Challenges to Environmentally Friendly Behaviour in SA: A consumer perspective.

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Overview of Presentation

- Background
- Brief Review of Literature
- Key Findings from South African studies
- Recommendations
- Conclusion

Background

- Environmental conditions deteriorating
- The several food supply disasters such as
  - mad cow disease,
  - foot-and-mouth epidemic,
  - Bird flu outbreak in South Africa in 2017
  - listeriosis outbreak in South Africa in 2018,
- Anxiety among consumers - the quality of food they eat

Background

- Continuous debates on the effect of human activities on the environment
- Growing environmental consciousness
  - The need for green marketing was a response to claims that the earth's resources will be depleted
- However, there are **challenges to environmentally friendly behaviour in SA**
    - concern for sustaining the environment is not leading to increase in environmentally friendly behaviour

Brief Literature Review

- Who are green consumers
  - '**True blue**' consumer segment includes those who believe that their actions have an impact on the environment and are willing to purchase green products from trustworthy, environment-conscious companies.
  - **'Greenback green'** consumers are willing to spend money towards protection of the natural environment by purchasing green products, but don't have time and energy for environmental activities
  - **'Sprouts'** are consumers who support environmental regulations because they are concerned about the environment. These consumers are less willing to spend money on green products.
  - **'Grousers**' believe that it is not their responsibility to solve environmental issues.
  - **'Basic browns'** believe that no amount of personal, commercial or political effort can solve ecological problems.

Brief Literature Review

- Development of organic food market
- The change from conventional to organic foods has been found to have benefits for the environment and for consumers.
- Market for organic fresh produce has been found to exist in South Africa,
- there is incomplete understanding on South African organic consumers.

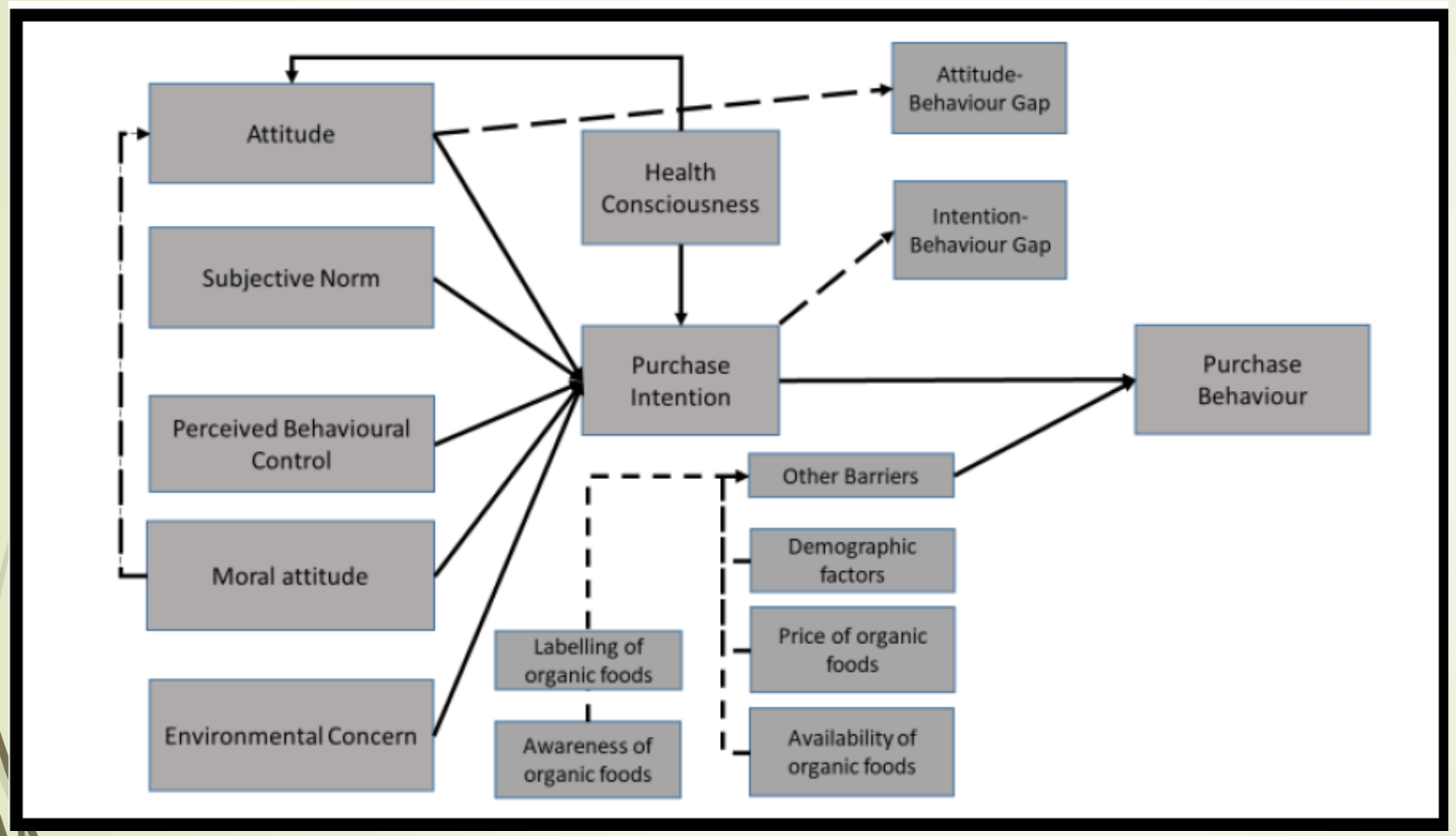
Brief Literature Review

Author	Study	Methodology	Key findings
Yadav and Pathak (2016)	Determinants of consumer' green purchase behaviour in a developing nation: Applying and extending the Theory of Planned Behaviour	Quantitative	• Attitude towards green behaviour emerged as the most significant determinant of consumers' green purchase intention followed by PBC and SN. • The study also supported the inclusion of perceived value and willingness to pay premium as Inclusion of these constructs to TPB increases the predictive power of theoretical framework
Naidoo and Ramatsetse (2016)	Assessment of the consumer purchase intentions of organic food at the Hazel food market in Pretoria, South Africa	Quantitative	• Consumers at HFM in Pretoria have intentions to purchase organic food. • Factors such as values, attitude, subjective norm and perceived behavioural control significantly influence consumers intention to purchase organic food.
Mhlophe (2016)	Consumer purchase intentions towards organic food: Insights from South Africa	Quantitative	• Consumer attitude is a key antecedent that provided the highest level of explained variance in consumer purchase intention of organic food.

Brief Literature Review

Author	Study	Methodology	Key findings
Mkhize and Ellis (2014)	The existence of the green gap and the reasons for the gap in a developing country.	Quantitative	The results of this study reveal 3 main reasons for not adopting green lifestyles namely, • the lack of promotion of green products, • the lack of availability of green products and • the limited or the lack of mechanism to adopt green lifestyles e.g. recycling bins
Naidoo and Ellis (2015)	The Relationship between Environmental Beliefs and Environmental Behaviour in Young Adults	Quantitative	• Ecological beliefs are only marginally pro-environmental • lack of environmental beliefs explains poor environmental behaviour • the more an individual possesses pro-environmental beliefs, the more likely they are to take part in ecological behaviours.

Brief Literature Review



Purchase Intention and Subjective Norms

PURCHASE INTENTION

- There exist an intention to buy organic produce, however, the actual purchasing is substantially less.
- **health** is the **main benefit sought** when buying organic.
- Challenges were **high price**, lack of **availability** and **labelling**.

SUBJECTIVE NORMS

- Consumers do not follow their friend or opinion leaders on organic purchase decisions.
- Consumers perceive the organic purchase as a **difficult decision**
- The challenge to environmentally friendly behaviour was lack of friends and family members purchasing organic foods

Perceived Behavioural Control and Environmental Concern

PERCEIVED BEHAVIOURAL CONTROL

- There was a perceived lack of control evident in the participants' responses.
- The challenge to environmentally friendly behaviour was lack of self-confidence of participants to make organic purchase decisions
- Mhlophe 2015 excluded PBC as consumers in South Africa would perceive themselves as less self-confident and not in control of the situation as compared to overseas consumers.

ENVIRONMENTAL CONTROL

- People important to participants do not behave in environmentally safe way
  - re-enforcing lack of social norms from participants network to persuade participants to behave in an environmentally safe way.
- There were overall mixed views on concern for environment and this can be a barrier to organic purchases.

Moral Attitude and Health Consciousness

MORAL ATTITUDE

For most participants, moral attitude does not seem to be a barrier of organic purchase.

Despite showing concern for the environment their actions do not show belief that purchasing organic food purchasing is morally right.

HEALTH CONSCIOSNESS

On **health consciousness** findings show that participants consider themselves health conscious but less than half believe organic food is healthier.

The challenge to environmentally friendly behaviour was lack of understanding of health benefits of organic consumption and how food consumption and moral attitude is connected.

Recommendations

- **Consumer Education on Organic Benefits**
  - Consumer education on organic products
  - Consumer education on the benefits to organic consumption.
  - Communication strategy on reasons for high price
    - Online advertising of organic benefits
    - Social media presence, Facebook, Twitter, etc
    - Advertising using traditional methods such as print media (newspapers and magazines).

Recommendations

- **Government Subsidies to Improve Availability of Organic Foods**
  - the cost of farming organic produce is higher than alternatives.
- **Organic Produce Labelling**
  - There is no South African known organic label.

Recommendations

- **Industry 4.0 tools such as IoT**
  - Internet of Things can assist intermediaries with data.
  - Big data analytics can enable intermediaries to extrapolate data that will assist policy makers to better understand environmentally friendly consumers.

Conclusion

- Price, unavailability and lack of understanding of organic benefits are the main themes.
- Attitude of participants varies while majority of participants have positive attitude
- SN play a part in participants decision making as some participants indicated that they value their families opinions
- (PBC)Consumers in South Africa perceive themselves as less self-confident and not in control of the as organic products are new products.
- Consumers are environmentally conscious as well as health conscious but the influence of these factors on purchasing behaviour appears limited.
- Consumers not convinced of moral obligation to buy organic in order to save the environment.

Thank You!

Let’s Discuss further