she could not enjoy them.</p> <p><b>Concern:</b> Especially in terms of cleaning products she aims to buy eco, as it is healthier for her skin when coming in touch with it and also better for the environment when it goes down the drain.</p>	<p><b>Concern:</b> Thinking about pollution and other things and loves nature, and therefore wants to help. Feels responsible and everybody should. "We have children living on this planet."</p> <p><b>Concern:</b> The concern is so strong that she would visit another store in case these products were not available</p>	<p><b>Confidence:</b> By buying eco-products, she contributes to help the environment to stay as it is or even make it better. She also supports farmers or producers of products. She also considers that eco-products don't enaciate the ground that much, which in turn saves our ground water and in turn our health. She thinks that buying a single product doesn't help, everybody has to do their part.</p> <p><b>Distrust:</b> She can't really say that all the eco-products she buys are really eco. You never know and you have to look closely. However, it happens that I buy the eco-product even without knowing what is in there.</p> <p><b>Optimism:</b> She hopes that the products are really making a difference</p>	<p>I love the nature, and I want to help that it stays as it is or becomes even better. And through the purchase of these products I contribute to that. And with that I also support the farmers or producers of these products.</p> <p>And I couldn't say I'm not buying it because others are not buying it, I can't think like that!</p>
			<b>Postpurchase</b>	Hope Enjoyment Contentment	<p><b>Enjoyment:</b> Due to a better taste, especially with fresh products. She also says she is eating "her bad conscience".</p>	<p><b>Hope:</b> Hopes by talking to others about her eco-purchases, she can influence them to buy them as well.</p>	<p><b>Contentment:</b> Even if it doesn't last that long. That's ok, because you know that beforehand and you simply adapt your behaviour. But it is worth it.</p> <p><b>Contentment:</b> Repurchasing because of the taste, if the cost-effectiveness is ok. It shouldn't be overpriced, it's not about the environment anymore</p>	<p>The more regularly I buy it, the less I am thinking about the environment when doing the purchase. I think it only has an influence when buying it for the first time, or when making the decision to start buying eco.</p>

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<p>Eva N.</p> <p>21 years old, studying international relations and politics, only child in her family. Living in a corridor room of a student dorm with a lot of international students. Going shopping for herself only.</p>	<p>Quality is the most important factor for her. But also the price effectiveness has to be okay. She is looking out for the KRAV symbol as it implies high quality.</p> <p>Eco: she is buying a lot of eco-products, pasta, butter, juices, eggs, vegetables, fish, cereals, honey, tea etc. Always looking for KRAV symbol or another green icon. Mostly fruit, vegetables and eggs.</p>	<p><b>Prepurchase</b></p>	<p>Pleasure Concern Happiness Indifference Optimism</p>	<p><b>Pleasure/Concern:</b> eco-products are healthier and therefore better for her body, because they don't contain artificial ingredients.</p> <p><b>Happiness:</b> picking eco-products from the shelf makes her feel happy, because they are more like homemade, more natural.</p>	<p><b>Concern:</b> by buying eco she can contribute to her health</p>	<p><b>Concern:</b> she is thinking about herself, believing that eco-products are healthier and better for her body. She is not aware at all that eco-products could contribute to the environment.</p> <p><b>Indifference:</b> she doesn't consider the environment when she is buying eco and doesn't think that it makes a difference for the environment, unless the packaging is eco-friendly, means it is out of paper rather than plastic</p> <p><b>Optimism:</b> when an eco-product is not available, she is also buying normal products because she doesn't think it makes a difference to buy normal products once</p>	<p>I didn't even know that eco is standing for an environmental friendly product. But if that it is the case, well then I am even more happy to buy eco-products.</p> <p>We received a certain time on this earth, which we are allowed to spend. But we should always keep in mind that we are actually not owning anything of it. We are kind of lending it and have to give it back as we received it.</p>
		<p><b>Postpurchase</b></p>	<p>Pleasure Trust Contentment Hope Happiness Pride Confidence</p>	<p><b>Happiness:</b> it gives her a good feeling and makes her happy to know that she is setting a good example regarding healthy nutrition.</p> <p><b>Pride:</b> although she says she is not doing it to show off, she likes people seeing all her eco-products on the shelf.</p>	<p><b>Pleasure:</b> it makes her feel good when knowing that she is doing something good for her body</p> <p><b>Hope:</b> As she has been convinced to buy eco-products by a friend, she hopes that she can also convince other people to do so when they see her using and cooking these products</p>	<p><b>Contentment:</b> eco-products taste better and more intensive</p> <p><b>Trust:</b> eco-whole-meal pasta is even better than whole-meal pasta. It makes her less fat and contains a lot of healthy ingredients.</p> <p><b>Confidence:</b> eco-products are healthier, contain a lot of good ingredients and provide her with more energy (example wholemeal pasta)</p> <p><b>Contentment:</b> the taste of eco-pasta is different and you have to get used to it, but it is worth it when knowing that it is healthier. That's why you go on eating it and start to like it. And that gives her a good feeling.</p>	<p>Especially the wholemeal pasta tastes a lot better and more intensive. But also if it wouldn't taste better, but would be healthier for me, I would still go on with eating it and force myself.</p> <p>I would make me feel I am setting a good example and show how to do it the right way.</p>

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<b>Ida B.</b>	27 years old with a new born son of 6 months. Lives with her partner, the baby and her 4 year old son. Likes being in the forest and at the sea. Spare time: baking and training.	Price- and brand focused. Brands indicate good quality. She always buys eco baby food and sometimes eco meat.	<b>Prepurchase</b>	Trust Concern Hope Confidence Pleasure	<b>Pleasure:</b> her son will like the food which makes her buy it and it gives her a good feeling  <b>Pleasure:</b> she doesn't feel guilty when ensuring that animals get better lives by buying eco-meat  <b>Pleasure:</b> Seeing that her son liking the food gives her a good feeling	<b>Concern:</b> Feels responsible for the well-being of her son  <b>Concern:</b> The animals shouldn't have to suffer because of irresponsible companies	<b>Trust:</b> Less preservatives in food -> more natural  <b>Confidence:</b> Certain that eating eco-meat means animals get better lives  <b>Hope:</b> Hoping the animals will benefit	I only buy eco-products for the sake of my family. But I hope that animals will benefit from it as well.  It feels safe watching my son eating a product that I have picked out and that has been certified as healthy.
<b>Jenny A.</b>	21, student, studying sociology, living on her own and therefore shopping for herself	Mostly price focused, but also brand lead, buying eco-products is less important than price and brand.  Eco-products: dry food (rice/couscous), considering Krav products	<b>Prepurchase</b>	Concern Trust Pleasure Hope Confidence	<b>Pleasure:</b> Feeling of doing something good for the environment	<b>Concern:</b> Considering the environment and the ability to help, contributing her part and can afford to do so. It's in her back of the head that she should contribute as much as possible, she is highly influenced by environmental responsibility. Born in a world which is giving everything, so have to support it in turn.	<b>Trust:</b> Trusts and believes in what media tells  <b>Confidence:</b> Knows she is doing something good.  <b>Hope:</b> Hopes it makes a difference and that she can influence the environment a bit - that it's grown in a better way, hopes it's better for the environment and also better for the working people. Believes that she is not directly contributing to make it better, but also does not ruin the environment	"I know I am doing the right thing and that satisfies me."
			<b>Postpurchase</b>	Pleasure Enjoyment Contentment Confidence	<b>Pleasure:</b> Knows that she doesn't need to rinse the rice, which makes preparation more enjoyable (convenience), taste wise she would say it is almost the same.  <b>Contentment:</b> Good experiences so far, would be disappointed if not as she is paying more.  <b>Enjoyment:</b> she is enjoying the consumption more because she perceives the products to be cleaner.	<b>Contentment:</b> However, even if she is not considering environmental aspects each time again when buying an eco-product she is already used to, she is still considering that she is doing something good.	<b>Confidence:</b> She believes that eco-products are cleaner and therefore doesn't perceive a need to wash the rice.  <b>Contentment:</b> Repurchasing because taste is slightly better, price is in terms of her products almost the same	"Always when I buy couscous I am not considering any alternatives anymore, I got used to this type of product. And I would say that even if I am not considering the alternatives anymore, I am still thinking it's the right choice and I am doing something good."

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Johan P.	27 year old student, master in translation. Freelancing and hoping to become a full-time translator soon. Music, girlfriend & friends are hobbies.	Student, so price is a major influence. Also important that food is locally produced. Quality as a third. Buys food for himself & sometimes girlfriend. Eco: Fruit & vegetables & meat. When it's produced it doesn't feel eco (like pasta)	Prepurchase	Hope Pride Pleasure Confidence	<p><b>Pride:</b> He values the attention that his eco-purchases evokes. People might view you as a "do-good" person even though this might not be the case</p> <p><b>Pleasure:</b> Johan feels good and says that he would get a bad conscience in case he would buy non-eco-eggs</p>	<p><b>Confidence:</b> he is confident that he is in control of his decisions and maybe also over his flat mates.</p> <p><b>Pride:</b> It's a way of maintaining a positive image of yourself</p> <p><b>Pride:</b> Sees it as a political stance, to "place your vote"</p> <p><b>Hope:</b> Hoping that flat mates will be influenced by his purchases</p> <p><b>Pleasure:</b> Being able to influence others, such as guests to consume ecologically</p>	<p><b>Confidence:</b> Johan is certain that his decisions affect the environment in a positive way</p> <p><b>Confidence:</b> I feel certain that my actions make a difference with the retailer's upcoming orders</p> <p><b>Hope:</b> Hoping that the environment will be better when I buy eco</p> <p><b>Hope:</b> Utopic dream of the whole chain man-society-environment to function to everyone's benefit</p> <p><b>Confidence:</b> Knowing that my purchase influences the statistics and the outcome of their next orders</p>	<p>It's like saying that one vote doesn't count and I guess you could say that it doesn't but still it does, so I mean you can't be more than one person making a difference but maybe you can affect your surroundings like influencing them to use eco-product.</p> <p>I always have in the back of my mind that someone is watching me, they take mental notes of which apples I choose</p> <p>I would say that I wouldn't gain too much from it but in the long run I guess I would benefit from this "chain". Hopefully.</p>
			Postpurchase	<p>Fulfillment Pride Pleasure Hope Discontentment Contentment</p>	<p><b>Fulfillment:</b> Boosts my self-esteem</p> <p><b>Pleasure:</b> Thinks he is perceived as more fashionable for it</p>	<p><b>Pride:</b> He feels that he can show to his friends when making dinner that what they are eating is good food and that he took the responsibility for it</p> <p><b>Pleasure:</b> being able to influence others such as guests to consume ecologically</p> <p><b>Discontentment:</b> Johan finds it difficult to act in the way he wants to, as he does not have the financial resources to always buy eco - which he would like to do</p>	<p><b>Hope:</b> his social environment might get influenced by his eco-consumption and open up towards organic products</p> <p><b>Contentment:</b> Consistent behavior - if price difference isn't too big then always eco</p>	<p>Maybe there is a difference when having people over for dinner and you can show to them that the food is made out of ecological products and then that affects the conscience thing again. Feeling good about yourself, showing that you care or is a good person.</p> <p>I'm very happy if I can affect/influence someone else to open up more towards organic products</p>

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<p><b>Julian F.</b></p> <p>23 years old, studying political science and communication in Lund. Also studied a bit on environmental politics. Living in a corridor room in a student dorm. Reading, socializing, listen to music in his freetime. Going shopping for himself only.</p>	<p>Price is the most important factor, as long as the quality of the products is good. He is willing to spend more for better quality. Also the appearance is important.</p> <p>Eco: mostly vegetables, like carrots, also eggs and milk, fresh products only</p>	<p><b>Prepurchase</b></p>	<p>Pleasure</p> <p>Contentment</p> <p>Concern</p> <p>Hope</p> <p>Anger</p> <p>Trust</p> <p>Pride</p> <p>Optimism</p> <p>Discontentment</p> <p>Confidence</p> <p>Distrust</p>	<p><b>Pleasure:</b> some eco-products have smaller packaging size, which makes them more convenient for a single person.</p> <p><b>Contentment:</b> the smaller package size ensures that he doesn't have to throw food away and he hates to do so.</p> <p><b>Pleasure:</b> for him it is very convenient and easy to buy eco-products in his living area there are a lot of eco stores.</p> <p><b>Concern:</b> the awareness that there are so many people in the world not having enough food makes him value food much more and makes him not throwing away food. That feels just wrong for him and he sees it as a matter of decency.</p> <p><b>Optimism:</b> if an eco-product is not available, he is not doing something wrong by buying a normal product once and is optimistic that the store will offer the product again the next time</p>	<p><b>Anger:</b> people in western society don't value food that much, because they have everything, they are lazy and arrogant. People in Africa could live a long time from all the food that is thrown away.</p> <p><b>Concern:</b> he was influenced by his flatmate who convinced him that eco-products are a better choice and made him considering the environment more</p> <p><b>Pride:</b> he feels a bit proud, contributing to the environment, doing something good and being aware of the importance of the protection of the environment</p> <p><b>Concern:</b> he feels responsible for the environment and that also influences his buying behavior</p> <p><b>Concern:</b> not the single consumer, but the big manufacturers can make a difference. However the consumers have the control, because if they are buying more and more eco, they can make the manufacturers producing more eco-products, which would be a big thing.</p> <p><b>Discontentment:</b> if a store is not offering an eco-product several times when he wants to buy it, he would be annoyed and go to another store in the future</p> <p><b>Concern:</b> the low prices of groceries are responsible for people not valuing food, if they would be more expensive, people would be more considerate</p> <p><b>Concern:</b> it is the people's responsibility to protect the environment, we depend on it, can't separate us from it and should do everything we can to support it to preserve it for future generations</p>	<p><b>Confidence:</b> he is certain that he doesn't have to throw food away/because of the smaller package size</p> <p><b>Concern:</b> eco-products are produced with less pesticides and therefore the environment is not harmed that much</p> <p><b>Distrust:</b> he is very skeptical concerning eco-labels and he believes that some are only inventions by manufacturers to sell their products for higher prices.</p> <p><b>Hope:</b> he can only hope that he is contributing to the environment by his purchase, also if only half of the eco-products he buys are really environmentally friendly.</p> <p><b>Trust:</b> he believes that products which have been produced in his home country are healthier and of better quality, less contaminated and more controlled.</p> <p><b>Hope:</b> he doesn't perceive himself making a difference by buying eco, because he is only a small part of what is needed to do so, that's why he hopes that a lot of people are buying eco too.</p> <p><b>Hope:</b> he hopes that also the people working in production are benefiting from it.</p>	<p>I am aware of the fact that some of the eco-products I buy are not contributing to the environment, but if only half of the eco-products I buy do, that's at least something.</p> <p>I think we should do everything we can to support the environment and keep it in the best condition we can. I also think that we as human beings are part of the environment, we are part of the nature and it is actually impossible to see us as being separately from the environment or make a differentiation between environment and us. We belong to a well balanced system, we are dependent on that and have to live accordingly.</p>
		<p><b>Postpurchase</b></p>	<p>Enjoyment</p> <p>Disappointment</p> <p>Hope</p> <p>Indifference</p> <p>Pride</p> <p>Contentment</p> <p>Doubt</p> <p>Confidence</p>	<p><b>Enjoyment:</b> the taste of the products is much better which makes him enjoy the consumption more. Also the returnness he is longing for makes him enjoy eco-products more.</p> <p><b>Disappointment:</b> eco-products don't last that long, which has disappointed him because he paid more money for it. But after buying it several times he got used to it and adapted his buying behavior</p> <p><b>Indifference:</b> when consuming the products he is not considering the environment anymore, it's only important when buying it</p>	<p><b>Pride:</b> having eco-products looks special and support his image. The products are helping him to create his image, show his concern and his attitudes regarding fairness and justice. It makes him feel good if people notice that he is doing something good.</p> <p><b>Disappointment:</b> when considering a repurchase he remembers the positive emotions he had the last time and wants to experience them again</p> <p><b>Disappointment:</b> hearing that eco-labels are sometimes only a marketing ploy makes him doubting and knowing that you can't trust the whole industry makes him disappointed</p>	<p>I think when you have a certain idea about fairness and justice then you use these products for creating your image and showing your concerns.</p> <p><b>Doubt/Hope:</b> he is doubting a lot about the reliability of eco-products but hopes that consuming it helps somehow.</p> <p><b>Contentment:</b> the quality of the products is good, which makes him buy them again.</p> <p><b>Confidence:</b> when considering a repurchase he remembers the positive emotions he had the last time and wants to experience them again</p> <p><b>Disappointment:</b> hearing that eco-labels are sometimes only a marketing ploy makes him doubting and knowing that you can't trust the whole industry makes him disappointed</p>	

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<p><b>Marianne H.</b> 24 years old medicine student. Sharing an apartment with two other students, going shopping for herself only</p>	<p>origin and price of products are important, preferably eco- products, especially vegetables (lemons)</p>	<p><b>Prepurchase</b></p>	<p>Fear Hope Enjoyment Pleasure Concern Empathy Confidence</p>	<p><b>Pleasure:</b> when buying eco she is buying healthy food that is good for her body <b>Enjoyment:</b> the packaging and also the eco-products itself look nicer, which makes her enjoy the purchase more, because it arises positive expectations <b>Pleasure:</b> using eco-products makes her feel better, because she can see, smell and taste that they are more natural</p>	<p><b>Fear:</b> other food could make her sick. She is afraid of rotten meat and all the pesticides in the chemically treated food. <b>Hope:</b> she can control the treatment of the animals by buying eco <b>Concern:</b> feels responsible for the environment in general and tries to live environmentally friendly. That also influences her purchase behavior, also if this is not the main reason for buying eco <b>Fear:</b> not caring about the environment would harm the earth. No resources will be left if we use them completely. She is afraid of consequences such as global warming. <b>Empathy:</b> by buying fair trade products she influences the salaries of workers and also contributes to the environment</p>	<p><b>Hope:</b> she believes that eco is healthier and therefore better for her body in the long run <b>Hope:</b> buying eco makes a difference for the animals. She hopes that they will be treated in a better way, will not be tortured and grow up in a better environment <b>Confidence:</b> she believes that the purchase of eco-products makes a difference for the environment. Even if she is not certain about the reliability of eco-labels, she believes that eco-products still contribute more than normal products do. <b>Confidence:</b> she believes that by buying fair trade products she makes a difference for the workers</p>	<p>Also if it is not 100 % eco it is still better than no eco at all. Actually it is the fear that I'm eating something that is not good for my health.</p>
		<p><b>Postpurchase</b></p>	<p>Pleasure Trust Disappointment* Concern Contentment Confidence Enjoyment</p>	<p><b>Pleasure:</b> consuming eco gives her a good feeling, the "feelgood factor" is higher, also because it is tastier. <b>Pleasure:</b> provides positive experiences and gives her the feeling that she did something good and gives her a good conscience <b>Disappointment:</b> that products get mouldy faster made her disappointed in the beginning, but now she learned from it and accepts it <b>Enjoyment:</b> the products are fresher and healthier, meaning they are good for her body</p>	<p><b>Concern:</b> she as a medic has the responsibility to eat healthy and act as a role model for her patients</p>	<p><b>Confidence:</b> convinced that eco- products are healthier and that she is doing something good for herself <b>Trust:</b> she trusts in products that she knows already for a long time, e.g. from her childhood as well as in eco-products, knowing that these products are good for her, her body and her health <b>Contentment:</b> when consuming eco-products and fair trade products, she has the feeling that she has done something good for the world <b>Confidence:</b> she is convinced that she is doing the right thing, because she was educated to believe in such a way <b>Contentment:</b> the products are fresher and healthier, which makes her purchasing the products again</p>	<p>This is a conscious decision for the farmers, for the environment and the people who have to work for that and not so much for me. (fair trade)</p>



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<b>Martin A</b>	24, student, master on environmental management & policies, living in a homestay and shopping for himself, free time: sports, outdooractivities, socializing, cinema	Very much influenced by his money situation, but also by environmental and health issues. All three factors need to fit, needs to be affordable, good for the environment and ok for his health. In addition taste is considered.  Eco-products: Butter, milk, bananas, dependent on his budget other products like muesli	<b>Prepurchase</b>	Pleasure Concern Confidence Hope Guilt	<b>Pleasure</b> : Doing something good for the environment and also for his health.  <b>Concern</b> : Martin feels very responsible for the environment which is highly influencing his choice. However he knows that buying eco is only a small part of contribution and it needs a lot more to protect the environment.  <b>Concern</b> : He is also considering the responsibility for his body and his health  <b>Pleasure</b> : When picking the product he feels good because he thinks he has done his part and something good.  <b>Pleasure</b> : He likes to pay more for the eco-concept.  <b>Concern</b> : In categories where he usually buys eco, he really tries to stick to it. If products are not in the shelf he asks a sales person. However, it wouldn't make him visit another store.	<b>Concern</b> : Martin feels very responsible for the environment which is highly influencing his choice. However he knows that buying eco is only a small part of contribution and it needs a lot more to protect the environment.  <b>Concern</b> : He is also considering the responsibility for his body and his health  <b>Pleasure</b> : When picking the product he feels good because he thinks he has done his part and something good.  <b>Pleasure</b> : He likes to pay more for the eco-concept.  <b>Concern</b> : In categories where he usually buys eco, he really tries to stick to it. If products are not in the shelf he asks a sales person. However, it wouldn't make him visit another store.	<b>Confidence</b> : Especially because of his studies he knows that he is contributing to the environment when buying eco-products. He believes in the concept and therefore carefully checks for labels.  <b>Confidence</b> : On the other hand he also knows that some products are not worth it to be bought in eco as they are not different from normal products.  <b>Hope</b> : He also hopes to make a difference for animals.  <b>Hope</b> : He also hopes it makes a difference on the market and therefore leads the industry to focus more on eco.  <b>Confidence</b> : He thinks that consumers together can make a difference	I think it takes a lot more than just me buying a product to make a difference for the environment. But yeah, it is a start and at least something.  I think eco-products are a good way to keep the balance and to make sure that we don't destroy the environment unnecessarily.
			<b>Postpurchase</b>	Enjoyment Contentment Pleasure Concern Pride	<b>Enjoyment</b> : He thinks the taste, e.g. of juices and fruits is better, which leads him to a higher enjoyment. But also doing something good for the environment contributes to it.  <b>Contentment</b> : Because he feels he has done the right choice and is not harming the environment with his consumption  <b>Pleasure</b> : The consumption simply feels better.  <b>Pleasure</b> : When repurchasing he still feels good, even if his thinking decreases as it becomes a habit. However, he describes also a decrease in satisfaction.	<b>Concern</b> : Also when consuming the product, he is still considering the environment.  <b>Concern</b> : He knows that his eco-consumption can be perceived in different ways, and therefore takes care about that. He wouldn't serve his mates eco-beer because he would feel ashamed.  <b>Pride</b> : But he would feel proud when serving an eco-breakfast, because he shows that he feels responsible for the environment, even if friends don't acknowledge that.	<b>Contentment</b> : Made very good experiences. Accepts that the products don't last that long and can cope with it.  <b>Contentment</b> : Stands behind the concept of eco-products and therefore would consider a repurchase if the taste is acceptable.  Well, I think once I am repurchasing I decrease my thinking, it becomes a habit. The more often I buy it the less I think.	But some friends make fun of it. I think eco is more a female thing, so boys have a hard time to take it serious. So when I am watching soccer with my mates, I would never buy them eco-beer. I think I would even feel embarrassed when offering them an eco-beer.  Well, I think once I am repurchasing I decrease my thinking, it becomes a habit. The more often I buy it the less I think.

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<b>Sebastian L.</b>	31 years old, lives with his wife and his daughter (10 months), working for a company organizing trade fairs and events. Going shopping for his family.	Mostly making planned purchases, rarely spontaneous. Freshness and appealing exterior are important, has to be on the shopping list, mostly the same products. He buys eco-milk, also vegetables and fruits if it is not too expensive.	<b>Prepurchase</b>	Pleasure Hope Concern Doubt	<p><b>Pleasure:</b> better shopping experience because the quality is better which you will recognize when preparing the food</p> <p><b>Pleasure:</b> picking the product provides a good feeling, because it feels more "natural"</p>	<p><b>Concern:</b> he is responsible for his daughter and has a positive impact on her health when buying eco-products</p>	<p><b>Doubt:</b> he doesn't think he can contribute to the environment by buying eco-products</p> <p><b>Hope:</b> eco-products are better quality</p> <p><b>Doubt/Hope:</b> he is sceptical concerning labels and he doesn't rely on the labels, he simply hopes that it is eco, if it says eco on the packaging</p> <p><b>Hope:</b> concerning milk, cows and milk are treated better</p> <p><b>Concern:</b> buying eco doesn't make a big difference for the environment right now, more people have to buy eco-products to influence it</p> <p><b>Concern:</b> doesn't know who exactly is benefiting from the higher price of eco, doesn't expect it to be the farmer, but the discounters and big companies</p> <p><b>Confidence:</b> he believes that eco-products taste better and are healthier</p> <p><b>Contentment:</b> he is certain that his daughter likes the products more</p> <p><b>Confidence:</b> they are better quality</p>	<p>If I knew that the money really arrives at the farmer, then I would buy more eco-products, or at least I would take it into consideration more often</p>
			<b>Postpurchase</b>	Pleasure Contentment Concern Pride Confidence	<p><b>Pleasure:</b> gives him a good feeling when he notices that his daughter likes the food and he knows that she is eating sth. healthy</p> <p><b>Contentment:</b> consuming eco-products fulfills the expectations and gives a good feeling. Other products can be dissatisfying</p> <p><b>Pleasure:</b> when standing at the cashier seeing that others are buying only cheap products, he gets confirmation that he is doing the right thing and feels good</p>	<p><b>Concern:</b> he feels high responsibility for his daughter</p> <p><b>Pride:</b> he feels good when he is offering his daughter good and healthy food</p>	<p>And when I buy the products and also the whole way home in the car, I have a good feeling. And when I consume the product, then it is perfect.</p>	

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<b>Stefan H.</b>	60 years old, married, living with his wife. IT specialist. Going shopping for himself and his wife.	he is brand focused, buying mostly the same brands. Price and packaging is also important. He considers to buy ecologically. Concerning eco, he buys washing detergent, vegetables (potatoes) and meat.	<b>Prepurchase</b>	Pleasure Concern Enjoyment Trust Confidence	<p><b>Pleasure:</b> he feels better when buying eco because the environment doesn't get polluted so much by eco washing detergents</p> <p><b>Enjoyment:</b> he enjoys shopping more because he is already considering the better taste of the eco-products</p> <p><b>Pleasure:</b> buying eco-meat makes him think about cows living under good and natural circumstances</p>	<p><b>Concern:</b> he feels responsible for the environment and by buying eco he can contribute to it and preserve it for future generations</p> <p><b>Concern:</b> by buying eco-meat he can support the idea of rearing animals species-appropriate</p>	<p><b>Confidence:</b> he is certain that the taste of the products he is buying will be better</p> <p><b>Confidence:</b> concerning washing detergents he perceives a strong benefit for the environment, it is more tangible since it has to do with chemicals</p> <p><b>Confidence:</b> he trusts the KRAV certificate since he has worked with it somehow, knows how hard it is to get it, since there are hard restrictions</p> <p><b>Trust:</b> he believes in the better quality of eco-products and doesn't think that sb is cheating on him</p>	<p>When it comes to meat I always think about this because now when I bought minced meat the other day it said it came from "KC Ranch" of Revingehed (close by) and I could picture this farmer, with his animals walking around on the meadows freely and it's nice if they can do that instead of being locked in a barn or something like that.</p>
			<b>Postpurchase</b>	Pride Contentment Confidence Pleasure Enjoyment	<p><b>Enjoyment:</b> the eco-products taste better than the normal ones</p> <p><b>Pleasure:</b> he is consuming sth of higher quality</p>	<p><b>Pride:</b> by buying eco-products he can make people regard him as being environmentally conscious what makes him proud</p>	<p><b>Contentment:</b> eco-products taste better, that's why he considers a repurchase</p> <p><b>Confidence:</b> the animals have a good life and are treated in a natural and good way</p>	<p>Perhaps it's a bit of pride involved. I take pride in being a person who takes a stand and buy these products</p>