STOCKHOLM SCHOOL OF ECONOMICS

Pro-Social Consumption Behavior

Consumer Approaches to Organic and

Cause-Related Products

Abstract

The market for pro-social product offerings is growing rapidly. In 2012, several Swedish brands included organic and cause-related products in their assortments and marketed them heavily. Consumers today are increasingly demanding products allowing them to decrease their negative impact or increase their positive impact on nature and society. The main purpose of this thesis is to investigate how different consumer types approach the purchase of a pro-social product, in terms of their product categorization, the consumer value they seek in the purchase, their product attitudes and purchase intentions. The study takes on a cross-sectional design and is performed on 175 participants, segmented into three groups based on their values and attitudes towards pro-social consumption behavior, as well as their actual consumption behavior. The results indicate there are significant differences between segments in their approach to pro-social products, which affects how they evaluate the product and make their purchasing decision. These insights will help marketing practitioners better adapt their marketing strategies for pro-social offerings to the segment they target.

Keywords: Pro-social products, organic, cause-related, product categorization, consumer value

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1 INTRODUCTION

This chapter will first give general insight to the current trend of pro-social products and what this study aims to achieve. Secondly, it will present the literature overview that highlights the most important findings from research within the pro-social domain with implications for our study. Thirdly, we will present the research problem this study aims to answer and the contribution we aim to make for marketing research and marketing practice. Subsequently, the research questions that will be addressed will be presented followed by the theoretical and practical contributions the study aims to achieve. Further we will determine the scope of the study and the limitations necessary to set in order to fulfill the purpose. Lastly, we will present the definitions and abbreviations for the concepts used in the study. These definitions help clarify the concepts used.

1.1 The Emergence of the Pro-Social Market

During the course of two weeks in April 2012, The Swedish fashion retailer H&M released two very special collections; the *Conscious Collection* with clothes made out of recycled or organic materials and a collection called *Fashion Against Aids*, where 25% of the proceeds were donated to HIV/AIDS prevention work (H & M 2012). Additionally, in H&M:s assortment at that time you could find both pillows and key chains for which proceeds were donated to UNICEF. Also, H&M were not alone in offering special collections. The very same week H&M released their *Conscious Collection*, Lindex released their *Affordable Luxury Sustainable Collection*, based on the same principles as H&M's *Conscious Collection* (Lindex 2012). However, these kinds of pro-social product offerings are in no way exclusive to fashion retailers. The drink producer Ramlösa cooperates with The Swedish Red Cross and donate one liter clean water to different water projects in Africa for every bottle of water purchased (Ramlösa 2012). Clearly, these companies have spotted an emerging trend and market opportunity.

In fact, research has shown that consumers today evaluate the social and ethical behavior of companies to a much larger extent than before and the market for offerings building on this insight is constantly growing (White, MacDonnell 2012). In 2008, the global conscientious market[1] was valued to US$550 billion (Salmon 2008) and we expect it to be even larger today. A recent report from the Swedish body of the International Federation of Organic Agricultural Movements shows a total market increase of 11% for the Swedish organic food market during 2011. 72 % of Swedish consumers report they buy organic products more or less regularly and 20% of all Swedish consumers want to buy more organic in the coming year. (KRAV 2012)

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[1] The Global Conscientious market is defined as the market consisting of value-driven consumers who tend to be sympathetic towards environmental issues and social justice (Salmon, 2008)

Additionally the sales of cause-related products have increased and perhaps the most well-known cause-related product in Sweden, Majblomman, has reported an increase in sales of 25% over the last five years.

There are many ways companies can tap into the conscientious market and this study will focus on different types of pro-social product offerings. A pro-social product offering is defined as; a product where the purchase and/or consumption of it lowers the negative impact or has a positive impact on the environment and society at large[2]. Organic products and cause-related products are examples of pro-social product offerings. In order to understand and predict consumer responses to these types of offerings, marketing practitioners need to know consumers' underlying reasoning and basic approach to the products, something which, to date, research has largely neglected (Langen, Roidl & Hartmann 2010).

A substantial amount of research within the domain of pro-social consumption focuses on the segmentation and profiling of socially responsible consumers. Various research reports attempt to uncover the "ethical consumer" or the "green consumer" (Carrington, Neville & Whitwell, 2010; Peattie, 2001; Ginsberg & Bloom, 2004) and several segmentation models of these new types of consumers have been developed. Perhaps the most widely adopted segmentation model is NMI's (Natural Marketing Institute, 2012) Lifestyles of Health and Sustainability (LOHAS) Model. It defines consumers choosing a lifestyle focused on maintaining personal health, and acting environmentally and socially responsible. However, without knowing the practical implications of the segmentation models they are blunt tools in marketing practice. The models indicate how attitudes and behavioral patterns differ between segments, but how do the consumers reach these attitudes and what causes the positive attitude to convert into a purchase? Do they use the same or different evaluation criteria? Do they even categorize the products within the same product category across segments?

This thesis aims to uncover how consumers differ in their approach to pro-social product offerings. This will fill a gap in market research and provide marketing practitioners with guidance in how to optimize marketing strategies in terms of; understanding competition, the relevant points-of-parity and points-of-difference, crafting efficient communication strategies and in-store organization of products.

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[2] The research referenced in this thesis will not always use the term "pro-social" to describe their research-domain, but instead define it as "organic", "ethical" or similar. This thesis takes on a broader scope than simply one type of product, hence, we will refer to all product offerings fitting the above definition as **pro-social**.

1.2 Background

1.2.1 Research on Pro-Social Consumption

Most research to this date in the domain of pro-social consumption has focused on understanding consumers through segmentation tasks, uncovering which personal values and other motivators drive the purchase of pro-social product. Additionally research has focused on understanding why it is so common for consumers to have a general positive attitude towards pro-social product but fail to convert those attitudes into behavior. (Jägel et al., 2012; McDonald et al., 2012).

One of the main concerns within research on pro-social consumption has been finding and profiling the pro-social consumers (Jägel et al., 2012; McDonald et al., 2012). A common method of segmenting is according to demographic variables (Keller, 2008). However, the attempts to define pro-social consumers in terms of demographics have many times proven inconclusive (Jägel et al. 2012). Instead, many researchers (Doran, 2009; Chrysshiodis, 2005; Dickson, 2001) suggest a shift of focus towards personal values and attitudes toward pro-social consumption that will create more valuable results than the traditional demographical segmentation bases, since are they better predictors of future pro-social behavior.

The segmentation basis varies greatly between studies, however, most recent studies segment based on psychographic or behavioral factors. In Table 1 we have summarized the most relevant segmentation models for our study.

Table 1. Summary of Segmentation Models

Authors (year)	Segmentation base	No of Segments and respondents	Name, Size and Characteristics of each segment
(Chryssohoidis,G.M. 2005)	Personal values (LOV)	4 (n= 190) Only organic consumers compares	Cluster 1 (14% - Low LOV scores, a bit higher on self-oriented, healthy lifestyle with low awareness of environmental issues, highest frequency of weekly organic purchases) Cluster 2 (61% - highest for all LOV, healthy and balanced lifestyle, beliefs organic food is better, average awareness of environmental issues) Cluster 3 (18% - belonging is important to this married segment, healthy and balanced lifestyle and worried about chemicals, lowest awareness of organic products and environmental issues) Cluster 4 (8% - stresses the fact of having fun, unmarried singles, healthy life, worried about chemicals and environmental issues, lowest frequency of organic purchases)
(De Pelsmacker,P. 2005)	WTP for FT coffee	4 (n =808)	Fairtrade-lovers (11% - high and clear FT-label preferences); Fairtrade-likers (40% - FT most importance, but equal balance of most attributes); Brand-lovers (25% - the brand is the most important attribute); Flavour-lovers (24% - Prefers the flavour and do not distinguish between other attributes)
(Doran,C. 2009)	Loyalty to FT	3 (n=329)	Non-consumers (never /rarely buy); Intermittent consumers; (occasionally bought FT) Loyal consumer (always bought when available)
(Dickson,M.A. 2001)	Likelihood of purchasing No Sweat Label	4 (n= 547)	Cluster 1 (22%); (Cotton) Cluster 2 (37%): (Low price) Cluster 3 (16%): (No Sweat Label and price) Cluster 4 (25%) (Cotton/Polyester and price)
(Finisterra do Paço,A. 2010)	Environmental concern	3 (n=887)	Uncomitted (36%); The Green Activist (32%); Undefined (29%)
(Natural Marketing Institute 2012)	Values and attitudes towards health and sustainability	5 (reoccurring)	LOHAS® (16%) (actively concerned, lifestyle oriented); Naturalities® (25%)(Personal health); Drifters® (23%)(New green followers); Conventionals® (23%)(Rational, cost-saving eco); Unconcerneds®(14) (unconcerned about society and environment)
(Dahl, N. 2008)	Climate change issue	5 (n=800)	The engaged (anxiety and bad conscious about climate change); The sensible; (feel responsible, somewhat changed behaviour) Newly awaken; (new to the issue, feel somebody else should do something) The passive; (not concerned); The sceptics (don't believe that climate change is real)
(Langen,N. 2011)	Importance of attributes	5 (n=484)	Price conscious (41%) (price); The Donors (27%)(donors but indifferent to organic); Organic (15%)(care mostly about organic); FT supporters (14%)(FT is important, price is not); The denier (5%)(dislikes any kind of label)

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The most recognized of these studies, both in research and by marketers, is the LOHAS study (Natural Marketing Institute, 2012). As shown by the LOHAS study, many consumers are concerned about several societal issues rather than focusing on one specific issue such as environmental concerns, making a segmentation based purely on environmental or ethical aspects very one-dimensional. As presented in Table 1. Langen (2011) finds distinctive segments with well-defined preferences and WTP for organic products, Fair Trade products and cause-related products. Langen (2011) finds the three types of pro-social products act as complements for some groups and substitutes for others.

Though the segmentation models all cluster based on different factors, the results from the overview of pro-social segmentation models shows that, in most cases, three distinct segments are found;

1. A minority group of people who show little interested in environmental or social issues or products;
2. A majority of people with a moderate concern for environmental and/or social issues who sometimes purchase pro-social products
3. A minority group of people with a high concern for environmental and social issues and exhibit the corresponding pro-social consumption behavior.

The segmentation models come from a variety of geographical markets including Belgium, Portugal, Germany, Sweden and USA. This implies it is a global phenomena and not dependent on cultural aspects. The pro-social consumer seems to exist all around the world.

One of the most established principles in marketing research is that attitudes underpin behavioral intentions[3]. However, sometimes consumers do not act in accordance with their attitudes and this type of attitude-behavior discrepancy is especially common in the area of pro-social consumption (Pedersen & Neergaard, 2006).

The segmentation model overview, many studies find a specific segment consisting of consumers who display a behavioral pattern inconsistent with their attitudes. Auger & Devinney (2007) calls it the "Attitude – behavioral" gap due to the fact that consumers seem to have more positive attitudes towards pro-social consumption, yet have not converted it into actual purchase

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[3] This principle is based on the Theory of Reasoned Action, which will be presented in greater detail in section 3.4.

behavior. The literature suggests several explanations to this "gap". Auger et al. (2010) Auger & Devinney (2007), and De Pelsmacker, Driesen & Rayp (2005) explain the gap due to measuring difficulties. They both posit the purchase intention is an insufficient proxy for actual behavior. A social desirability bias could explain the overstatement of attitudes in regard to actual behavior, meaning some consumers for different reasons will state being more concerned about environmental and societal issues than they actually are (Auger & Devinney, 2007).

Carrington, Neville & Whitwell (2010) proposes this is only part of the explanation. They believe many consumers intend to purchase pro-social products to a larger extent than they actually do, which might be due to external factors at the point of purchase. For example, the product might not exist in an organic or Fair Trade edition or it might be out of stock. Chatzidakis, Hibbert & Smith (2007) presents a third explanation to the gap using neutralization theory. Neutralization means we intend to behave in a certain way, yet due to self-concept or social relationships we do not follow our own personal values and morals. Instead we end up justifying our own actions to soothe our guilty conscience. For example, a person might want to purchase organic carrots, but refrains from doing it and feels bad. He then tries to justify his own action by thinking the organic carrots were SEK 5 more expensive than regular carrots. This in the long run probably would have prevented him from being able to donate money to charity due to overall budget restrictions. Even though he might never have had any intention of donating money to charity. By this thinking he has neutralized his own behavior. Clearly there is a stark difference between the reasoning of this consumer compared to one who actually does purchase organic carrots every week, even though the two consumers might exhibit the same positive attitude towards organic carrots.

This begs the question whether there are also differences in how consumer segments approach pro-social products, even if they might have the same general product attitudes. Do some consumers view the organic carrot as primarily an organic product and secondly a carrot and vice versa? Very few studies explore how consumers differ in their categorization to pro-social products.

1.2.2 Categorization of Products with Pro-Social Features

A constantly increasing number of consumers seem to have adopted pro-social values and attitudes, and express a willingness to incorporate pro-social concerns into their consumption decisions, though many of them have not converted this into pro-social consumption behavior (Pedersen & Neergaard, 2006). Against this background, the consumers' product categorization

processes become critical to understand since the product categorization precedes and underpins product evaluation, attitude formation and product choice (Sujan & Dekleva, 1987). Understanding the consumer's product categorization has strong implications for marketing strategy in terms of e.g. product positioning, as it determines in which realm the product competes.

One Danish study (Denver & Christensen, 2010) attempts to investigate the consumers' product categorization process of organic products by asking them to divide four products into two product groups. The products in the test are two vegetables, one organic and one non-organic and two fruits, one organic and one non-organic. The products can be organized as fruits and vegetables or as organic and non-organic. In a subsequent test, the respondents are shown a package of organic milk and asked whether they would classify the product as primarily an organic product and then a milk product, or as a milk product first and then as organic. The study reveals very interesting results as 41 % of the 900 Danish representative consumer sample classified the products according to their organic features first. The results from the study shows there are consumers in Denmark whose green values are so salient they classify a product primarily according to its organic attributes. However, these results should be considered against the background that Danish consumers are world leaders in organic consumption, with an organic market twice the size of Sweden's (KRAV, 2012), which might mean the results are difficult to extrapolate to any other market. Further, the study used a simple measurement categorization which forces the consumers to make a choice between either organic or not. Nevertheless, this study clearly shows a difference in how consumers approach pro-social products, but also leaves many questions to be answered. Aspects not covered include what else characterized the consumers who categorized the product as primarily organic and whether these consumers looked for other types of value in the product compared to those who categorized it according to its nominal product category.

1.2.3 Consumer Value in Pro-Social Products

All products have one or several types of inherent consumer value, which the consumer extracts from the product. The type of value extracted differs from consumer to consumer and acts as the motivator behind a purchase (Holbrook, 1998). Several researchers have investigated the motivators behind pro-social consumption behavior and what types of value consumers search for. Batson (1998) claims it can be driven by purely altruistic motives, while other researchers (e.g. Peloza & Shang 2010; Cialdini et al. 1997) posit there is always some underlying egoistic element driving the behavior. White & MacDonnell (2012) build their research on just-world

theory and show how the altruistic value of justice for others can play a pivotal role in determining support for pro-social products. This means some consumers might buy fair trade products because they believe it is fair that the producers and workers are fairly compensated. Shaw & Shiu (2002) find that the strongest motivators behind pro-social consumption are the personal values, moral norms, internal ethics and product interest, which indicates internal forces determine pro-social consumption behavior. Grankvist & Biel (2001), on the other hand, shows how a normative pressure can be effective in reducing the attitude-behavior gap within the organic products domain, meaning that what you believe others think of your pro-social consumption behavior will influence your decision making. In another study, Langen, Grebitus & Hartmann (2010) show consumers generally have a high need for transparency when considering purchasing cause-related products; they need to be informed of the amount of money that will be donated from the purchase and be convinced that the CRM campaign is not a type of green-washing strategy in order to exhibit positive attitudes and purchase intentions towards a CRM-product. Nevertheless, both Langen, Roidl & Hartmann (2010) and Crane (2001) show that price and performance are usually the most important attributes considered when making a purchase decision, even for pro-social products. This implies product performance and price will always be strong determinants of how much consumer value a consumer believes he can extract from the purchase of a pro-social product.

Despite the interesting findings on the motivators behind pro-social consumption, no research explores if consumers also search for different types of value in pro-social product offerings. Knowing what types of values consumers search for has great implications for how to adapt marketing communication to different consumer segments.

Previous research on pro-social products and pro-social consumption has generated a number of segmentation models, established the existence of a dominant attitude-behavioral gap and has provided some possible explanations to the gap. Furthermore, research has shown there are many possible motivators behind the purchase of a pro-social product and that consumers sometimes differ in their approach to pro-social products in terms of their product categorization. However, this research also raises several questions, which will be elaborated on in the following section.

1.3 Problem Discussion

The Denver & Christensen (2010) study implies there are consumers whose decisions making process is so heavily influenced by their environmental values they categorize products according to their organic attributes. Additionally, several segmentation studies (Langen, Roidl & Hartmann, 2010; NMI, 2010) indicate this might be extendable to include different types of pro-social offerings, as there are segments of consumers who care about many types of societal issues, ranging from local environmental issues to poverty alleviation in other countries. However, no research to our knowledge investigates whether there are consumers who categorize *several types* of pro-social products primarily according to their pro-social features. Knowing this, marketing practitioners will gain a greater understanding of consumers' consideration sets when thinking about a pro-social purchase and which criteria are determinant in the decision process.

Research also implies large consumer segments across many geographic markets adhere to pro-social values, yet do not behave accordingly. How can marketers and researchers better understand how consumers approach pro-social consumption in order to optimize the marketing strategy and communications to reach the desired consumer segment? Can a difference in categorization processes explain why some consumers act according to their pro-social values and attitudes, while many do not? By knowing how consumers categorize different types of pro-social product offerings, marketers will be better equipped to position their pro-social products effectively.

Grankvist & Biel (2001) and Shaw & Shiu (2002) demonstrate the drivers behind pro-social consumption can be both internal and external pressure. Some consumers might engage in pro-social consumption because they have salient pro-social values, while others might do it since they think it is what society wants them to do. However, is there a systematic difference across consumer segments in the types of value they seek in pro-social products? By knowing how consumer segments differ in the type of value they seek in the purchase marketers will be able to craft more efficient communication strategies targeting the segments.

The end-goal of all marketing is to affect behavior in a way that increases the chances of product purchase, it is further necessary to look at how the differences in product categorization and the type of value sought in the purchase relate to product attitudes and purchase intentions in the pro-social domain. The product categorization and benefits sought in the purchase determine how the consumer positions the product in his mind and the criteria by which he evaluates it, but

do differences in categorization automatically imply differences in product attitudes and purchase intentions? These are the issues that this study addresses.

1.4 Purpose and Research Questions

The main purpose of this study is to explore how consumers frame the purchase of pro-social products. Since previous research indicates consumers will differ in their approach to pro-social products, a sub-purpose of the study is to develop a segmentation model based on values, attitudes and behavior towards pro-social products. From this, marketing practitioners will better know how to tailor their marketing strategies for pro-social products towards different consumer segments.

To explore how consumers frame the purchase of pro-social products we need to answer the following research questions;

1. How do consumer segments with different values, attitudes and behavioral patterns towards pro-social products categorize different types of pro-social products?

2. Which consumer segments values do consumers primarily seek in the purchase of a pro-social product?

3. How do the consumer segments categorization of pro-social products relate to their product attitudes?

4. How do consumer segments categorization of, and attitude towards, the pro-social products relate to their purchase intentions?

1.5 Delimitations of the Study

The scope of the study is limited to only investigate pro-social products. The study will not consider any other ethical or social responsibility efforts a company may or may not take. In previous studies several different product types have been compared, for example hedonic and utilitarian products. This study will only regard one product, but with two different pro-social features added to it. This limitation was necessary in order to not create an overly extensive survey.

The scope of this study is limited to only investigating positive pro-social consumption behavior. Thus, we will only look at behavior relating to the active purchase of pro-social products and not inactive behavior, e.g. boycotting products.

There are many aspects of what pro-social attributes will entail. This study will only focus on organic and cause-related product offerings. Any other types of pro-social products are eliminated from the study.

The study is set in a hypothetical context, i.e. there is no actual purchase taking place. Additionally, other variables which could influence the decision-making process, such as the consumer's budget and time constraints etc. are not taken into consideration.

1.6 Expected Theoretical and Practical Contributions

This thesis answers calls for research into how to encourage pro-social consumption (Mick, 2006; Menon & Menon, 1997; Bendapudi, Singh & Bendapudi, 1996) by exploring how consumers approach and frame the purchase of pro-social products. In doing so, we make several contributions to literature.

Firstly, we build on existing segmentation models, creating a new model of segmentation for pro-social market offerings.

Secondly, contrary to previous research, we connect our segmentation findings to investigate whether consumer segments categorize pro-social products differently, which represents a practical application of the Means-End Chain Model of Categorization[4] in a pro-social setting. Knowing how consumer segments categorize pro-social products will help marketing practitioners better understand the nature of competition and in which types of decision contexts their products will be considered by consumers segments, enabling them to craft more efficient positioning strategies.

Thirdly, by connecting our findings to the values consumers seek in the purchase we extend existing literature on motivators to pro-social consumption behavior by adding a deeper understanding of how motives differ between consumer segments. For marketing practitioners, knowing what values different consumer segments seek in the purchase of a pro-social product

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[4] The Means-End Chain model will be explained in section 3.2.4.

will greatly enhance the ability to construct efficient communication strategies by emphasizing the product benefits most relevant to the target segment.

Lastly, by investigating how the product categorization of pro-social products relates to product attitudes and purchase intentions, we contribute to existing literature on consumer attitudes towards pro-social products by adding differences in categorization as a possible explanatory link to the attitude-behavioral gap. For marketers, the information on how the categorization process and consumer values sought in the purchase of pro-social products relates to product attitudes and purchase intentions will help deepen the understanding of how to convert positive attitudes into behavior within the pro-social consumption domain.

Figure 1 presents the Research Model we have developed for the purpose of the study. It summarizes the segmentation, profiling and test variables we will use and provides an explanation of how they relate to each other in this study. The Segmentation and Profiling Variables will be explained in detail in section 2.2.1 and Test Variables in section 4.3.3.
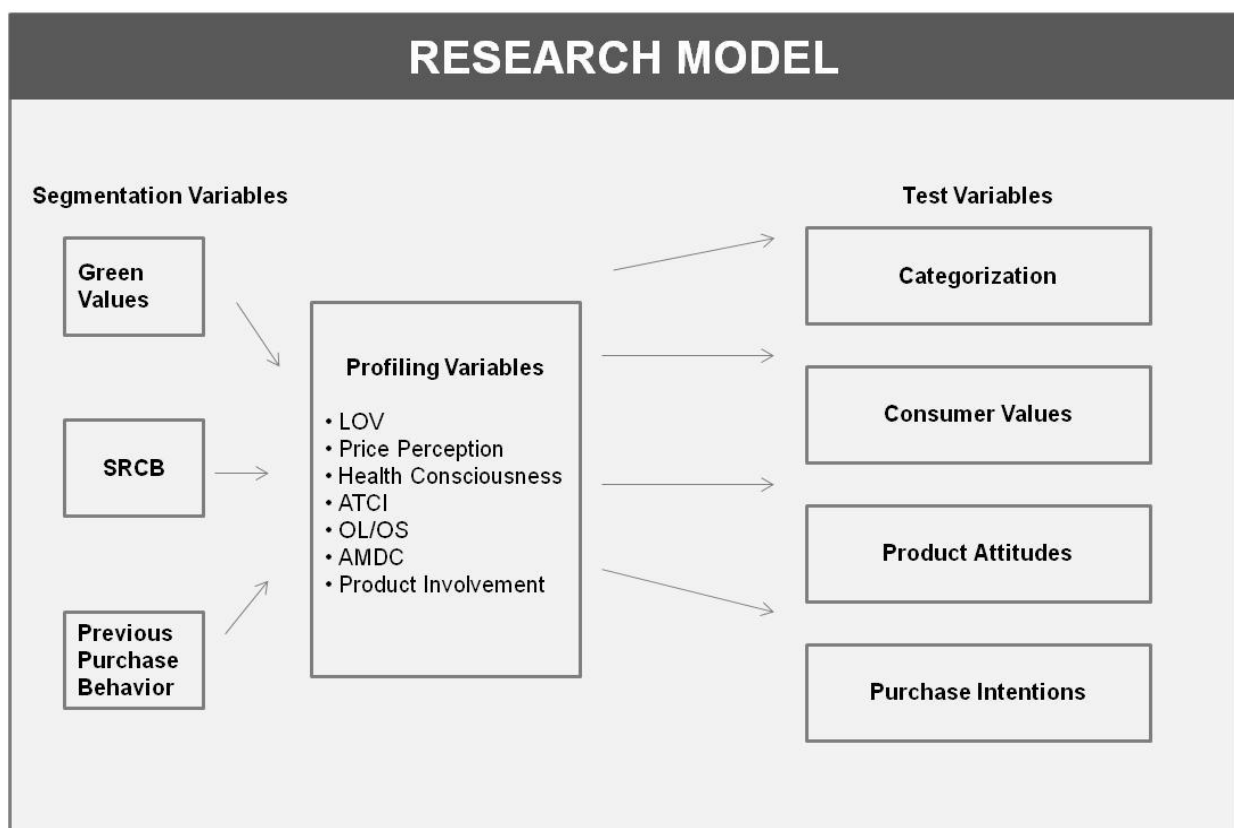
Figure 1. Research Model

1.7 Definitions and Abbreviations

1.7.1 Definitions

Personal Values

Personal values are defined in accordance with the definition provided by Chryssohoidis & Krystallis (2005) as an enduring prescriptive belief that a specific end-state of existence or specific mode of conduct is preferred to a different end-state or mode of conduct for living one's life.

Consumer Value

Consumer value is defined by Holbrook (1998) as an interactive, relativistic preference experience, meaning it entails an interaction between a subject (a consumer) and an object (a product), which is comparative (involving preferences among objects), personal and situational and results in a type of experience of gain.

Product Benefits

For the purpose of this thesis, product benefits are defined as the consequences produced by the purchase or consumption of a product, resulting in the extraction of consumer value. A consequence is the value a consumer will achieve by consuming or purchasing a product. For example, a consumer purchasing a cause-related product might think one *benefit* of the product is how it gives him an opportunity to help others, which endows the product with altruistic *consumer value* and causes the specific consumer to experience a feeling of gain.

Pro-social Consumption Behavior

Batson (1998) defines pro-social behavior as covering the broad range of actions intended to benefit one or more people other than oneself - behaviors such as helping, comforting, sharing, and cooperating. Building on this definition, we will for the purpose of this study define pro-social consumption behavior as positive consumption acts where benefits, intentionally or unintentionally, are partially of fully other-oriented.

Pro-social Product

A pro-social product offering is defined as a product, the purchase and/or consumption of which lowers the negative impact or has a positive impact on the environment and society at large. Organic products and cause-related products are examples of pro-social product offerings.

1.7.2 Abbreviations

CRM-products = Cause-related marketing products

CRM+Organic = A product which is both organic and cause-related

1.8 Outline

To investigate the purpose of our study we need to acknowledge that consumers will have different values and attitudes toward sustainable consumption, as well as different behavioral patterns. Therefore, before embarking on answering our research questions we divided our respondents into segments. Using existing theory, models and the findings in literature we will formulate hypotheses about their product categorization, the consumer value, and their attitudes and purchase intentions towards the pro-social products presented in the study. This part of the study will be presented in chapter 2.

Therefore the remainder of the thesis will be structured as follows; in chapter 3, we will present the model we used to segment our sample and the results of our segmentation, giving the readers the background as to how and why the consumers segments should differ in their approach to the purchase of pro-social products. In chapter 4, we will present the theory that leads us to our hypotheses. In Chapter 5 the method employed to test product categorization, consumer value sought, attitudes and purchase intentions will be described in detail, together with a description of the analyzing process of the data collected. Chapter 6 will present our results, followed by a deeper analysis and discussion of our findings. In this section we will also elaborate on the general marketing implications of our results. Thereafter, we address the limitations of our study and some of the criticism which could be directed at it. Chapter 7 we explain how our findings can be used by marketers to craft marketing strategies targeting the segments we have found. Concluding the thesis, we provide directions for future research.[5]

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[5] We will not follow the conventional thesis outline due to the fact that the segmentation results from the main study needs to be presented before formulating the hypotheses. All relevant theory and method concerning the segmentation model will be presented in Section 2.

2 SEGMENTATION MODEL AND RESULTS

This part will present the model we used to segment our sample and give a detailed description of the methodology present a profiling of the segments found. It is crucial to understand the segments before we can derive the hypotheses. All results in this section are based on the same sample as the main study. In order to formulate the hypotheses it was necessary to first find the segments to be used for further analysis. Hence, the consumer segments we find in our study will consist of the same respondents subsequently used to answer the research questions presented in section 1.4.

2.1 Finding Relevant Pro-Social Segments

To answer our research questions we need to acknowledge that consumers are likely to differ in their approach to pro-social products. Thus, before we embarked on answering the research questions we first needed to separate our respondents into different segments. Consumers can rarely be communicated with on an individual level or one group. Therefore marketers use segmentation to better understand and serve their customers as a group. Segmentation can be defined as "the identification of individuals or organizations with similar characteristics that have significant implications for the determination of marketing strategy" (Jobber, 2010, p. 260).

2.2 Segmentation Model

As mentioned in section 1.2.1 on segmentation models, most researchers creating segmentation models aimed to suit marketing strategies incorporating pro-social elements recommend using personal values, attitudes towards pro-social products, or consumption behavior as segmentation criteria. Thus, in previous research these clustering variables have been established as the most likely to affect consumer behavior in the domain of pro-social product offerings. Thus, we will use the variables to build our model.

CLUSTERING VARIABLES

GREEN Values
Values related to environmental issues in society

SRCB
Attitudes towards socially responsible consumption behavior

Frequency of Behavior
Frequency of purchase of organic food or beverages
Frequency of purchase of organic products or services for the home or the car
Frequency of purchase of cause-related products
Frequency of monetary donations to charity by own initiative

PROFILING VARIABLES

Basic Personal Life Values – List of Values

Price Perception

Health Consciousness

Attention to Social Comparison Information (ATSCI)

Domain-specific Opinion Leaders (OL) and Opinion Seekers (OS)

Attitudes Influencing Monetary Donations to Charity (AMDC)

Product Involvement

Figure 2. Segmentation Model Variables

2.2.1 Clustering Variables

When choosing clustering variables, the criterion validity is important, i.e. the extent to which the "independent" clustering variables are associated with one or more "dependent" variables not included in the analysis. Criterion variables often relate to behavior, such as purchase frequency (Mooi & Sarstedt, 2011). These associations do not need to be causal, but the clustering variables should distinguish the "dependent" variables significantly. Therefore, we have chosen to base our segmentation model on both clustering variables (six) and profiling variables (seven).

The specific clustering variables used in this study are inspired primarily by the LOHAS model, which has gained traction internationally (Olausson, 2009) and the SEPACG Model[6], which is based on the Swedish consumers, who serve as the basis for our market segmentation. Both models incorporate values, attitudes and behavior towards several types of pro-social issues. By incorporating all three aspects into our segmentation model we aim to increase the validity as the previous research has shown an attitude-behavioral gap in the domain of pro-social products.

We have chosen to cluster our sample based on their previous behavior in terms purchase of organic products, CRM-products and donations to charity[7]. Additional clustering variables include; attitudes towards socially responsible consumption, the degree to which they take the environmental impact of their behavior into account, and the degree to which they believe their behavior can make a difference. Based on the results in previous segmentation tasks we believe this will provide a clear-cut differentiation between segments.

Using an abundance of clustering variables increases the odds that the variables are dissimilar. Formann's (1984) methodological rule of thumb is to use a sample size of at least 2^m, where m equals the number of clustering variables (Mooi & Sarstedt 2011). As we use six clustering variables we need a sample size of at least 62 respondents, making our sample size of 175 sufficient for the analysis. Many segmentation studies perform factor analyses to combine variables. According to Mooi & Sarstedt (2011) this has the disadvantage of decreasing the chance of segment recovery. Instead they recommend reducing the number of items and make sure they are relevant to the study and measure distinctively different aspects. Thus, we have chosen the following segmentation model[8]:

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[6] The Swedish Environmental Protection Agency's Communicative Groups
[7] The sample is from the Main Study. Details will be explained in Section 4.3.5.
[8] The full questionnaire is available in appendix 5.

GREEN Consumer Values (GV)

Consumption of organic products can relate to a concern for environmental issues. Therefore we chose to incorporate a measurement reflecting the latest developments in green consumerism research in to our model. The GV scale measures the degree to which the respondents consider the environmental impact of their behavior. Consumers with stronger GV will tend to make decisions consistent with environmentally sustainable consumption (Haws, Winterich & Waylor, 2010). GREEN Consumer Values was measured with three questions from the GV scale. These questions had a Chronbach's alpha of 0.89; therefore they were combined into one single measurement.

Socially Responsible Consumption Behavior (SRCB)

SRCB is used as a clustering variable to measure those consumer behaviors and purchase decisions which are connected to environmental and resource-related problems. These behaviors are not only motivated by a desire to satisfy a personal need, but also a concern for society in general (Bearden & Netemeyer 1989). Socially Responsible Consumption Behavior was measured with four questions from the SRCB scale (Antil, 1984). The questions measuring SRCB had a Chronbach's alpha of 0.82; therefore they were combined into one single measurement.

Frequency of Purchasing Behavior

As research has shown a great divide between values and sustainable consumption we also incorporate actual behavior as a segmentation variable. We asked the respondents whether they had purchased food or clothing within the last year. If they had, we asked for the frequency, where they specified between 1-5 times on a scale chosen by the respondent (day/week/month/year). By allowing the respondent to choose the scale himself we should obtain a more accurate result (Söderlund, 2005). The same question was asked for the frequency of purchases of organic products and services. Respondents were also asked if they had contributed to charity within the last year, both in terms of direct contributions and through the purchase of a cause-related product. [9]

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[9] The questions measure self-reported purchasing behavior. It should be noted that a discrepancy between self-reported and actual behavior might exist.

2.2.2 Profiling Variables

To be able to better characterize the different segments a number of profiling variables were included in the survey. Unlike the clustering variables, these variables do not necessarily have to differ across all or any segments. The aim is to create a better understanding of each type of segment by studying a variety of variables that might influence their values, attitudes and behavioral patterns.

Basic Personal Life Values – List of Values

According to Bearden & Netemeyer (1989), values can be viewed as the enduring beliefs that a specific end state of being or existence, or a specific mode of conduct, is preferential over another. The LOV scale (Kahle & Kennedy 1988) has frequently been used by researchers to measure personal values when studying ethical or environmental consumers (Doran, 2009; Honkanen, Verplanken & Olsen, 2006; Chryssohoidis & Krystallis, 2005).

Personal values were measured on a 7-point Likert scale ranging from *Very unimportant* to *Very important*. The values measured were "a sense of belonging", "excitement", "warm relationships with others", "self-fulfillment", "being well respected", "fun and enjoyment of life", "security", "self-respect" and "a sense of accomplishment". To be able to further distinguish between the segments, and as we suspected most respondents would regard all values quite important, we also asked the respondents to choose the one value from the list they considered most important a method recommended by (Bearden & Netemeyer, 1989).

Price Perception

Pro-social products often carry a price premium and respondents' perceptions about prices might influence their attitudes and behavior towards pro-social products. As shown by Langen, Roidl & Hartmann (2010), consumers in general choose to view information on prices and quality before they regard information on the pro-social attributes in pro-social products. Price perception was measured with four questions from the Price Perception Scale (Lichtenstein, Ridgway & Netemeyer, 1993).

Health Consciousness

Health consciousness might affect behavior and attitudes toward pro-social products and proved an important aspect for organic consumption behavior in the study of Greek organic consumers (Chryssohoidis & Krystallis, 2005). Health consciousness is also used by (Natural Marketing Institute 2012) as one determinant in the LOHAS segmentation model. Health consciousness

was measured with three questions from the Health Consciousness Scale (Gould, 1988). The questions measuring health consciousness had a Chronbach's alpha of 0.87; therefore they were combined into one single measurement.

Attention to Social Comparison Information (ATSCI)

Grankvist & Biel (2001) shows the subjective norm can be a major influence on behavior towards pro-social products, which makes it critical to assess the degree to which the segments are influenced by normative pressures. To measure how susceptible the respondents are to the subjective norm, we used three questions from the ATSCI Scale (Bearden & Netemeyer 1989). The three questions measuring ATSCI had Chronbach's alpha of 0.75 and were combined into one single measurement.

Domain-Specific Opinion Leaders and Opinion Seekers

LOHAS's segmentation model and the SEPACG segmentation model use the concepts of Opinion Leaders and Opinion Seekers to describe their segments. It is assumed that these two groups will be represented in the pro-social consumers with higher involvement in the environment and sustainability. Opinion Leaders and Seekers are domain-specific, which means they are situation-specific patterns of behavior. The opinion leaders will aim to influence other consumers within a certain field, while the opinion seekers will actively look for influences within the field (Flynn, Goldsmith & Eastman, 1996). Opinion leadership and opinion seeking was measured with four questions respectively, all taken from the Domain-Specific Innovativeness Scale by (Flynn, Goldsmith & Eastman, 1996). The questions measuring opinion leadership had a Chronbach's alpha of 0.90; therefore they were combined into one single measurement. The questions measuring opinion seeking could not be combined into one measurement due to a Cronbachs's alpha lower than 0.7.

Attitudes Influencing Monetary Donations to Charity (AMDC)

Langen (2011) finds a statistically valid division between consumers who donate money to charity and purchase cause-related products, and those who purchase organic or fair trade products. Azjen & Fishbein (1975) show why attitudes toward charitable giving could determine consumers' view of pro-social products in general and how they frame the purchase of pro-social products. AMDC is a two folded measurement consisting of two separate scales: Attitude Towards Helping Others (ATHO) and Attitude Towards Charitable Organizations (ATCO) (Webb, Green & Brashear, 2000). Both scales were measured with three questions each. The questions measuring ATHO had a Chronbach's alpha of 0.86 and were therefore combined into

one measurement. Likewise, the questions measuring ATCO had a Chronbach's alpha of 0.79 and were also combined into one measurement.

Product Involvement

The level of product and purchase involvement affects the consumer's decision-making process in terms of the amount of elaboration and effort the consumer puts into the process and how attitudes towards product are formed (Keller, 2008). In order to gain insight into the level of interest in organic and cause-related products, involvement was measured for both organic products and cause-related products with three questions respectively, inspired by the scales constructed by (Banwari & Mittal, 1989).

2.3 Segmentation Method

In order to identify the different consumer segments based on values, attitudes and behavioral patterns, a cluster analysis was conducted using the hierarchical clustering procedure in SPSS. The same clustering procedure was used in e.g. the study of Greek organic consumers (Chryssohoidis & Krystallis, 2005). The segmentation process was carried out in several steps. First we identified which clustering variables to use, secondly the number of clusters to use, and lastly which distance measure to use when running the final clustering procedure.

2.3.1 Clustering Method

The agglomerative clustering procedure starts with each object representing one cluster and then sequentially merges the two most similar objects.(Mooi & Sarstedt, 2011) A measure for the similarity is necessary to able to define which distance is regarded as being accepted within or between the clusters.

The clustering procedure in SPSS was carried out in two steps. In the first step we ran the analysis without specifying the number of clusters in order to identify the appropriate number of clusters for our sample. The number of clusters can either be drawn from previous research or by analyzing the SPSS output and see if a break is evident. Based on the previous research we expected an output of between 3-5 distinct segments. The clustering analysis was performed using the different linkages methods available in SPSS. The coefficients output was transformed into scree plots[10]. All clustering procedures using different linkages methods indicated it would

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[10] See appendix 1.

be appropriate to divide the sample into 2-5 segments, with a majority of them indicating three or four segments would be most appropriate.

The second step was to re-run the clustering analysis, specifying the number of clusters wanted. Based on previous research and the result from the first step of the clustering analysis we chose to re-run the analysis achieving a result separated into four clusters.

As linkage method, we chose to use Ward's method, where the within-cluster variance is measured. For each cluster the means of all variables are calculated, and for each object the squared Euclidean distance to the cluster mean is calculated. These are summed for all objects and at each step of the clustering process the two clusters with the smallest increase in the overall sum of squared within-cluster distances are being merged. This method creates the most homogenous clusters, where within-cluster variance is minimized (Mooi & Sarstedt, 2011), which is beneficial for our study as we want the members of each segment to be as similar as possible.

2.3.2 Cluster Reliability and Validity

To assess the segmentation reliability we would need to replicate the analysis using a separate, newly collected dataset (Mooi & Sarstedt, 2011). Unfortunately, that lies outside the scope of this thesis due to time restrictions.

The solution's criterion validity is determined by the significant differences between the segments (Mooi & Sarstedt, 2011). To assess the validity of our segmentation we performed one-way ANOVA with Scheffe's test to check which segmentation variables differ between the groups. The one-way ANOVA test shows all segmentation variables serve to differentiate the groups and the Scheffe's post-hoc tests shows between which groups the differences lie on a 95% significance level. The face and expert validity was based on fulfilling Keller's (2008) segmentation criteria of being substantial, differentiable, compact and actionable; i.e. effective programs can be formulated to attract and serve the segments.

We found significances between cluster 1 and 4 across all clustering variables. Cluster 2 and 3 only had minor differences in past purchasing behavior, indicating similar purchasing pattern of pro-social products. Based on fulfilling the segmentation criteria that a segment must be actionable, the two clusters appeared to be too similar to be kept separate for the marketing implications. Thus, we decided to merge cluster 2 and 3. For the subsequent analysis we will use

three segments which all fulfill the criteria of being substantial, differentiable, compact and actionable.

2.4 Segmentation Results

The results of our segmentation bear strong similarities to previous pro-social segmentation studies. We find three distinct segments, where one minority segment shows no interest in pro-social issues at all, a majority segment exhibit pro-social values and attitudes, yet have not adjusted their consumption patterns accordingly and another minority segment has consistent pro-social values, attitude and behavioral patterns. The profiling variables showed significant differences between at least two of the groups and four showed significant differences across all groups[11]. The segmentation profiles are presented on the following page.

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[11] See appendix 2 for all means, standard deviation and significance levels from the segmentation results

2.4.1 Segmentation Profile

The Unconcerned (24 %) - Do not care about environmental or societal issues

Legend (household income): < SEK150.000; SEK 150.000 - 250.000; SEK 251.000 - 350.000; SEK 351.000 - 450.000; > SEK 450.000

Age: 26-50; 18-25

Household income

women / men

employed | student | other
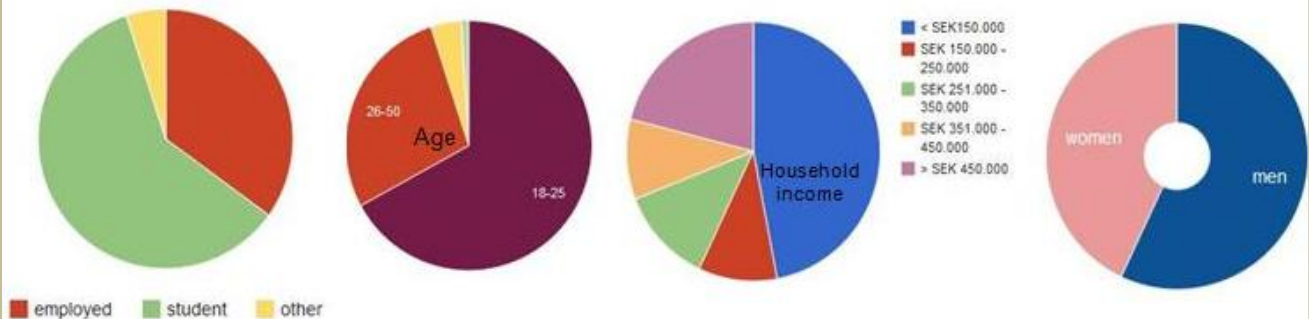
The Unconcerned value **fun and enjoyment in life**

They buy expensive things because they enjoy the prestige in it and pay a lot of attention to what others think of them.

The Unconcerned do not believe their consumption choices can have a positive effect on society and compared to the other segments, they exhibit significantly lower attitudes towards socially responsible consumption and less of an environmental concern. The Unconcerned do not believe it is their responsibility to help others in society and only very rarely donate money to charity.

Nor do they buy organic products. It's not their problem.

The Inconsequent (54%) - Say they care, but do little about it

Legend (household income): < SEK150.000; SEK 150.000 - 250.000; SEK 251.000 - 350.000; SEK 351.000 - 450.000; > SEK 450.000

Age: 65+; 50-65; 18-25; 26-50

Household income

women / men

employed | student | retired
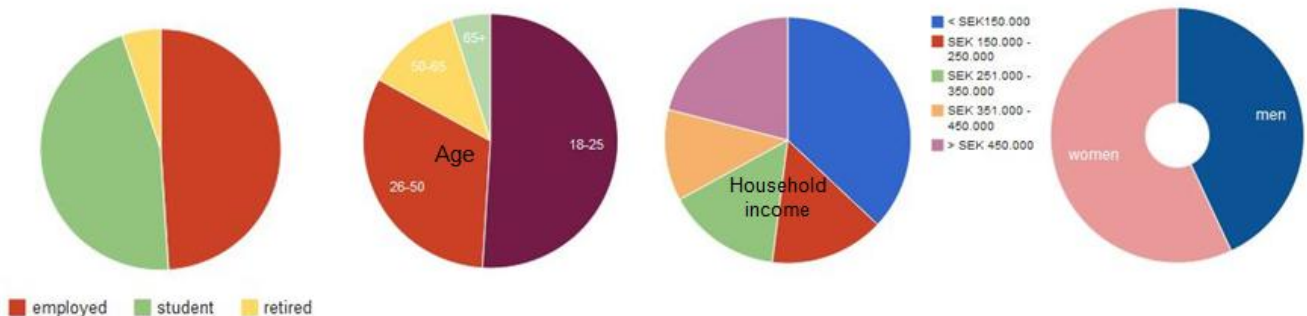
The Inconsequent value both

fun and enjoyment in life and having warm relationships with others.

They are concerned about environmental and societal issues and say they believe they can have a positive impact through their consumption choices, but this doesn't mean they actually buy pro-social products. Compared to The Unconcerned, The Inconsequent purchase organic products more often, but never more than every other week. Nor do they ever buy CRM-products and only very rarely donate money to charity. But they do believe they have some responsibility. The Inconsequents have more positive attitudes towards helping others and towards charity organizations than The Unconcerned do. However, this does not translate into pro-social consumption behavior. Another element that sets The Inconsequent apart from the other segments is that they care more about low prices.

The Dedicated (22%) - *Passionate about doing good*
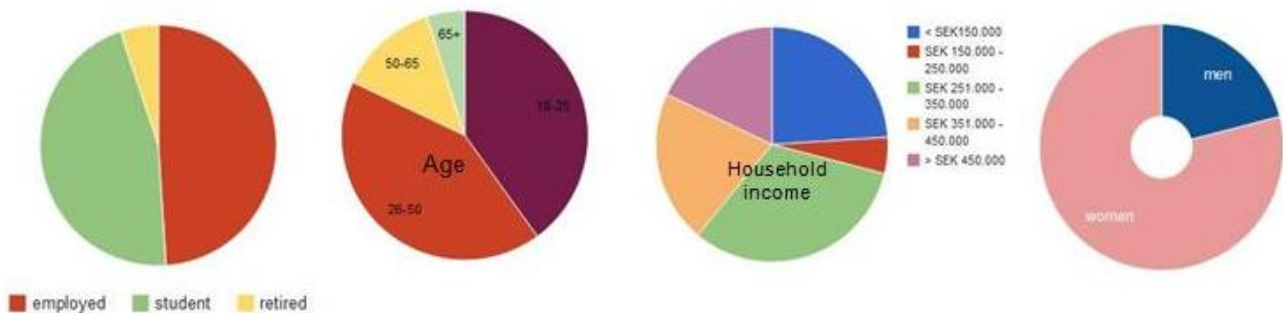
The Dedicated strongly value **having warm relationships with others.**

They have significantly more positive attitudes towards socially responsible consumption and show more concern for the environment than other segments. Unlike the Inconsequent, they also exhibit a consumption behavior strongly consistent with their values and attitudes. The Dedicated purchase organic food at least once a week, organic clothing once or twice a year and organic products for the home once a year to once a month. Moreover, they purchase CRM products at least twice a year and donate money to charity three times a year at a minimum. The Dedicated are very concerned about environmental and societal issues and strongly believe their consumption can affect the environment and society. They exhibit a high level of involvement both with organic and CRM-products and are considered opinion leaders in the domain. They also actively try to influence the attitudes and behaviors of others towards being more pro-social.

Firstly, the segments differ in their concern for environmental and societal issues, their attitude towards their own responsibility and their pro-social consumption behavior. While The Dedicated strongly consider their responsibility to help solving environmental and societal problems and The Inconsequent to a large extent agree with them. The Unconcerned do not seem to care at all. The Dedicated regularly purchase organic- and CRM-products and donate money to charity, whereas The Inconsequent rarely do it and The Unconcerned do not engage in pro-social consumption behavior at all. The Dedicated can also be described as opinion leaders, as they are considered experts within the pro-social domain and try to influence others to alter their behavior. In addition to the considerable discrepancy between their stated values, attitudes and their actual behavior, The Inconsequent strongly distinguish themselves from the other segments in their price perceptiveness, despite no significant differences in annual household income between them and the other segments. Apart from their obvious lack of pro-social values, attitudes and behavior, The Unconcerned also separate themselves from the other segments with their high concern for what others think of them and their desire for high status.

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3 THEORY

The aim of this study is to analyze how the framing of a purchase of a product with pro-social features differs between consumer segments. From the theory below we will derive our hypotheses we use to answer the research questions. Before we elaborate on categorization theory, we need to understand what a pro-social product can be and how consumers can evaluate product features and product attributes. We will also present theory on how to understand customer value and product benefits. Lastly, we will cover the theory on how the categorization process and the type of consumer value sought in the product influences the product attitude formation and how purchase intentions arise.

3.1 The Pro-Social Product

In order to understand pro-social products we first need to know what a product is. Building on Levitt (1980)'s classical concept, Kotler et al. (1999) describe a product as consisting five levels;

1. The core product, which is the fundamental benefit produced by consuming the product,
2. The generic product, which is the basic physical product containing only those attributes or characteristics absolutely necessary for its functioning but with no distinguishing features,
3. The expected product, which is a set of attributes the consumer expects or agrees to when purchasing the product,
4. The augmented product, which is the additional value that distinguishes it from competitors,
5. The potential product, which includes all the augmentations and transformations that the product can undergo.
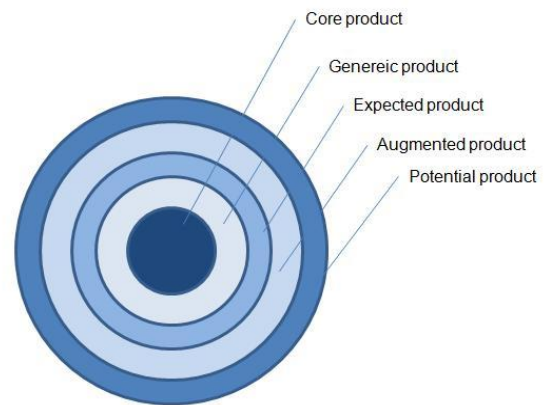
Figure 3. The 5 Levels of a Product. Own model, adapted from Kotler (1999)

The pro-social part of a product can be thought of as an augmented value (Crane, 2001). For example a package of organic milk can be viewed as a package of milk with an added benefit (augmented value) of being organic. Alternatively the organic attribute can be part of the core or generic part of the product. However, the augmented value does not necessarily *add* value to the product, but can also detract value. For example, for a consumer who does not like organic

products the augmented value in a package of organic milk might give the consumer lower product attitudes compared to regular milk (Crane, 2001).

Over time the augmented value of a product might become expected, i.e. downgraded to the generic or expected product level, meaning the augmented value has been internalized in the product (Keller, 2008). According to The Subtyping Model, (Taylor, 1981) this is how new product categories are created.

3.2 The Categorization Process

In order to answer research question one, we need to understand the theory behind categorization process.

The process of categorization allows us to distinguish between objects, infer things about them and make predictions of outcomes. Before the consumer knows how to evaluate a product he needs to know *what it is*. How a consumer categorizes a product will shape his expectations of it and by which standards he will evaluate it. Hence, consumers form beliefs about product attributes and performance based on the product's category. (Sujan & Dekleva, 1987)

The categorization also determines the consumer's consideration set, thus it determines which products are competing in that particular context. Furthermore, the classification allows us to treat objects with dissimilar attributes as equivalents. (Rajagopal, 2004) For example, we are able to distinguish between milk and water, yet we consider them both as types of fluids. We will expect milk to have a different color than the water, but both can be considered as drinks. Depending on the consumer's consumption goals the two drinks could act as compliments or substitutes (Rajagopal, 2004). If the consumer wants a healthy mealtime drink the two might compete, while if he wants something to drink while exercising, the water might instead compete with different types of energy drinks. Hence, product categories are not only nominal, but can also be constructed in a goal-derived manner.

3.2.1 Nominal and Goal-Derived Product Categories

Categorization research distinguishes between different types of categories. In early categorization research, attention was directed at the natural categories, such as; "birds", "fruit" and furniture" (Rosch, Mervis 1975). These categories have been called nominal product categories by consumer behavior researchers. However, more recent research has established that categories can be derived in a goal-oriented manner as well (Lange 2003). Goal-derived categories usually incorporate objects from different nominal categories and are composed to satisfy a specific need (Barsalou 1983).

Members of a nominal product category share features that are context independent, while the features shared between members of a goal-derived category are context dependent (Felcher, Malaviya & McGill 2001). Within a goal-derived perspective of categorization a product can be categorized in more than one way (Cohen, Basu 1987). For example, a Pink Ribbon-pin can be categorized both as a pin and as a product making the world a better place. The familiarity with the consumption situation also influences the construction of goal-derived categories. The more familiar the consumer is with the consumption situation, the more stable will the goal-derived category be in terms of which products it comprises of. (Felcher, Malaviya & McGill 2001)

3.2.2 The Construction of Goal-Derived Categories

According to the Means-End Chain Model of categorization (Gutman 1982), a goal-derived category is based on the usage situation and is constrained by the individual's salient personal and situational goals, which make different products more or less typical of the category. For example, when constructing a category of possible places to eat lunch, a consumer with very strong pro-social values might only consider restaurants that serve organic food, while a consumer whose salient values are more inclined towards enjoyment and hedonic consumption might construct a category consisting only of fine food restaurants. For the

Figure 4. The Means-End Chain Model of Categorization (Gutman, 1982)

pro- social consumer, the consequences produced by eating lunch at a restaurant might include the taste of the food, the consequences for the consumer's budget and the environmental impact of the growing and preparation of the produce. For the consumer valuing enjoyment, the consequences might instead include the tasting experience, the ambience experience at the restaurant and the positive interaction with the waiting staff.

Through adding the role of personal values and goals - and their relation to the evaluation of possible consequences produced by the purchase or consumption - The Means-End Chain Model explains why different consumers might categorize the same product differently. In the abovementioned example, relevant values with respect to pleasure, personal health and responsibility for environmental issues might play a role in attaching valences and importance to the different consequences produced by the choice of restaurant. For a person strong pro-social values one restaurant might be categorized as "organic" and another as "non-organic", as those are the features producing the most important consumption consequences evaluated by that consumer. For another consumer, the same two restaurants might be categorized as "expensive restaurants". The more cemented the personal value is, the more types of contexts it will be salient in (Gutman, 1982).

3.2.3 The Organization of Goal-Derived Categories

At the most basic cognitive levels, a product will be categorized according to its' surface properties; an apple is an apple, a car is a car and a book is a book, and over time the consumer has learnt what to expect from those types of products. However, the means-end chain model of categorization posits that when a consumption goal is activated, the consumer will consider the types of consequences different products will produce and group products accordingly (Gutman, 1982). In example in Figure 4 a person's categorization of breakfast beverages, the first level of categorization is according to taste and specific product types are represented on the lowest level. Hence, a salient value for this consumer is to drink drinks that taste good and are easy to prepare.
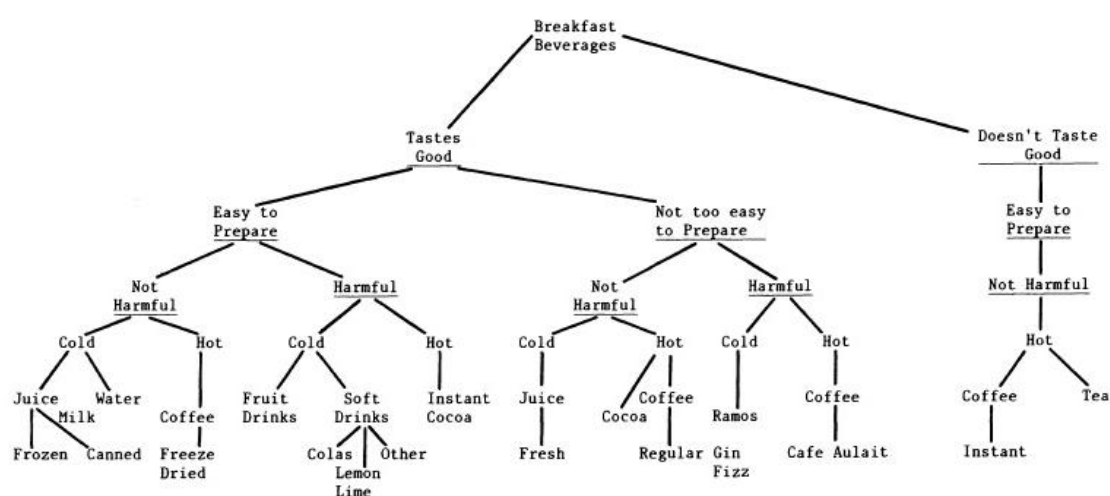
Figure 5. Example of Hierarchal Organization of a Goal-Derived Category (Gutman, 1982)

For a consumer with a salient goal of having consumption with a low impact on the environment and society, a goal-derived product categorization might be based on whether the products are pro-social or not.

Based on the Means-End Chain Model and our segmentation results, we expect the Dedicated, who have show higher concern about environmental issues, higher attitudes towards socially responsible consumption and a consistent pro-social consumption behavior, to have pro-social behavior as a more salient goal in all types of consumption contexts. This should result in them organizing products based on their pro-social attributes at a higher level in the categorization process than other segments. Thus, they will find products with pro-social features more similar to their category exemplars of pro-social products than other segments, who instead will focus on the surface properties of the product. We expect to observe a difference in product

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categorization between the Dedicated and the Inconsequent due to the fact that the Inconsequent seem to report higher values and attitudes than what is transformed into actual pro-social consumption behavior.

Research Question 1: How do consumer segments with different values, attitudes and behavioral patterns towards pro-social products categorize different types of pro-social products?

H 1a. The Dedicated will to a higher degree than other segments find and an **organic t-shirt** similar to their category exemplar of an **organic product**.

H 1b. The Dedicated will to a higher degree than other segments find a **CRM t-shirt** similar to their category exemplar of a **CRM-product**.

H 1c. The Dedicated will to a higher degree than other segments find a **CRM+Organic T-shirt** similar to their category exemplar of an **organic product**.

H 1d. The Dedicated will to a higher degree than other segments find a **CRM+Organic T-shirt** similar to their category exemplar of a **CRM-product**.

3.3 Consumer Value in the Purchase of a Pro-Social Product

In order to answer our second research question on consumer values we will present theory on explaining the concept.

When choosing a product what ultimately determines the product choice is how well the product can fulfill the consumption need. Customer values can be viewed as the benefits sought by the consumer to fulfill that need. Thus, the possible customer value extracted from the purchase determines choice. (Gutman, 1982)

As previously mentioned, a goal-derived category is a category consisting of products satisfying a specific goal. Hence, the customer value can also be viewed as the benefits the consumer wants to extract from the consumption to fulfill his consumption goal. Therefore, to understand consumer types' framing of pro-social purchases it is important that we apply a model to examine the different types of values a consumer can look for in a product.

Consumer value can be classified according to whom the benefit is directed at and whether the benefit is visible or not (Peloza & Shang 2011). Holbrook (1998) classifies consumer value as

either self- and other-oriented and either as intrinsic or extrinsic. He defines six types of values; *efficiency*, *excellence*, *social value*, *play*, *aesthetics* and *altruistic value*.

Table 2. Types of Consumer Value

	Extrinsic	Intrinsic
Self-oriented	***Efficiency or excellence*** Organic t-shirts (are more convenient or) hold a higher quality	***Play or aesthetics*** Organic t-shirts (are more fun or) look better
Other-oriented	***Social value*** Wearing an organic t-shirt allows me to show my concern for the environment	***Altruistic value*** Buying an organic t-shirt is a way for me to contribute to a sustainable future

Own table adapted from Peloza, & Shang (2011)

For the purpose of examining consumer behavior related to pro-social products, the most interesting types of value to examine are social values and altruistic values, as they are most closely connected to the pro-social product feature. Social value is the value which arises when one's consumption behavior serves as a means to influence the response of others and is an extrinsic value. Thus, social value is something that the consumer wants to be able to show and that gives him status. For example, a consumer buying a cause-related product due to its' social value buys it because he can show others his concern for the cause or just generally show that he is a caring person. Conversely, altruistic value is grounded in a concern for how one's own consumption affects others when the experience is viewed as a self-justifying end in itself, thus it is an intrinsic value. Hence, a consumer buying a cause-related product due to its' altruistic value buys it because he is convinced it will lead to a better society and does not care whether others know that he has bought a cause-related product (Holbrook, 2006).

Based on the means-end chain model, where values influence the benefits consumers search for in products we hypothesize there will be differences between the segments in which types of consumer value they search for in a product. Since the segmentation results characterize the Dedicated as less selfish than the other segments, they should also to a higher degree search for altruistic consumer value in products than the other segments.

Research Question 2: Which consumer values do the consumer segments primarily seek in the purchase of a pro-social product?

H 2a. The Dedicated will rank **altruistic values** higher than other segments for benefits sought

in **organic products**.

H 2b. The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **CRM-products**.

H 2c. The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **CRM+Organic-products**.

3.4 Consumer Attitudes Towards and Purchase Intentions of Pro-Social Products

Having formulated the abovementioned hypotheses about the segments' product categorization of pro-social products and the type of values they seek from them, we find it relevant to further study how the categorization and types of values sought relates to product attitudes and purchase intentions. The theory in this section will address research question three and four.

The product attitude can be defined as the consumer's general evaluation of the product and is often a determining factor when the consumer makes his consumption choice. By which criteria the consumer evaluates the product depends on how he categorizes it – what kind of product he expects it to be. Higher product attitudes should lead to higher purchase intentions, which in consumer research often acts as a proxy for actual purchases. (Keller, 2008)

According to the Expectancy-Value Model of attitude formation, the salient beliefs a consumer has about the product the product or service (b), will be evaluated by a judgment of those beliefs (v). To exemplify; according to the model, a consumer's attitude towards organic milk will be formed by, firstly, an appreciation of the attributes the consumer thinks the milk has, e.g. fat content, taste, environmental friendliness and, secondly, the evaluation of the consequences these attributes lead to. The appreciation of the various attributes (b_i), together with the consumer's evaluation of each attributes (v_i) sums up to the consumer's attitude towards the product (A). (Azjen & Fishbein 1975) Hence, which product category the consumer places the product in is closely related to attributes he evaluates in the product, which leads to his product attitude. However, it should be noted that this model of attitude formation is not applicable in very low involvement decisions.

$$A = \sum_{i=1}^{n} b_i v_i$$

Figure 6. The Expectancy-Value Model (Azjen &Fishbein, 1975)

According to the Theory of Reasoned Action, attitudes and behavior are closely connected. Together with a positive subjective norm, a positive attitude can lead to positive behavioral intentions, which in turn can lead to actual behavior.
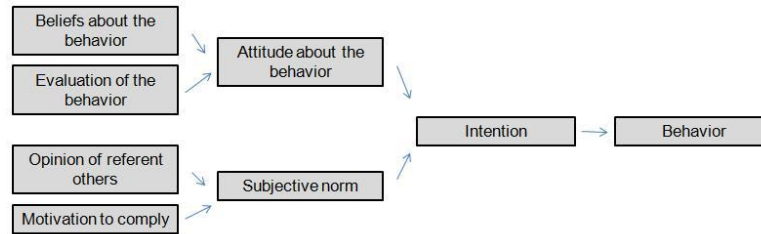
Figure 7. Model of the Theory of Reasoned Action (Azjen & Fishbein, 1980)

Based on the Expectancy-Value Model, the Theory of Reasoned Action and our segmentation results, we hypothesize that The Dedicated, who we believe will categorize a pro-social product based on its pro-social features, will evaluate the pro-social product features more positively. This will result in higher product attitudes. The Inconsequent and The Unconcerned are expected not to care as much about the pro-social product features or evaluate the pro-social product features as positively, hence will not form as positive attitudes as The Dedicated.

Research Question 3: How do the consumer segments' categorization of pro-social products relate to their product attitudes?

H 3a. The Dedicated will exhibit **higher product attitudes** than other segments towards **organic products**.

H 3b. The Dedicated will exhibit **higher product attitudes** than other segments towards **CRM-products**.

H 3c. The Dedicated will exhibit **higher product attitudes** than other segments towards **CRM+Organic products**.

Similarly, based on the Expectancy-Value Model and the Theory of Reasoned Action, we hypothesize that The Dedicated, who we believe will categorize a pro-social product based on its pro-social features, will evaluate the pro-social product features more positively, which will be related to higher purchase intentions.

Research Question 4. **How do the consumer segments' categorization of, and attitude towards, the pro-social products relate to their purchase intentions?**

H 4a. The Dedicated will exhibit **higher purchase intentions** towards **organic products** than other segments.

H 4b. The Dedicated will exhibit **higher purchase intentions** towards **CRM-products** than other segments.

H 4c. The Dedicated will exhibit **higher purchase intentions** towards **CRM+Organic products** than other segments.

3.5 Summary of Research Questions and Hypotheses

Table 3. Summary of Research Questions and Hypotheses

Research Questions	Hypotheses
1. **How do consumer segments with different personal values, attitudes and behavioral patterns towards pro-social products categorize different types of pro-social products?**	**H 1a.** The Dedicated will to a higher degree than other segments find and **organic t-shirt** similar to their category exemplar of an **organic product**. **H 1b.** The Dedicated will to a higher degree than other segments find a **CRM t-shirt** similar to their category exemplar of a **CRM-product**. **H 1c.** The Dedicated will to a higher degree than other segments find a **CRM + Organic T-shirt** similar to their category exemplar of an **organic product**. **H 1d.** The Dedicated will to a higher degree than other segments find a **CRM + Organic T-shirt** similar to their category exemplar of a **CRM-product**.
2. **Which consumer values do the consumer segments primarily seek in the purchase of a pro-social product?**	**H 2a.** The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **organic products**. **H 2b.** The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **CRM-products**. **H 2c.** The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **CRM+ORGANIC-products**.
3. **How do the consumer segments' categorization of pro-social products relate to their product attitudes?**	**H 3a.** The Dedicated will exhibit higher product attitudes than other segments towards **organic products**. **H 3b.** The Dedicated will exhibit higher product attitudes than other segments towards **CRM-products**. **H 3c.** The Dedicated will exhibit higher product attitudes than other segments towards **CRM+Organic products**.
4. **How do the consumer segments' categorization of, and attitude towards, the pro-social products relate to their purchase intentions?**	**H 4a**. The Dedicated will exhibit higher purchase intentions towards **organic products** than other segments. **H 4b.** The Dedicated will exhibit higher purchase intentions towards **CRM-products** than other segments. **H 4c.** The Dedicated will exhibit higher purchase intentions towards **CRM+Organic products** than other segments

4   METHODOLOGY

This section explains our choice of research method, choice of variables and how we collected and analyzed the data. An explanation of how the empirical findings were derived from SPSS and a discussion on the validity and reliability of the study follows.

4.1   Choice of Research Approach

This study aims to provide insights on how consumer segments frame the purchase of pro-social products. Hence, we are exploring the connections between specific values and behaviors and the categorization of different products. The hypotheses are derived from existing theory, therefore this study employs a deductive approach (Bryman & Bell, 2007). The sub-purpose of the study is to segment consumers and therefore it is necessary to gather a relatively large sample in order to achieve segment reliability and validity (Bryman & Bell, 2007), thus we have chosen to employ a quantitative research method. However, as this study has a focus on consumer behavior, some elements of qualitative nature has been essential to collect. The second pre-study was conducted in a semi-quantitative way in order to identify benefits sought and attitudes towards pro-social products[12].

In order to test the hypotheses and gain an understanding of the different segments' product categorization, consumer value sought in the purchase of a pro-social product and related product attitudes and purchase intentions, this study assumes a cross-sectional design. This means all respondents have been exposed to the same stimuli and data on the variables of interest has been collected at one single occasion. (Bryman & Bell, 2007) This research design has been chosen since we want to explore differences between the segments in the sample. Thus, we do not aim to prove causality between our segmentation model and their categorization, product attitudes and benefits sought in the purchase. Rather, we aim to explore the relations between the segmentation and the test variables and the differences between the segments.

The study was carried out on Swedish consumers and therefore the questionnaires written in Swedish. All questions, variables and results will from now on be reported in English. The original questions are available in appendix 5

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[12] This will be explained in detail in section 4.2.2

4.2 Preparatory Work

The preparatory work consisted of two pre-studies and a pilot study for the main study. The purpose of the first pre-study was to find a suitable product to use in the two subsequent studies. The purpose of the second pre-study was to reveal the important attributes and benefits sought in the products used in the main study. Hence, the outputs of both pre-studies were used as inputs in the subsequent studies. The aim of the pilot study was to ensure the quality of the questionnaire before distributing it to a large sample.

4.2.1 First Pre-Study

To ensure the stimuli used in our main study was a product considered credible to be associated both with being organic, being cause-related, and being both organic and cause-related simultaneously, we conducted the first pre-study to determine which product was most suitable. We tested various products that had been tested in similar settings before either: for investigating consumer behavior involving pro-social products or consumers' categorization processes. The products tested in the pre-test were coffee, snacks, jeans and t-shirts (see Langen, 2010; Sobocki & Sund, 2010; Doran, 2009; Park, 2009; De Pelsmacker, 2005; Lange, 2003).

The 20 respondents rated the probability on a 7-point Likert scale ranging from *"Very unlikely"* to *"Very likely"*. For this pre-study we used the Qualtrics software for distribution via the social network Facebook. The collection of data took place between the 2nd and the 3rd of March 2012. The t-shirt was ranked as most credible to be cause-related and to be a combination of both cause-related and organic. As organic, the t-shirt was ranked second most credible.[13] Thus, the t-shirt was chosen as a test subject for our subsequent studies.

4.2.2 Second Pre-Study

The purpose of the second pre-study was to identify the benefits sought when choosing; a t-shirt, an organic product, or supporting a specific cause. To be able to test the differences between the segments of their benefits sought in pro-social products the result from second pre-study was used as input in the main study. Laddering techniques are often used in studies to reveal underlying benefits sought or values for consumers and was used in a study for fair trade coffee purchases on French consumers (de Ferran & Grunert, 2007). The second pre-study was carried out by using the semi-qualitative technique of "hard laddering", with the Kaciak & Cullen (2009) Hard Laddering Abbreviated Method. This technique was chosen due to its time efficiency, which allowed us to collect more responses than had we used soft laddering, while still

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[13] The results from pre-study 1 can be found in Appendix 3

maintaining a semi-qualitative depth in the answers collected. If we had open-ended questions in the main study it would have been very difficult to quantify the result from large sample. The questions were open-ended, using the direct elicited method (Bech-Larsen & Nielsen 1999). The direct technique is the closest to "natural speech" and is believed to reveal more intrinsic than extrinsic product attributes (Bech-Larsen & Nielsen 1999). Based on this we decided to have open-ended questions asking the respondent for the attributes, consequences and benefits linked to the different products.

We asked the respondents to list the three most important product features when considering purchasing a product from the category, the consequences the respondent believed the product feature led to and why that consequence was of importance to the respondent.

Before distributing the second pre-study, we tested it on four respondents, to see if this fairly difficult method of surveying would render usable data. Our respondents completed the survey in a satisfactory manner and had only minor suggestions for improvements. The survey was then polished according to the feedback received and distributed among 28 students at the Stockholm School of Economics on the 8th of March, 2012. The survey was administered by pen and paper and the first page consisted of an example to guide the respondents in how to complete the survey. In order not to influence the respondents' answers we chose an example of "buying a plane ticket" as we would expect a majority of them to consider different attributes when buying a plane ticket as opposed to when buying a t-shirt, organic product or cause-related product. To elicit the attributes of our respondents' prototypical organic and cause-related product we refrained from guiding them in what type of organic or CRM-product they should think about.

The results were analyzed by studying the words elicited from the hard laddering. These words were coded into benefits by grouping the most similar ones. The analysis focused on identifying a substantial number of benefits between the three tested products to be used as inputs in the main study. The final result was a list of 16 benefits sought which were used in the main study[14].

4.3 Main Study

4.3.1 Questionnaire Design

Since we wanted to test several stimuli on every respondent the questionnaire contained a large number of questions. In discussions with Professor Magnus Söderlund we decided to administer the questionnaire by the online survey software Qualtrics. This was based on the risk that people

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[14] The list benefits used in the study is presented in section 4.3 .3 Table 5.

would be hesitant to participate in the study if we approached them with a physical questionnaire which would consist of several sheets of paper. Nor did we want to interview respondents personally due to the possibility of social desirability bias[15]. Furthermore, an online solution allowed for the randomization of the order in which the different product types related to the categorization tasks appeared to the different respondents. Hence, we could control for a primacy effect in our analysis.

The questionnaire consisted of close-ended questions, with the exception of one question where we asked the respondents to list their most typical example of a t-shirt, an organic product and a cause-related product respectively. This question was intended to simplify for the respondent and ensure consistency when he was later asked to compare the examples elicited to products listed in the questionnaire[16]. The survey consisted of three different variables; segmentation variables, profiling variables and test variables. The variables were spread out in the survey in order to minimize any biased results due to the order of questions. For example the personal values and price perception measurements were placed in the beginning of the survey to avoid answers being affected by what the respondent answered to any questions regarding pro-social products.

4.3.2 Stimuli Design

In order to test the differences in consumer value sought, attitudes and purchase intentions for the pro-social products, four different stimuli were created. A basic white t-shirt was used as the test object. All t-shirts had a tag stating it was made from cotton and had a price of SEK 79. By adding a fixed price we avoided the risk that respondents would assume the pro-social products to be more expensive than the basic t-shirt.

Additionally, the organic, CRM and CRM+Organic product had an information tag. Thus, we had four identical t-shirts, where the pro-social attributes were altered[17].

1. A basic white cotton t-shirt
2. A basic white *organic* cotton t-shirt
3. A basic white t-shirt *supporting a cause by donating 10% of proceeds to charity*
4. A basic white *organic* t-shirt *supporting a cause by donating 10% of proceeds to charity*

By keeping all things equal except from the pro-social attribute we could test the differences between the segments for each type of product.

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[15] Social desirability bias can mean consumers will state being more concerned about environmental and societal issues than they actually are when answering a survey.
[16] The Exemplars listed can be found in Appendix 6 as word clouds.
[17] See appendix 5 for picutres.

4.3.3 Test Variables

The test variables are variables used to test our hypotheses in order to determine the differences between the segments in how they categorize pro-social products, the consumer value sought in the purchase, as well as their attitudes and purchase intentions.

Product Categorization

Product categorization is in this study measured with the Exemplar Method, which has been used in several previous studies (Nosofsky, 1989; Rajagopal, 2004). Two other common categorization measurement methods do exist; the Classical View Method and the Prototype View Method (Basu, 1993). The classical view assumes very clear-cut boundaries between categories and has been criticized for being too simple (Moreau, Markman & Lehmann, 2001; Loken & Ward, 1990 Rosch, 1978; Mervis & Rosch, 1981). Using the classical view, you would directly ask the respondent what product category he thinks the product belongs to.

The prototype view assumes the product category consists of a number of attributes assigned weights according to their relevance to the category, and that the determination of category membership is a process where the consumer determines the degree to which he thinks the product possesses the attributes relevant to the category (Cohen & Basu, 1987; Rosch & Mervis, 1975). Using the prototype view, you would ask the respondent which attributes he believes constitute a specific product category, their weighted importance for the category and the extent to which he believes the test product has those attributes. The prototype view has been criticized for being too complex; consumers are not expected to perform categorization at such a high level of abstraction (Nosofsky & Zaki, 2002).

The Exemplar Model, has been the one most widely used in marketing research, as it has a high degree of testability (Basu, 1993), why we have chosen it to examine categorization processes. In the exemplar view, the categorization process is a process where the consumer compares the similarities and differences between the product he is categorizing and the most typical product he can recall from the category he is considering, called the category exemplar. The object will share category with the exemplar it resembles the most. (Nosofsky, 1986) Hence, categorization is based on overall similarity to the exemplar stored in memory and is tested by asking the consumer how similar a specific product is to his or her category exemplar of a specific product category (Nosofsky, 1989).

When measuring categorization through the exemplar method we elicited the most typical t-shirt, organic product and cause-related product respectively. The order of the questions randomized and measured on separately. The respondents were asked to, on a 7-point Likert scale ranging from *"Very similar"* to *"Very dissimilar"* rate the similarity between the elicited product and a t-shirt, an organic t-shirt, a CRM t-shirt and a CRM+Organic t-shirt. The question used to measure category membership was phrased "*Think of the product (the category exemplar) you just listed. How similar is that product to… (a t-shirt/an organic t-shirt/a t-shirt where 10% of the proceeds go to a charitable cause/ an organic t-shirt where 10% of the proceeds go to a charitable cause*". The benefits of using this method of measuring categorization are that it gives a clear answer to the degree to which a product is considered a member of the category of interest and that it is easy for the respondent to answer, compared to other categorization measurement methods. (Nosofsky, 1989)

Consumer Value Sought

Consumer values can be viewed as the benefits sought by the consumer to fulfill a specific need. The consumer values sought in the purchase was measured by asking the respondents which benefits were most important to them in the purchase of each of the tested products. The benefits were derived from the second pre-study, where we chose the 16 most common benefits listed. For the purpose of the analysis, the benefits were classified according to the type of consumer value they lead to.

Table 4. Classification of Benefits

Type of consumer value	Benefit
Social value	Possibility to express my personality
	Gives me the respect of others
	Makes me seem like a better person
	Makes me look good to others
Altruistic value	Gives me an opportunity to help others
	Leads to a better world
	Decreases the wasting of resources
	Contributes to a better society
Excellence	Gives me a good conscience
	I feel satisfied about contributing to a good cause
	Makes me proud of myself
	Gives me self-confidence
	Feeling comfortable
	Low economic risk
Aesthetics	Feeling attractive
Play	Feeling happy

The questions asked to measure the degree to which the respondent valued each of the benefits in the purchase of each of the products were phrased *"Imagine you are thinking about purchasing (the product). How important is it to you that it…(benefits)"* and measured on a 7-point Likert-scale ranging from *"Extremely unimportant"* to *"Extremely important"*.

Product Attitudes

Product attitudes were measured for all products separately on a 7-point Likert scale, where the respondents were asked to rate the extent to which they agreed to the following statements: *"The product is appealing", "The product is good", "The product gives me positive associations"*. The measured product attitudes towards the t-shirt, the organic t-shirt, the cause-related t-shirt and the CRM+Organic t-shirt all showed a Chronbach's alpha of between 0.88-0.93, why we combined the product attitude questions into one measurement for each product. The measurements were adapted from Söderlund (2005).

Purchase Intentions

Purchase intentions were measured for all products separately on a 7-point Likert scale, where the respondents were asked to rate the extent to which they agreed to the following statements:*"I want to try the product", "I could buy the product" and "I want buy the product"*. The measurements were taken from Söderlund (2005). The measured purchase intentions towards the t-shirt, the organic t-shirt, the cause-related t-shirt and the CRM+Organic t-shirt all showed a Chronbach's alpha of between 0.93-0.95, why we combined the product attitude questions into one measurement for each product.

4.3.4 Pilot Study

Prior to mass distribution, the main study was distributed to seven respondents who gave us feedback concerning the phrasing of questions and the length of the questionnaire. Since all respondents found the length of the questionnaire acceptable and the questions easy to understand, the questionnaire was launched in its original form.

4.3.5 Distribution and Sampling

The survey was distributed through the online social network Facebook, by posting the survey as an event, inviting Facebook friends and encouraging them to repost the link on their own profile page. This convenience sample was used due to time constraints and the efficiency of electronic distribution (Malhotra & Birks 2007). A convenience sample is not representative for the overall population. However using a convenience sample in business research is not uncommon. (Bryman & Bell 2007)

To diminish the possible selection bias, the true aim of the study was never revealed. Instead, the information provided state it was a study about how "you think about different products". Based on response from the pre-test respondents, we chose a donation to charity as an incentive for respondents to participate. For every complete questionnaire we committed to give SEK 5 to the charity of choice, allowing the respondents to vote for one out of 3 alternatives. Analyzing our sample, we find this incentive did not result in a selection bias, as the proportion of respondents who report having donated money to charity during the last year corresponds to findings in previous segmentation tasks e.g. Langen, Roidl & Hartmann (2010).

The respondents completed the survey between March 16th and March 30th 2012. The questionnaire was opened by 389 respondents and completed by 175. Only respondents who completed the questionnaire were included in the study, giving us a final response rate of 45%. The respondents had a median age of 25, with all the respondents within the age span of 19 – 75 years. 58% of the respondents were female and 42 % male. The most common occupation was student (44 %), closely followed by working professionals (42 %). The remaining respondents were senior citizens (6%), self-employed (4%) or "other" (4%). All of the respondents had a high school or university diploma.

4.3.6 Reliability of Sample

For the purpose of our study our sample should provide reliable results. Though the sample has a heavy influence of respondents within the age-span of 20-30, the demographics of the respondents have in previous pro-social research shown little or no significant effects on the results. Several American and European studies have tried to use demographics to predict pro-social consumer behavior, yet no consistent results have been found. Age in particular has proven to have low power in explaining differences in pro-social consumption behavior (Peattie, 2001). Further, our sample consists of a larger proportion of students than the population in general, but both American and European studies have shown that student's environmental consciousness or opinions towards pro-social behavior do not differ from that of the general public's (Schlegelmilch, Bohlen & Diamantopoulos, 1996). Hence, the segments we find should be present in any sample segmented by the same variables. However, as our sample is not representative of the Swedish population we cannot state anything about the sizes of the

segments. They exist within the Swedish population but the relative size of each segment in our study cannot be claimed to correspond to the segment sizes in the general population.[18]

4.3.7 Preparation of Data

All raw data was downloaded from Qualtrics with a .sav file compatible for usage in IBM SPSS Version 20. Some of the measurements were measured on a negative scale and were therefore re-coded in order to be comparable to other measures. Most measurements scales consisted of multiple questions. In order to control within-measurement validity we measured the Cronbach's alpha for each multi-item measurement. The general accepted rule is that multi-item scales with a Cronbach's alpha higher than 0.7 can be indexed into one single measurement scale with enhanced reliability (Malhotra & Birks 2007)

4.4 Statistical Tests

To test all hypotheses, we performed One-way ANOVA analyses in SPSS, using our three segments as the factoring variable. The One-Way ANOVA-test compares the mean values between more than two groups. However, in order to analyze between which groups the means significantly differ, we needed to also perform a Post Hoc-test. As the tested groups were very unequal in size, we chose to employ the Scheffe's Post Hoc test to compare group means. A significance level of 95% was accepted across all results.

4.5 Data Quality

4.5.1 Data Validity

Validity measures to what extent a measurement represents the characteristics for the real phenomena (Malhotra & Birks 2007).

Internal validity

Internal validity is the validity achieved within the study. In order to establish a high internal validity we used established measurements and methods for the study. As far as possible the questionnaire had measures established in marketing research. The questions investigating the benefits could not be open-ended in the main study, as it would have resulted in too much data to recode and difficulties in comparing answers between segments statistically. However, it was important that the list included the benefits a consumer could seek for the purchase of the

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[18] The sample used is a convenience sample sourced from Facebook. This means the sample to a large degree consists of acquaintances and should not be representative for the overall Swedish population.

products. Therefore, in the second pre-study we let each respondent list the benefits sought by using the established Hard Laddering Method of (Kaciak & Cullen, 2009). By having 28 respondents answering the second pre-study we obtained an extensive list and could observe a reoccurrence of benefits mentioned. The Hard Laddering method allowed us to collect up to 7 different benefits sought by every respondent. The second pre-study resulted in 188 benefits sought. These were re-coded into 16 different benefits used in the main study. By having a relatively large sample for the laddering we could increase the validity by ensuring that the most important values included. Due to the usage of established measures and the extensive pre-studies the internal validity is concluded high for the study.

External Validity

External validity is dependent on the degree to which the results are possible to extrapolate onto a larger population. The study used a convenience sample for the main study by distributing the survey on Facebook. This means the sample cannot be assumed to be representative for the Swedish population. However it is not within the scope of this study to create representative segments, rather to identify segments and analyze their categorization, consumer values, product attitudes and purchase intentions for pro-social products. This means that the study assumes the segments do exist within the Swedish population. Nevertheless the results are in line within other international pro-social segmentation studies.

4.5.2 Data Reliability

Reliability is the difference between the observed value and the real value due to random measuring errors (Söderlund, 2005), which means that if high reliability is achieved, the same results would be achieved if the exact same study would be performed again (Malhotra & Birks, 2007). Due to the scope and time limitations of this study it has not been possible to re-do the whole study. Instead we have aimed for a high internal reliability by using multiple questions for all variables. Using multiple questions for each measure is expected to contribute to a higher level of reliability within the study (Söderlund, 2005). All measurements employing multiple questions have been tested with Cronbach's alpha and indexed into one measurement if exceeding a Chronbach's alpha of 0.7.

5   RESULTS AND ANALYSIS

In this section the result from the study will be presented and the hypotheses answered. Each hypothesis will be analyzed separately.

5.1   Product Categorization of Pro-Social Products

Hypotheses 1a-d concern the differences in categorization between the segments and postulate that The Dedicated will, to a higher degree than other segments, categorize an organic product, a CRM-product and a CRM + Organic product respectively, on a basis of their pro-social features.[19] These are the results for research question 1.

H 1a: The Dedicated will to a higher degree than other segments find an **organic t-shirt** similar to their category exemplar of **organic** products.

Table 5. Organic Exemplar Results 1

Organic t – shirt – Organic Exemplar *1=Very dissimilar, 7 = Very similar*	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Resultat
The Unconcerned *n= 42 (24%)*	1.95 (1.38)	0.290	H1ai: NO EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	2.29 (1.86)	0.710	H1aii: NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	2.58 (1.94)		

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[19] Categorization was measured by calculating and comparing the segment means for similarity between the prototypical product (i.e. prototypical organic product, prototypical CRM product) and an organic t-shirt, a cause-related t-shirt and a organic+crm t-shirt. For example, when measuring the categorization of an organic product, the respondents have answered to what degree they find an organic t-shirt similar to their specific prototypical organic product. The questions used to measure categorization can be found in appendix 5 and an illustration of the prototypical products the respondents wrote is found in appendix 6.

H 1b: The Dedicated will to a higher degree than other segments find a **CRM t-shirt** similar to their category exemplar of **CRM-products**.

Table 6. CRM Exemplar Results 1

CRM t-shirt – CRM Exemplar *1=Very dissimilar, 7 = Very similar*	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	2.21 (1.62)	0.010	H1bi: EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	2.72 (1.87)	0.084	H1bii: NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	3.55 (2.42)		

H 1c: The Dedicated will to a higher degree than other segments find a **CRM + organic t-shirt** similar to their category exemplar of **Organic products**.

Table 7. Organic Exemplar Result 2

CRM+Organic – Organic Exemplar *1=Very dissimilar, 7 = Very similar*	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	1.81 (1.25)	0.414	H1ci: NO EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	2.00 (1.68)	0.646	H1cii: NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	2.29 (1.78)		

H 1d: The Dedicated will to a higher degree than other segments find a **CRM+Organic t-shirt** similar to their category exemplar of **CRM-products**.

Table 8. CRM Exemplar Results 2

CRM+Organic – CRM Exemplar *1=Very dissimilar, 7 = Very similar*	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	2.00 (1.47)	0.007	**H1di: EMPIRICAL SUPPORT**
The Inconsequent *n= 95 (54%)*	2.47 (1.79)	0.063	**H1dii: NO EMPIRICAL SUPPORT**
The Dedicated *n= 38 (22%)*	3.32 (2.34)		

5.1.1 Partial Differences in Product Categorization

The results show that The Dedicated (2.58) do not categorize an organic product according to its organic product feature to a higher degree than either The Unconcerned (1.95) or The Inconsequent (2.29). Nor do they to a higher degree than the other segments categorize the CRM + Organic product on a basis of its' organic features.

In the case of the cause-related product The Dedicated do to a higher degree (3.55) than the Unconcerned (2.21) categorize the product according to its' pro-social feature. The same result arises when we add an organic feature to the CRM-product, where The Dedicated (3.32) to a higher degree categorize the product as a CRM-product than The Unconcerned do (2.00). We do not see any difference between The Dedicated and The Inconsequent in their categorization of cause-related products. The Dedicated (3.32) do not to a higher degree than The Inconsequent (2.47) find their category exemplar of a CRM-product similar to a CRM T-shirt or a CRM+Organic T-shirt. However, it should be noted that empirical support for the two hypotheses were found at 10% significance level. Although the mean values are quite low even for The Dedicated, one should keep in mind a high mean value would imply the tested product and the category exemplar would be considered extremely similar and given that they are members of different nominal product categories, we consider such an answer very unlikely.

5.2 Consumer Value Extracted from the Consumption

Hypotheses 2 a-c address the type of values extracted from the consumption of a pro-social product, where it is hypothesized that The Dedicated will rank altruistic values higher than other segments. These results address research question 2.[20]

H 2a: The Dedicated will rate **altruistic values** higher than other segments for benefits sought in **organic products**.

Table 9. Consumer Value Organic Results

Organic Consumer Values *1=Extremely unimportant* *7 = Extremely important*	1st rated Benefit Mean (SD)	2nd rated Benefit Mean (SD)	3rd rated Benefit Mean (SD)	Hypothesis Result
The Unconcerned *n= 42 (24%)*	Comfort 5.40 (1.42)	Attractiveness 5.26 (1.52)	Happiness 4.29 (1.54)	
Consumer Value Category	*Excellence*	*Aesthetics*	*Play*	
The Inconsequent *n= 95 (54%)*	Comfort 5.37 (1.34)	Attractiveness 5.07 (1.55)	Happiness 4.68 (1.55)	
Consumer Value Category	*Excellence*	*Aesthetics*	*Play*	
The Dedicated *n= 38 (22%)*	Minimize the distortion of natural resources 5.89 (1.31)	Contribution to a better society 5.66 (1.50)	Comfort 5.61 (1.41)	
Consumer Value Category	*Altruistic*	*Altruistic*	*Excellence*	**H 2a: EMPIRICAL SUPPORT**

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[20] To investigate these hypotheses we have calculated the mean for each benefit, for each segment. Subsequently, the three benefits with the highest means have been categorized according to what type of consumer value they represent. To assess whether the means statistically differ between groups we have performed One-way ANOVA and Scheffe's post hoc tests. Hypotheses are accepted if we have found empirical support at a 5% significance level.

H 2b: The Dedicated will rate **altruistic values** higher than other segments for benefits sought in **CRM-products**.

Table 10. Consumer Values CRM Results

CRM Consumer Values 1=Extremely unimportant 7 = Extremely important	1st rated CV Mean (SD)	2nd rated CV Mean (SD)	3rd rated CV Mean (SD)	Hypothesis Result
The Unconcerned n= 42 (24%)	Comfort 5.46 (1.36)	Attractiveness 5.21(1.65)	Confidence 4.31 (1.69)	
Consumer Value Category	*Excellence*	*Aesthetics*	*Social*	
The Inconsequent	Comfort	Attractiveness	Opportunity to help others	
n= 95 (54%)	5.14 (1.51)	5.01 (1.61)	4.68 (1.55)	
Consumer Value Category	*Excellence*	*Aesthetics*	*Altruistic*	
The Dedicated	Comfort	Opportunity to help others	Leads to a better world	
n= 38 (22%)	5.87 (1.21)	5.71 (1.37)	5.50 (1.61)	
Consumer Value Category	*Excellence*	*Altruistic*	*Altruistic*	**H 2b: EMPIRICAL SUPPORT**

H 2c: The Dedicated will rate **altruistic values** higher than other segments for benefits sought in **CRM + Organic products**.

Table 11. Consumer Values CRM+Organic

CRM+Organic Consumer Values 1=Extremely unimportant 7 = Extremely important	1st rated CV Mean (SD)	2nd rated CV Mean (SD)	3rd rated CV Mean (SD)	Hypothesis Result
The Unconcerned n= 42 (24%)	Comfort 4.98 (1.79)	Attractiveness 4.90 (1.78)	Confidence 4.19 (1.88)	
Consumer Value Category	*Excellence*	*Aesthetics*	*Social*	
The Inconsequent n= 95 (54%)	Comfort 5.14 (1.49)	Attractiveness 4.97 (1.51)	Contributes to a better society 4.84 (1.49)	
Consumer Value Category	*Excellence*	*Aesthetics*	*Altruistic*	
The Dedicated n= 38 (22%)	Comfort 5.79 (1.26)	Opportunity to help others 5.74 (1.64)	Leads to a better world 5.68 (1.63)	

Consumer Value Category	Excellence	Altruistic	Altruistic	H 2c: EMPIRICAL SUPPORT

5.2.1 Large Differences in Consumer Value Sought

The results show that The Dedicated do indeed rate altruistic values higher than the other segments in the purchase of organic products, CRM-products and CRM+Organic products. The Dedicated's top ranked benefits in an organic t-shirt include "the minimization of the distortion of natural resources" and "the contribution to a better society", whilst The Inconsequent and The Unconcerned both focus on the physical aspects of the t-shirt and seek benefits related to "comfort" and "attractiveness". In the CRM t-shirt, all segments ranked the comfort of the t-shirt as the most important benefit, whereas The Dedicated ranked "the opportunity to help others" and "that it leads to a better world" as the second and third most important benefits, The Inconsequent only ranked "the opportunity to help others" as the third most important benefit, less important than "feeling attractive" wearing the t-shirt.

The Unconcerned did not at all rank any benefits related to social value as important. Their second and third most important benefit in a cause-related t-shirt was to "feel attractive" in the t-shirt and that the t-shirt "gives me confidence". For the CRM+Organic t-shirt we see a similar pattern, where The Dedicated's top three benefits all are altruistic and concern the impact on nature and society and the opportunity to help others, The Inconsequent primarily value self-directed benefits related to comfort and appearances but also consider the opportunity to contribute to a better society, and The Unconcerned only consider self-directed benefits related to comfort, attractiveness and happiness.

5.3 Product Attitudes

Hypotheses 3 a-c concern the product attitudes, where we hypothesize that The Dedicated will exhibit higher product attitudes than other segments towards all types of tested pro-social products, due to a higher category interest. These results address research question. [21]

H 3a: The Dedicated will exhibit **higher product attitudes** than other segments towards the **organic** product.

Table 12. Product Attitude for Organic Results

Product Attitude for Organic Product 1=Totally disagree, 7 = Totally Agree	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	3.49 (1.54)	0.015	H3ai: EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	4.21 (1.54)	0.638	H3aii: NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	4.49 (1.46)		

H 3b: The Dedicated will exhibit **higher product attitudes** than other segments towards the **CRM-product**.

Table 13. Product Attitude CRM Results

Product Attitude for CRM Product 1=Totally disagree, 7 = Totally Agree	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	3.52 (1.61)	0.142	H3ai: NO EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	4.12 (1.29)	0.994	H3aii:NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	4.15 (1.52)		

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[21] The questions measuring product attitudes and purchase intentions can be found in appendix 5, p. 98. The data is analyzed using One-way ANOVA and Scheffe's post hoc tests.

H 3c: The Dedicated will exhibit **higher product attitudes** than other segments towards the **CRM + Organic product**.

Table 14. Product Attitude CRM+Organic Results

Product Attitude for CRM+ Organic Product 1=Totally disagree, 7 = Totally Agree	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	4.09 (1.73)	0.009	**H3ai: EMPIRICAL SUPPORT**
The Inconsequent *n= 95 (54%)*	4.60 (1.45)	0.194	**H3aii: NO EMPIRICAL SUPPORT**
The Dedicated *n= 38 (22%)*	5.12 (1.52)		

5.3.1 Partial Differences in Product Attitudes

The results on product attributes are very interesting as The Dedicated do indeed exhibit higher product attitudes than The Unconcerned towards the organic product and the CRM+Organic product, though not towards the CRM-product, which was the product where we found the biggest differences in categorization between the segments.

When an additional pro-social attribute is added to the CRM-product it creates more augmented value for The Dedicated, which is clearly indicated by their increase in attitudes for the CRM-product (4.12) compared CRM + organic product (5.12). Apparently the fact that more information is provided is appealing to the Dedicated and the level of 5.12 is regarded very high on a scale from 1-7. Even the Inconsequent's value (4.60) for the CRM+organic product shows very positive attitudes towards the product.

Comparing The Dedicated with The Inconsequent we find no differences in product attitudes towards any of the tested products. This is in line with the categorization results, where we do not find any statistical differences between The Dedicated and The Inconsequent.

5.4 Purchase Intentions

Hypotheses 4a-c concern the differences in purchase intentions between The Dedicated and the other segments, where we expect The Dedicated to exhibit higher purchase intentions, as we expect them to have a higher product attitudes. These results address research question four.

H 4a. The Dedicated will exhibit **higher purchase intentions** towards the **organic product** than other segments.

Table 15. Purchase Intentions Organic Results

Purchase Intentions Organic Product *1=Totally disagree, 7 = Totally Agree*	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	2.87 (1.48)	0.149	H4ai: NO EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	3.41 (1.71)	0.86	H4aii:NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	3.59 (1.66)		

H 4b: The Dedicated will exhibit **higher purchase intentions** towards the **CRM-product** than other segments.

Table 16. Purchase Intentions CRM Results

Purchase Intentions CRM Product *1=Totally disagree, 7 = Totally Agree*	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned *n= 42 (24%)*	2.75 (1.50)	0.124	H4bi: NO EMPIRICAL SUPPORT
The Inconsequent *n= 95 (54%)*	3.31 (1.71)	0.86	H4bii:NO EMPIRICAL SUPPORT
The Dedicated *n= 38 (22%)*	3.47 (1.66)		

H 4c: The Dedicated will exhibit **higher purchase intentions** towards the **CRM+Organic product** than other segments.

Table 17. Purchase Intentions CRM+Organic Results

Purchase Intentions CRM+Organic Product 1=Totally disagree, 7 = Totally Agree	Mean (SD)	p-value for mean difference with the Dedicated	Hypothesis Result
The Unconcerned n= 42 (24%)	3.07 (1.63)	0.002	H4ci: EMPIRICAL SUPPORT
The Inconsequent n= 95 (54%)	3.86 (1.74)	0.30	H4cii: NO EMPIRICAL SUPPORT
The Dedicated n= 38 (22%)	4.38 (1.77)		

5.4.1 Small Differences in Purchase Intentions

The results are very interesting as The Dedicated do indeed exhibit higher purchase intentions than The Unconcerned towards the CRM+Organic product. However, for the organic or CRM-product no differences could be observed.

Comparing The Dedicated with The Inconsequent we find no differences in purchase intentions towards any of the tested products. This means that the Dedicated and the Inconsequent reported the same level of purchase intention for all pro-social products. It should be noted that the means in general are on the low-side of the 1-7 scale, which indicates that the consumer would not like to purchase any of the tested pro-social products. The only product for which any of the segments (The Dedicated) show relatively high purchase intentions (4.38) is the CRM+Organic product, where their mean value additionally is significantly higher than The Unconcerned (3.07). This means that Dedicated, to a much higher extent than The Unconcerned are willing to purchase a CRM+Organic t-shirt due to its pro-social features.

5.5 Summary of Results

Table 18. Summary of Results

Research Questions	Hypotheses	Results
1. How do consumer segments with different personal values, attitudes and behavioral patterns towards pro-social products categorize different types of pro-social products?	**H 1a.** The Dedicated will to a **higher degree** than other segments find and **organic t-shirt** similar to their category exemplar of an **organic product**.	Against The Unconcerned: NO EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 1b. The Dedicated will to a **higher degree** than other segments find a **CRM t-shirt** similar to their category exemplar of a **CRM-product.**	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 1c. The Dedicated will to a **higher degree** than other segments find a **CRM + Organic T-shirt** similar to their category exemplar of an **organic product**.	Against The Unconcerned: NO EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 1d. The Dedicated will to a **higher degree** than other segments find a **CRM + Organic T-shirt** similar to their category exemplar of a **CRM-product**.	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
2. Which consumer values do the consumer segments primarily seek in the purchase of a pro-social product?	**H 2a.** The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **organic products**.	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: EMPIRICAL SUPPORT
	H 2b. The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **CRM-products.**	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: EMPIRICAL SUPPORT
	H 2c. The Dedicated will rank **altruistic values** higher than other segments for benefits sought in **CRM+Organic-products.**	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: EMPIRICAL SUPPORT
3. How do the consumer segments' categorization of pro-social products relate to their product attitudes?	**H 3a.** The Dedicated will exhibit **higher** product attitudes than other segments towards **organic products**.	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 3b. The Dedicated will exhibit **higher** product attitudes than other segments towards **CRM-products.**	Against The Unconcerned: NO EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 3c. The Dedicated will exhibit **higher** product attitudes than other segments towards **CRM+Organic products.**	Against The Unconcerned: NO EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
4. How do the consumer segments' categorization of, and attitude towards, the pro-social products relate to their purchase intentions?	**H 4a.** The Dedicated will exhibit **higher** purchase intentions towards **organic products** than other segments.	Against The Unconcerned: NO EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 4b. The Dedicated will exhibit **higher** purchase intentions towards **CRM-products** than other segments.	Against The Unconcerned: NO EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT
	H 4c. The Dedicated will exhibit **higher** purchase intentions towards **CRM+Organic products** than other segments	Against The Unconcerned: EMPIRICAL SUPPORT Against The Inconsequent: NO EMPIRICAL SUPPORT

6 DISCUSSION

This part of the study will discuss the results in detail and draw implications for both researchers and marketing practitioners. We will first answer each of the research questions separately and draw conclusions, followed by the marketing implications of our results. This will be followed by an acknowledgement of the limitations of our study and suggestions for future research within the pro-social domain.

6.1 Product Categorization of Products with Pro-Social Features

The first research question concerned how consumer segments with different values, attitudes and behavioural patterns categorize pro-social product. It was hypothesized that the consumers with strong pro-social values, attitude and behaviour to a larger degree would categorize the pro-social products in a goal-derived, pro-social product category. The results show a clear difference between the two pro-social products studied.

6.1.1 Organic Products

For the organic product, we found no significant differences between the segments in how they categorized the product. This means that they all, no matter which segment they belong to, to the same low extent regard the organic t-shirt as an organic product. Instead, all segments categorized the organic t-shirt according to its nominal product category. Hence, in contrast to the result by Denver & Christensen (2010) we did not find a segment whose pro-social values are salient enough they will, at an initial level of the categorization process, define the product according to its organic feature. Hence, instead of organic products constituting a product category for any of the segments, the organic feature is viewed as an augmented value of the product.

There are several possible explanations to the difference in results compared to the Danish study. First, our study had a more complex categorization model than the Danish study and did not force the respondents to choose between organic and non-organic, which might have produced different results. Second, the products used in the test were different. Milk, vegetables and fruits are very familiar organic products, confirmed by the fact that those specific products also were the most common alternatives listed as the most typical example of an organic product in our study. Therefore it is not surprising that the Denver & Christensen (2010) showed different results. Third, Denmark has the highest consumption of organic products in the world, and as category interest is an important factor for categorization, the result could very well differ between Danish and Swedish consumers. Our study did not test the subsequent steps in the categorization process, which means some segments might still, at a higher categorization level

than other segments, categorize organic products according to their organic attributes. However, the scope of this thesis was limited to testing only the initial step in the categorization process. Based on our results we conclude that the organic feature, for all segments, is considered a product attribute and not the constituent of a product category.

The organic product attribute will have a more positive impact on some consumers and be valued as an additional benefit in the augmented value of the product. Adding a CRM-attribute to the product does not change the categorization of the product in terms of membership of an organic product category. The results were almost identical to the when the product was described as only organic. This means that even when both pro-social product features are added to the product, all segments still initially categorize the product according to its nominal product category and evaluate it accordingly. This has implications for the marketing communication of organic products and how consumers will evaluate and choose among products in-store. Organic products will compete with all non-organic products within the same nominal product category. Hence, for all consumer segments, the price-premium added to an organic product will be viewed as a trade-off, which has to be offset by other positive benefits created by the augmented value in the product, in order to lead to a purchase. The organic feature will not, for any segment, be strong enough to separate the products into its own category and this is important for marketers to keep in mind when addressing the consumer segments.

6.1.2 CRM-Products

The categorization of the CRM-product showed a very different pattern compared to the organic product. The Dedicated and the Inconsequent have a tendency to categorize CRM-products to a higher degree in a goal-derived category than the Unconcerned.[22]

According to theory, consumers' personal and situational goals determine how they evaluate the consequences produced by a consumption decision, which determines how they categorize products in goal-derived categories. For The Dedicated, whose strongest personal value is to have warm relationships with others and who believe they can improve society by their consumption decisions, cause-related products constitute a goal-derived product category, with products producing consequences with a more positive or less negative impact on nature and society. For The Dedicated consumers, these types of values are stronger and salient in more types of contexts than they are for The Unconcerned. This might explain why, when the two

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[22] In the study, a CRM product category is assumed to be of a of a more goal-dervied nature than the nominal product category of t-shirts

segments see a product with cause-related features, one evaluates it based on its' cause-related attributes, while the other evaluates it based on its' t-shirt attributes.

The reason there is a slight, though not statistically significant, difference between The Dedicated and The Inconsequent in how they categorize the cause-related product might be that The Inconsequent do adhere to pro-social values and are aware of cause-related products to such a degree that they categorize them as a goal-derived product category. However, the difference between The Dedicated and The Inconsequent might lie in which decision criteria are employed in the evaluation of the CRM-product and what weights are assigned to the possible benefits produced by the product attributes.Hence, we conclude that the Dedicated and the Inconsequent consider CRM-products as members of a specific goal-derived product category, though they still evaluate the members of the product category differently. Adding an organic feature to the product the result was the same; The Dedicated and the Inconsequent, unlike the Unconcerned, categorized the CRM+Organic product as primarily a cause-related product. This implies The Dedicated and The Inconsequent find the benefits produced by the organic attributes congruent with the benefits produced by the CRM attributes. No other study to our knowledge has tested the categorization of CRM-products, which makes this insight a valuable contribution to the existing research on pro-social products.

6.1.3 Categorization Differences between Organic and CRM-products

The explanation as to why we find a difference between groups in their categorization of CRM-products, but not in their categorization of organic products or products which are both organic and cause-related can have several explanations.

One possible explanation is provided by the Subtyping Model, which suggests an augmented value can be internalized over time. Thus, for the organic product the organic feature might still be viewed as an augmented value for all segments, but not part of the core- or expected product. The cause-related feature on the other hand, is so dominant that it has been internalized in the product for some segments. This does not mean The Dedicated will expect any t-shirt to be cause-related. Instead it means that the pro-social values are so salient among The Dedicated they will construct a goal-derived category consisting of products which are cause-related, no matter the nominal product category.

Also the familiarity with the products presented could explain the differences in product categorization; all segments might have seen cause-related t–shirts at several occasions, while

organic t-shirts are still not a familiar product offering, which might explain why one is and one is not part of a pro-social, goal-derived category.

Lastly, the difference in results between organic and CRM-products might be due to the difference in the clarity of contribution to the consumer's end goal. The direct impact of buying a CRM-product is stronger and more immediate than the impact of buying an organic product, where the consequences are more indirect and intangible. Organic products will in a more indirect way support a pro-social cause than a CRM which means it might not trigger the construction of a goal-derived category to the same extent.

Adding an additional product feature, organic or cause-related, it does not shift the segments' categorization processes, which further reinforces our finding that the CRM feature creates a new category for some, while the organic feature is viewed as an augmented value for an existing category.

Marketing Implications from the Categorization Results

A strong marketing implication derived from our results is that any company which uses cause-related marketing needs to be aware of the differences in product categorization across segments and across nominal products. While some consumers will evaluate the product based on the attributes relating to the nominal product category, others will evaluate it primarily based on its cause-related attributes, e.g. the type of cause, contribution and impact. It also has critical implications for how to define competition; for some segments a CRM t-shirt can compete with the purchase of a Pink Ribbon or a monetary donation to charity, which means marketers, will need to communicate why a consumer should support *their* cause through *their* scheme.

6.2 Consumer Value

Consumer values sought in the purchase are closely linked to the categorization process of goal-derived categories. Our results show very clear differences between the segments in the types of value they seek to extract from the consumption. The Dedicated looks for completely different benefits in pro-social products than the others do. Across all three products, The Dedicated ranked benefits leading to altruistic values as the most important drivers of a purchase and significantly higher than the other segments did. These results are line with the findings from Shaw & Shiu (2002)'s study where personal values and moral norms were found to drive pro-social consumption.

Moreover, it is important to notice that the results on consumer value are not perfectly correlated with how respondents categorized the pro-social products. The Dedicated did not view organic products as a separate product category, yet they seek different benefits from the organic product than what they would seek in a regular t-shirt. Furthermore, although the product categorization of products with pro-social features differs between The Dedicated and The Inconsequent, the consumer values they seek in the purchase do. While The Dedicated mainly seek to extract altruistic value from the purchase, The Inconsequent to a larger degree focus on product excellence and aesthetic values. The results reveal that the consumer's underlying personal values motivate the purchase at the point of purchase.

6.2.1.1 Marketing Implications from Consumer Value Results

The Inconsequent and the Unconcerned had a stronger focus on consumer values relating to product excellence and aesthetics. Basic product features such as price and performance are still very important to these consumers, strengthening the conclusions drawn by Langen, Roidl & Hartmann (2010) and Crane (2001). However, as our research differentiates between consumer segments, we find this does not hold true for all consumer types. The Dedicated value the altruistic values higher than aesthetics and functionality when they purchase a pro-social product. The result indicates that depending on which segment you target, the communicated benefits should be adapted as segments seek different benefits when considering a pro-social purchase. For example, when marketing a CRM-product to The Dedicated, you should provide much information on the cause supported, how the proceeds collected are used and the practical impact of the donation, whereas if you target The Unconcerned you must make sure the product is aesthetically refined.

6.3 Product Attitudes and Purchase Intentions

The results from the product attitudes and purchase intentions are very different from our hypotheses. We expected The Dedicated to have higher product attitudes and purchase intentions towards all the pro-social products than the Unconcerned. For the Inconsequent we assumed high attitudes and lower purchase intentions. This was not the case; however, the results are in line with the results from the categorization tests.

6.3.1 Organic Products

The organic product was not, by any segment, categorized as a member of an organic product category, and was therefore evaluated on the basis of being a t-shirt with organic attributes. Evaluating the organic product, The Dedicated regard the organic feature an augmented value of the product, as opposed to internalized in an organic product, which improves their attitude towards the product compared to The Unconcerned, to whom the augmented value does not add actual value to the product offering.

Marketing Implications for Organic Products

The one result that stands out is that The Dedicated's relatively positive product attitude towards the organic product is not converted into higher purchase intentions. The conclusion we draw from these results is that The Dedicated must lack the category need of a t-shirt of this kind. It is not enough that the t-shirt is organic for them to buy it, as they evaluate it based attributes relating to product quality, performance and price.

6.3.2 CRM-Products

The product attitudes towards the CRM product match the result from the categorization in terms of the differences between segments. The CRM-product is, by the Dedicated and the Inconsequent, regarded as member of a CRM-product category, meaning their attitudes will be formed on a basis of how they weigh and appreciate the cause-related attributes in relation to the product presented.

Marketing Implications for CRM-Products

The Unconcerned, on the other hand, evaluate the product solely as a t-shirt and will form their attitudes based on what they think are the important qualities for a t-shirt. Overall we did not find any difference between the segments in how positive they were towards the CRM-product, which can be explained by the low amount of information given about the CRM-related

attributes. In line with Langen, Grebitus & Hartmann (2010) results, we expect the consumers who evaluate the product as a pro-social product to have a strong need for transparency about the CRM-related attributes.

The results are more intricate for the CRM+Organic product, which is also categorized in a goal-derived pro-social product category by the Dedicated and the Inconsequent. However, towards this specific product, the Dedicated exhibit more positive product attitudes than the other segments. Moreover, they have stronger intentions of buying the product than the Unconcerned. The higher product attitudes and purchase intentions amongst The Dedicated is explained by the additional information provided about the product's pro-social features and that the added benefits are considered congruent with the existing ones. The additional information that the product is organic is apparently tangible and forceful enough for the Dedicated to raise their product attitudes, despite the fact that the added attribute has nothing to do with a charitable cause. This implies The Dedicated seem to look for any product which can satisfy their goal of having a positive or less negative impact on nature and society and to a certain degree do not discriminate between products with different types of impact on their end goal. Hence, our research indicates any attribute viewed as a positive augmented value will add to the pro-social product, no matter if the specific attribute is viewed as a typical attribute of the product category, in the eyes of the most dedicated pro-social consumers.

6.4 Conclusion

In conclusion, the study has in several ways contributed to research of how consumers, and more specifically consumer segments, approach pro-social products. Whilst an organic product feature by all segments is viewed as an augmented value of the product, a cause-related product feature will cause consumers with a salient goal of having a positive or less negative impact on nature and society to place the product in a goal-derived category of products fulfilling that goal. This means the nature of competition will differ both across segments and across different types of pro-social products. While organic products mainly seem to compete with products from the same nominal category, marketers should be careful not to define their competition too narrowly when competing with cause related-offerings.

We also find there are systematic differences between consumers in the type of benefits they seek from pro-social products, where some consumers seek to extract altruistic value, and others

primarily look for performance and aesthetics-related values. This means marketing practitioners must adapt the type of benefits they emphasize in their communication to the segment targeted.

The product categorization alone does not provide answers to the attitude-behavioral gap within pro-social consumption, but the problem should rather be understood in terms of the value the consumer seeks in the product. While some consumers primarily evaluate the product benefits leading to altruistic value, others pay more attention to the benefits leading to aesthetic value and product excellence. Thus, when The Inconsequent approach a pro-social product their attitudes toward it is largely determined by criteria such as price, product performance and product design, and less weight is put on the benefits creating altruistic value. Even if these consumers to some degree consider pro-social products as constituting a goal-derived category; at the point of purchase the final product choice is still based on criteria disconnected from the pro-social benefits, distinguishing the pro-social product from other products in the nominal product category.

To convert the behavior of The Inconsequent and make them engage in pro-social consumption behavior and buy pro-social products, the pro-social products must be better than competing products from the same nominal product category in terms of price, performance and design - the pro-social benefits alone will not induce a purchase. If targeting the Inconsequent, offering altruistic consumer value is not enough. Both Lindex and H&M's pro-social fashion lines, ' The Affordable Luxury Collection' and ' The Conscious Collection' serve as good examples for how we recommend marketers to target the Inconsequent, where the collections largely consisted of evening gowns in a modern design, sold at very low prices compared to high fashion evening gowns. Both retailers introduced a type of fashion piece not part of their usual assortment, positioned as an exclusive luxury item to a modest price. The added benefit of the clothes being made in organic or sustainable material was communicated solely as an extra added benefit to the product offering. Targeting The Inconsequent with pro-social basic apparel, sold at a higher price than regular basic apparel would most likely fail.

Conversely, The Dedicated are the type of consumers who would be attracted to pro-social basic apparel, even if the price is relatively higher, as their personal value of mitigating the negative impact of their consumption is salient and many times direct their consumption behavior.

Lastly, our study finds that a difference between groups in the extent to which they categorize a pro-social product according to its pro-social feature does not automatically mean product

attitudes and purchase intentions will differ in the same direction. Confirming existing literature, we find that consumers who categorize a pro-social product primarily as pro-social have higher demands on product information and transparency, thus do not display higher product attitudes and purchase intentions than those who categorize the product according to its nominal category if they are given insufficient information about the pro-social attributes. This means marketers must also consider the informational needs of the segment targeted in addition to choosing which benefits to emphasize.

This study contributes to exiting literature by showing there are differences in how consumers categorize pro-social products and the values they seek from the purchase. As the market for pro-social product offerings continues to grow this knowledge will be critical.

6.5 Criticism of the Study

In this section, critique towards the study will be addressed in terms of the choice of research method and sampling.

The segmentation model was based on six variables, and a choice of other segmentation variables would most certainly result in other segments. We chose to use green values, attitudes towards socially responsible consumption and previous purchase behavior as clustering variables. By borrowing elements from other studies, we created our own segmentation basis. The risk associated with creating a new segmentation model is that it might show very little correlation between the variables and that the segments might be difficult to recover in subsequent studies. Our segmentation and profiling result did not indicate this to be an issue; almost all variables showed significant differences between the segments. Also, as we chose not to factor our clustering variables, but instead use existing and recognized scales, we increased the chances of segment recovery compared to many other segmentation studies. Despite this it could be argued that our segmentation, and thereby our results, hinge on the specific segmentation model.
Further we decided to merge two cluster creating three final segments. It can be argued that this simplification could alter the results. However, with little distinction between the clusters it would not render any practical differences and the applicability of marketing implications would be lower.

Also, we cannot disregard the potential of self-selection bias among the people answering the survey compared to the unanswered or not completed surveys. A potential risk is that the people

who found the topic interesting kept answering all questions compared to the ones that did not finish the full survey.[23]

To test product categorization, several methodological options were available in the existing literature. We chose the Exemplar model due to fact that it is widely used in marketing research and has a high degree of testability (Basu, 1993). However, it can also be argued that method is over-simplified and therefore would render less accurate results. Using another measurement method with less direct questions might yield larger differences between the segments. Additionally, the Exemplar Method is also dependent on people recalling the category exemplar to compare another object against. We let all respondents enter their category exemplar in an open-ended question; because of this we could check that they all could recall an adequate category exemplar. Having studied the entered exemplars we could rule out difficulty of recalling a category exemplar being an issue, as almost all respondents had understood what to enter. Nevertheless, a model for testing fuzzy sets or comparing the product on an attribute level might have created more detailed results of the product categorization.

Most previous research within the pro-social domain use food as stimuli in their studies. We used a t-shirt. In the first pre-study the t-shirt was proven to be most credible for having both organic and cause-related features. However, using a completely different product as stimuli might have yielded other results. For example; most respondents recalled a food product as the category exemplar of organic products. An organic t-shirt might be seen as very different from a package of milk, even if both carry organic features. In contrast to the CRM category exemplar; the most frequent mentioned exemplar was the Pink Ribbon. A CRM t-shirt might in general be perceived as more similar to a pin, rather than the package of milk. This could indeed have influenced the results as the category of organic was perceived as mostly focused around food and we did not get any indications of organic being a category of its own.

Additionally, for eliciting the benefits sought when purchasing a pro-social product we used the hard laddering technique. This technique was chosen due to its relative time efficiency and since it allowed us to use a larger sample than we would have been able to had we used soft laddering (e.g. in-depth interviews). Nevertheless, a soft laddering technique could have elicited even more details and explanations for the benefits and values sought in pro-social product.

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[23] The sample used is a convenience sample sourced from Facebook. This means the sample to a large degree consists of acquaintances and should not be representative for the overall Swedish population.

Finally, the t-shirt used in the test was of a very basic character and the small differences of purchase intentions might have been affected by the respondents disliking the t-shirt itself, not the pro-social aspect of it. However, we wanted to keep the product as neutral as possible in order to avoid other aspects influencing the respondent when answering the questions. Also, we were more interested in the differences between segments than the absolute values.

6.6 Limitations of the Study

The convenience sample for our study restricts us to make any conclusions to the size of each segment, which is always an important aspect when segmenting the market. However, the purpose of this study was not to segment a specific population, but rather to identify segments with distinct differences in values, attitudes and behavior towards pro-social products and study the relations to categorization, consumer value sought, product attitudes and purchase intentions. It is very unlikely that our results would not differ had the sizes of the segments been different. Moreover, the response rate for the sample was 45%, which is a low response rate. For a postal questionnaire a response rate of below 50% would be regarded unacceptably low (Bryman & Bell, 2007). However, Bryman & Bell (2007) also states that many published research articles only achieve between 18-25% for online questionnaires. With this in mind we do consider our response rate to be low, but acceptable. Moreover, our results cannot prove causality between any of the tested variables, but instead rely on existing theory to explain the linkages found. Thus, we do not test the validity of existing theory in a new setting, but rather aim to explain relations between values, attitude and consumption behavior within the pro-social domain using already existing models.

7 LEARNINGS FROM THE STUDY WITH IMPORTANCE FOR MARKETING PRACTITIONERS

In order to optimize the marketing strategy it is important to understand what differentiates segments and how each segment can most efficiently be targeted. We will therefore conclude the thesis by presenting the marketing implications of our study and recommendations for how to target each segment found in the study. These recommendations are directed towards marketers who already carry or are considering adding pro-social products to their assortment.

7.1.1 The Unconcerned

Consistent with the previous segmentation models, one of our segments showed little or no interest for pro-social products and had considerable lower attitudes towards socially responsible consumption and less environmental concern. They do not regard organic or CRM- products as members of specific, goal-derived, product categories, nor do they currently buy these products. Though this segment has the lowest median income they are not very price sensitive and do appreciate the prestige of buying more expensive products. This is especially important with regards to organic products as they are usually perceived to carry a price premium and a high status.

Targeting this segment is difficult as they do not seek the differential value the pro-social products offer compared to product without pro-social features. However, if other benefits such as performance, aesthetics and status are emphasized the segment could find the product more appealing. This segment would need a different approach than the traditional marketing of organic or CRM-products. To attract this segment the focal point should be product performance and the inherent prestige, as opposed to the pro-social aspects. For example, an organic tomato should be marketed as being more exclusive, of better quality and better tasting than other tomatoes in order to appeal to The Unconcerned. For CRM-products, the aesthetics of the product could attract The Unconcerned, where they buy the product because it looks good and do not care about the cause they inactively support.

Nonetheless, studies indicate this segment is rather small and decreasing in size. Moreover, they purchase few pro-social products and do not show any willingness to alter their behavior, making

them costly to target. The return on investment will likely be considerably less for this segment compared to the others.

7.1.2 The Inconsequent

The Inconsequent is a segment consisting of consumers with a considerable attitude-behavioral gap towards pro-social consumption. In line with previous research, our study finds the majority of consumers represent this segment. They either state higher attitudes than they really have, to be perceived as better people or they actually do have high attitudes and strong concerns, yet at point of purchase they favor other products. This segment has slightly higher income than the Unconcerned; yet they are more price-sensitive, which might explain their purchasing behavior. Further, they do have a tendency of regarding CRM-products as belonging to a pro-social category, which combined with their price sensitivity should mean they require much information about the impact of the pro-social attributes in order to purchase a pro-social product.

The Inconsequent would most likely constitute the largest part of any geographical market, which in combination with them being an untapped potential, makes them the most attractive segment to target. They possess the underlying values underpinning pro-social behavior, yet marketers have not succeeded in finding a way to tap their potential. Their discrepant behavior might be due to the perceived higher prices of organic products, where their price sensitivity makes the trade-off too big. To address this segment it is important to emphasize that the trade-off between conventional products and pro-social products is not mainly dependent on price. By communicating the total benefits for the consumer, nature and society, this segment would find the products better valued and priced. It is also important for them to receive specific information regarding the supported cause or the impact of consuming organic products in order. Hence, we recommend employing informative communication when targeting The Inconsequent. Today labeling, such as Åhléns "Bra Val"-label[24] or KRAV-labeled organic food, is the most common indicator of a pro-social product, yet it can be difficult for the average consumer to recognize the labels and understand their meaning. It might therefore be more beneficial for companies to communicate the meaning of their labels through other channels than just the labels themselves, such as TV- and print ads, web pages and in-store audio and visuals.

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[24] Åhléns "Bra Val" (Good Choice) is the department store's own labelling system, indicating the product is pro-social.

7.1.3 The Dedicated

In our sample we identified one segment with salient pro-social values, attitudes and the corresponding consumption behavior. They have higher income levels, are mostly employed workers and have an overrepresentation of women. In previous research this type of consumer has been referred to as a "green" or "ethical" consumer. Our study does not only take the environmental or ethical aspect into account, but investigates a wider pro-social consumption behavior. We have identified a specific type of consumer driven by pro-social values so strong pro-social products become a separate product category. They have higher familiarity with the products as they regularly purchase organic or CRM products; and they donate to charities more often than others. Despite this, not even the Dedicated were willing to purchase an organic t-shirt just because of its organic feature. They will still evaluate how well the t-shirt meets the requirement of a t-shirt product and have a category need for that type of product. Nevertheless, when a category need for a t-shirt arises they do evaluate the organic t-shirt more positively than the regular t-shirt. In contrast, The Dedicated consider CRM-products as belonging to a product category of their own, and are more likely to purchase the product to satisfy their altruistic goals, than for the functional benefits of the product.

When targeting the Dedicated it is important to stress the altruistic value inherent in the product. The benefits they seek from the pro-social products showed substantial differences even in comparison with the Inconsequent. This result is really interesting and by having identified the other-oriented altruistic underlying customer values marketers can fine tune the communication to attract this segment. The Dedicated have high product involvement and will require extensive information about the pro-social products in order to trust them. A need for transparency has been identified as their product attitudes increased when the organic attribute was added to the CRM-product. It is interesting to note that attitudes towards the product increase as more pro-social features are added to the product. This reaffirms their need for information and transparency before The Dedicated are willing to support any cause, and that additional pro-social attributes increase the total value of the product.

The segment already have the highest purchase frequency, yet with their strong values it would be possible expand their area of purchases. For example the market of organic clothes seems to have an untapped market potential and as shown by Natural Marketing Institute (2012) this segment has a large potential for growth which makes it very attractive for companies. In terms of in-store organization of products, a company such as H&M, offering many different types of cause-

related products ranging from pillows to t-shirts to key chains, could benefit by organizing these products together to simplify the search process for The Dedicated.

7.2 Suggestions for Future Research

The aim of our study is to contribute to the understanding of the underlying differences between segments when approaching pro-social products. To our knowledge, only one previous study has analyzed the categorization process of organic products and had no segmentation model connected to it. For future research it would be interesting to perform the same test using different categorization methods, investigating the stability of the results. Moreover, it would be interesting to test other products or even several products simultaneously to see if some products are more or less considered members of goal-derived pro-social product categories.

Our test was presented in a neutral context, without any brand names or labels, possibilities of normative pressures or time constraints to reduce other types of influences. However, goal-derived categories are affected both by the personal values relevant to the situation and context, why a different context might render different results. Hence, future research could investigate how specific decision contexts affect our tested variables.

The research on what underpins consumer attitudes and behavior towards pro-social products is underdeveloped compared to other areas of pro-social research, such as the hunt for the green or ethical consumer. By understanding the fundamental cognitive decision making process researcher and marketers can expand their understanding of consumption behavior. Our study has just touched one small area and much more research is needed before we can fully understand how consumers approach the complexity of a pro-social product.

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9 APPENDICES

9.1 Appendix 1 – Scree Plot of Number of Segments

Scree Plot to determine the number of segment for the cluster analysis. Horizontal axis indicates the number of segments to be applicable for the study. The less difference to the next level "the elbow" shows the appropriate amounts of segments. The vertical axis measures *eigenvalue* this is the distance at which the objects are combines.

Scree Plot
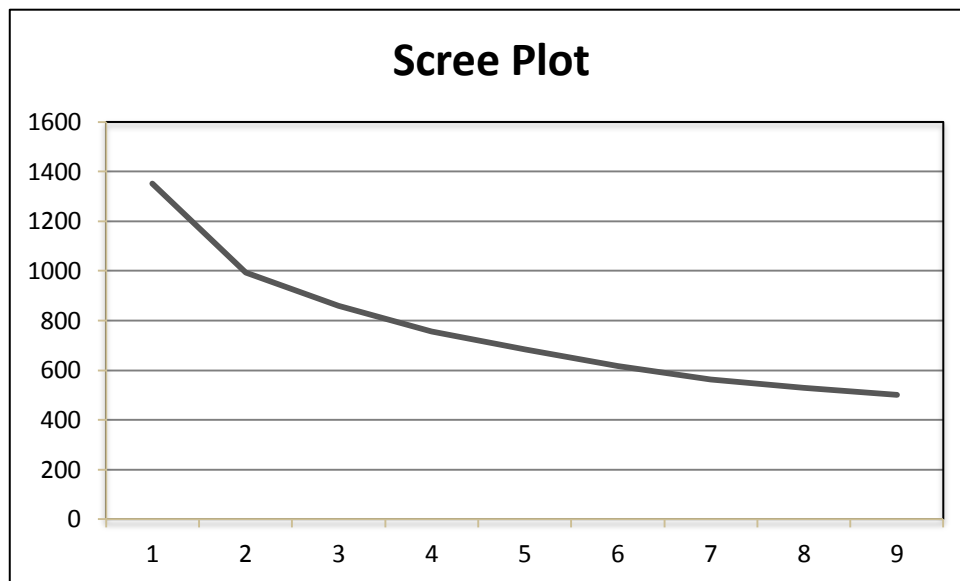
9.2 Appendix 2 – Segmentation Results

Table 20. Clustering Variables Results

Variable Name	The Unconcerned n= 42 (24%) Mean (SD)	The Inconsequent n= 95 (54%) Mean (SD)	The Dedicated n= 38 (24%) Mean (SD)	Significance level The Unconcerned – The Inconsequent (P < 0.05)	Significance level The Unconcerned – The Dedicated (P < 0.05)
Green Values (GV) 1= Totally Disagree 7 = Totally Agree	2.52 (0.91)	4.62 (1.07)	5.54 (0.82)	0.000	0.000
SCRB 1= Totally Disagree 7 = Totally Agree	4.63 (1.19)	5.28 (1.06)	6.26 (0.72)	0.000	0.003

Table 21. Clustering Variable Purchase Frequencies

Variable Name	The Unconcerned n= 42 (24%) Times per year	The Inconsequent n= 95 (54%) Times per year	The Dedicated n= 38 (24%) Times per year	Significance level The Unconcerned – The Inconsequent (P < 0.05)	Significance level The Unconcerned – The Dedicated (P < 0.05)
Purchase of organic food/beverages	13-48 times/year	13-60 times/year	49-156 times/year	0.31	0.054
Purchase of organic products for home/car	0 times/year	0-1 time/year	2 times or more/year	0.38	0.000
Purchase of CRM products	0-1 time / year	0-1 time/year	2-12 times/year	1.0	0.017
Charity donations	0-1 time /year	1-2 times/year	3-12 times/year	0.01	0.001

Table 22. Profiling Variables Results

Variable Name	The Unconcerned n= 42 (24%) Mean (SD)	The Inconsequent n= 95 (54%) Mean (SD)	The Dedicated n= 38 (24%) Mean (SD)	Significance level between segment (P > 0.05)
Price perception	3.83 (1,56)	4.43 (1.29)	3.71 (1.33)	0.007
Low prices	4.02 (1.66)	3.09 (1.65)	3.11 (2.04)	0.012
Prestige in buying expensive products				
Health Consciousness	4.38 (1.30)	4.89 (1.12)	5.23 (1.24)	0.006
ATSCI	4.62 (1.08)	4.09 (1.17)	4.13 (1.32)	0.052
Opinion Leader	1.9 (1.06)	2.68 (1.20)	3.78 (1.07)	0.000
Opinion Seeker	2.59 (1.54)	3.02(1.41)	2.83 (1.32)	0.255
AMDC	4.64 (1.32)	5.73 (1.07)	6.29 (0.87)	0.000
ATHO	4.02 (1.44)	4.41 (1.11)	4.71 (1.18)	0.041
ATCO				
Product Involvement	2.57 (1.41)	4.22 (1.53)	5.72 (1.05)	0.000
Organic	2.87 (1.56)	3.86 (1.44)	5.08 (1.46)	0.000
CRM				

9.3 Appendix 3 – Questionnaire and Results Pre-Study 1

Pre-study 1 was conducted to determine the most credible product to test in subsequent studies.

Default Question Block

Lista de FEM (5) viktigaste faktorerna som påverkar dig när du ska köpa en ekologisk produkt.

Lista de FEM (5) viktigaste faktorerna som påverkar dig när du ska köpa en etisk produkt.

Lista de FEM (5) viktigaste faktorerna som påverkar dig när du ska donera pengar till välgörenhet.

Vänligen ange hur trolig du tycker att följande produkt är: KAFFE med ekologiska bönor

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: JEANS med ekologisk bomull

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: MAJSCHIPS på ekologisk majs

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: T-SHIRT med ekologisk bomull

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: Ett paket KAFFE där 10% av intäkterna går till skolmaterial för kaffeodlares barn.

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: Ett par JEANS där 10% av intäkterna går till skolmaterial för bomullsodlares barn.

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: En påse MAJSSCHIPS där 10% av intäkterna går till skolmaterial för majsodlares barn.

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: En påse MAJSSCHIPS där 10% av intäkterna går till skolmaterial för majsodlares barn.

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: En T-SHIRT där 10% av intäkterna går till skolmaterial för bomullsodlares barn.

1- Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: Etiskt KAFFE

1 - Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: Etiska JEANS

1 - Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: Etiska MAJSCHIPS

1 - Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Vänligen ange hur trolig du tycker att följande produkt är: Etisk T-SHIRT

1 - Inte alls troligt	2	3	4	5	6	7 - Mycket troligt
○	○	○	○	○	○	○

Results from Pre-study 1

Organic

Product	N	Mean	Rank
Coffee	20	5.47	1
Jeans	20	5.16	3
Nachos	20	4.37	4
T-shirt	20	5.21	2

10% of proceeds donated to a charitable cause

Product	N	Mean	Rank
Coffee	20	3.58	2
Jeans	20	3.47	3
Nachos	20	2.74	4
T-shirt	20	3.68	1

10% of proceeds donated to a charitable cause and Organic

Product	N	Mean	Rank
Coffee	20	5,34	2
Jeans	20	4,66	3
Nachos	20	4,39	4
T-shirt	20	6,21	1

9.4 Appendix 4 – Questionnaire Pre-Study 2

Pre-study 2 used the Hard Laddering technique to elicit the attributes, consequences and consumer values from the products.

LÄS EXEMPLET NOGA INNAN DU VÄNDER BLAD
Föreställ dig att du ska köpa en FLYGRESA som du ska använda eller konsumera på din fritid. Fyll i följande påstående. Det finns inga rätta eller felaktiga svar.

1 Den viktigaste produktegenskapen för mig är ..... **Säkerhet** → Produktegenskapen leder i första hand till att... **Jag känner mig trygg** → Detta är viktigt för mig eftersom att ... **Jag vill inte dö** → Produktegenskapen är också viktigt för mig för att **Jag är lite flygrädd**

Produktegenskapen leder i andra hand till... **Mindre ångest** → Detta är viktigt för mig eftersom att ... **Det är påfrestande att flyga**

2 Den näst viktigaste produktegenskapen för mig är ..... **Korta mellanlandningar** → Produktegenskapen leder i första hand till... **Kort flygtid** → Detta är viktigt för mig eftersom att ... **Jag vill inte slösa tid** → Produktegenskapen är också viktigt för mig för att... **Jag vill komma fram snabbt**

Produktegenskapen leder i andra hand till...**Mindre tristess** → Detta är viktigt för mig eftersom att ... **Jag vill ha kul**

3 Den tredje viktiagste produktegenskapen är... **God flygmat** → God flygmat leder i första hand till ... **Att jag blir mätt** → Detta är viktigt för mig eftersom att ... **Jag vill inte landa hungrig**

EXEMPEL

Föreställ dig att du ska köpa en **EKOLOGISK** produkt som du ska använda eller konsumera på din fritid. Fyll i följande påstående. Det finns inga rätta eller felaktiga svar.

1

Den viktigaste produktegenskapen för mig är ……

Produktegenskapen leder i första hand till att…

Detta är viktigt för mig eftersom att …

Produktegenskapen är också viktigt för mig för att…

Produktegenskapen leder i andra hand till…

Detta är viktigt för mig eftersom att …

2

Den näst viktigaste produktegenskapen för mig är…

Produktegenskapen leder i första hand till…

Detta är viktigt för mig eftersom att …

Produktegenskapen är också viktigt för mig för att…

Produktegenskapen leder i andra hand till…

Detta är viktigt för mig eftersom att …

3

Den tredje viktiagste produktegenskapen är…

Produktegenskapen leder i första hand till…

Detta är viktigt för mig eftersom att …

Föreställ dig att du ska köpa en ETISK (t.ex. en rättvisemärkt produkt)produkt som du ska använda eller konsumera på din fritid. Fyll i följande påstående. Det finns inga rätta eller felaktiga svar.

1 — Den viktigaste produktegenskapen för mig är ..... → Produktegenskapen leder i första hand till att... → Detta är viktigt för mig eftersom att ... → Produktegenskapen är också viktigt för mig för att...

Produktegenskapen leder i andra hand till... → Detta är viktigt för mig eftersom att ...

2 — Den näst viktigaste produktegenskapen för mig är... → Produktegenskapen leder i första hand till... → Detta är viktigt för mig eftersom att ... → Produktegenskapen är också viktigt för mig för att...

Produktegenskapen leder i andra hand till... → Detta är viktigt för mig eftersom att ...

3 — Den tredje viktiagste produktegenskapen är... → Produktegenskapen leder i första hand till... → Detta är viktigt för mig eftersom att ...

Svara på följande påståenden genom att ringa in på skalan vad du tycker.
1 = Stämmer inte alls; 7 = Stämmer helt

Jag har ett starkt intresse för ekologiska produkter	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Ekologiska produkter är viktiga för mig	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag bryr mig om ekologiska produkter	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
De ekologiska produkter jag använder på min fritid hjälper mig att uttrycka min personlighet	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag tycker att man kan utläsa mycket om en person genom att titta på vilka ekologiska produkter han eller hon använder.	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag har ett starkt intresse för etiska produkter produkter	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Etiska produkter är viktiga för mig	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag bryr mig om etiska produkter	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
De etiska produkter jag använder på min fritid hjälper mig att uttrycka min personlighet	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag tycker att man kan utläsa mycket om en person genom att titta på vilka etiska produkter han eller hon använder.	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)

9.5 Appendix 5 – Questionnaire Main Study

Välkommen!

Detta är en undersökning som ska ligga till grund för en Masteruppsats vid Handelshögskolan i Stockholm.
Alla svar är anonyma. Vänligen besvara alla frågor så gott du kan, Det finns inga rätta eller felaktiga svar.

Först kommer du att få svara på några frågor om dina värderingar, sedan ber vi dig svara på vad du tycker om vissa produkter.
Slutligen ber vi dig besvara några demografiska frågor.

För varje komplett ifylld enkät skänker vi 5 kr till en välgörenhetsorganisation. Vilken av följande organisationer vill du helst att vi skänker pengarna till?

Stort TACK för din medverkan!

- ◎ Rädda Barnen
- ◎ Hungerprojektet
- ◎ Cancerfonden

Följande är en lista på saker vissa människor vill ha ut av livet.
Titta på listan noga och svara genom att välja det alternativ på skalan som passar bäst in på dig.

	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Känsla av tillhörighet	◎	◎	◎	◎	◎	◎	◎
Spänning	◎	◎	◎	◎	◎	◎	◎
Varma relationer till andra	◎	◎	◎	◎	◎	◎	◎
Självförverkligande	◎	◎	◎	◎	◎	◎	◎
Att vara respekterad	◎	◎	◎	◎	◎	◎	◎
	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Att ha ett roligt och lustfyllt liv	◎	◎	◎	◎	◎	◎	◎
Trygghet	◎	◎	◎	◎	◎	◎	◎
Självaktning	◎	◎	◎	◎	◎	◎	◎
En känsla av att jag kommer att lyckas	◎	◎	◎	◎	◎	◎	◎

Följande är en lista på saker vissa människor vill ha ut av livet.
Titta på listan noga och svara genom att välja det alternativ på skalan som passar bäst in på dig.

	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Känsla av tillhörighet	○	○	○	○	○	○	○
Spänning	○	○	○	○	○	○	○
Varma relationer till andra	○	○	○	○	○	○	○
Självförverkligande	○	○	○	○	○	○	○
Att vara respekterad	○	○	○	○	○	○	○
	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Att ha ett roligt och lustfyllt liv	○	○	○	○	○	○	○
Trygghet	○	○	○	○	○	○	○
Självaktning	○	○	○	○	○	○	○
En känsla av att jag kommer att lyckas	○	○	○	○	○	○	○

Titta på listan igen och välj det alternativet som är viktigaste för dig.

○ Känsla av tillhörighet
○ Spänning
○ Varma relationer till andra
○ Självförverkligande
○ Att vara respekterad
○ Att ha ett roligt och lustfyllt liv
○ Trygghet
○ Självaktning
○ En känsla av att jag kommer att lyckas

Svara på följande påståenden genom att välja det alternativ på skalan som passar bäst in på dig.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag bryr mig mycket om låga priser	○	○	○	○	○	○	○
Jag bryr mig mycket om produktkvalitet	○	○	○	○	○	○	○
	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag är inte beredd att anstränga mig för att hitta låga priser	○	○	○	○	○	○	○
Jag njuter av prestigen att köpa en dyr produkt	○	○	○	○	○	○	○

Skriv ner den mest typiska T-SHIRTEN du kan föreställa dig.

Svara på följande påståenden i förhållande till produkten du skrivit ovan.
Var vänlig välj det alternativ på skalan som stämmer bäst överens med din uppfattning.

Hur lik är den angivna produkten en...?

	Väldigt olik (1)	2	3	4	5	6	Väldigt lik (7)
T-shirt	◎	◎	◎	◎	◎	◎	◎
Ekologisk T-shirt	◎	◎	◎	◎	◎	◎	◎
T-shirt där 10% av det du betalar går till välgörande ändamål	◎	◎	◎	◎	◎	◎	◎
En ekologisk T-shirt där 10% av det du betalar går till välgörande ändamål	◎	◎	◎	◎	◎	◎	◎

Skriv ner nedan den mest typiska VÄLGÖRENHETSRELATERADE PRODUKTEN du kan föreställa dig.

Svara på följande påståenden i förhållande till produkten du skrivit ovan.
Var vänlig välj det alternativ på skalan som stämmer bäst överens med din uppfattning.

Hur lik är den angivna produkten en...?

	Väldigt olik (1)	2	3	4	5	6	Väldigt lik (7)
T-shirt	◎	◎	◎	◎	◎	◎	◎
Ekologisk T-shirt	◎	◎	◎	◎	◎	◎	◎
T-shirt där 10% av det du betalar går till välgörande ändamål	◎	◎	◎	◎	◎	◎	◎
En ekologisk T-shirt där 10% av det du betalar går till välgörande ändamål	◎	◎	◎	◎	◎	◎	◎

Skriv ner nedan den mest typiska EKOLOGISKA PRODUKTEN du kan föreställa dig.

Svara på följande påståenden i förhållande till produkten du skrivit ovan.
Var vänlig välj det alternativ på skalan som stämmer bäst överens med din uppfattning.

Hur lik är den angivna produkten en...?

	Väldigt olik (1)	2	3	4	5	6	Väldigt lik (7)
T-shirt	○	○	○	○	○	○	○
Ekologisk T-shirt	○	○	○	○	○	○	○
T-shirt där 10% av det du betalar går till välgörande ändamål	○	○	○	○	○	○	○
En ekologisk T-shirt där 10% av det du betalar går till välgörande ändamål	○	○	○	○	○	○	○

The order of the following images was randomized for every respondent.

Titta på bilden här nedan och svara på följande påståenden om hur väl du tycker det beskriver produkten du ser.

100% Bomull

Pris: 79 kr

Titta på bilden här nedan och svara på följande påståenden om hur väl du tycker det beskriver produkten du ser.

100% Bomull

10% av det du betalar går till välgörande ändamål

Pris: 79 kr

Titta på bilden här nedan och svara på följande påståenden om hur väl du tycker det beskriver produkten du ser.

100% Ekologisk bomull
Pris: 79 kr

Titta på bilden här nedan och svara på följande påståenden om hur väl du tycker det beskriver produkten du ser.

100% Ekologisk bomull

10% av det du betalar går till välgörande ändamål

Pris: 79 kr

The following questions were answered in relation to each of the products pictured above.

Föreställ dig att du funderar på att köpa produkten du nyss såg. Ange hur viktigt varje påstående är för dig.

	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Att jag känner mig bekväm	○	○	○	○	○	○	○
Att jag känner mig snygg	○	○	○	○	○	○	○
Att jag känner mig glad	○	○	○	○	○	○	○
Den ger mig självförtroende	○	○	○	○	○	○	○
Den ger mig ett tillfälle att hjälpa andra	○	○	○	○	○	○	○
	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Att det innebär en liten ekonomisk risk	○	○	○	○	○	○	○
Att jag blir nöjd av att bidra till ett gott syfte	○	○	○	○	○	○	○
Att den ger mig ett gott samvete	○	○	○	○	○	○	○
Att jag blir stolt över mig själv	○	○	○	○	○	○	○
Att jag känner mig snygg inför andra	○	○	○	○	○	○	○

Föreställ dig att du funderar på att köpa produkten du nyss såg. Ange hur viktigt varje påstående är för dig.

	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Den ger mig möjlighet att uttrycka min personlighet	○	○	○	○	○	○	○
Den ger mig respekt från andra	○	○	○	○	○	○	○
Den får mig att framstå som en bättre människa	○	○	○	○	○	○	○
	Inte alls viktigt (1)	2	3	4	5	6	Extremt viktigt (7)
Den leder till en bättre värld	○	○	○	○	○	○	○
Den minskar slöseriet med jordens resurser	○	○	○	○	○	○	○
Den bidrar till ett bättre samhälle	○	○	○	○	○	○	○

Var vänlig välj det alternativ på skalan som stämmer bäst överens med din uppfattning.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Produkten är tilltalande	○	○	○	○	○	○	○
Produkten är bra	○	○	○	○	○	○	○
Produkten ger mig positiva associationer	○	○	○	○	○	○	○
Jag vill prova produkten	○	○	○	○	○	○	○
Jag kan tänka mig köpa produkten	○	○	○	○	○	○	○
Jag vill köpa produkten	○	○	○	○	○	○	○

The following questions were not based on the stimuli presented above.

Följande påstående handlar om **PROSOCIALA produkter.**

En **prosocial produkt** har en egenskap av att även bidra med ett högre socialt värde.
Exempel på prosociala produkter kan vara miljömärkta produkter, rättvisemärkta produkter, eller Rosa Bandet-produkter.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jämfört med mina vänner köper jag många prosociala produkter.	○	○	○	○	○	○	○
Jag brukar vara den första i min vänskapskrets att få reda på nya sorters prosociala produkter.	○	○	○	○	○	○	○
Jag övertalar ofta andra att köpa prosociala produkter som jag tycker om.	○	○	○	○	○	○	○
Mina vänner brukar fråga mig om råd när de ska köpa prosociala produkter.	○	○	○	○	○	○	○

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag har ofta inflytande över andras åsikter om prosociala produkter.	○	○	○	○	○	○	○
När jag överväger att köpa prosociala produkter ber jag andra om råd.	○	○	○	○	○	○	○
Jag behöver inte prata med andra innan jag köper prosociala produkter.	○	○	○	○	○	○	○
Jag frågar sällan andra vilka prosociala produkter jag borde köpa.	○	○	○	○	○	○	○

Svara på följande påstående genom att ange på skalan hur väl du instämmer.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Människor borde vara villiga att hjälpa de mindre lyckligt lottade.	○	○	○	○	○	○	○
Människor borde vara mer givmilda gentemot andra i samhället.	○	○	○	○	○	○	○
Att hjälpa människor med problem är viktigt för mig.	○	○	○	○	○	○	○

Svara på följande påstående genom att ange på skalan hur väl du instämmer.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Pengar som doneras till välgörenhet går till ett gott syfte.	○	○	○	○	○	○	○
Min bild av välgörenhetsorganisationer är positiv.	○	○	○	○	○	○	○
En stor del av pengarna som doneras till välgörenhet slösas bort.	○	○	○	○	○	○	○

Svara på följande påstående genom att ange på skalan hur väl du instämmer.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Människor kan påverka miljön positivt genom att välja att köpa vissa produkter och avstå från andra.	◎	◎	◎	◎	◎	◎	◎
Människor kan påverka arbetsvillkoren i fattigare länder positivt genom att välja att köpa vissa produkter och avstå från andra.	◎	◎	◎	◎	◎	◎	◎
Jag tror att jag har förmåga att påverka världen till det bättre.	◎	◎	◎	◎	◎	◎	◎
Jag tror att jag har förmåga att påverka världen till det bättre genom att köpa vissa produkter och tjänster.	◎	◎	◎	◎	◎	◎	◎
	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag skulle beskriva mig själv som miljömässigt ansvarsfull.	◎	◎	◎	◎	◎	◎	◎
Jag är beredd att prioritera bort min egen bekvämlighet för att handla på ett miljömässigt bra sätt.	◎	◎	◎	◎	◎	◎	◎
Det är viktigt för mig att produkterna jag använder inte skadar miljön.	◎	◎	◎	◎	◎	◎	◎

Har du handlat mat eller kläder under det senaste året?

     ○ Ja

     ○ Nej

Hur ofta har du handlat ekologiska kläder?

     antal ggr [▼]

     per   [▼]

Hur ofta har du handlat ekologisk mat eller dryck?

     antal ggr [▼]

     per   [▼]

Hur ofta har du handlar ekologiska produkter eller tjänster till bilen eller hemmet?

     antal ggr [▼]

     per   [▼]

Hur ofta har du handlat Rättvisemärkta produkter/Fair Trade-produkter?

     antal ggr [▼]

     per   [▼]

Har du skänkt pengar till en organisation (t.ex. genom att rösta i en tv-sänd gala, köpa en välgörenhetsrelaterad produkt eller genom en direkt donation) under det senaste året?

○ Ja

○ Nej

Hur ofta har du skänkt pengar genom att köpa en produkt där en del av intäkten skänks till välgörande ändamål (t.ex. Rosa Bandet-produkter)

antal ggr [▼]

per [▼]

Hur ofta har du skänkt pengar genom att rösta i t.ex. Melodifestivalen eller en annan tv-sänd gala?

antal ggr [▼]

per [▼]

Hur ofta har du på eget initiativ skänkt pengar till en välgörenhetsorganisation?

antal ggr [▼]

per [▼]

Svara på följande påståenden genom att ange på skalan vad du tycker.

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag har ett starkt intresse för ekologiska produkter.	○	○	○	○	○	○	○
Ekologiska produkter är viktiga för mig.	○	○	○	○	○	○	○
Jag bryr mig om ekologiska produkter	○	○	○	○	○	○	○

	Stämmer inte alls (1)	2	3	4	5	6	Stämmer helt (7)
Jag har ett starkt intresse för välgörenhetsrelaterade produkter	○	○	○	○	○	○	○
Välgörenhetsrelaterade produkter är viktiga för mig	○	○	○	○	○	○	○
Jag bryr mig om välgörenhetsrelaterade produkter	○	○	○	○	○	○	○

Enkäten avslutas med ett par frågor om dig.

Är du?

    ◎ Man

    ◎ Kvinna

Ålder?

    [   ]

Ungefärlig hushållsinkomst per år?

    ◎ Mindre än 150.000 kronor

    ◎ 150.000-200.000 kronor

    ◎ 250.000-350.000 kronor

    ◎ 350.000-450.000 kronor

    ◎ Mer än 450.000 kronor

Ungefärlig hushållsinkomst per år?

- ○ Mindre än 150.000 kronor
- ○ 150.000-200.000 kronor
- ○ 250.000-350.000 kronor
- ○ 350.000-450.000 kronor
- ○ Mer än 450.000 kronor

Vilken är din huvudsakliga sysselsättning?

- ○ Förvärvsarbetare
- ○ Egen företagare
- ○ Student
- ○ Pensionär
- ○ Sjukskriven/förtidspensionär
- ○ Arbetssökande
- ○ Annat

Vilken är din högsta avslutade utbildning?

- ○ Grundskola
- ○ Yrkes/Fack/2-årigt gymnasium
- ○ Studentexamen/3-årigt gymnasium
- ○ Universitet/högskola

9.6 Appendix 6 - Exemplars for Categorization

The size of the word indicates how many times it was mentioned by the respondent across all segments. Pink Ribbon was the most common example for the CRM-product, for organic the most common product was milk.