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**Functional, Social and Emotional Values as Determinants
of Environmentally Responsible Media Consumption**

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ABSTRACT

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The primary purpose of this research is to develop an enhanced understanding of how consumption values influence environmentally responsible consumption of print and digital media. Theoretical elaboration considers the associations of functional, social and emotional consumption values, green consumer segmentation and media consumption. Additionally, the purpose is to identify consumer perceptions of print and digital media's environmental responsibility.

Empirical analysis was based on qualitative interviews with a sample of 20 Finnish consumers categorized in two segments: young adults and middle aged consumers. Primary data collection was conducted through individual, semi-structured interviews. To analyze the respondents' approach on the topic, the interviews disclosed themes of media consumption, perceived environmental friendliness of media, norms of behavior and consumers' general consumption patterns.

The results implicate functional value dominated the consumption decision-making process both in a general level and in media consumption. In addition

to functional value, environmental responsibility does provide consumers with both emotional and social values. Analysis on perceived environmental responsibility of media demonstrated consumers generally perceive digital media as an environmentally responsible alternative because it does not create physical paper waste. Nevertheless, the perceptions of environmental responsibility and media consumption patterns lacked a consistent connection. Though, both theory and empirical results indicated an average consumer lacks a comprehensive understanding of digital and print media's life-cycle and hence their environmental advantages and disadvantages.

TIIVISTELMÄ

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Tämän tutkimuksen tarkoituksena on kehittää ymmärrystä arvojen vaikutuksesta painetun ja digitaalisen median ympäristöystävälliseen käyttöön kuluttajan näkökulmasta. Teoriaosuudessa käsitellään funktionaalisten, sosiaalisten ja tunnearvojen, vihreiden kuluttajasegmenttien ja mediakäyttäytymisen vaikutusta toisiinsa. Lisäksi tarkoituksena on selvittää kuluttajien näkemyksiä painetun ja digitaalisen median ympäristöystävällisyydestä.

Empiirinen tutkimus toteutettiin kvalitatiivisena semistrukturoituna yksilöhaastatteluna. Haastateltaviksi valittiin 20 suomalaista kuluttajaa, jotka kategorisoitiin nuoriin aikuisiin ja keski-ikäisiin. Haastattelut sisälsivät kysymyksiä ja keskustelua mediankäyttäytymisestä, median oletetusta ympäristöystävällisyydestä, haastateltavan kulutustottumuksista ja yleisestä kuluttajakäyttäytymisestä.

Tämän tutkimuksen tulokset osoittavat, että funktionaalinen arvo dominoi kuluttajien päätöksentekoprosessia sekä yleisellä tasolla että mediakäyttäytymisessä. Ympäristöystävällisyyden kautta kuluttajat kokevat

saavansa kuitenkin myös sosiaalista ja tunnearvoa. Näkemykset median ympäristöystävällisyydestä osoittivat, että kuluttajat kokevat digitaalisen median ympäristöystävällisemmäksi vaihtoehdoksi, koska se ei tuota fyysistä paperijätettä. Johdonmukaisuutta ympäristöystävällisyysnäkemysten ja median käytön välillä ei löytynyt. Sekä teoria, että empiiriset tulokset osoittivat, että keskimääräisellä kuluttajalla ei ole kokonaisvaltaista käsitystä painetun ja digitaalisen median elinkaaresta eikä niiden eduista ja haitoista ympäristölle.

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ABBREVIATIONS

3P	Triple Bottom Line
B2B	Business-to-Business
CO ₂	Carbon Dioxide
CSP	Corporate Social Performance
CSR	Corporate Social Responsibility
DJSI	Dow Jones Sustainability Index
ERC	Environmentally Responsible Consumption
GHGs	Greenhouse Gases
GRI	Global Reporting Initiative
KMT	Kansallinen Mediatutkimus
LCA	Life Cycle Assessment
LOV	List of Values
M€	Million Euros
NAPM	National Association of Paper Merchants
NMI	Natural Marketing Institute
ROI	Return on Investment
SROI	Social Return on Investment
VALS	Values and Lifestyles System

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1 INTRODUCTION

Our surrounding world is ruled by a nature exploiting market economy in which individuals pursue economic growth and maximization of short-term financial profits. Corporations play a major role in the economy and because of their immense power and influence they also can heavily affect their surroundings. Focus on long-term goals contributes to enrichment of biodiversity and therefore ensures and secures the continuation of businesses in the future. (Ketola 2008, 239-240) For a long time companies have shown varying degrees of interest towards responsibility over the society and natural environment. The role of corporate social responsibility (CSR) in business has been changing dramatically during the near history, and it is no longer seen as a separate philanthropic activity or an 'add-on' -service, but a rather general way in which businesses are operated. In fact, nowadays CSR is often viewed as a *"comprehensive set of policies, practices and programmes that are integrated into business operations, supply chains and decision-making processes throughout the company"*. (Belz & Peattie 2009, 34-35)

Environmental responsibility of media is certainly a complex matter. Consumers frequently perceive digital media as "good for the environment" especially when compared to traditional print media. However, while digital media does not create physical paper waste, it requires massive electricity to run efficiently. (Carli 2009) Is it possible that print media, despite its environmentally destructive reputation, could actually be better for the environment than digital media? According to a survey of media buyers, more than 90% agreed general public lacks understanding of paper's environmental impact. (NAPM 2008) Even though the recognition of the environmental effects of digital media is growing, there is clearly a need to clarify the environmental impacts of both digital and print media: *"just because we cannot see something doesn't mean it doesn't exist"*. (Carli 2010)

Socially, environmentally and economically responsible business operations provide a company with both opportunities and risks. Limitation of natural resources is a well-known concern all over the world, and supporting sustainable use of natural resources is an important dimension of

environmental responsibility. Especially social concerns, such as employee rights and safety at work have increased in importance during the last few years. At the same time, companies have recognized several opportunities and benefits gained through integration of CSR into the business operations. In fact, CSR is a potential source of sustainable competitive advantage through innovations, new procedures and organizational changes. (Joutsenvirta, Halme, Jalas & Mäkinen 2011, 19) Overall, the demand for CSR is caused by both internal and external drivers. Phenomenon of increasing corporate obligations and pressure is partially a consequence of the changing needs and expectations of the market. Today's consumers are educated and aware of the social, environmental and economic problems that are occurring and affecting our lives and the environment. (Joutsenvirta et al. 2011, 189) In other words, ethical purchase behavior induces pressure for corporate responsibility (Smith 1990, ix) and therefore consumers want to take more responsibility regarding their purchase decisions and overall consumption. (Joutsenvirta et al. 2011, 189) Clearly one of the most important drivers of CSR is the market demand and one of the top priorities is to comply with the needs and preferences of consumers. Today's modern consumers are aware of their power to influence their environment, and they are taking more responsibility for the social and environmental impacts of their behavior. (Belz & Peattie 2009, 5, 32, 71-77) Moreover, in the UK the consumption behavior has changed along with the switch of consumer values. In the 1980's the values were dominated by materialism, and in the 1990's the values changed towards a more "caring-sharing" approach to consumption. Another indicative of changing consumer values are the sales of ethically and sustainably marketed "Fair Trade" products. It is a very fast growing sector of trade in the UK, and it clearly replicates consumer demand and indicates the switch in the consumer values. (Hemingway & MacLagan 2004, 38) In fact, ethical purchase behavior has long-standing historical traits for ethical purchase behavior and nowadays there is an increasing concern over the ethics of business practices. Ethical purchase behavior is, indeed, perceived as an instrument for ensuring CSR in corporate operations. (Smith 1990) Although the world does not change overnight, some surprisingly rapid changes have occurred. For example, when comparing 1990 to 2011 the amount of consumers sorting their garbage more than doubled (+58%), and the amount of consumers purchasing products made from or

packaged in recycled materials increased significantly (+29%) (GFK Roper Consulting 2011). In order to be competitive, companies need to be able to fulfill the changing needs of the market and to take action towards a more sustainable future. In fact, ignorance of social or environmental concerns can have serious negative impacts on company reputation, corporate image and profitability. Indeed, we are on a continuous journey towards a more ecologically oriented and socially equitable world. (Belz & Peattie 2009, xii)

Since the beginning of the industrial era consumers have been determined in speaking for their rights. However, consumers' demands have changed dramatically over time (Joutsenvirta et al. 2011, 189) and during the past decade consumers have shown progressively growing interest in CSR. In fact, numerous consumer surveys reinforce and confirm the increased interest for responsible business practices. (Öberseder, Schlegelmilch & Gruber 2011, 449) One example is a world-wide survey conducted in 1999, in which *two-thirds* of consumers wanted companies to contribute to broader societal goals. (Mohr & Webb 2005, 121) While numerous surveys and studies confirm the increased awareness for corporate social responsibility, the role of CSR in actual purchase decisions is still relatively limited. (Öberseder et al. 2011, 449) However, in some cases corporate environmental responsibility can have a greater influence over purchase intentions than price! When consumers have an access to reliable information about CSR programs of a company, it affects their company evaluations and purchase intentions. American consumers, in fact, value CSR and use it as a purchase criterion in many situations. (Mohr & Webb 2005, 121, 142-143) Nevertheless, it is important to acknowledge the existence of the attitude-behavior gap, which implies that consumers show positive attitudes towards socially responsible companies, but the attitudes do not devolve into actual purchase decisions. (Öberseder et al. 2011, 449) However, values undoubtedly steer our behavior related to selection and evaluation of people and events. Individuals perceive aspects in different manners depending on their beliefs, which are, in turn, constructed by their personal value structure. Beliefs directly influence the norms of behavior (Lee et al. 2012, 1960) and therefore, environmentally responsible behavior and its actualization is directly affected by personal values (Shafer, Morris & Ketchand 2001). Media consumption and choice among traditional print or digital media are also influenced by our personal value structure, beliefs and attitudes.

Among other reasons, consumers distinguish environmental responsibility as one of the most important reasons for choosing digital media over traditional print media. (Texterity 2009)

1.1 Research Objectives

The purpose of this research is to develop a better understanding of consumer perceptions regarding media consumption and consumer choice between traditional print and digital media. Additionally, the purpose is to identify consumer perception related to environmental responsibility of print and digital media. Consumer choice between print and digital media is not a simple one especially when responsibility of the selected medium over the environment is considered. The complexity of the phenomena is indicated in the literature review as well as in the chapter 3, Environmental Responsibility of Media Consumption. Recognition and understanding of consumer needs, motivation and consumption patterns is required in order to better understand consumption decisions. The objective of this research is to better understand the needs of the market, and especially how functional, social and emotional consumption values influence the consumer choice between print and digital media. All that will be viewed and evaluated through environmental responsibility. In other words, this research will enhance corporate understanding of the needs of the market regarding environmental responsibility. It is essential for companies to be aware of the needs of their customers, hence they are the stakeholders who generate revenue and are therefore substantial for any business. Once a company has generated a better understanding of the market, it is beneficial to utilize the data and further develop the operations to better meet the needs of the market.

Comprehensive analysis on the consumption values initiates a better understanding of the needs of the customers, which in turn facilitates the search for a decent match between corporations and the market. This thesis focuses on consumption values as the key drivers of environmentally responsible media consumption. Particularly emotional, social and functional values influence consumers' consumption choice behavior. Comprehensive analysis on which values drive environmental responsibility in media

consumption is implemented. Consequently, communication and operations of a company can better meet the needs of the market. This study evaluates the current state of a phenomenon and additionally aims to recognize the direction of future development. Evaluation of a phenomenon occurs from a consumer perspective and the purpose is to generate improvements for corporate purposes.

1.2 Research Problem

Research problem includes an identification of consumption values and how they influence media consumption. According to previous research (e.g. Thøgersen & Ölander, 2002) values influence environmentally oriented consumer behavior. Consequently, the main research question is as follows:

How do Consumption Values and Perceived Environmental Responsibility Influence Media Consumption?

In order to provide an in-depth understanding on the topic, following sub-questions were developed:

1. *How do Functional, Social and Emotional Consumption Values Influence Media Consumption?*
2. *How do Consumers' Environmentally Responsible Consumption Influence Media Consumption?*
3. *How does Perceived Environmental Responsibility of Print and Digital Media Influence Media Consumption?*

The main research question focuses on the major concepts of the study and it attempts to identify the general relationship between consumption values and

media consumption, and how the values affect consumption. Detailed identification of the particular consumption values derived from CSR are presented in the first sub-question. The purpose is to identify the role of functional, social and emotional values and their relative importance in consumption decisions. At this point the environmental perspective is left out of the scope of focus is solely on drivers of media consumption decisions. Analysis on consumers' green segmentation is contrasted with media consumption, and their interconnectedness is questioned in the second sub-question. The third sub-question elaborates on two forms of mass media: print and digital. It focuses particularly on *consumer perceptions* regarding the environmental responsibility of print and digital media.

1.3 Literature Review

This literature review is comprised by three independent sections. First, a brief literature review will be provided over the term CSR. The review includes an introduction to the establishment and long history to the concept of CSR and moreover how it has reached its current state and meaning. Second part of the literature review provides an analysis to the research on values and how their definitions and classifications have evolved over time. Moreover, distinction between personal values and perceived value will be presented. The final part of the review defines what has been studied about media consumption and its environmental responsibility predominantly from the consumer perspective.

1.3.1 Corporate Social Responsibility

For centuries, human kind has acknowledged the responsibility business communities have towards the society. Conceptualization of CSR as a term is complex and no single definition has dominated the past research. (Maignan & Ferrell 2004, PP) The history of CSR is diverse and numerous authors have taken various approaches and perspectives towards its definitions. (Carroll 1999, 291; Banerjee 2007, 5-7) Moreover, the concept and definition have evolved over time and in some cases one theory is a continuation of another.

Academic literature available on CSR has been evolved predominantly in the 20th and the 21st centuries. (Carroll 1999, 268) This literature review focuses on more recent concepts of CSR and environmental responsibility due to their relevance in this study.

References for the topic of social responsibility start from as early as 1930's and 1940's (Carroll 1999, 269). One of the first scientific references for CSR was developed by Clark in his study *Social Control in Business* (1926). In his study he discussed accounting issues in the context of national economic governance and the relationships. He introduced a perspective of institutional relationships in which a society is dependent on the control of business. (cited in Chatfield & Vangermeersch 1996, 126) Another study worth mentioning is "*Measurement of Social Performance*" by Kreps in 1940 (Carroll 1999, 269). Surprisingly, already in 1946 *Fortune Magazine* surveyed business executives about their social responsibilities. (cited in Bowen, 1953, 44) The 1950's is perceived as modern era for CSR (Carroll 1999, 268) and it represents the time during which CSR as a phrase and a field of study in management emerged. (Banerjee 2007, 5) Bowen's book '*Social Responsibilities of the Businessman*' (1953) was one of the most notable publications in the 1950's and it significantly contributed to the development of social responsibility definitions (Carroll 1999, 269-270; Bowen, 1953). In fact, Carroll (1999, 270) refers to Bowen as the "Father of Corporate Social Responsibility" because of his early and prominent work. Moreover, Bowen's contribution to the development of CSR relied on his statement about the responsibility of large corporations when using their power and influence with social consequences in mind. (Carroll 1999, 270) However, not everyone agreed with his definition for CSR. For example Friedman criticized Bowen's studies in his work '*Capitalism and Freedom*' in 1962 and argued that corporation's only responsibility is to create profit for its shareholders. (Carroll 1999, 277, Friedman 1962) Indeed, there were controversial approaches to the concept social responsibility and numerous authors attempted to formalize or more accurately define the term CSR. Overall, in the 1960's there was an expansion in the literature in CSR suggesting that beyond legal obligations businesses had, in fact, responsibilities to the society. (Carroll 1999, 270-271)

Carroll (1999, 271) refers to Davis as *“the runner-up to Bowen for the Father of CSR designation”*. Indeed, his contributions to the early definitions of CSR have been significant. In 1960 Davis introduced a first relationship between CSR and financial performance by stating that some socially responsible business decisions and operations provide businesses with economic gains and advantages in the long-run. Moreover, he emphasized the role of CSR in a managerial context (Davis 1960, 70) and developed the famous “Iron Law of Responsibility” in 1973, which held that *“businesses must behave responsibly or lose their power and legitimacy granted by society”*. (Kashyap, Mir & Mir 2004, 53; Davis 1960, 71) McGuire was another major contributor to CSR definitions during the 1960’s. In his book *Business and Society* (1963) he broadened the scope of CSR to include responsibilities to society, such as education and welfare – in addition to the previously considered economic and legal obligations. (McGuire 1963, 144)

Origins of environmental concern in 1960’s and 1970 drew attention to depletion of natural resources and pollution created by both production and consumption. In particular Rachel Carson’s book *Silent Spring* (1962) and *Limits of Growth* by Club of Rome (1972) raised consciousness around environmental problems, such as energy consumption, recycling of products, use of critical substances and type of packaging used. (Belz & Peattie 2009, 28) In 1971 Johnson presented multiple definitions and views for CSR (Johnson 1971). The primary message of his work was a need of businesses to *“balance multiple interests to ensure achievement of multiple goals and long-run profit maximization”*. (Kashyap et al. 2004, 52) In other words, he highlighted the role of several different interest groups (stakeholders) and the fact that CSR can be perceived as a strategy for profit maximization. (Carroll 1999, 274) The Committee for Economic Development (CED) noted that the relationship between business and society was changing in several ways. First, businesses have an obligation to serve a wider range of human values. And second, their responsibilities to society are broader than ever before. (CED 1971) A fierce debate over the meaning of CSR by professors Manne and Wallich took place in 1972 (Manne and Wallich 1972). Wallich’s definition for CSR was relatively broad, while Manne focused on the description of the required elements for a definition, which made their definitions diverse but at the same time complementary. Overall, in the 1970’s the quantity of literature

regarding corporate social performance (CSP) and CSR has increased. (Carroll 1977)

In addition to a comprehensive review on the evolution of a definitional construct of CSR Carroll has proposed a four-part definition of CSR in 1979. Overall, Carroll's definition proposed that CSR encompasses economic, legal, ethical and discretionary expectations of society. He emphasized the fundamental importance of economic responsibility, and added that all other business roles are predicated on the assumed profitability, including responsibilities towards the society at large and activities beyond obeying the law. Previously, definitions for CSR focused on obeying the law, making a profit and "going beyond" these activities. (Carroll 1979, 500) Moreover, in 1983 Carroll further elaborated his four-part definition by reorienting the discretionary as involving philanthropy and/or voluntary activities. (Carroll 1983, 604) Furthermore, he revisited his four-part definition again in his article in 1991 and referred to the discretionary component as philanthropic activity and that it embraced "corporate citizenship". In fact, he summarized CSR as: *"firm should strive to make a profit, obey the law, be ethical, and be a good corporate citizen"* (Carroll 1991, 43) He suggested that four categories of responsibilities (economic, legal, ethical and philanthropic) constitute to CSR and the components should be depicted as a pyramid. However, the concept evolved again in 2003 as Schwartz and Carroll (2003) further integrated the philanthropic activities into ethical and economic categories based on their motives.

Based on Carroll's CSR model (1979) and Wartick and Cochran's (1985) model of CSP (principles, processes and policies) Wood developed three levels of analysis for CSR in 1991 in which outcomes and performance were emphasized. First, the institutional level refers to the role and responsibilities of business in society. Second, the organizational level recognizes responsibilities related to firms' involvements. Finally, the individual level answers the question related to managerial actions in the sense of "moral actors". Wood's model was comprehensive and she placed CSR overall in a broader context. (Wood 1991, 695-699; Hansen 2010, 9) In 1984 management consultant Drucker gave a new meaning to the phrase CSR and disclosed a statement in which he took

an alternative view to social problems and suggested that they could be actually turned into economic opportunities to create wealth. (Drucker 1984) The 1970's and 80's represent a time during which the literature, definitions and academic discussion over CSR further expanded. However, it was not until in 1989 when the first social report was published by Ben & Jerry's. (Corporate Watch 2013)

Freeman popularized the stakeholder concept in 1984 (Freeman 1984). His instrumental stakeholder theory put forward a following assumption: firms must satisfy stakeholders because they are instrumental to achieving firm objectives. (Kashyap et al. 2004, 53) Furthermore, responsibilities are an inherent part in stakeholder management, and they integrate considerations of business, ethics and society. (Hansen 2010, 16) Ever since the stakeholder theory was established it has been referred to by numerous researchers and authors in the field of strategic analysis and management, simply because according to Freeman (1984), firms are responsible to those who affect or are affected by its purposes. However, at the same time, if a company does not emphasize shareholder value creation, it risks its overall existence. When adopting longer-term perspectives companies may be more willing to wait for the returns of the CSR investments. (Mohr & Webb 2005, 122-123) Triple bottom line (3P) is the newest theoretical concept which has been widely adopted and influenced the responsibility of businesses in a global scale. The triple bottom line approach was established by Elkington (1999) and it divides corporate responsibility into three categories: economic, environmental and social. Balance among the three categories of responsibility is required when developing responsible business operations. (Joutsenvirta et al. 2011, 13) Thus, the continuous movement of the three components causes instability and therefore corporations should be evaluated in this three-dimensional perspective instead of solely focusing on financial performance. (Elkington 1999, 71-73)

In 1997 Brown and Dacin examined the effects of corporate associations on product responses, and the relationship between the two was empirically validated. Therefore, what is known about a company can have influence over reactions to the company's products. (Brown & Dacin 1997, 79-80) Mohr and Webb took an interesting perspective in their experiment, which researched the influence of CSR and price on consumer responses. The results indicate a

positive impact of CSR (derived to categories of environment and philanthropy) relative to consumers' company evaluation and purchase intentions. Corporate environmental responsibility, in fact, had a greater influence over purchase intentions than price. (Mohr & Webb 2005, 121, 142-143) One of the most recent studies in the field is a qualitative consumer research conducted by Öberseder, Schlegelmilch and Gruber in 2011. The article explains the complexity of CSR evaluation initiatives and assessment of consumers' involvement through core, central and peripheral factors. The authors emphasize the avoidance of social desirability bias, which often interferes with CSR studies. The research contributed to a better understanding of the attitude-behavior gap, which implies that consumers show positive attitudes towards socially responsible companies, but the attitudes do not devolve into actual purchase decisions. (Öberseder et al. 2011, 449-457)

1.3.2 Values

During its extensive and long history definitions and classifications for *values* have evolved on different directions and effort has been placed in order to accurately disclose the meaning of the term. The perception of the word "value" is dependent on the context, and therefore commonly misunderstood especially between two areas of literature: marketing and consumer behavior. When mentioning "customer value" strategists refer to buyer's evaluation of the product in purchase situation, while "consumer values" focus on consumer's valuation of possession of products or consumption. (Sheth et al. 1991; Lai 1995, 381) Personal values refer to *"desirable goals, varying of importance, that serve as guiding principles in people's lives"* (Schwartz 1994, 88). Perceived value, on the other hand, is a *"consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given"*. (Zeithaml 1988, 14) Consumption values refer to subjective beliefs about desirable ways to attain personal values (Lai 1995, 383) Perception, however, is a process of human mind by which we select, organize and interpret physical sensations, such as sounds and sights, and use them to explain the surrounding world. Three-stage process of perception is comprised by sensation, selection and sense-making of a stimulus. (Solomon 2013, 70-71; 100; Mittal et al. 2008, 60)

In the past, there has been a number of classifications and categorization attempting to generalize the complex and subjective value system. Various different models, frameworks and theories have emerged in an attempt to explain consumer choices and consumption decisions. One of the most popular personal value categorizations was developed in 1973 by Rokeach. It included a classification of *terminal values* such as the goals we seek in life, and *instrumental values* such as means or preferred ways of behavior in order to achieve the goals. (Rokeach 1973) Later on, attempts for regrouping the values have been proposed by Homer and Kahle (1988) with a recategorization of the instrumental and terminal aspects into values of internal and external orientation. Simplifying Maslow's (1954), Feather's (1975) and Rokeach's (1975) value classifications Kahle developed a list of values (LOV) in 1983 with a purpose of assessing the adaptation to various roles through value fulfillment. The LOV typology acknowledges the interpersonal, personal (i.e. self-respect) and impersonal factors (e.g. excitement) in value fulfillment. (Kahle 1983)

Another value classification tool utilizing Maslow's hierarchy of needs is the VALS framework developed in the late 70's by Mitchell and his colleagues at SRI International. The VALS system explains consumer purchase behavior with an attempt of dividing consumers into eight different segments based on the consumers' decision-making styles or lifestyles. (Schiffman et al. 2012, 54-56) Fraj and Martinez (2006, 134) noted that values do act as a criterion to implement and justify our behavior and assess physical objects. Indeed, values steer our overall behavior related to selection and evaluation of people and events. Individuals perceive aspects in different manners depending on their beliefs, which are constructed by their personal value structure. Through that it was discovered that beliefs directly influence the norms of behavior, and whether or not it is environmentally directed. (Lee et al. 2012, 1960) Consequently, individuals who behave in an environmentally responsible manner often express their respect towards the environment through their ecological and environmentally sustainable behavior. (Fraj & Martinez 2006, 134) Previous research confirms that values do affect a wide variety of behaviors and attitudes (Mayton, Ball-Rokeach & Loges 1994) and personal values influence environmentally conscious judgments (Shafer et al. 2001).

Few years ago Lee et al. (2010, 1560) discovered the relationship between values and behavior might actually sometimes be rather weak. However, values directly influence a person's set of beliefs which, in turn, affect (environmentally responsible) consumption behavior. Recent studies in social sciences (e.g. Mayton et al. 1994) imply that values do have an effect on attitudes and the overall behavior of a consumer. Research in the context of natural food shopping by Homer and Kahle (1988) confirmed the role of values in guiding individuals in relation to what situations to go through and how to behave in those situations. Theoretically, this influence flows from relatively abstract values to attitudes, and through that into specific behaviors. This sequence is called the *value-attitude-behavior hierarchy*. (Homer & Kahle 1988, 638) In addition, Howard (1977) noted that values, indeed, influence consumer behavior through beliefs, attitudes and selection criteria. Thøgersen and Grunert-Beckmann (1997) confirmed the impact of values in the formation of attitudes in their research about recycling and waste minimizing behavior.

Research in the field of personal values enabled a further development and identification of values derived from consumption activities. In fact, Lai (1995, 382) discovered that personal values influence the formation of (perceived) consumption values along with generic product attributes. Evidently, perceived value, whether it is derived from CSR or not, is often assessed as comparison of "gets and gives", which refers to a simplistic perception of value as a tradeoff between price and quality. However, other authors have requested that the price and quality perception is too simplistic (e.g. Bolton & Drew 1991) and dimensions other than price and quality could additionally increase the perceived value. (Sweeney & Soutar 2001, 204)

Previously, a number of authors have identified the types of activities consumers perceive as value-adding operations, and some value categories have been discovered to be adjustable in the case of ethical consumption and environmental responsibility. Holbrook's value typology represents one of the major contributions in the field consumption values. His typology of values in the consumption experience derives them into extrinsic or intrinsic, self-oriented or other-oriented and active or reactive values. (Holbrook 1995) Overall, his study elaborates the perceived customer value obtained through ethics, such as justice, virtue and morality. Recent study by Pelozo & Shang

(2011) discovers the Holbrook's value model is utilizable in the case of organic foods. The study outlines that the self-oriented value provided by CSR is limited, which makes it a potential opportunity for companies to create differentiation strategies. (Peloza & Shang 2011, 119, 130)

Later on, Sheth, Newman and Gross (1991) empirically tested and developed a theory of consumption values with a statement that values may predict consumption behavior. Five-fold typology of consumption values developed by Sheth et al. (1991) had an intention of advancing the understanding of values influencing consumer choice behavior. According to the study, consumer choice is influenced by five different types of consumption values: functional, social, emotional, epistemic and conditional. (Sheth et al. 1991, 160) Sheth et al. argued that the value propositions *"relate additively and contribute incrementally to choice"*, and are therefore independent. (Sheth et al. 1991b, 12) However, Sweeney and Soutar (2001) questioned the independency of the values and their research in 2001 confirmed that the value dimensions are, in fact, interrelated. Hence, multiple value dimensions explain consumer choice better and they discovered three types of value derived from purchase experiences: functional, social and emotional value. Later on Green and Peloza confirmed the three value dimensions (functional, social and emotional value) derived from purchase experiences in their research *"How Does Corporate Social Responsibility Create Value for Consumer?"* (2011). Yet, they examined the phenomena from the perspective of CSR, and hence recognized that CSR can provide three forms of the value to consumers: emotional, social and functional. Overall, the research contributed especially to develop the understanding of how CSR can create value for consumers. Moreover, in 2006 Gurney & Humphreys took a narrative approach to analyzing consumption experiences associated with Laskarina Holidays. They examined values that individuals seek when engaging in socially responsible behavior through five-fold typology of values by Sheth et al. (Gurney & Humphreys 2006)

This thesis focuses primarily on whether consumption values act as determinants of media consumption. Analysis of consumption values is assessed through a categorization of emotional, social and functional values.

1.3.3 Environmental Responsibility of Media Consumption

Many opinion-leaders often argue that the trend towards increasing use of digital media can only bring forth benefits for the environment. Reasoning behind this is that if we stop cutting down trees and instead prefer the use of electronic media, the world can only become a better place. However, in reality the issue is much more complex. (Line 2009) Previous research on the environmental impacts of print versus electronic media is focused in the very near history. Naturally, one of the reasons for that lies in the relatively recent creation and development of digital media. Despite the primary focus of this research is related to *consumer perceptions* towards different forms of media, elaboration on concrete environmental effects is necessary.

According to a survey conducted on the United Kingdom in 2010, majority of consumers still prefer traditional print media over digital media. However, the amount of online users is growing annually. In contrast, spending on online media has fallen since increasing amount of consumer expects free access. The survey also found that 43% of the interviewees preferred traditional print media, while only one fourth favored online media. (Wray 2010) Contradictory results were presented couple years later as the Global Web Index Study (2013) of consumption time announced that people around the world spend more time with digital (57%) than traditional print media (43%). (Global Web Index 2013)

Carli is one of the major contributors in previous research regarding the environmental responsibility of print and electronic media. Carli defends and raises consciousness over print media's environmental responsibility. In 2009 Carli published an article "*Reducing Deforestation and Digital Media Tree-Wash*" which claims that many consumers are uninformed and misinformed about the causes of deforestation. Previously paper and print media have been perceived as major "nature offenders" and in turn, digital media has been the green alternative. However, this view leaves out the full story of life-cycle footprint and it does not consider the negative consequences of digital media, such as deforestation and environmental degradation. (Carli 2009) Preceding studies and articles by Carli played an important role in the formation of one of the major scientific publications in the field, which questions whether print

media, regardless of its environmentally destructive reputation, could actually be more sustainable than digital media. This series of reports, *"Print vs. Digital Media: False Dilemmas and Forced Choices"* suggests we should look beyond the rhetoric, and rethink the lifecycle impacts of both print and digital media in order to conserve our environment. The false dilemma is that through consumption of print media you are knowingly degrading the environment and therefore you are forced to eliminate the use of paper and print media. These actions may have unintended consequences. Even though the recognition of the environmental effects of digital media is growing, there is clearly a need to clarify the environmental impacts of both digital and print media: *"just because we cannot see something doesn't mean it doesn't exist"*. (Carli 2010) Line confirms many of the previously stated arguments by Carli in his article in 2009 and he takes a defensive perspective over the responsibility of print media. He informs the public about the energy burden behind the data warehouses supporting the internet, and how it has been out of sight until very recently. Generally, according to Line, the eco impact of digital media has been largely ignored while a common assumption and misunderstanding is that print is severely damaging for environment. (Line 2009) However, both Line and Carli simultaneously take into account the negative effects print media has over the environment. Naturally, previous research also includes opposing views to environmental responsibility of print media. Carbon dioxide path of each print issue of Discover magazine was thoroughly analyzed in 2008, and every step of the magazine's life cycle was looked through. (Barone, Fields, Rowan & Ruvinsky 2008, 58-63)

National Association of Paper Merchants (NAPM) conducted a survey of media buyers in 2008. The survey revealed information about the knowledge companies and consumer possess about the environmental responsibility of paper, and more than 90% agreed that general public lacks understanding of paper's environmental impact. (NAPM 2008) However, decisions concerning media consumption are frequently justified through their environmental impacts. For example Texterity, a leading provider of digital publishing solutions, has implemented annual reader surveys in which it reveals interesting results about the underlying reasons behind media consumption. The survey of 2009 extensively studied the selection of digital media over

traditional print media with a purpose of developing a better understanding of the reader preferences and consumption patterns across print, digital and mobile platforms. In 2009 Texterity discovered that among other reasons, environmental responsibility is one of the most important reasons for consumer favoring digital media. (Texterity 2009)

Over time research on CSR, values, consumption behavior and media consumption have evolved from one-dimensional assumptions to a more multidimensional approach including a comprehensive understanding and analysis on the role of values and motivation in consumption behavior. For example, research on what are the drivers of socially responsible investors has been recently conducted (Chea, Jamali, Johnson & Sung 2011) and numerous studies on internal corporate motives on CSR initiatives have been extensively published (e.g. Galbreath 2010; Yoon & Tello 2009). However, empirical research regarding the values derived from CSR is currently incomplete, hence there is clearly a need for more deliberate and detailed generalizations in both theoretical and empirical research. Despite the extensive previous academic research on different value dimensions and typologies, the current understanding of consumption values and how they relate to media consumption is limited especially from the perspective of CSR and environmental responsibility. Considering the role of environmentally responsible values in consumption of print and digital media, previous research is nearly nonexistent. This research aims to fill this gap in the literature.

1.4 Theoretical Framework

As visualized in the theoretical framework (Figure 1), the main concepts used in this research are environmental responsibility, values and media consumption. A detailed theoretical framework is provided in order to build a connection between consumption values and media consumption. The connection is analyzed within the context of perceived environmental responsibility of green consumer segments.

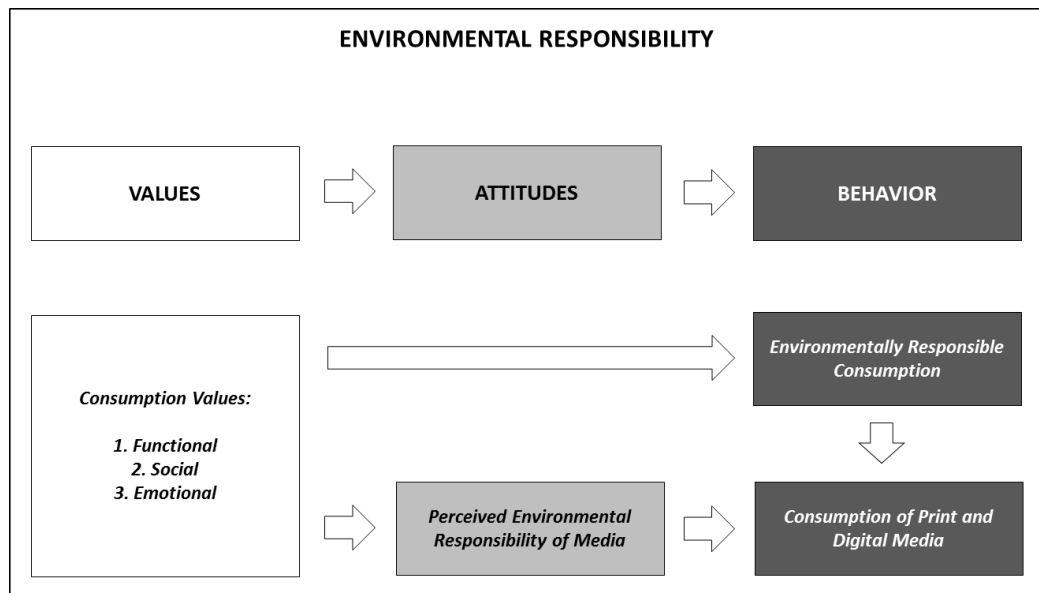


Figure 1. Theoretical Framework (Belz & Peattie 2009, 34; Homer and Kahle 1988, 645; Sheth et al. 1991; Green and Peloza 2011, 50; Lai 1995, 382; Lee, Park, Rapert & Newman 2012, 1560; NMI 2013)

Corporate social responsibility is derived into three subcategories based on the triple bottom line approach presented by Belz and Peattie (2009, 34). This thesis focuses on the environmental aspects of responsibility. Consumers are categorized under various end-consumer segments based on their environmental responsibility and commitment following the LOHAS green consumer segmentation theory by the Natural Marketing Institute (NMI). The NMI identifies five diverse consumer categories: Lohas, Naturatilies, Drifters, Conventionals and the Unconcerned. (NMI 2013). Theoretical flow of values, attitudes and finally behavior is explained through Homer and Kahle's causality hierarchy (1988, 645), according to which attitudes are formed by personal values, which therefore indirectly influence consumer behavior. Moreover, personal values, along with generic product benefits influence consumption values and perceived product benefits (Lai 1995, 382). Lee et al. (2012) discovered that personal values directly influence beliefs which, in turn, affect a wide range of attitudes and behavior.

The theory of consumption values focuses on identifying the values that influence environmentally responsible consumption behavior. According to

previous studies in the field, CSR provides three types of value for consumers: emotional, social and functional (Sweeney & Soutar 2001; Green & Peloza 2011, 50). The values are based on five-fold typology of consumption values developed by Sheth et al. (1991) and are utilized in this research with the purpose of identifying the values that have the most powerful influence over media consumption patterns. Moreover, the order of importance among the three values is identified. Furthermore, the process of media selection and consumption will be analyzed through consumption values. Media consumption describes the consumption patterns and decision-making process of consumers regarding their decisions when consuming different products categorized under the segment of media. Media consumption is derived into two subcategories of mass media: print and electronic and this thesis focuses on identifying the media consumption patterns of newspapers in both formats.

1.5 Delimitations

The primary purpose of this thesis is to develop an in-depth understanding the values influencing consumer behavior related to media consumption. The focus is on qualitative perceptions of environmentally responsible media consumption, and therefore performance-related terms such as cost-benefit analysis, Corporate Social Performance (CSP) or Social Return on Investment (SROI) are not addressed.

In addition environmental responsibility, economic and social responsibilities of a firm are important area of sustainable development. However, the primary purpose of this research is to address the values driving environmentally responsible consumer behavior. This research focuses predominantly on identifying and categorizing the consumption values that have influence over consumption behavior. Moreover, this research focuses solely on consumer perspective for environmentally responsible media consumption. Hence corporate goals for sustainable development or environmentally conscious operations are excluded of the focus of this thesis. Additionally, the environmental impacts of media consumption are studied merely based on previous research, and therefore no empirical evidence on that topic is collected. According to the chapter 1.3 Literature review, environmental

responsibility provides three types of consumption value for consumers: social, emotional and functional. Although previous literature identifies conditional and epistemic values as consumption values, they do not provide additional value regarding environmental responsibility. Media consumption is derived into subcategories of print media and electronic (digital) media. According to Homer & Kahle (1988) the theoretical flow from values to attitudes, and finally to behavior is explained through the value-attitude-behavior hierarchy is presented in the chapter 2 Consumption Values and Green Consumer Segmentation. Despite the interrelationships of the sequence process (Homer & Kahle 1988, 645), values are confirmed to be widely accepted as prominent determinants of consumption behavior. Therefore this thesis focuses on identifying values and how they influence consumption of digital and print media.

1.6 Research Methodology

As this study aims to understand experiences from the perspective of consumers experiencing the phenomena, qualitative methodological tools for research and analysis seem to be most appropriate. Moreover, a qualitative approach allows an examination of the depth and complexity of the phenomenon in addition to identification and description of its components and their interconnectedness. (Thompson & Walker 1998, 65) Furthermore, qualitative methods for research are useful when expected attitudes and actual behavior differ and context with the real life is essential. (Öberseder et al. 2011, 451) Definition for qualitative research is often based on comparison and opposite to quantitative research due to lack of consistent, broadly accepted definitions. (Hirsjärvi, Remes & Sajavaara 2008, 131). The nature of qualitative research is comprehensive, and data is collected in natural, ordinary a situation in which human is preferred as a source of data collection. Objective of a qualitative analysis is to find unexpected results. Therefore the starting point is a detailed, multifaceted examination of the data, instead of testing hypotheses and theories. (Hirsjärvi et al. 2008, 160) Simply put, qualitative research is a description of the shape of a non-numerical sample and analysis. (Eskola & Suoranta 1998, 13)

Primary data and the evidence for the empirical analysis were collected through individual interviews. One-to-one interview enables reciprocal interaction between the interviewee and interviewer, and hence it is suitable for discovering motives for particular attitudes, opinions and behavior. (Hirsjärvi & Hurme 2001, 34) Interview can be classified as communication between two individuals, which is based on the use of language. (Hirsjärvi & Hurme 2001, 48) Particularly semi-structured interview technique is well suited for explorations of attitudes, values, perceptions and motives regarding complex and sensitive issues. Moreover, semi-structured theme interview enables a freedom of probing for more information and clarification of answers, which is important especially for in-depth exploration of sensitive topics. It also allows a two-way, conversational communication for interviews, in which reasons for the answers are discovered. (Barriball & White 1994, 329-330, 334)

1.5 Definitions

Major concepts utilized in this research are Corporate Social Responsibility, values and media consumption. The concepts are relatively complex and abstract, and therefore definitions are provided in order to clarify the meaning of the terms.

1.5.1 Corporate Social Responsibility

According to Hollensen (2010) Corporate Social Responsibility is *“The continuous commitment of companies to behave ethically and contribute to the worldwide economic development while improving the quality of life of the workforce and their families as well as the local community and the international society at large”*. Overall, CSR takes into account the dynamics of the relationship between the society and business. The core theme is to take all company stakeholders into consideration and integrate and relate with them with an ethical approach. Minimum commitment towards CSR is being legally compliant to the rules of the land. However, due to the increased awareness towards CSR, the added-value created only by complying with the laws is limited. Furthermore, the dominant theme of CSR is to enhance the conditions

of various stakeholders such as the natural environment and local communities. (Hollensen 2010) Murray and Vogel (1997) describe the CSR exchange process as *“the exchange is one in which the firm offers something of value – typically a social benefit or public service – to an important constituency and, in turn, anticipates receiving the approval and support”* (Murray & Vogel 1997, 142). Triple bottom line derives CSR into three categories of responsibility: economic, social and environmental responsibility. (Elkington 1999) It is essential for businesses to establish a balance between these three dimensions (Joutsenvirta et al. 2011, 13) and adopt a three-dimensional perspective instead of solely focusing on economic perspective, as continuous movement between the dimensions causes instabilities within operations. (Elkington 1999, 71-73)

Focus of this research is on one of the perspectives of the triple bottom line: environmental responsibility. The resolve is to analyze consumers' environmental responsibility and its influence on consumption decisions.

1.5.2 Values

The term value is commonly confounded especially between the areas of strategic marketing and consumer behavior. Customer value, from marketing perspective, refers to product evaluation in purchase situation. Consumer values, however, focus on how consumers value the possession of products. (Lai 1995, 381, Sheth et al. 1991) When referring to personal values, the term value is often described as a belief that leads to actions and is in accordance with personal preferences (Rokeach 1973, Hofstede 1984) and behavior is the main consequence of values (Homer & Kahle 1988). Drawing from Kahle's (1983) and Rokeach's (1973) research on values, the term value may be defined as an *“enduring prescriptive or prospective belief that a specific end-state is preferred to an opposite end-state”*. Personal values refer to *“desirable goals, varying of importance, that serve as guiding principles in people's lives”* (Schwartz 1994, 88). Perceived value, on the other hand, is *“consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given”*. (Zeithaml 1988, 14)

The theory of consumption values focuses on identifying the values that influence environmentally responsible consumption behavior. According to previous studies in the field, CSR provides three types of value for consumers: emotional, social and functional (Sweeney & Soutar 2001; Green & Peloza 2011, 50). The values are based on five-fold typology of consumption values developed by Sheth et al. (1991) and are utilized in this research with the purpose of identifying the values that have the most powerful influence over media consumption patterns.

This thesis studies the term 'value' based on first, personal values, referring to the consumers' value structure and additionally its influence on consumption patterns. Second, this thesis applies the perspective of consumer values, and the evaluation process of consumers making decisions regarding consumption of products and services. According to Lai (1995, 383) consumption values refer to subjective beliefs about preferred means to obtain personal values. They also describe the types of values consumers derive from a consumption of a product or service. Hence personal values and consumption values are, in fact, interconnected.

1.5.3 Media consumption

Definition for the term media consumption requires an independent elaboration of the terms media and consumption. First, consumption as a concept is diverse and complex, and different definitions have been provided in the past. The process stage of consumption includes the using, possessing, collecting and disposing of things and experiences. Consumers derive pleasure from possessing or consuming products and services and it contributes to consumer satisfaction, which influences future consumption decisions. (Schiffman, Kanuk & Hansen 2012, 89-90) Second, term media is a plural of the word medium, which refers to a communications channel. Communication can appear in forms of impersonal (e.g. mass media) and interpersonal (e.g. one-to-one conversation) communication. Classifications of mass media generally include electronic (internet), print (magazines, newspapers) and broadcast (television, radio). (Schiffman et al. 2012, 266) In brief, the use of the term media consumption refers to the consumer action of using communication channels,

and in the case of this thesis, to consumption of mass media, and particularly to the distinction between traditional print (offline) and digital (online; electronic) media. The context of this research is mass media and more specifically consumption of newspapers and magazines.

1.6 Structure of the Study

Simplified structure of this thesis is formed by a distribution of the contents to theoretical and empirical analyses, which are interrelated. Theoretical analysis provides an overlook and a comprehensive analysis to the concepts of consumption values and media consumption and to their interconnectedness. Purpose of the theoretical part is to familiarize the reader with the concepts and what are the major contributions in that particular field of scientific research. Theoretical analysis will be followed by empirical analysis, which attempts to identify the consumption values that determine environmentally responsible media consumption. Empirical analysis is a continuation of the theoretical part, in which the theoretical frameworks and applications previously introduced will be applied through practice.

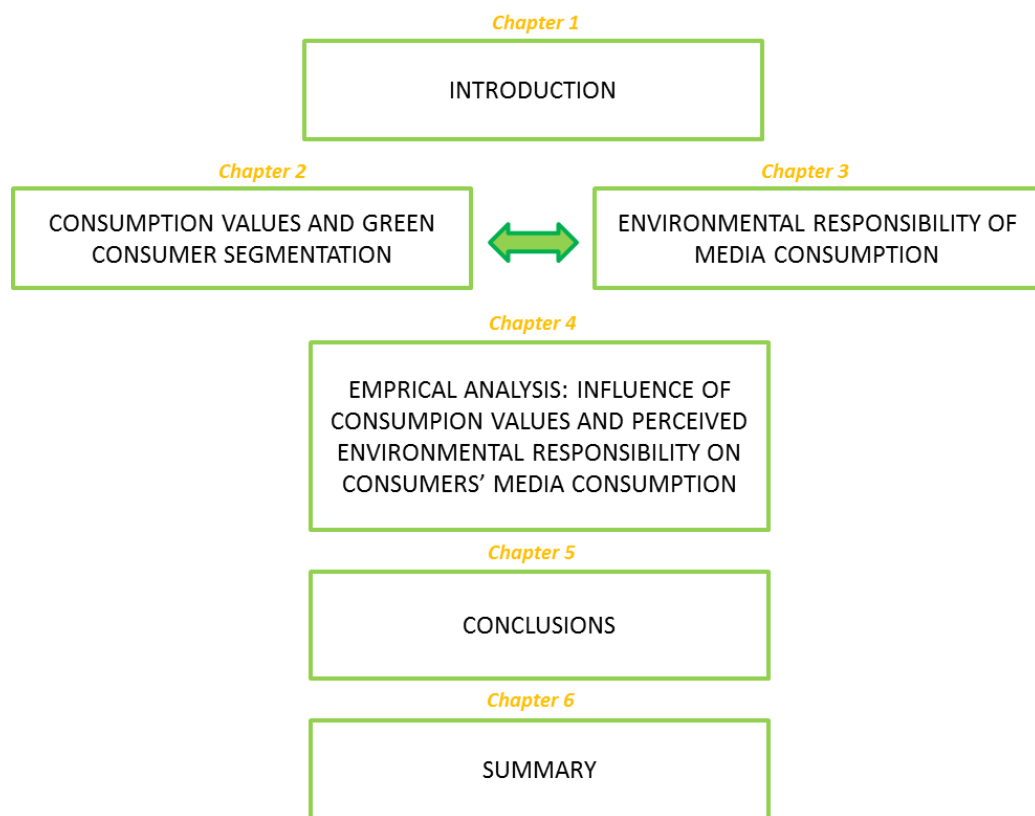


Figure 2. Structure of the Study

This study is comprised by altogether six interconnected chapters as demonstrated in the figure 2. Chapter one functions as a foundation to the study and it provides an introduction, which presents facts and details to the theme and explains why it is important for organizations to view CSR as a fundamental, integrated approach in all operations. The chapter begins with research objectives and problems, which will be followed by a literature review. The literature review aims to develop a comprehensive, in-depth understanding to what has been previously studied and written of the topic, and what has been discovered. Based on the review a research gap is identified and research questions are formed. Chapter one also includes definitions of the key concepts, and a detailed description of the study and the research framework. Chapters two and three attempt to provide a connection between the two major concepts of this study: consumption values and media consumption. Chapter two focuses on elaboration of motivations, value classifications and value-attitude-behavior hierarchy in addition to providing a theoretical classification of

green consumer segmentation. Chapter three delivers an analysis on media consumption and environmental advantages, disadvantages and opportunities for both print and digital media. Chapter four represents the beginning of the empirical analysis. It introduces patterns of media consumption in Finland, the methods for data collection and analysis, and finally the results of the interviews with a purpose of identifying the influence of consumption values in determining environmentally responsible consumption behavior and more specifically consumption of media. Finally, the fifth chapter concludes the findings of the study with a purpose of analyzing the theories and empirical observations.

2 CONSUMPTION VALUES AND GREEN CONSUMER SEGMENTATION

The following chapter provides an elaboration of first, consumption values. This begins with an overview of the sources of motivation in consumption behavior. Followed by a thorough theoretical analysis of the role on values is consumption. This covers both personal values and perceived values and finally, the introduction of value-attitude-behavior hierarchy. The chapter will be finished with a theory of environmentally responsible consumption and a segmentation model of consumers based on their environmental responsibility.

Is it a good idea to produce products regardless of their influence to the social and natural environment? Are cost-efficiency and profit-maximization the only objectives worth pursuing? The answer and perception depends on your values and the aspects of life that are important for you. (Mittal et al. 2008, 126) According to Mittal et al, (2008, 126) values are *“desired end-states of life and preferred paths to achieving them. As such, they constitute the purposes and goals for which we believe human life should be lived -- ours and others”*. Value is a belief of some condition being preferable to its opposite, and therefore a person’s set of values greatly influence consumption activities. In effect consumption of many goods and services is derived from their facilitating role in attaining value-related goals. (Solomon 2013, 162).

Personal values are beliefs that lead to attitudes and behavior (Rokeach 1973, Homer & Kahle 1988) and they affect consumption decisions individuals make, and furthermore they cause consumers to pursue different attributes in products or services. In other words, consumers seek for particular attributes in their purchase decisions because of the personal values they possess. If we better understand the underlying values consumers possess we can also develop a better understanding of what types of product attributes consumers value, and why do they do so. (Mittal et al. 2008, 129-130) Hence consumption decisions are based on our personal values, which, in turn, influence the formation of our consumption values and perceptions of product benefits (Lai 1995, 382). Because values are drivers of much of consumer behavior, it is reasonable to state that all consumer research ultimately relates to measuring

and identifying values (Solomon 2013, 165). Values are related to behavior, although the relationship between the two might sometimes be rather weak (Lee, Park, Rapert & Newman 2010, 1560). In fact, previous research shows that values influence behavior indirectly and the relationship between the two is affected by beliefs and other more specific factors. However, values directly have an effect on beliefs which, in turn, affect individual's consumption behavior. Noticeably, every individual has a specific value structure, according to which they make consumption decisions. (Mayton et al. 1994, Howard 1977).

The literature review elaborated that the interpretation and definition of the term value vary depending on the context. However, in marketing purposes the basic principle is to create value for a consumer, which refers to perceived value instead of a personal value structure. According to Belz & Peattie (2009, 14) the marketing philosophy is based on the idea of *“meeting the needs and wants of the customer is the principle around which a business should be organized and from which success in the market and profitability will flow.”* In order to do so we need to be able to discover what those needs are and why they exist (Solomon 2013, 142). Smith (1990, ix) states that the essence of good marketing is *“to keep customers happy within the constraints of the organization's resources and so as to realize its objectives.”* Indeed, the overall function of marketing and imperative of customer satisfaction is straightforward and essential for a successful and profitable business. (Smith 1990, ix)

2.1 Motivation for Consumption

Humans are born with biogenic needs necessary to maintain life, rooted in our survival instincts such as water and shelter. In contrast are psychogenic needs, such as status or power, which reflect cultural aspects and vary from environment to environment. (Solomon 2013, 142-144, Mittal et al 2008, 32) When a need is recognized, a consumer is motivated to attempt to either reduce or eliminate the need. Motivation is largely driven by raw emotions (Solomon 2013, 145) and a human drive to attain a goal object in order to reduce discomfort (Mittal et al. 2008, 30). At this point, the role of a marketer is to create products and services that provide the expected benefits and fulfill the

need. Consumer choices are driven by both rational utilitarian and hedonic considerations. For example when purchasing a soft drink, an exemplary consumer takes into account different attributes, such as the nutritional contents (utilitarian needs) as well as the design of the bottle and label (hedonic needs) of the product. The same product has the ability to satisfy several different needs, depending on the expectations of the consumer. Consumer needs vary significantly in different geographical locations and cultures, therefore cultural norms and preferences need to be taken into consideration when developing marketing strategies in different environments. Opposed to a need, *a want is a manifestation of need* and combines both personal and cultural factors. (Solomon 2013, 142-144)

Consumer choice can occur in three different ways. First way relates to a situation in which a consumer carefully assesses alternatives before making a decision. Second, consumers may be guided by their external environment, which represents the patterns of learned behavior. Third way of choice behavior is a situation in which the learned behavior becomes a habit, and it no longer needs external reinforcement. The first way for decision-making is rare and occurs through a cognitive approach, in which the decision relies on beliefs about alternatives available. External environment steers us and reinforces our consumption behavior. (East, Wright & Vanhuele 2008; Mittal, Holbrook, Beatty, Raghubir & Woodside 2008) Particularly external factors, such as firm's marketing efforts (product, price, promotion, and distribution) and sociocultural environment (for example social class, family and culture) influence the patterns of consumption decision-making. Psychological aspects for consumption decision-making consist of motivation, perception, learning, personality and attitudes, which are, in turn, influenced by prior purchase experience and its evaluation. (Schiffman et al. 2011, 69) Consumption decision-making process is activated when a consumer recognizes a problem and begins searching information and evaluating alternatives. After a suitable alternative is selected, purchase transaction and post-purchase evaluation take place. (Peattie 2001)

Recently, the relatively unstable economic environment has caused consumer today to in some situations value basic attributes such as reliability and price over needs of belongingness. (Solomon 2013, 151-152) Unconscious motives

or underlying values often steer consumer behavior and are drivers for consumption. A psychoanalyst Ernest Dichter believed that people hold back part of their motives because they are not accepted by the society, or that some of their motives are not relevant to consumers themselves. In other words, although we are unaware of some motives buried deep inside our minds, the motives still unconsciously influence our consumption behavior. (Solomon 2013, 162-166; Mittal et al. 2008, 40-41) Values and attitudes influence the way consumers perceive acquired benefits and their role in consumption decisions. However, lack of interest or limited financial resources often cause conflicts between values and attitudes and behavior. Occasionally purchase decisions are based on routines or simply coincidences. (Joutsenvirta et al. 2011, 201)

The self-concept is a complex structure and a reflection of your attitudes towards yourself. Your attitudes and personality influence purchase behavior, and the products you choose have an effect on defining your self-esteem. (Solomon 2013, 190-191) Simply put, buyer characteristics influence purchase behavior of an individual in particular (Smith 1990, 3). Festinger's social comparison theory (1954) suggests that the evaluation the self is often based on comparison to others (p. 118). The comparison especially occurs with people who have similar personal characteristics and opinions (p. 120). Accordingly, individuals are more likely to duplicate the behavior of others with similar features, like age, personality or attitudes. The meaning of group or social identity over an individual's personal identity is, in many cases one of the most powerful predictors of obedience to socially accepted norms. However, the meaning of the group identity over one's personal identity is only one of many variables in defining the social value in consumption behavior. (Goldstein, Cialdini & Griskevicius 2008, 479) Major contributors to the person's adherence to descriptive group norms are perceived importance of self-concept and social identity related to others. (Goldstein, Cialdini & Griskevicius 2008, 475)

2.2 The Role of Values in Consumption

Consumer behavior as a field of study has always been complex and intricate task due to its various observable perspectives. Consequently, research on the

field of values is particularly difficult especially in the means of categorization and generalizations. (Fraj & Martinez 2006, 133) However, values are psychographic variables, and therefore their identification gives companies a clearer orientation in identifying particular consumer segments. (Schiffman et al. 2012, 351) Variety of value instruments for surveying consumer behavior and consumer values have been utilized in the past by numerous researchers. The literature reviews explained the distinction between the term "value" in marketing strategies and in consumer behavior. Additionally, some researchers distinguish value categories among broad *cultural values* (e.g. security), *consumption values* (e.g. quality of service) and *product-specific values* (e.g. ease of use) (Solomon 2013, 164-165). This chapter includes classifications first related to personal values, and later on in consumption, or perceived value classifications. In addition to enhancing the understanding the personal value structure, this research focuses on identifying the role of consumption values in purchase situations. However, a brief elaboration of personal values, which lead to beliefs and attitudes, is required to provide a comprehensive understanding of their influence and formation.

2.2.1 Personal Values

Rokeach's value survey instrument is one of the most widely used value theoretical models in dividing personal values into two categories: terminal and instrumental values. First, terminal values refer to a measurement of relative importance of end states of existence, such as personal goals. Second, instrumental value items measure the *means* for reaching the end-state values and personal goals in life. (Solomon 2013, 162-164, Mittal et al. 2008, 127, Schiffman et al. 2012, 351) Value categorization based on Rokeach's value system is relatively simplistic. However, a more systematic instrument was created by consumer researcher Kahle (1983). Measurement instrument called the List of Values (LOV) was developed for analyzing personal values. Nine terminal values of LOV are based on Rokeach's Value Survey and they are designed to be used in surveying consumer's personal values through a subjective identification of the most important values included in the list. According to Kahle, LOV represents our major roles in life, and it also relates

directly to our consumption activities. (Kahle 1983; Mittal et al. 2008, 127-128; Schiffman et al. 2012, 351)

SELF-ORIENTED		OTHERS-ORIENTED		
	ACTIVE	REACTIVE	ACTIVE	REACTIVE
EXTRINSIC	<u>Efficiency</u> - Convenience	<u>Excellence</u> - Quality	<u>Status</u> - Success - Impression - Management	<u>Esteem</u> - Reputation - Materialism - Possessions
INTRINSIC	<u>Play</u> - Fun	<u>Aesthetics</u> - Beauty	<u>Ethics</u> - Justice - Virtue - Morality	<u>Spirituality</u> - Faith - Ecstasy - Sacredness

Figure 3. Holbrook's Typology of Values in Consumption Experiences (Smith 1996)

Typology of customer value by Holbrook (1995) identifies eight different types of value in consumption experience: ethics, efficiency, play, excellence, aesthetics, status, esteem and spirituality (Figure 3). Holbrook highlighted the importance of understanding the nature and types of value customers' gain in a consumption experience, because marketing and purchasing transactions involve exchanges of value. Holbrook's typology categorizes eight types of customer value according to their orientation (self- or other), whether it is active or reactive and finally based on its extrinsic or intrinsic orientation. (Smith 1996)

Another marketing tool for value classification and segmentation is VALS System, which has since its development in late 70's been revised to focus more precisely on explaining consumer purchase behavior. The VALS framework divides consumers into eight different segments which each have determining mindsets driving consumption patterns, such as decision-making styles or lifestyles. For example, innovators tend to consume innovative technologies and new products, whereas believers are deliberate in altering their consumption habits. (Schiffman et al. 2012, 54-56) However, VALS has

also received criticism for not being applicable in cross-cultural studies since it has been particularly designed for use in the United States of America. Moreover, VALS is heavily dependent on demographic variables, such as income level, which is not a pure measure of values or other psychographics. This reduces the theoretical importance of the framework. (Beatty, Homer & Kahle 1988) Another approach for research in consumer values is the means-end-chain, which presumes that people link specific product attributes indirectly to their personal, terminal values. When choosing among alternative ways to achieve a desired end-state, our valuation of products is dependent on their extent and ability to provide the means to an end-state we desire. (Solomon 2013, 166-167) Successful marketing strategy for green products is, in fact, to connect brand image and product attributes efficiently with the values consumers desire (Belz & Peattie 2009, 190).

2.2.2 Perceived Value

Simplicistic definition of perceived value is generally a comparison of what a consumer gets in return for his/her financial investment. However, this perception considers price and quality as the single criteria for assessment, and therefore does not consider other aspects as potential for increasing the perceived value. (Sweeney & Soutar 2001, 204) Perceived value is interactive, because the development of value is dependent on two parties, a firm and its stakeholder, coming together. Moreover, value is based on preferences, because consumers evaluate companies on the basis of either favorable or unfavorable personal preferences. Furthermore, value is relativistic, since the evaluation occurs in individual level making it a subjective operation open for interpretation. (Peloza & Shang 2011, 119) For example, in fashion industry customer taste and preferences may alter over time in response to the changes in latest trends (Smith 1996). Values are criteria consumers use to justify their actions such as purchase decisions. (Lee et al 2012, 1560) According to Zeithaml (1988, 14) perceived value is *“consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given”*. Some consumers reason the value of a product through an affordable price, while others might weight value with more diverse and complex set of components, such as the company’s social and environmental

responsibility. (Sweeney & Soutar 2001, 204) In brief, consumption values represent subjective beliefs about desirable ways to achieve personal values. (Lai 1995) Consumers may evaluate products on a basis of various different personal values, and therefore consumption activity is often complex and based on a combination of values. (Sheth et al. 1991) In addition to purchase activities consumers may, inevitably, discover value and satisfaction from the product consumption itself. (Lai 1995, 383) Typically the purchase act is the beginning of the valuation process and it presents the means for obtaining experiences derived from the product and its use. In fact, it is often stated in marketing literature that instead of purchasing a product, consumers actually purchase the services that the products provide. (Smith 1996)

Sheth et al. (1991) studied the reasons for consumers behaving the way they do and their overall purchasing criteria. The outcome was a theory of consumption values, according to which consumer choice behavior is influenced by five consumption values: functional, social, emotional, epistemic and conditional value. This five-fold typology of consumption values is a classification tool which attempts to identify and classify consumption values influencing consumer choice behavior (figure X). The purpose of the theory is to explain and describe consumption behavior and patterns. Three propositions are apparent for the typology. First, multiplicity of values is a function of consumption choice. Second, the contributions made by the values differ in any given choice situation. Third, the values are independent. Hence a decision may be influenced by *any* or *all* of the five consumption values. Even as it is theoretically optimal for consumers to maximize all five consumption values, in reality consumers are usually prepared to accept less of one value in order to obtain more of another. (Sheth et al. 1991, 160-163)

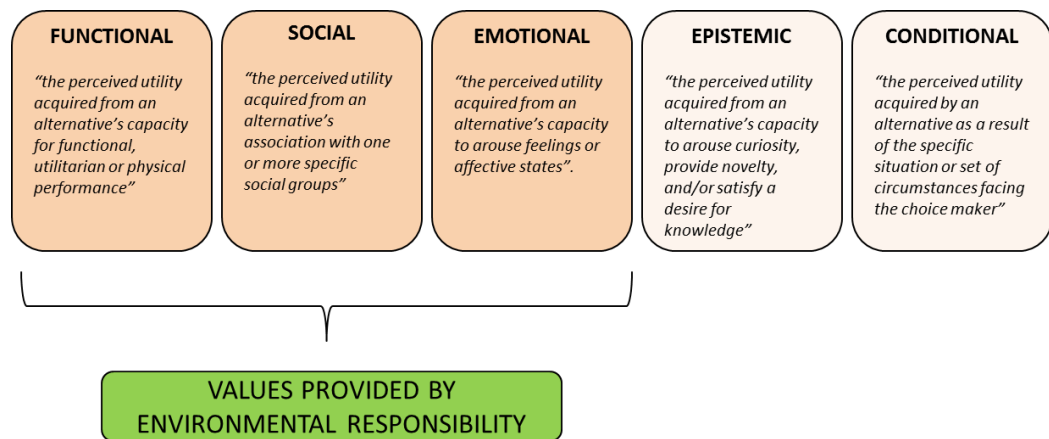


Figure 4. Five-fold Typology of Consumption Values: Environmental Responsibility Provides Three Forms of Value for Consumers (Sheth, Newman & Gross 1991, 160; Green & Peloza 2011, 50)

Sheth et al. (1991, 160) define functional value as *"the perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance"*. Functional attributes and rational thoughts dominate the consumption decision-making process especially when purchasing utilitarian items, in which self-oriented value is highly prominent. (Green & Peloza 2011, 50) Social value is defined as *"the perceived social utility acquired from an alternative's association with one or more specific social groups"*. The social value of the product or service is obtained through association with positively or negatively stereotyped socioeconomic, demographic and cultural-ethnic groups. Therefore the consumption of highly visible products, such as clothing, is often driven by social values. Emotional value represents *"the perceived utility acquired from an alternative's capacity to arouse feelings or affective states"*. Indeed, several types of goods and services are associated with emotions. Certainly, many of us have acknowledged the widespread exploitation of feelings in advertising, as many companies utilize associations aroused by feelings of comfort in their marketing strategies. Epistemic value is *"the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge"*. (Sheth et al. 1991, 161-162) A desire to experience something different, for example through CSR, (Gurney & Humphreys 2006, 91) or other entirely new experiences provide epistemic value for consumers. Finally, conditional value is identified as *"the*

perceived utility acquired by an alternative as a result of the specific situation or set of circumstances facing the choice maker". In other words, conditional value is acquired through the presence of preceding social or physical prospects that increase functional or social value. (Sheth et al. 1991, 162) Conditional value is reliant on the consumption situation, in which different contexts of situational and consumption factors influence the value of the object. (Gurney & Humphreys 2006, 91) The objective in applying the five-fold value theory of values is to classify the acknowledged groups on the basis of the consumption values driving consumer choice. The factors derived from the value analysis represent underlying value dimensions of the individuals. (Sheth et al. 1991, 164)

2.2.3 Value-attitude-behavior Hierarchy

Many scientific publications recognize the crucial role of values in consumption decision-making processes (e.g. Mayton et al. 1994; Howard 1977) and simultaneously accept consumer behavior as an outcome of several different determinants, including that of values (Homes & Kahle 1988, 645). Although Lee et al. (2010, 1560), discovered the relationship between values and behavior might sometimes be rather weak, values still prominently, despite indirectly influence consumption behavior through beliefs, attitudes and selection criteria (Mayton et al. 1994, Howard 1977). Values and beliefs are believed to function as a 'foundation' for attitudes, which present our personal feelings about a concept, such as a brand, theory, category, person or any other entity. (East et al 2008, 119) Responses on attitudes can be based on cognitions, feelings or prior experience (Dreezens, Martijn, Tenbült, Kok & de Vries 2005, 116). However, motivation arousing to similar behavior of individuals may differ significantly on underlying belief systems. Despite believing in and exhibiting same behaviors, one may promote vegetarianism because of its health benefits while another may want to defend the rights of animals. Values are both culture-specific and universal. For example health and wisdom are universally accepted as desired end-states. Relative importance of the universal values is what sorts out cultures from each other's, and hereby forms the culture's value system. (Solomon 2013, 162-164)

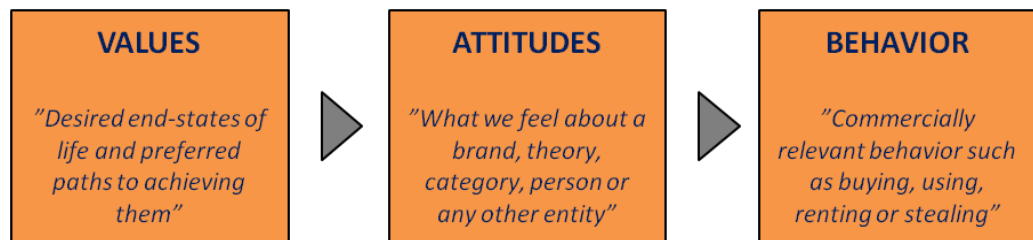


Figure 5. Value-attitude-behavior Hierarchy (Homer & Kahle, 1988, 638; Mittal et al. 2008, 126; East et al. 2008, 119-120)

According to the sequence process by Homer and Kahle (1988), values influence the formation of attitudes, which, in turn, partially determine the behavior of consumers. This is called the *value-attitude-behavior hierarchy* (Figure 5; Homer & Kahle 1988, 638). Their research in the context of natural food shopping confirmed that values guide individuals in how to behave in situations, and whether or not to go through them. In theory, the flow begins with abstract and subjective values, followed by attitudes, and finally concretizing in specific behaviors. (Homer & Kahle 1988).

2.3 Environmentally Responsible Consumption and Green Segmentation

According to numerous surveys and researchers (e.g. McDonald's & Oates 2005, Drumwright 1994, Hemingway & MacLagan 2004, Mohr & Webb 2005) consumers value environmental responsibility and use it as a purchase criterion. Recent studies in social sciences suggest that values affect a wide range of behavior and attitudes. In fact, values have a positive influence on the ways environmentally responsible behavior of an individual is formed, which in turn results in pro-environmental behavior. However, the appreciation or disregard of CSR activities is determined by the personal value orientation of consumers. (Lee, Park, Rapert & Newman 2010, 1560)

Despite majority of consumers communicate they care for the environment, it does not always replicate in purchase behavior (Öberseder et al. 2011, 449). In other words, attitudes do not always predict behavior, because other aspects, such as financially unstable situation of a household, might also influence

purchase habits and their environmental friendliness. (Solomon 2013, 168) Do Paço & Raposo (2010, 430) discuss the drivers of environmental concerns, and they note that it may be defined as an attitude related to environmental consequences. Attitude formation is constructed by media communications, direct personal experiences, and experiences of other individuals. The outcome of the environmentally conscious attitude and behavior is based on factors such as product performance, price, knowledge about the environment and social norms. (do Paço & Raposo 2010, 430) Kollmus and Agyeman (2002) explored pro-environmental consumption patterns and discovered that '*pro-environmental consciousness*' is a complex outcome of environmental knowledge, values and attitudes, together with emotional involvement. Pro-environmental consciousness is also shaped by other internal and external factors, such as personality and personal value-structure. Peattie (1995) developed an alternative approach to enhancing the understanding of green consumer behavior by bringing together the degree of compromise provided by the particular purchase, and the degree of confidence generated in the environmental benefits of the particular purchase. For example, if the degree of confidence is low and the degree of compromise is high, the purchase perception matrix characterized the situation as "why bother -purchases". (Peattie 1995, 192)

Even though values play a major role in determining behavior, it is still not to assert that all consumer behavior is solely an outcome of values with no other determinants. Conspicuously, it is implausible for any single factor to be justified as the only determinant of human behavior (Homer and Kahle 1988, 645). In fact, whether a consumer behaves in an environmentally conscious manner or not, is also dependent on several matters. Pro-environmental characteristics are determined by personality and attitudes, cultural and socio-economic features and finally, demographics. (Pinto, Nique, Añaña & Herter, 2011, 122)

Kollmus & Agyeman (2002) extensively analyzed the factors that have influence pro-environmental behavior. The factors included both negative and positive indicators, and were divided into those of external and internal. Internal factors influence pro-environmental behavior through motivation, pro-

environmental knowledge, awareness, values, attitudes and emotions, locus of control and responsibilities and priorities. External factors consist of institutional, economic, social and cultural indicators. However, motivation for pro-environmental behavior can similarly escalate from other than environmental reasons triggered by either internal or external factors. For example, a consumer might consume less electricity due to monetary constraints, instead of environmental reasons. Moreover, positive pro-environmental behavior is resilient especially when both internal and external factors affect synergistically. (Kollmus & Agyeman 2002)

Among other aspects, corporate associations have influence over product responses: what a person knows about a company can influence his or her reactions to the company's products. Both positive and negative associations to product evaluations exist: positive CSR associations can enhance, whereas negative CSR associations can harmfully effect product evaluations. Moreover, the researchers confirmed that CSR associations affect the way consumers perceive the company, which in turn influences the ways consumers evaluate the products of the company. Consequently, more positive evaluations generated more revenues. Furthermore, instead of solely focusing on specific product attributes, CSR associations primarily influence the means in which consumers evaluate corporations. In fact, consumers use corporate associations to evaluate product attributes. Inasmuch as corporate social responsibility is a less product-relevant corporate association, it has a significant influence on the overall consumer perception of the company. Most importantly, the overall corporate evaluation considerably influences the product evaluation. (Brown & Dacin 1997, 79-80)

2.3.1 Consumption Values Derived from Environmental Responsibility

Based on the five-fold typology of consumption values developed by Sheth et al. (1991), Green and Peloza re-adjusted the model in 2011 to better describe the consumption values provided by CSR. As visualized in the figure X, there are three types of values that CSR creates for consumers: functional, social and emotional. Therefore, the role of CSR as a driver of consumer behavior is dependent on the particular values. These values are not independent of one

another, however, they can also take place simultaneously. Moreover, they can also present attributes that are not consistently positive. (Green & Peloza 2011, 50)

Emotional values are often perceived as affirmative, for example related to donations or other voluntary activities that are generally considered as positive. Conversely, in some cases CSR, or lack of it, is perceived as negative. In fact, consumers are generally more influenced by negative CSR associations than positively perceived CSR operations. Although being independent, the values are simultaneously interconnected. Many of the forms of CSR that provide social value also provide emotional value for a consumer. (Green & Peloza 2011, 50-51) For example CSR operations are likely to enhance customers' emotional engagement towards a particular company, and in turn, building emotional connections can help ensure customer loyalty. However, the engagement only increases if the firm addresses CSR-related emotional issues that truly matter to the customer. (McEwen 2010) Consumers often recognize CSR as a promoter of socially and environmentally responsible attributes. Affirmative affection can be linked together with CSR and it can positively enhance the way others perceive a person, or define a person as a member of a community, which often reinforces such behavior. (Green & Peloza 2011, 51) Especially socially oriented values are strongly related to environmental awareness and environmentally responsible consumption (ERC) and social-oriented values indicate a higher degree of social orientation, which can lead to more ERC. Moreover, environmentally responsible consumers usually emphasize the importance of personal values, such as personal virtues and conformity. (Pinto, Nique, Añaña & Herter, 2011, 122; 128)

Previous studies on the perceived functional value provided by CSR have demonstrated relatively contradictory results. According to some scholars, (e.g. Brown & Dacin 1997) CSR enhances the functional features of a product. In turn, Hoeffler and Keller (2002, 79) argue that the connection between CSR and functional performance-related features of a product is limited. However, Peloza and Shang (2011, 118) examined the role of products and services as a type of CSR activity that creates value for stakeholders. Their proposition stated: *"different CSR activities (and their associated forms of value) impact marketing outcomes and subsequent firm financial performance through*

distinct value propositions for stakeholders". Especially when purchasing utilitarian products, extrinsic self-oriented value is highly relevant for consumers and at this point, functional value dominates the decision-making process. Moreover, when CSR increases the efficiency or in some other way enhances the performance of the product, extrinsic self-oriented value is more prominent. (Peloza & Shang 2011, 129-130) Considering the evaluation criteria for purchasing food, consumers often perceive organically grown products as healthier and more nutritious, which is a functional value provided by organic product. This suggests that consumers perceive CSR as a potential source for improved functionality or performance. (Green & Peloza 2011, 52)

Five-fold typology of consumption values by Sheth et al (1991) was chosen as the value measure for this study primarily because of its applicability in the case and due to its higher degree of relevance in consumption decisions. The theory has been extensively tested previously and the results have consistently demonstrated excellent validity. Moreover, the model is applicable in either predicting or describing and explaining consumer choice behavior and in consumer choice situations where individuals make systematic, voluntary decisions, (Sheth et al. 1991, 168) such as in the case of media consumption.

2.3.2 Green Consumer Segmentation

It is clear that the consumers' values are shifting towards a more sustainable direction. Indeed, values along with other variables, such as sociopsychological and demographic variables influence norms and attitudes for environmentally directed behaviors. Norms, correspondingly to values, predict and explain consumer behavior. Personal norms are closely tied to self-concept and are observed as a *"feeling of moral obligation"*. Norms motivate behavior by a personal willingness to behave consistently with personal value-structure. (Minton & Rose 1997, 39) However, previous academic research has also found *no* significant relationship between demographic factors and environmentally responsible consumption behavior (Peattie 2001, 188) and hence academic understanding of the green consumer is still limited. Indeed profiling a typical green consumer has turned out to be exceptionally challenging. Socio-demographic variables are, in fact, considered to be of

limited use when developing green consumer profiles. As an alternative, psychographic variables, such as values and environmental awareness seem to be more accurate in explaining green consumer's attitudes and consumption behavior. (Luzio & Lemke 2013, 282-283) Peattie (2001, 188), however, describes stereotypical green consumer as "educated, affluent and politically liberal female, who is 30-49 years old and has children six years old and older". Nevertheless, attempts to generalize a green consumer profile have demonstrated contradictory results, and the results confirmed in one study might be consistently denied in others. (Peattie 2001, 188) Age is confirmed to act as one of the factors that best explain ethical and environmentally responsible consumption. In fact, young consumers were less responsible than any other consumer segment. In addition, there are clear differences among female and male consumers; females being more responsible in nearly all consumption activities. Regionally in Finland, consumers living in the capital or its surrounding areas, present the smallest amount of pro-environmental behavior. (Joutsenvirta et al. 2011, 200) Kollmus and Agyeman (2002) confirm that high education correlates with knowledge about environmental issues. However, knowledge does not necessarily replicate in concrete pro-environmental consumption behavior.

The Natural Marketing Institute (NMI), a leading provider of trends in sustainability has focused on green consumer segmentation, and explored a range of attitudes and behaviors in order to understand consumers' sustainability needs and how they affect behavior around the globe. NMI's LOHAS consumer segmentation provides an elaboration of the attitudinal differences on sustainability through an identification of five diverse consumer categories: lohas, naturatilies, drifters, conventionals and the unconcerned. These segments have been shown to be highly predictive regardless of geographical or cultural aspects. (Rogers 2010) First, the lohas segment (16%) shows strong attitudes regarding both their personal and planetary well-being, and they are also substantial users of sustainable goods. Lohas consumer is attracted by their values and beliefs, and makes their purchase decisions based on these criteria, and is not constantly affected by premium pricing. (French & Rogers 2010) The "sustainable mainstream" is comprised by three segments: the Naturalities, the Drifters and the Conventionals. (Rogers 2010)

The Naturalities are the largest LOHAS segment (25%). Their interest in protecting the environment is predominantly driven by personal health and consumption of natural and healthy consumer goods, and therefore they are less committed to sustainability in a holistic sense. (NMI 2013) As the term indicates, the Drifters (23%) are not overly concerned about the environment, despite their acknowledgement of the existence of environmental issues. Generally, a Drifter in an attitudinal sense wants to do more to protect the environment, but they do not know how, or feel too overwhelmed by the difficulty of considering the impact or finally, they think their individual decisions do not make a difference. They are often driven by trends, and they want to maintain a socially acceptable image, and are therefore sometimes involved in green purchasing. (French & Rogers 2010) Somewhat dissimilar to Drifters, the Conventionals (23%) do not show environmentally concerned attitudes, but their behavior patterns indicate environmentally responsible activities such as recycling, resource-efficiency and other practically oriented activities. Finally, the Unconcerned (14%) is the least environmentally committed consumer segment. The Unconcerned are not particularly interested in environmental issues, and hence make consumption decisions based on aspects other than environment, such as price, convenience and quality. (Rogers 2010)

Market researchers have recognized a rise of especially LOHAS segment, referring to “lifestyles of health and sustainability”. This consumer segment consists of people who care about the environment and sustainability of their consumption habits, and often prefer goods such as organic food, ecotourism and energy-efficient home appliances. (Solomon 2013, 168-169) However, the motivation for lifestyles of health and sustainability vary greatly depending on the consumers. For example, a Finnish consumer study identified only 20% of consumers are representatives of truly environmentally responsible consumers, who on a regular basis consider the environmental impacts of products and production. However, motivation for responsibility often lies in other than environmental reasons. For example, particularly consumers living in rural areas tend to typically prefer natural consumption habits, which are often driven by agrarian traditions, instead of environmentally responsible consumption. (Joutsenvirta et al. 2011, 202)

Roper Organization Study (1990) identified five different consumer segments regarding their environmental activity. The first and the most environmentally committed segment the “True-Blue Greens” possess the highest level of commitment towards changing their behavior and attitudes. The second groups, actively green segment “Greenback Greens” acknowledge and understand the environmental issues and are willing to invest financially in order to diminish them. Moderate level of commitment is held by the “Sprouts”, who are in the beginning of showing more commitment to environmentally conscious behavior. “Grouzers” consider companies, instead of consumers predominantly responsible for the environmental problems and finally, the “basic browns” segment, which acknowledges environmental issues but finds them overwhelming or simply feel their actions do not make any difference. The Roper study also empirically tested that consumers with the highest level of environmental commitment tend to have a higher education and income and hold professional work positions. (Iyer & Banerjee 1993; Minton & Rose 1997)

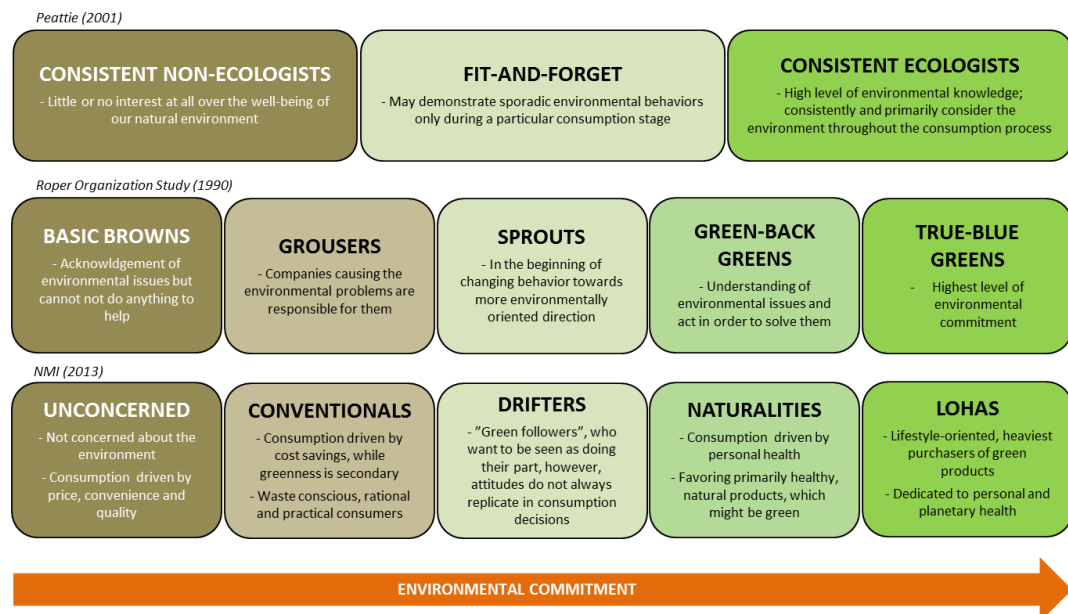


Figure 6. Theories of Green Consumer Segments (Peattie 2001; Iyer & Banerjee 1993; Minton & Rose 1997; NMI 2013)

Peattie (2001) separated the stages of consumption process and through that, approached the patterns of green consumption. Peattie (2001, 196) points out that there is clearly a segment of consumers with little or no interest at all over

the well-being of our natural environment. That segment is called the “grey” or “consistent non-ecologists” (Neilssen & Scheepers 1992). The opposite end of the consumer stereotypes is represented by “consistent ecologists”, characterized by consumers with high level of environmental knowledge and who consistently and primarily consider the environment throughout the consumption process. In between the consistent ecologists and consistent non-ecologists is a consumer group called “fit and forget” purchasers, who may demonstrate sporadic environmental behaviors only during a particular consumption stage. For example, a hypothetical consumer may consider the environment when making the concrete purchase decision, but then again might not take into account the environmental impacts of for example the product use or its disposal. Unlike the fit and forget purchasers both consistent ecologists and consistent non-ecologists are consistent throughout the consumption process, meaning they either consider or do not consider the environmental impacts of their purchases during all stages of the process. However, if the cost of a good is more than the perceived benefit, environmental aspects are ignored by the consumer, despite potential pro-environmental attitudes. (Peattie 2001, 196-197)

Environmental commitment of different consumer segments, based on Peattie (2001), Roper Organization Study (1990), Solomon (2013) and NMI (2013) is elaborated in the Figure 6. Green consumer segmentation by NMI (2013) completely covers the consumer segments based on their environmental commitment through a comprehensive and organized, but simple manner. Five end-consumer segments comprised by the Unconcerned, the Conventionals, the Drifters, the Naturalities and the Lohas segment all retain characteristics and behavior distinctive from any other segment. This thesis utilizes NMI's (2013) green segmentation model due to its relevance and applicability in the context.

3 ENVIRONMENTAL RESPONSIBILITY OF MEDIA CONSUMPTION

Digitalization of media is significantly changing the behavior of consumers and media is currently going through a transformation phase. This constitutes concurrently to customs of consumption and choice among various different media channels.

3.1 Media and its Different Forms

The word media is a plural of the word medium, which refers to a communication channel. Communication can occur in forms of impersonal (mass media) or interpersonal (face-to-face conversation) communication. Classifications of mass media generally include electronic (internet), print (magazines, newspapers) and broadcast (television, radio). (Schiffman 2012, 266) Traditional print media and newspapers have existed for centuries after the first leaflets and broadsides were published in Germany in late 1400s. The first true modern newspaper, The *London Gazette*, was first published in 1666. Since then, newspaper after another started appearing and they began to function as a major force in influencing the public and the government. In fact, by 1814 there were 346 American newspapers and by 1880, after some major improvements in the efficiency of printing technologies, more than 11 000 newspapers were being printed in the USA. However, homogenization of perspectives took place in the late 1800s as the large-scale newspapers dominated the national discussions. Some major turn points occurred in the 20th century as alternative forms of media rose to challenge newspapers and other forms of traditional print media. Along with radio and television one of the most disruptive innovations was the internet in the 1990's. Alongside with rising usability and consumption of internet, corporations became exceedingly inspired with online publishing of newspapers. (Trends 2010, 24-25) Digital magazine or newspaper refers to editorial content published on a regular basis and in a digital form. Online publication is available for customers to access either on one or several platforms, such as mobile phone, computer or tablet. (TNS Gallup 2013)

Internet has revolutionized the media industry and new disruptive innovations are continuously taking over the markets from traditional forms of media. Overall, average consumer spends 10,7 hours a day with all forms of media, digital media constituting of 5,6 hours daily. Indeed, consumers nowadays watch more television, read more news, play more video games and update their social media networks more frequently than before. (Wray 2010) In fact, digital channels are overtaking offline media in terms of consumption time. Mobile media is currently considered as the number one global medium with average media consumption time of nearly two hours a day, outreaching any other channel, such as television (1,5 h) or computers (1,6 h). Half of the mobile web users perceive mobile media as either their primary or exclusive channel of media consumption. (InMobi 2013) Trend towards digitalization of media is dominating the industry today. Still, paper is maintaining its solid position as one of the most important and widespread forms of communication. Simply put, paper will *not* disappear. One form of communication does not entirely replace another, but they continue co-existing simultaneously and reinforce one another. (Trends 2010)

3.2 Environmental Aspects

Majority of consumers' state they care for the environment (e.g. McDonald's & Oates 2005) and, in fact, environmental awareness seems to be increasing among consumers. Consumers do value environmental responsibility and use it as a purchase criterion (Mohr & Webb 2005, 121, 142-143) However, the motivation for environmental responsibility is not always replicated in concrete decisions. This attitude-behavior-gap implies that consumers in increasing quantities demand for environmentally responsible products, but the attitudes do not transfer into actual purchase decisions. (Öberseder et al. 2011, 449)

According to a research conducted by Texterity (2009), half of the consumers chose digital media over print media because of its environmental friendliness. Other reasons for choosing to read digital were ease of saving (43%) and convenience of searching (42%). (Texterity 2009) Certainly, products of print media are often perceived as environmentally inferior when compared to digital equivalents. (Viluksela 2008, 59) Additionally, Texterity's annual survey reveals

that readers characterize digital media as “more convenient than print” and “more timely than print”. Hence, the results suggest that environmental responsibility is among the most important, if not *the* most important reason for choosing digital media over traditional print media. (Texterity 2009) Concern over the environment is increasing at a very fast pace. However, consumers seem to be unaware of some of the causes of environmental degradation and deforestation. All media channels have environmental impacts; nonetheless the public seems to lack a comprehensive understanding equally on both print and digital media. (Carli 2010)

Figure 7 provides a simplified explanation of the positive and negative impacts both print and digital media have over the natural environment. Print is assumed to be less sustainable than forms of digital communication (Roper 2012) and on a daily basis, consumers both in Finland and all over the world receive financial statements or utility bills that promote “*go green - switch to electronic statements*” or e-mails with a statement “*Please consider the environment before printing this e-mail*”. If we take a closer look at the sustainability of different communication forms, such as traditional print and electronic media, they reveal more than you might expect at first glance. The topic is intricate, and obviously one form of communication is not ‘green’ and the other alternative ‘not-green’, but is much more to take into consideration. Inevitably, both print and digital media have environmental impacts. (New Page 2010) Questions about paper sourcing, forest certifications and carbon footprint minimization and are just a few of a multitude of demands print industry is facing with print buyers. This represents a direction to more sustainable use of natural resources in the future. However, in regards of electronic communications, there is a complete environmental silence. The fact that Printweek’s *Power of Print* –survey found two thirds of buyers assumed digital media was greener than print indicates a general, public opinion of digital media’s environmental impacts. Additionally, the survey revealed that 28% of buyers ask environmental questions about their digital contents supplier, while as much as 66% of their printers. (Roper 2012) Carli’s expression “*just because we cannot see something does not mean that it doesn’t exist*”, well describes the current perception of digital media in terms of environmental responsibility. (Carli 2010, 2) While digital media does not create physical

paper waste, is requires *massive* quantities of electricity to run efficiently. Coal, which is one of the most environmentally destructive sources of energy, is a major electricity supplier in 32 states in the US; hence without coal there would be no electricity. (Carli 2009) Electricity is required to run digital devices and servers hosting digital magazines and newspapers. Moreover, digital magazines are developed in an office with computers, printers and other office devices requiring electricity to function. Prominently, digital magazines are stored on a server that is constantly on, for customers to access the magazines continuously and even several years later. On top of computers and networks, servers are what take up most of the electricity in digital media's LCA. (Nguyen 2010) On average, consumers perceive print media as damaging for the environment due to its utilization of trees as raw material for paper. Indeed, print media and print magazines do use massive amounts of trees in paper production. In addition, tree harvesting along with paper production and printing requires raw material, water and electricity and produces carbon dioxide which, in turn, stimulates climate change. Finland recycles large amounts of its paper products (Two Sides 2013), which adds sustainable characteristics to consumption of print media. However, paper recycling also requires energy and shipping of magazines and newspapers produces CO₂. (Nguyen 2010) Emissions and pollutants released from paper production include for example carbon dioxide and monoxide, nitrogen oxides, particulate matter and sulfur dioxide. (Environmental Paper Network 2009)

Indeed, print media and print magazines also affect the environment through consumption of several raw materials and operations. Print magazines use massive amounts of paper to print multiple copies to consumers and additionally, shipping of final products to destinations all over the world requires great amount of energy. For the LCA of print magazine industry, tree harvesting, paper production and printing accounts for a total of approximately 65% of the industry footprint. (Nguyen 2010, 22) Whereas print has been around for hundreds of years, electronic media channels are relatively modern ways to communicate. Especially during the past couple of years discussion around responsibility and sustainability of paper industry has become apparent. In fact Ketola (2008, 242) mentions that companies operating in the forest industry *"are directly and heavily involved in individual, cultural and biodiversity*

issues all over the world through their operations”. Therefore particularly forest companies have a great potential impact on the ways we use natural resources and affect our living environment. (Ketola 2008, 242-243)

	PRINT MEDIA	DIGITAL MEDIA
ENVIRONMENTAL ADVANTAGES	<ul style="list-style-type: none"> - Print media is based on paper, which is a sustainable, recyclable resource - Recycled paper used in production - Forests are managed sustainably 	<ul style="list-style-type: none"> - Does not create <i>physical</i> products or <i>physical</i> waste - Online magazines or newspapers only require one copy for everyone to read, which reduces the amount of waste production
ENVIRONMENTAL DISADVANTAGES	<ul style="list-style-type: none"> - Tree harveting causes carbon loss - Water and/or energy required in paper production, recycling and printing - Distribution and manufacturing of pulp and paper products - Multiple of copies of each print issue of magazine or newspaper is required - Emissions 	<ul style="list-style-type: none"> - Electricity required to run digital devices - Massive energy consumption of data centers - Servers hosting digital magazines are constantly on - Use and disposal of electronic devices - Toxicity of materials used in digital devices - E-waste - Emissions
ENVIRONMENTAL OPPORTUNITIES	<ul style="list-style-type: none"> - Further responsible maintenance and sustainable harvesting of forests - Increased use of recycled paper - Improved energy and resource efficiency 	<ul style="list-style-type: none"> - Find alternative and renewable sources of energy - Decreased amount of waste - Improved energy and resource efficiency

Figure 7. Environmental Advantages, Disadvantages and Opportunities of Print and Digital Media (Carli 2009 & 2010; Roper 2012; New Page 2010; Jang & Townsend 2003; Nguyen 2010; Environmental Paper Network 2009)

Digital media also has some clear environmental advantages, since it does not create much *physical* products or *physical* waste. This reduces the amount of waste production. Additionally, transportation is not required and through that, carbon dioxide emissions are eliminated, since the magazine or newspaper is available online. (Nguyen 2010) Digital media’s environmental disadvantages, however, are much less acknowledged and recognized. When all you do is press a button of your laptop, it is, undeniably, difficult to imagine the environmental impacts of your actions, when no physical waste, such as paper is existent. (Roper 2012) Often environmental claims in marketing are broad or poorly defined, and confusing for consumers, and they are actually often made without any third party proof. In fact, marketing efforts with a message “Go Digital – Go Green” are based on general perceptions, instead of any research that actually supports and confirms this proclamation. (New Page 2010) It is

only rational that companies are interested in improving cost-efficiency of their operations, and going digital seems to be an excellent way to reduce costs.

The question of whether electronic communications should raise awareness on how to reduce environmental impacts is thought-provoking. Now that the public perception of digital is that it has no impact over the environment, is it certainly better than telling a story of how they reduce carbon emissions, which would, in the worst case scenario, lead to an increased understanding of digital's environmental impacts. (Roper 2012) It is important that companies and organizations acknowledge the importance of managing their eco-footprint in a fact-based proactive manner not only in energy-efficiency but in all operations including materials and other resources. (New Page 2010) Value chain for production, use and recycling or disposal of paper is relatively simple, and main considerations with eco-footprint are water consumption, energy use, land use and sourcing of paper. However, for electronic media the case is much more challenging and currently reliable, up-to-date information about digital media's supply chain is hard to access. Obviously, massive energy consumption is the major issue for digital media, but there are also concerns with e-waste and emissions, ethical sourcing and toxicity of materials, climate change effects and responsible production, use and disposal of devices. Indeed, massive consumption of non-renewable energy releases carbon dioxide which, in turn, activates climate change. (Roper 2012) Toxic materials in computer's circuit boards contain for example arsenic, cadmium, chromium and lead. (Jang & Townsend 2003) Lack of transparency on the ICT sector and its environmental impacts is causing unawareness on the amount of energy consumed by data centers. The ICT sector alone is estimated to be responsible for 2% of carbon emission in Europe. Moreover, the amount of electronic waste is increasing at a pace of 3-5% per year in Europe making it the fastest growing component of municipal waste and accounting globally for a total of 20-50 million tons of discarded electronic products generated every year. (Two Sides 2013) What is often not thoroughly assessed nor understood is destruction of forests caused by digital media. Coal is one of the major energy sources for digital media, and coal plants are linked to deforestation through mountaintop removal coal mining in the US. Moreover, energy suppliers such as coal plants produce carbon dioxide along with other environmentally damaging compounds, such

as sulfur dioxide and nitrogen oxide emissions, which cause acid rain destroying spruce forests and fish species. (Carli 2010)

For the past two decades, print communications' entire supply chain, including the forestry operations and all the way to recycling and waste management has been proactively and continuously improved in terms of environmental performance. Indeed, print communication industry has placed huge amounts of intellect in order to reduce and manage its ecological footprint, whereas electronic communications industry is in the beginning of its transformation phase. In fact, the digital communications industry is currently waking up to the need to manage digital communications energy-efficiency, which would correspondingly result in improved cost-efficiency. This includes the complete value chain all the way from managing the data-centers and servers to power sourcing, technology and power supply chain. The change from energy intensive to an energy-efficient information technology infrastructure needs to be managed proactively. (New Page 2010) There are significant opportunities for print media industry to defend its CSR position for example based on the economic and environmental benefits acquired through certificated and properly managed forests. (Line 2009) Demand for increasing environmental quality in publishing industry, according to Garneau (1992) comes predominantly from readers and advertisers. There are opportunities for improved environmental quality through for example including recycled newsprint in production, using vegetable oil-based inks and less toxic solvents and chemicals (Garneau 1992).

There is no form of media that is green or not green. All operations have both environmental advantages and disadvantages. (Nguyen 2010, 23) Respectively, it is widely acknowledged that paper industry and print media use large amounts of trees, water and other raw materials. As in any other industry, there is always room for improvement and more resource-efficient processes. However, paper is one of the few natural, renewable and recyclable materials and in Europe, 70% of print and paper is recycled for reuse, print media may well be *the* sustainable way to communicate in today's multimedia world. (Two Sides 2013) Although digital magazines consumer massive amounts of electricity, data centers and servers can reduce their energy consumption and

improve resource and energy-efficiency and simultaneously search for alternative, renewable sources of energy. This results in reduction of CO₂ and other emissions and through that, improved environmental management.

According to Carli (2009, 5) the public has been keen on criticizing the paper industry for killing trees and destroying the forests. However, as the title of an article by Line (2009) states, *“now online’s eco impact is understood, print has a very compelling story to tell”*, consumers are beginning to consider the environmental impacts of not only print, but also digital media. Whereas half of consumers choose digital media over print media because of its environmental friendliness (Texterity 2009), the full story of life-cycle footprint caused by digital media is not fully understood neither considered on consumption decisions (Carli 2009). The result is a paradox in which digital media is perceived as the environmentally responsible choice, regardless of its impact over the environment. Is it possible that print media, regardless of its environmentally destructive reputation, could actually be more sustainable than digital media? Clearly, there is a need to consider the lifecycle impacts of both print and digital media (Carli 2010) and overall a call for more environmental education in today’s situation (Viluksela 2008, 62) in order to conserve our environment and forests. Market perceptions of print and digital media’s environmental responsibility are often based on myths or assumptions, rather than confirmed facts. General assumptions direct the way consumers behave and perceive one form of media as greener than another. However, in order to make a difference, the pressure needs to also come from lower down the supply chain, since consumers are the ones who influence buying decisions. In order to make it easier for consumers, relevant information and comparisons of digital and print’s environmental performance should be accessible. However, in commercial communications corporate decisions are often based on ROI of a particular medium. Hence the competition is actually sometimes nonexistent, and decisions are more concerned with effectiveness and response rates, instead of environmental concerns. (Roper 2012) Clearly, there is a need to educate consumers more about the environmental effects of media consumption: only 16% of consumers knew very much or rather much about the environmental effects of different forms of media in 2010. (TNS Gallup 2010)

4 EMPIRICAL ANALYSIS: INFLUENCE OF CONSUMPTION VALUES AND PERCEIVED ENVIRONMENTAL RESPONSIBILITY ON CONSUMERS' MEDIA CONSUMPTION

Results of the empirical analysis are presented according to the theoretical part of this thesis. Introduction of the media consumption in Finland is briefly provided. Second and third chapter include the details of the data collection and an overview of the respondents and their backgrounds. Finally, this empirical analysis elaborates the evidence based on the interviewees' consumption values and behavior. Environmental aspects are considered throughout the analysis through green segmentation of consumers. Media consumption habits and consumer perceptions of media's environmental responsibility are interconnected with consumption values and attitudes. Finally, the chapter is concluded with summary of the results.

4.1 Media Consumption in Finland

Overall, newspapers and magazines hold a strong position in Finnish culture and in a global scale; Finland represents a country with high level of supply and demand in the industry. Year 1989 signified a peak in distribution of newspapers and magazines in Finland as well as in other Nordic countries. Decrease in distribution took place shortly after as other mediums, such as television and internet took over the markets and caused an intensified competition. (Sauri 2007)

Digitalization of media is present both in global and national scale. Overall, the beginning of the 21st century has been dominated by radical changes in media industry. Competition of different mediums is very intense and both companies and consumers are making decisions concerning which multiple mediums and media channels to utilize in consumption and corporate activities, and sometimes several mediums are utilized simultaneously. Consumers' consumption of media is also rapidly changing largely due to digitalization and overall a more hectic lifestyle. Efficient time management and therefore

efficient media consumption are some of the corner stones in consumer behavior today. Digitalization is radically changing communication industry and corporate operations in Finland. Internet has provided businesses with opportunities to innovate and develop marketing communications through presence in social media and other promotional operations. (Almamedia 2013) However, despite the growth in consumption of digital magazines, consumption of print magazines remains to be the most important newspaper media channel for consumers. Kansallinen Mediatutkimus (KMT) discovered that as much as 94% of Finnish consumers 12 years or over read newspapers and magazines on a weekly basis. Percentage for digital media is 59%, which has remained almost equivalent for the past couple of years. However, use of tablet or smart phone as a device for reading newspapers and magazines has increased significantly. Weekly use of tablet as a device for reading newspapers and magazines has increased from 1% (spring 2011) to 7% (fall 2012) and use of smart phone from 8% to 18% altogether in only two years' time. According to Saara Itävuo, the Marketing and Research Manager of Aikakausmedia, new ways of consuming media arise along with technological advancements and in the near future, simultaneous and overlapping use of multiple media channels is a growing trend. Therefore print media will not simply disappear but continue to co-exist with digital media channels. Print and digital forms of media do not force an either/or decision, but they actually complement each other's and reinforce further cooperation and development. (TNS Gallup 2012b, KMT 2012) In fact, digital reading functions as an initiating element in the overall consumer reach of magazines and newspapers. Digital reading either complements or replaces reading of print magazines and newspapers. For example, consumers may read a traditional print newspaper in the morning, and at the same time follow the information flow via digital devices throughout the day. Complementary digital reading is particularly typical for daily newspapers. When it comes to the consumption of daily newspapers 36% read only digital, whereas 44% prefer reading print. In average for one fifth of the consumers print and digital complement each other's, meaning they read both digital and print daily newspapers. (TNS Gallup 2013)

Advertising is changing along with media's digitalization. (Almamedia 2013). Despite consumer's increased interest towards digital newspapers and magazines (KMT 2012), print media still represents the most common way for

advertising in Finland with a 54.1% share in 2012. However, KMT annual research discloses a decrease in both newspaper (-8,1%) and magazine advertising (-7,0%). (TNS Gallup 2012). Actually, print advertising receives the utmost positive reactions from consumers, while for example direct advertising generally receives negative perceptions. (Almamedia 2013) Nevertheless, digital, and particularly mobile advertising are increasing at an extremely fast pace. Total amount of mobile advertising in Finland was 17 M€ in 2012, which corresponds to 69% growth in only one year. (Mainonnan neuvottelukunta 2013) In the future, mobile advertising is expected to grow exponentially, and especially location-specific advertising has a massive potential for development. (Almamedia 2013) The market continuously demands for more information, and for example media's transparency, decision-making procedures and environmental impacts are increasingly important in consumers' consumption decisions. (Almamedia 2013)

4.2. Data Collection

The interview consisted of a predetermined set of themes to be reviewed, however detailed arrangement and order of questions was to be decided subsequently. Laddering technique, which discloses consumer's perceptions for product attributes and values they represent, was utilized in order to probe for more specific answers and motivations for particular attitudes and behaviors. (Solomon 2013, 166-167)

Existence of social pressure is self-evident especially when the topic of the research relates to sensitive values and reflections in behavior. In fact, often in consumer surveys and questionnaires related to CSR the interviewee answers the questions based their perception of an *ideal* situation or on how they *wish* the case would be with issues related to social responsibility. Ethical consumption is a socially valued mode of behavior, and interviewees often exaggerate their answers under social pressure. Contradiction between principles and attitudes opposed to actual functioning in purchase situation is often prominent. (Joutsenvirta et al. 2011, 197) Hence the results of several consumer surveys are confusing: consumers demand for more responsible products, but when it comes to the actual purchase behavior, the role of CSR in

decision-making process is still minimal. Therefore qualitative, semi-structured interview technique for research is the furthestmost appropriate. Semi-structured interviews began with collecting background information, such as age, education, occupation and household size. Background questions were followed by an introduction to the topic of media consumption, and questions, such as frequency of consumption and overall daily consumption time separately for both digital and print media. More specific patterns and customs of consumption for both channels, and reasons for preferring one medium channel over another were identified. At this point the purpose was to discover how informants generally consume media and utilize its different channels, and to reveal the underlying reasons for doing so. From there on, the interview continued with the theme of environmental responsibility related to media consumption and market's perceived environmental friendliness of both print and digital media. Moreover, the interviewees were asked to justify their answers and the questions and their answers were reinforced with laddering technique with a purpose of discovering the underlying reasons for the particular answers. Furthermore, personal consumption habits and norms of behavior were discovered through questions regarding environmental commitment of every day consumption activities. At this point the purpose was to distinguish consumption values, and particularly make a distinction between the significance and weight of functional, emotional and social consumption values. Finally, at the end the real purpose of the interview was revealed and discussed with the informant.

Since the research on ethics-related topic is sensitive and vulnerable in nature, great emphasis must be placed in data collection. For the study to be reliable and to reduce the social pressure the interviews will be conducted in face-to-face situations preferably in a familiar and relaxing environment. In addition, a semi-structured, open interview provides the interviewees with a trusted environment which does not create a pressure to "do or say the ethically right thing". The purpose of the atmosphere and the trusted environment is to encourage consumers to be as open and honest as possible. For particularly sensitive questions, it is useful to refer to other consumers instead of directly interpreting the behavior of the interviewee. (Öberseder et al. 2011, 452) In the beginning of the interviews, the consumers were carefully informed about the theme, however, the real purpose was not revealed until the interview was

completed. The interviewees were advised the purpose of the study was to investigate their opinions and consumption habits regarding print and digital media, with no reference to environmental responsibility. When the interviewees are not aware of the purpose of the research, they will provide objective views and more honest opinions related to their views and perceptions.

Experiences and knowledge of participants are a phenomenon of interest and a criterion for selection of the sample in qualitative studies. (Thompson & Walker 1998, 66) Purposeful sampling represents a non-probability sampling technique, in which research informants will be deliberately selected based on the qualities they possess (Tongco 2007). Moreover, through purposeful sampling the selection of informants depends of what types of representative perspectives are desired (Creswell 2013, 100). The selection of the individuals through purposeful sampling is dependent on the information and understanding the informants possess related to the central phenomenon of the study (Creswell 2013, 156). Purposeful sampling assures a diverse sample, which provides a versatile understanding of the varying needs of different customer segments. One of the characteristics of qualitative research is a thorough analysis of a small sample. In fact, scientific prospects for the sample are quality and extent, instead of quantity. (Eskola & Suoranta 1998, 18)

Purpose of analyzing qualitative data is its clarification and thus development of novel information around the research topic. (Eskola & Suoranta 1998, 137) Although there are numerous methods for analyzing qualitative data (Eskola & Suoranta 1998, 160), Hirsjärvi et al (2008, 219) classify methods for data analysis into two groups: explaining (1) and understanding (2) of the phenomena. This study utilized the method of understanding the phenomena. Analysis of qualitative data and interviews is a process beginning with transcription and reading of the data. Second, the data is classified and categorized with a purpose of finding connections and relations. Finally, the data is coded and reported in written format. (Hirsjärvi & Hurme 2001, 144)

4.3 Overview of Respondents

Purposeful sampling based on the qualities of the interviewees (Creswell 2013, 100) enabled a collection of a diverse sample which, in turn, delivers a versatile understanding of the phenomena and a thorough analysis of a small sample, which is one of the most fundamental characteristics of a qualitative study (Eskola & Suoranta 1998, 18). Sampling of this study is based on both interviewees' consumption of print and/or digital media and level of environmental commitment. Sampling based on environmentally responsible consumption enabled a versatile understanding of different green consumer segment. Various media consumption habits were also important because of first, the reliability of the study and second, to gain as complete understanding of media consumption as possible. The respondents were found through personal relations of the researcher. Yet, the interviewees did not personally know the interviewer. According to Creswell (2013, 81) recommended amount of individuals selected for in-depth interviews is 5 to 10. Diverse sample of informants is pursued in order to gain a versatile understanding of the needs of different consumer segments. Therefore the sample is comprised by a total of 20 informants, which is divided into two end-consumer segments based on the age of the informants. First group consists of young adults aged 18-25 years and the second of middle-aged consumers at the age of 45-60 years, which, according to the Oxford English Dictionary, is defined as the middle age (Oxford Dictionaries 2007). The purpose was to sample the population efficiently and reach an accepted level of quality and reliability on both end-consumer segments. Execution of the interviews took place during weeks 36, 37 and 38 in 2013, and their duration varied from 11 to 46 minutes. The interviews took place in Helsinki, Finland and were conducted via telephone, which, according to Drever (1998), is a decent and time-efficient method to conduct semi-structured and structured interviews.

Respondent	Age	Gender	Date of Interview	Duration of Interview
A	23	Female	3.9.2013	15 min
B	21	Female	3.9.2013	18 min
C	23	Male	4.9.2013	25 min
D	21	Male	6.9.2013	23 min
E	20	Male	5.9.2013	23 min
F	21	Male	5.9.2013	16 min
G	21	Female	6.9.2013	14 min
H	23	Female	6.9.2013	11 min
I	25	Female	10.9.2013	16 min
J	18	Male	12.9.2013	15 min
K	52	Female	5.9.2013	33 min
L	50	Female	6.9.2013	17min
M	53	Male	6.9.2013	14 min
N	50	Male	10.9.2013	12 min
O	48	Female	10.9.2013	20 min
P	58	Female	10.9.2013	24 min
Q	48	Male	11.9.2013	14 min
R	45	Female	11.9.2013	18 min
S	47	Male	12.9.2013	17 min
T	56	Male	16.9.2013	46 min

Table 1. Summary of Respondents and Interviews

The study reaches for an efficient sampling of the population and high level of quality and reliability. However, as the sample is comprised by 20 consumers, it is unmanageable to achieve the highest degree of reliability. The sample of the empirical analysis was comprised by altogether 20 individuals, who were categorized under two consumer segments based on the age of the respondent, each segment represented by 10 interviewees. First segment consisted of young adults at the age of 18-25 years and the second group was comprised by a segment of middle-aged consumers 45-60 years old. Mean value for the age of young adults was settled as 21.6., and for middle-aged the equivalent was 50.7.

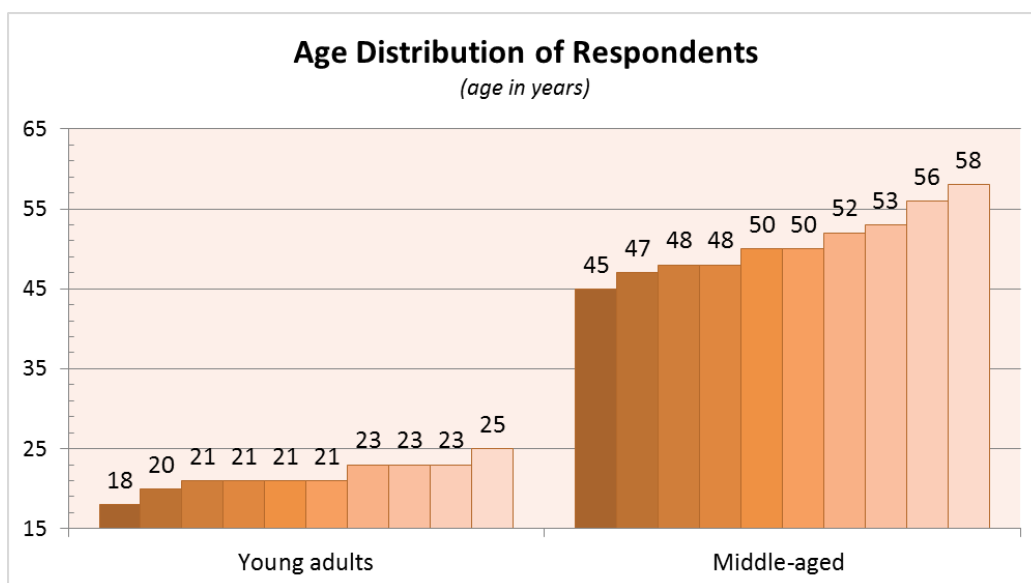


Figure 8. Age Division of Respondents

Background regarding the respondent's level of education was diverse in both end-consumer segments. High School educational background covered half of the young adults' segment. Vocational college was represented by one consumer, and three respondents had completed either bachelor's degree or a polytechnic university. Finally, one respondent had finished a master's degree or higher level of education. For the segment of middle-aged consumers, two respondents had finished the compulsory, or in other words primary school. Out of the ten respondents, three had a background of high school or vocational college. Two interviewees finished a bachelor's degree or polytechnic university, and finally, three respondents had a master's level or higher degree.

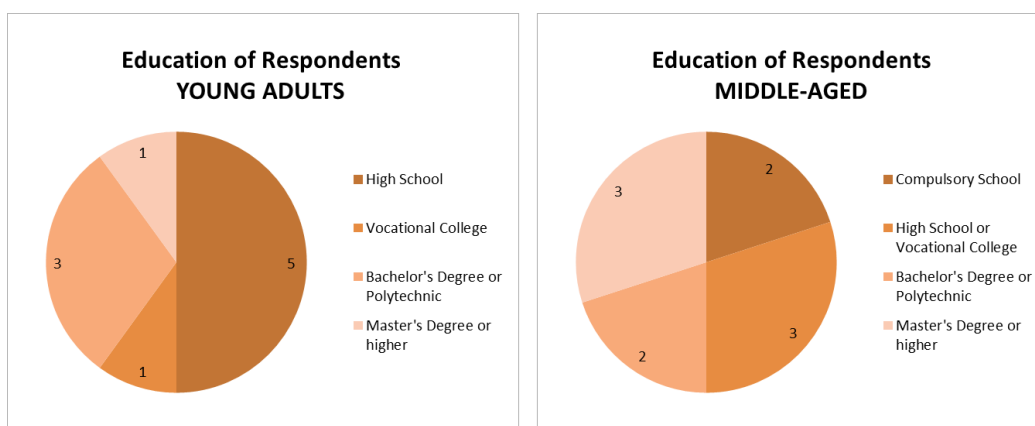


Figure 9. Education of Respondents

Gender was distributed precisely as half of the respondents as regards of both consumer segments represented females and the other half males. Two thirds of the young adults were students, which is explained by their young age, however, approximately one third of them were working full time. Both young adults and middle-aged were living in a household of approximately two individuals in an average. Only a couple respondents shared a household with children, as majority were living either alone or with a partner.

4.4. Overview of Respondents' Media Consumption

Research and analysis on the consumers' daily media consumption habits disclose both the quantity of times and the amount of time consumed per singular usage both in average. This analysis focuses on the consumption of both traditional print and digital newspapers and magazines from the perspective of two consumer segments, young adults and middle-aged consumers. The purpose is to discover their daily media consumption patterns.

The results indicated all of the 20 respondents consume newspapers and magazines on a regular basis. In addition, majority uses both traditional print and digital mediums for consumption of newspapers and magazines. However, two interviewees communicated they do not consume digital newspapers and magazines of any kind. Equivalent coverage for print mediums was 100%.

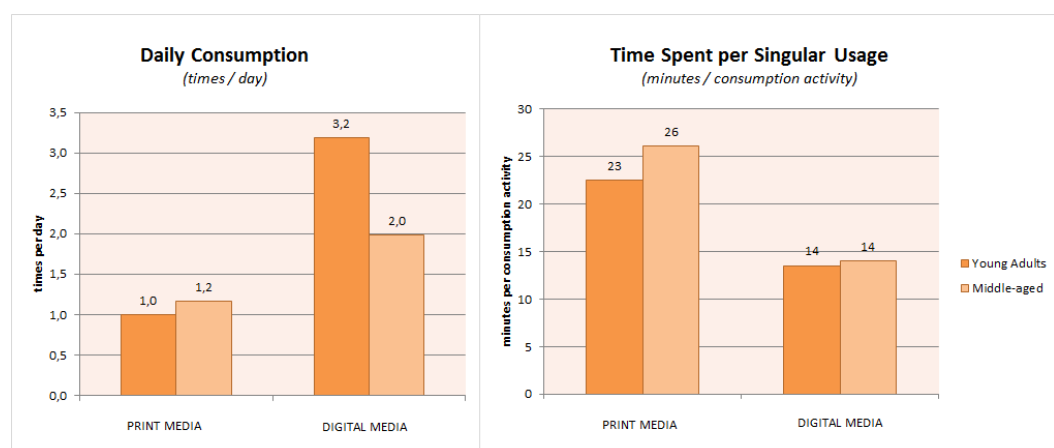


Figure 10. Daily Consumption Time in Quantities and Minutes

First, the frequency of daily media consumption varied significantly among the respondents. Consumers use print media on average once a day and per singular usage they spend approximately 25 minutes reading print newspapers and magazines. Frequency of daily consumption for print digital media was on average two and a half times a day. However, the time consumers spend reading online newspapers and magazines was only nearly half of the time (14 minutes) compared to print media. Despite digital media's frequency in consumption, consumers tend to spend much less time reading digital newspapers and magazines per single use. Online forms of newspapers and magazines are more likely to be consumed several times a day, but for a shorter period of time. Correspondingly, traditional print versions of newspapers and magazines are consumed less frequently, but often with more dedication time-wise. In comparison of the two consumer segments, middle-aged consumers spend their time with both print and digital newspapers in average 46 minutes and young adults 54 minutes on a daily basis.

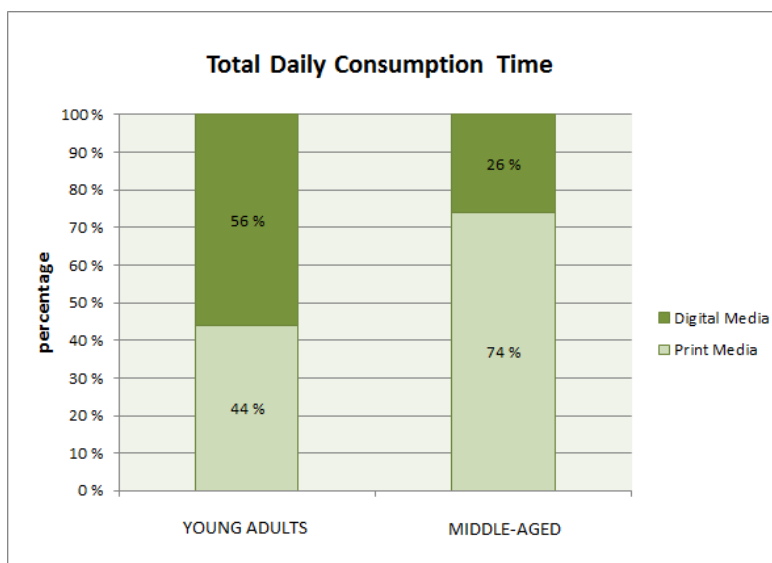


Figure 11. Total Daily Consumption Time

The results demonstrate there is noticeably substantial variance in the ways consumers use different media channels. In comparison of print and digital media the consumption patterns evidently indicate use of digital newspapers and magazines typically takes several times a day for a relatively short period of time at once. Print newspapers and magazines, on the other hand, are more likely to draw consumers' attention for a longer period of time at once, but in

average only once a day. The research indicated that print media is richer especially when it comes to the depth of the contents, which in return, leads to in increased time used with the media at once as demonstrated in the figure 10. Simultaneously, consumers use digital media up to 3 times more per day in comparison to print media. However, the time spent with print media per singular usage is nearly double the amount that with digital media.

To conclude, the comparison of the consumer segments of young adults and middle-aged consumers disclosed stimulating details about media consumption patterns. The distribution of total daily consumption time varied considerably concerning print and digital newspapers and magazines. Both young adults and middle-aged consumer segments favor digital over print mediums as it comes to the quantity of use. Among young adults digital medium are clearly more frequently consumed. However, the time consumers use among the medium varies if favor of print newspapers and magazines. On average the time spent among print mediums per singular usage is nearly double the time of digital equivalents. Total daily consumption time (in hours) demonstrates middle-aged consumers use print mediums slightly more than digital ones. In the case of young adults only one fourth of the total daily consumption time is dedicated to print newspapers and magazines.

4.5 Influence of Consumption Values on Media Consumption

According to Mayton et al. (1994) and Howard (1977), every individual has a specific value structure according to which they make consumption decisions. Chapter two carefully elaborated the purpose and formation of values in our everyday decisions and behavior. Indeed, our personal value structure causes us to pursue different attributes in daily consumption activities and, in turn, influence the formation of our consumption values and perceptions of product benefits (Lai 1995, 382). This chapter analyzes the results of the data collection regarding functional, social and emotional values in consumption activities and more specifically their influence in consumers' media consumption. Analysis includes first an introduction to the addresses value through environmental consumption perspective followed by the perception of media consumption.

4.5.1 Functional Value

Functional value is defined as *“the perceived utility acquired from an alternative’s capacity for functional, utilitarian or physical performance”*. (Sheth et al. 1991, 160). According to Green and peloza (2011, 50) functional attributes and rational thoughts dominate the consumption decision-making process especially when purchasing utilitarian items, in which self-oriented value is highly prominent. (Green & Pelozo 2011, 50).

Functional Value Provided by Environmental Responsibility

Naturally, functional value is what determines much of any purchase activity. You are in need of a product or service, and you select the one that fits your needs in the best possible ways. Hence, one of the functional aspects consumers use as a criterion is naturally the value of the product. Value represents characteristics related to what consumers gets in return for their financial investment. However, value and environmental aspects of a product can complement each other’s. For example, energy efficient home appliances often provide a good value for the money for consumer. Simultaneously, energy efficiency is an environmentally friendly characteristic of a product. Therefore multiplicity of consumption values is evident, as consumer might value both financial and environmental aspects simultaneously. Hence, environmental benefits alone rarely function as a driver for consumption, as functional and financial values often dominate the consumption process. However, as this research indicated, environmental responsibility does, in fact, deliver multiple values for consumers.

One of the multiple functional values consumers anticipate is those related to financial aspects of a product or service. Indeed, financial resources or sometimes financial constraints are one of the key matters in determining perceived functional value in consumption. In fact, economic factors and finance had a major influence in decision-making and hence the effect of other determinants such as environmental friendliness was often limited. This analysis categorizes financial motivational factors as a perceived functional

value due to its rational aspects and functional attributes in decision-making process.

Consistencies regarding the respondents' answers were identified in the role of functional values in consumption decisions. Overall, functional consumption value clearly dominated the drivers for behavior. Interviewees repeatedly considered financial aspects as a primary motivation for their purchasing activities. For example, when respondents were asked to justify why they do not consider the environment in house-hold related energy consumption, the justification was clearly that of financial reasons – as the electricity and water bills were not considered a remarkable expenditure. In other words, the price often overpowers the environmental benefits of a product or service. However, if there is an alternative available with similar features a competitive price, consumers often choose the environmentally more responsible option. Environmental friendliness of a product was perceived as a definite bonus by majority of respondents, instead of it being a major driver for consumption. However, it does deliver added value for some consumers and therefore has an influence in determining consumption decisions. Hence, environmental aspects do not act as a primary driver for buying a particular product, but greenness is definitely a source of added value for a consumer.

E: Decision for selecting my electricity provider was not based on environmentally friendly produced, for instance wind powered electricity but rather on cheapest deal I got. (...) Again if I can get organic or fair trade goods with relatively comparable price I will choose them. I do not own a car. I bike to the school and to the store, however rather for financial reasons than environmental reasons. The carbon blue print is not the primary reason for me not owning a car but the fact that it is expensive to own one.

R: Yes. Our house is energy efficiently designed, for instance our windows are designed to preserve energy more efficiently. (--) I think those two (environmental responsibility and financial reasons) go hand-in-hand. For such a small size house owner it is

always a financial question, but the environmental aspect played a role too. However the financial reason was the dominant.

Additionally, a few respondents mentioned they usually prefer consumption of public transportation over private cars. When they were asked to describe the reasons, all of them answered they prefer public transportation because less effort is needed in traveling from a place to another and therefore it is easier to travel by train or bus instead of a private car. Another reason for preferring public transportation was, again, financial: traveling by bus is less expensive than by car on your own. However, consumers generally perceive public transportation as a better alternative for the environment, which was also mentioned by several respondents as one of the reasons, although not *the* most important one, for preferring that particular mode of transportation. However, a couple respondents surprisingly identified the primary reason and driver for their choice of transportation was environmental. Dispersion among the consumers is clearly notable, which also highlights the differences between different consumer segments based on their environmental commitment and segmentation.

K: For a business or an educational trip I rather choose a train over a car travel because it is more convenient but also because it is less polluting.

Recycling, unlike several other activities, is nearly in all cases dependent on environmentally friendly attitudes and consumer's will to conserve the natural environment. Since recycling does not usually cost anything, it provides trustworthy results of research on consumption values from a neutral perspective in which economic factors such as lack of financial resources are excluded. However, a will to recycle does not always result in actual process of recycling. Several consumers stated they should probably do more to conserve the environment, but they felt it takes too much effort to take the metal and glass, for example, to a recycling station.

The effort to take responsibility over consumption habits seems to be one of the most important reasons why consumers are not considering the environment as much as they would want to. Indeed, consumers generally feel like it takes too much effort to take into account the environmental consequences of their actions. Recycling is one example in which generally a consumer who cares about the environment sometimes might not take the initiative to recycle. First, you need to take the effort to sort the recyclables and second, take them to the recycling center or equivalent. This action, according to the respondents, takes too much effort and therefore it is not consistently practiced by even those who really care about environmental conservation and acknowledge its importance. Several respondents honestly admitted the primary reason for not recycling was simply laziness.

I: If a glass, or for instance a battery recycle containers are not located by the trash stationary it takes too much effort to seek one (for dumping the recyclables).

Environmental responsibility is a source of added value for consumers. However, when it comes down to financial aspects, only a few respondents were willing to actually pay for environmental responsibility. Majority stated if the product characteristics and financial investment would be equal, they would choose the environmentally friendly alternative. However, green alternatives often tend to exceed the “regular” alternative in price, which in most cases is the most important purchase criterion for Finnish consumers, at least now that the world’s economic situation is relatively unstable. Personal financial situation of a consumer greatly influences the consumption decisions they make. For example students have a tight budget to live within, which they must consider in nearly all purchases, and therefore environmental aspects are often left without much attention.

E: I take the environment in consideration if it is not financially more expensive. In daily purchase decision making, I for instance compare the life line of an energy saving pulp with a traditional pulp. If it compares with the purchase price I naturally choose the energy saving light pulp. In this financial situation the price is more important driver than environmental friendliness.

While great majority of the interviewees stated they care for the well-being of our natural environment, yet surprisingly a few respondents honestly admitted they didn't truly consider nor care for the environment. In fact, a couple respondents simply and honestly stated they do not care about our natural environment, and they do not make consumption decisions based on environmental aspects. However, simultaneously nearly all of the interviewees who admitted they do not really care for environment ironically stated they probably should begin considering the environment. This is a representation of a clear contradiction in values and behavior, which is also introduced as the value-attitude-behavior gap. Value-attitude-behavior gap indicates consumers demonstrate positive attitudes towards environmentally responsible companies, but the attitudes do not transfer into concrete purchase decisions. (Öberseder et al. 2011, 449-457) The gap was identified among the sample and empirical analysis. Great majority of the interviewees who admitted they do not do much to conserve the natural environment indicated they probably should begin considering the environment more in their daily decisions and consumption habits.

Out of the respondents who admitted they do not consider the environment in their daily lives there were two clear drivers of decision-making and behavior, which were found to have a greater influence over decision-making than environmental aspects. According to the results, a typical reason for not considering the environment was simply laziness or a feeling that it takes too much effort to do so. Hence behavior and decision-making is often based on egoistic needs. Also the more environmentally oriented consumer segments felt the major reason for not doing more in order to conserve our natural environment was to do with functional attributes. For example, traveling by train is commonly acknowledged to be a green alternative for transportation. However, sometimes the motivation and driver for favoring for example train traveling is simply functional.

Functional Value provided by Media Consumption

Green and peloza (2011, 50) mention functional attributes and rational thoughts dominate the consumption decision-making process. The process of media consumption does not directly refer to “purchasing of utilitarian items”, however, the consumer choice of media consumption patterns concerns an assessment of its utilitarian performance. Additionally, media consumption unquestionably delivers self-oriented value to consumers. Hence, functional value is expectedly considered as one of the determinants in consumer media consumption patterns.

The role of functional value is undeniably self-evident in many consumption decisions and situations. Expectedly, functional value was correspondingly recognized in consumers’ media consumption. Following patterns and classifications were identified during the process of analyzing the empirical evidence. Generally, most of consumer behavior relates to a concrete need and therefore functional values are derived from products and services as the following description of the interviewee J characterizes:

J: Well, when doing groceries the functionality comes first. What do you buy and for which purpose.

Functional value was, in fact distinguished by 100% of the respondents regarding media consumption and a choice between print and digital media. Repeatedly, both forms of media were justified as a more functional form, naturally depending of the consumers’ preferences. Review of the consumption motives as well as the consumption time both on daily basis and time per singular usage describe the variables of the consumption patterns of two consumer groups, young adults and middle-aged consumers.

Necessity of an actual choice between one another was questioned as both print and digital newspapers and magazines are functional and practical in various different situations. Digital media is preferred by especially young adults for various different reasons. For example, digital media is, according to several answers, very practical medium when you are “on the run” or you want to access the latest news or other up-to-date information. Small size and

portability of a digital device such as smart phone or tablet makes digital media easy to take with you wherever you go. Respondents also described digital media as versatile and fast, and among digital newspapers and magazines it is effortless to find the content you are particularly interested in. Consumption of digital media is, additionally, more spontaneous and less bound to a place. It is, in fact, a common way to spend time when you don't have anything else to do, or alternatively, when you are waiting for something. However, contradictions exist as a small number of respondents also described print media as a practical and functional medium especially when travelling.

R: Digital media is convenient for checking out news updates on for instance on catastrophic events, then I choose digital media for sure. When it is important to know quickly what's going on or find news updates in fast pace then I choose again digital.

Print media, on the other hand, is present in consumers' daily life especially during the mornings and the weekends. Why is it in particular that time of the day when consumers prefer reading print? Some rationalize this type of behavior through a pleasant and comfortable feeling provided only by a paper version of a newspaper. Besides, if you read a paper version you can wrap the paper, and go back and forth as you wish. Traditional print newspaper is "very present" and you can always effortlessly return to an article you found interesting. Interviewees H, I, S and T describe how print media is in their opinion more pleasant than digital:

H: I am not sure... sometimes when having a cup of coffee on a summer morning it delivers a nicer feeling to read news from the traditional print newspaper.

I: Maybe it is somehow easier and more convenient to read it on a paper than scroll some screen.

S: ... The paper is substance. It is there. One can grab the paper and have a quick look. Feels like it is easier to go back spend time with the print (paper).

T: While lying on a bed, head on a pillow, nothing compares to a print paper. It is essential for my life... It feels so cozy. One can bend it as pleases.

Indeed, the selection of medium and the description of its functional value are relatively complex and multidimensional topics. One clear classification on functional value was logically the role of economic factors as a source of functional value. This was identified as another source of functional value and a hence a motivation for consumers to either favor print or digital media. In fact, several consumers mentioned economic factors as one of the reasons they tend to consume digital media. When a paper version of a newspaper or magazine is bought, a consumer pays a particular price per each publication. In other words, the more you read the more you consume money. However, when equivalent publications are read online they are frequently free of charge. Therefore it is financially rational to choose digital when it comes to financial aspects.

E: One doesn't need to spend money on a (print) paper subscription when nearly the same articles can be found online for free.

P: As a poor and stingy person I do not buy tabloids but I am paying for an internet anyhow so therefore I read them online.

4.5.2 Social Value

Social value is defined as “the perceived social utility acquired from an alternative’s association with one or more specific social groups”. The social value of the product or service is obtained through association with positively or negatively stereotyped socioeconomic, demographic and cultural-ethnic groups. (Sheth et al. 1991, 160). This section of the empirical analysis elaborates the ways in which first, environmental responsibility and second, media consumption provides social value for the consumers in their consumption activities and everyday lives.

Social Value provided by Environmental Responsibility

According to the theoretical analysis, while CSR provides functional value, it also delivers social value for consumers. In addition the previously mentioned functional value, environmental responsibility clearly provides consumers with additional social value. Various interviewees, when asked about the reasons for considering the environment, answered they behave the way they do in some cases because of social aspects. Through social interaction we are both influenced by, and have influence over other humans. We continuously distribute and receive stimulus that plays a part in determining human behavior in general and also related to pro-environmental behavior and attitudes. Interviewees especially in the young adults segments mentioned external influence such as education, media, friends and family as major contributors in the formation of their own opinions, attitudes and values.

A: Yes, maybe I think about it (environment) a little more than I used to but I could care for it even more. I am not throwing thrash out on green. (Why?) Maybe it has been in talks more frequently, it has surfaced more.

According to the interviewees, there clearly is an existence of social pressure towards a more pro-environment behavior. The way other individuals perceive you, your value structure and through that your behavior, influences the way you behave. Therefore, consumers as social creatures modify their behavior according to what they feel is socially acceptable. This refers to social value derived from particular actions. In this case, the particular action refers to pro-environmental consumer behavior initiated by social value.

Social value, however, can be gained through alternative approaches. First approach refers to the expectations of the public. Sustainability and well-being of the environment has received great amount of publicity in the recent years, hence consumers feel like they have to, or rather they want to follow the “trend”. Consequently, contributing to the well-being of our natural environment

creates social value through the mental state of being a part of something such as a community, and the feeling of being accepted.

H: I think about the environment somewhat. I am now having headaches over it though. (Why?) Well, for the sake of environment. Because environment is on news and research has been made (on environmental aspects) therefore I want to take part in environmental friendly activities too.

Another approach to gaining social value is created through personal relationships. Respondents of the survey recognized a situation in which they modify their behavior because of the pressure brought up by their close ones such as family members, partners or friends, whose opinions made a difference for them. They felt like they deserved the respect of their close ones when they altered their behavior towards a direction which was approved by them. Even for consumers who do not otherwise consider the environment, existence of social pressure, either provided by the public or personal relationships may redirect their behavior into being more sustainable.

J: For example, if everyone could recycle their kitchen waste (garbage) and so forth. (Why?) It is naturally important to care for the environment but maybe even greater reason for me is that I get called out if I am not recycling our waste.

D: (...) I must have heard the importance of environment aspects and these horrific warnings of what will happen unless we take a better care of our environment. It (acknowledging the importance of environmental aspects) must come from all the way back from the elementary school times, other peers and through my family. Environmental issues are ever present and all. Thus environment is important and I also believe it is important.

Consumer choice sometimes relates to a situation in which a consumer carefully assesses alternatives before making a decision. From time to time, according to Mittal et al (2008) consumer choice represents patterns of learned

behavior, in which a consumer decision-making is guided by their external behavior. This can be followed by a situation in which a learned behavior becomes a habit, and it no longer needs external reinforcement. One respondent clearly explained patterns of learned behavior becoming a habit, although being himself unaware of the reasons behind his behavior:

C: ... and also such basic concepts in saving electricity as switching the lights off when leaving the room, not to spend a whole lot of excess water while showering. (Why?) I would normally answer to save money, however they are included in a fixed price in student rent, therefore it is a learned manner from childhood. I was taught to act so by my parents. I am not sure if I think about the environment so much as I act. It is more case dependent. I am avoiding wasting electricity as I have been taught to do so. I can't say I am overly thinking about the environment, it comes natural to me. (...) Financial aspect is really not the reason for me (in purchase decision making). I am not sure what really is.

Social Value provided by Media Consumption

Theoretical analysis introduced the three-fold typology of values, which include functional, social and emotional consumption values. Functional value was undoubtedly distinguished as a determinant in consumers' media consumption. Additionally, the influence of social value was explored.

Social value partially refers to patterns of learned behavior, as the previous chapter concerning the role of functional value presents. As mentioned, learned behavior can occur in several ways. One of them is a situation in which a consumer has developed a particular pattern of behavior through social interaction and social experiences with one or more specific social groups. This particular pattern refers to a choice of print or digital mediums and their perceived social convenience compared to an alternative. Social convenience of the medium is assessed by a consumer, who may either value or ignore social aspects and expectations.

Social convenience was assessed from the viewpoint of both young adults and middle-aged consumers. Especially within middle-aged consumers the print versions of newspapers and magazines were overruling the consumption of digital equivalents. This was confirmed by the interviews with the respondents. Considering the existence of digital media in general in the past, the result is logical. For the middle-aged consumers digital media has only been an alternative for a couple decades, and hence print mediums are generally more familiar to the age group.

R: Actually they (print newspapers and magazines) offer more convenient ways in any situation. I read the news through a printed newspaper. For me it is the most common channel in general for any situation. Naturally the reason is that I have a subscription for home. My generation in general or at least I think I am a part of the generation for whom it is more convenient to grab the printed newspaper. It is so substantial.

However, young adults have been influenced by digital media for most of their life, and are generally very familiar with it. In fact, several representatives of the segment young adults perceived print media as old fashioned and a couple interviewees could not find any conditions that would actually make print media in any ways more convenient than digital, as the respondent E describes:

E: I don't prefer printed media in any situation, it is stupid... It is so old fashioned, waste of paper I would say. The information path slows down when one has to produce the print and then run for deliveries. In digital media one can access news in real time. That is why I don't think printed media is smart.

Unquestionably, young adults deeply prefer digital media in particular situations. In addition to the functional attributes, the consumption of media refers to social convenience. Among young adults, it is socially expected everyone has a smartphone and/or a tablet. This creates a certain social pressure, which also influences the way consumers use their smart phones

and through that the ways they consume media. In fact, most of the young adults answered they have a smart phone which they use to access digital mediums.

We as human creatures have a need of social acceptance. One of the features making us socially accepted is that we are aware of what is happening around us. This refers to for example following the news and being generally sophisticated and having up-to-date information of the timely and present topics. This information is delivered to consumers by print and digital media, among other channels. Both middle aged and young adults consider digital media valuable especially when a consumer needs or wants to obtain up-to-date information rapidly, or additionally, when there are continuous updates concerning the information.

In general, it is important to be aware of the hot topics. On the contrary to the social aspect, media consumption also provides consumers with self-oriented value. Indeed, the choice of media consumption is often self-oriented. This takes place simultaneously with the social value, and the patterns of behavior are constructed through a relatively complex combination of social convenience, self-oriented value as other aspects. The result is dependent of the value structure of the independent consumer along with cultural and other internal and external characteristics.

B: When I got nothing to do (I consume digital media) or when I am busy or when I want to keep myself up-to-date on what is going on. So basically, when having time in short or having nothing to do. (Why?) It is fast, and fast to consume too, I don't need to use a lot of effort to do so. One can also spend a variable amount of time with it, more or less. All in all, it is versatile.

4.5.3 Emotional Value

Emotional value represents “the perceived utility acquired from an alternative’s capacity to arouse feelings or affective states”. (Sheth et al. 1991, 160).

Emotional value derived from environmental responsibility refers to association with an individual's emotions.

Clear emotional connections to environmentally oriented consumption values were recognized among the interviewees. Emotional connection and motivation for pro-environmental behavior relates either to ethics and morality or to sustainability in consumption for the sake of the well-being of the consumers their selves as well as the future generations and offspring. Ethics and morality as a source of emotional value is distinguished when consumers perceive green alternatives as desired because of the feeling of an enhanced conscience. In other words, making more sustainable choices in consumption makes consumers feel better about their selves for doing so and hence they can live their everyday lives with a cleaner conscience. On the contrary, if consumers acknowledge their consumption decisions are clearly harmful to the natural environment, they may feel bad about their selves because of the conscious choices they make. Pro-environmental consumption behavior delivers emotional value through a better self-image and conscience, because consumers feel better about their selves when making the right decisions based on their best knowledge and interests.

C: Environmental responsibility is not the main reason (for buying recycled materials) but it is evident. One feels in good spirit when not having bought a new (things). It is not necessary the reason though, it can be the financial benefit or it could be that one is in need for a used good, for instance something old like that vintage radio we own. One could not get that brand new anymore. That can be the motivation behind the reason. Basically, one didn't have to buy new, and then one feels in good spirit. (Why?) It feels good to find something someone else didn't find use anymore, but then I could still find use for it. It is great when finding for instance a barely used jacket that could have been too large for the previous owner and then it fits me well. And the jacket did not end up in a dumpster because it is totally usable. It is good that someone else is ready to give away something that could be useful to another. That is a great thing.

Another perceived emotional value derived from environmental responsibility is a will to conserve the environment for the sake of wellbeing of the human race and to sustain the nature as it is for the offspring and future generations. Whereas all plants and species are an interconnected part of the nature, so are human beings as well. The outcome of the empirical analysis also marked that when we take care of the natural environment which we are a part of, all parties will win, and through that the nature is a better place for us to live in. Emotional connection with the “Mother Nature” was brought up by one respondent, when clarifying the reasons for her committed pro-environmental behavior.

H: Yes, I think about the environment and take it in consideration, for instance when recycling. (Why?) I feel in better about myself when preserving the environment even at some level. When one's actions can make a difference in own living habitat. When one has heard so much on environmental discussion it leads for more pro-environmental actions.

K: It (environment) is absolutely important to me. I believe without the mother earth there would be no motherland. And if we wouldn't preserve it, life wouldn't go well. Environment is important to me. (Why?) Without the nature we wouldn't be here. If we would not preserve our globe, it would not go well. Nature provides us air, if we let it breath, then it provides us with clean nutrition to stay healthy and feel good. It is essential and it is a vital condition for us.

Several respondents mentioned one of the reasons for considering the environment was their concern over the well-being of their offspring and future generations. Actually, for many interviewees, it was the most important reason and a primary driver for behavior, and particularly for those who have children its consequence weights significantly. They were genuinely worried about the future state of our planet, and concerned of whether or not the nature will stay green for as long as their children and grandchildren are occupying the planet Earth. If the nature stays clean it makes the Earth a better place for us and the future generations to live in, and we will all have the opportunity to enjoy the

natural environment. Concluding, the emotional value derived from environmental responsibility relates predominantly to the wellbeing of individuals their selves, but even more so for their children as well as upcoming future generations.

L: It is important, and we could each try a little harder (to preserve our nature) to avoid extensive polluting. (Why?) We all have children, and they have children, to keep this earth green for a long time.

P: I think about my potential offspring. If they could experience the same clean environment we still have.

Corporate image influences the way consumers perceive a particular company and its operations. Especially nowadays that environmental consciousness of the market is increasing corporations are emphasizing the capacity of CSR in their communications and marketing. Notifications of the interviewees included comments concerning public images of companies and ways the consumers perceive them. For example, one respondent remembered a case in which he evaluated the environmental friendliness of a company and its products based on its eco-friendly campaigns based on voluntary, instead of obligatory operations forced by the law. However, eco-friendly advertising, even if the contents are forced by the law, is generally perceived as a positive influence in the overall corporate image and reputation by the market.

C: Basically, when corporations display ad campaigns it influences me. Being aware of environmental campaign by a corporation affects my purchase likelihood or if that corporation has done a pro-environmental act without being enforced by a law or legislation to do so. For instance, an act to cut the excess pollution is positive and could influence my behavior.

Consumers also seem to perceive corporate environmental consciousness as a benefit highlighted especially in advertising, which in turn increases the market's knowledge regarding pro-environmental consumption. Greenness of a

product is often not, however, the number one priority in consumption decisions, but quite every so often consumers recognize an environmental certification, for example, in the product packaging and therefore make a decision for the favor of a greener alternative. This applies predominantly in situations where the overall value of the product aspects are evaluated by the consumer and the greenness delivers more value relative to financial and other product features and aspects.

D: I feel it is an advantage (being certified by an environmental label). When making a decision between two alternatives and the other one has a green friendly label on it the choice is obvious. I will go for that one. Nowadays, I feel so many things are environmental-friendly, so I obviously buy those products too. I am not particularly always looking for the green alternative, but I can tell that many of the products are being certified with all sorts of labels. For having an environmentally friendly product is not the most important purchasing criteria however it is an advantage point when making a purchase decision.

On the other hand, some respondents answered felt they did not want to purchase products that harm the environment, but simultaneously they did not particularly favor environmentally friendly products or services either. The need also determines the motivation for consumption and how a consumer evaluates the alternatives. For example when purchasing a car functional features most likely have the most influence on the purchase decision. However, when purchasing daily goods such as milk, fruit or bread the product features are more or less similar, and therefore the threshold for favoring green and environmentally friendly products is lower.

C: I cannot say that I buy environmentally friendly products simply for buying pro-environmental products. I don't want to buy any products that harm the environment. However, I am not buying pro-environmental products just to do so. If I would buy a car, I wouldn't buy it based on environmentally friendly features. Of course, one could prefer environmentally friendly products, for instance those biodegradable bags. If that is more

environmentally friendly over a plastic bag it is an advantage. How to define that and how much it (purchase decision) can be influenced, for instance, when buying a carton of milk. It is hard to consider it (environmental friendliness) with each purchase. It is an advantage but I don't think about it with each product a buy.

Overall, environmental aspects in consumption are often perceived as a *secondary* criterion after the price of a product. Excluding a couple exceptions financial aspects principally determine the purchase process and evaluating among alternatives.

Emotional Value Provided by Print and Digital Media

Along with functional and social consumption values, emotional consumption value was correspondingly distinguished within empirical evidence regarding consumers' media consumption and the choice of medium. The weight of emotional value, however, was limited.

Indeed, consumers make decisions based on emotional motives, even though the motives are sometimes based on unconscious matters. One example is a situation in which a consumer behaves on a certain way because of routines. Emotional stability is often provided by the routines that have been developed either based on conscious or unconscious needs. Nonetheless, majority of the interviewees could not rationally justify the way they chose between print and digital media. Instead, a certain choice of consumer behavior seems to be, in fact, rather often based on a habit instead of a carefully analyzed decision. This is reflected in the comparison of the two age groups: more than half of young adults tend to prefer digital media, while only one-third of middle aged consumers favor digital media according to the total daily consumption time. Emotional value is certainly provided by a routine as the interviewees K and O explain:

K: It (reading a print newspaper) is a rite. It is a routine to start the day off with a right leg. First off, it is nice to pick up the paper from the mailbox. It is a fresh news paper with fresh coffee, you sit and read in all serenity, it is your mind controlling and getting

peacefully ready for the day. --- I usually don't even turn on the TV or radio in the morning. It is the time of the day to wake up in peace and the newspaper is the most suitable option to pair the coffee with.

4.6 Influence of Consumers' Green Segmentation on Media Consumption

Theoretical analysis elaborated the attitudinal differences of consumer segments and derived the market into five diverse green consumer segments based on the theory of the Natural Marketing Institute (NMI 2013). The most environmentally committed consumers are the Lohas segment which shows strong attitudes towards the planetary, as well as their personal well-being (French & Rogers 2010). The "sustainable mainstream" consists of the naturalities, drifters and the conventionals (Rogers 2010). Finally, the unconcerned is the least environmentally committed green consumer segment. This section of the empirical analysis distributes the respondents into the NMI's green consumer segments. The sample of 20 respondents was categorized under the previously mentioned five consumer segments based on the respondents' value structure and their level of environmental commitment.

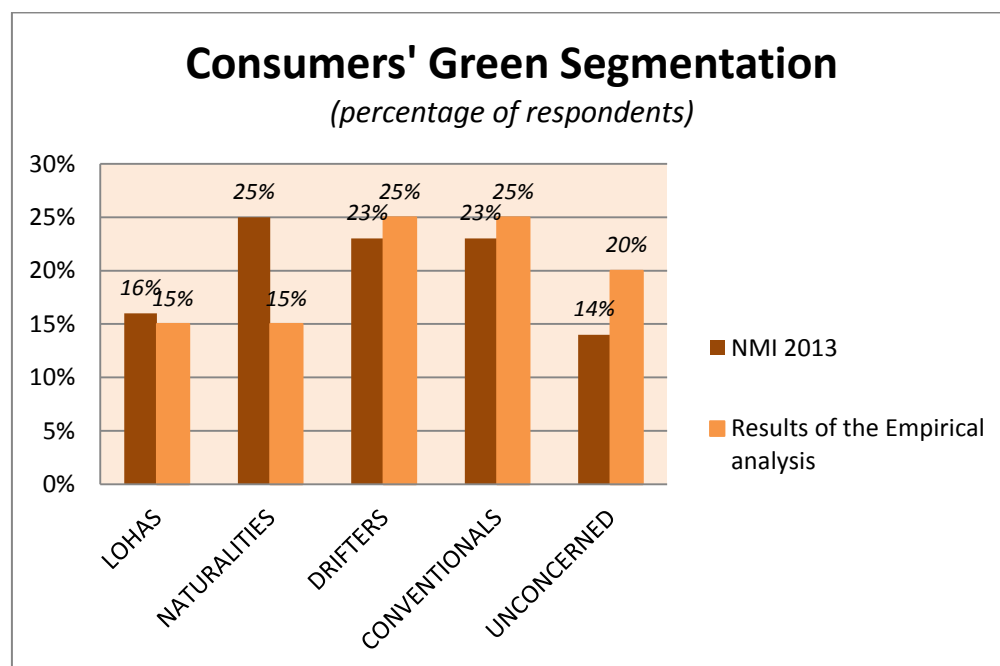


Figure 12. Consumers' Green Segmentation

The figure 12 demonstrates the distribution of the five green consumer segments first based on the theory of the Natural Marketing Institute (NMI 2013) and furthermore on the results of this empirical analysis. The empirical results indicate relatively similar distribution and representation of all five green consumer segments. However, the representation of the most environmentally committed consumer segments is slightly smaller in the empirical results of this thesis, when contrasted with NMI's theory. Accordingly, the least committed consumer segments such as The Unconcerned and The Conventionals are represented by a greater amount of respondents.

Distribution of consumers into green consumers segments was based on the interviews and the ways consumers describes their daily consumption behavior. Attention was paid particularly in the initiative and interest consumers take towards environmental aspects when making decisions regarding consumption of products and services. The purpose was to identify functional, social and emotional consumption values and based on that, distribute the consumers into green consumer segment. Reflection of the answers and stereotypes of NMI's green consumers segments enabled a categorization of the interviewees. After consumption values were identified, they were divided into primary and secondary values based on the level of its influence. Consumption of media was analyzed both from the perspective of daily consumption time and selection of print of digital media. Media consumption is reflected with the green segmentation of the respondents.

	AGE	EDUCATION	GENDER	GREEN SEGMENT	PRIMARY CONSUMPTION VALUES	SECONDARY CONSUMPTION VALUES	TOTAL DAILY CONSUMPTION	DIGITAL	PRINT
K	52	Master's Degree or Higher	Female	Lohas	Emotional Functional	Social	50 min	10%	90%
O	48	Vocational College	Female	Lohas	Functional Emotional	Social	30 min	40%	60%
T	56	Master's Degree or Higher	Male	Lohas	Functional Emotional	Social	30 min	0%	100%
B	21	Bachelor's Degree or Polytechnic	Female	Naturalities	Emotional	Functional	2 h	70%	30%
L	50	Vocational College	Female	Naturalities	Emotional	Social Functional	45 min	50%	50%
P	58	Bachelor's Degree or Polytechnic	Female	Naturalities	Functional	Emotional	30 min	50%	50%
D	21	High School	Male	Drifters	Functional	Emotional Social	15 min	75%	25%
F	21	Vocational College	Male	Drifters	Functional Social	Emotional	2 h	50%	50%
H	23	High School	Female	Drifters	Social	Emotional Functional	25 min	40%	60%
M	53	Compulsory School	Male	Drifters	Functional	Emotional	1 h	50%	50%
S	47	Bachelor's Degree or Polytechnic	Male	Drifters	Functional	Emotional	1 h	30%	70%
C	23	Bachelor's Degree or Polytechnic	Male	Conventionals	Functional	Social Emotional	2 h	67%	33%
E	20	High School	Male	Conventionals	Functional	Emotional	30 min	90%	10%
G	21	High School	Female	Conventionals	Functional	-	10 min	30%	70%
I	25	Master's Degree or Higher	Female	Conventionals	Functional	Emotional	30 min	50%	50%
R	45	Master's Degree or Higher	Female	Conventionals	Functional	Social Emotional	1.5 h	5%	95%
A	23	Bachelor's Degree or Polytechnic	Female	Unconcerned	Functional	Social	15 min	70%	30%
J	18	Vocational College	Male	Unconcerned	Functional	Social value	1 h	70%	30%
N	50	Compulsory School	Male	Unconcerned	Functional	-	5 min	0%	100%
Q	48	Vocational College	Male	Unconcerned	Functional	-	45 min	30%	70%

Table 2. Overview of Respondents' Demographics, Consumption Values and Media Consumption

The Lohas

Lohas segment refers to “lifestyles of health and sustainability”. Lohas consumers typically care about the environment and often consider environment in consumption decisions such as choosing organic alternatives and purchasing energy efficient home appliances. The motivation for such behavior, however, varies greatly depending on the needs of an individual consumer. This empirical analysis indicates a percentage of 15% (respondents K, O and T) for the Lohas segment, whereas NMI’s green consumer segmentation demonstrates very similar results in the proportion of Lohas consumers (16%). All of the Lohas consumers were middle-aged (48-56 years), majority had higher education and two out of three were female consumers.

The previously described stereotype of a Lohas consumer takes place in this research in the case of the three interviewees. All three consumers described their consumption pattern in a way which clearly confirms the stereotype takes place in this case of this empirical study. The consumers were interested in both planetary and personal well-being. They were also highly interested in educating their selves more about environmental matters. Consumer decisions of the Lohas consumers were based on values and beliefs, which in this case were demonstrated for example in purchasing of organic products. In addition, all the respondents mentioned they want to choose alternatives that are better for the environment and they are not, at least constantly, affected by premium pricing. For the Lohas consumers, all three forms of consumption values were recognized. In particular, multiplicity of values was emphasized. This suggests environment provides Lohas consumers with multiple values: functional, social and emotional.

O: Yes, it (the environment) is important. We waste so many natural resources. Waste is everywhere... And we are not making use of it as much as we could. I wish for the upcoming generations the Earth would still exist and they could as well experience the pure nature as it is and live decent lives. That is the most important thing for me.

Despite being the most environmentally committed consumer group, Lohas consumers explained they are unable to consider the environment is all behavioral aspects. However, for some it does provide personal contradictions with conscience.

T: For example switching from electric heating to geothermal heating or making a window renovation with a purpose of preventing the loss of heat, those are unreasonably expensive investments. In that sense the most cost-effective choice is to waste energy and be unethical instead of considering energy efficiency. Just like global markets are driven by money and they set up production facilities in countries with the lowest costs, I am also compelled by money, and I make decisions about for example house heating systems in accordance with global markets, in disregard of ethical aspects. I have to say in that sense I am not a very good person. But that's how it seems to be, unfortunately. Again, these are issues you'd rather keep out of your mind. But still I got to be honest with myself and admit this is the truth.

However, the consumption values and hence the motivation for Lohas consumers varied only slightly. Functional and emotional values were identified as primary consumption values, and in all cases social value was distinguished as a secondary value for Lohas consumers. In regards of media consumption, Lohas segment prefers print media over digital. In fact, out of 20 interviewees only two respondents answered they only consume print media. In other words, they do not consume newspapers and magazines in any digital forms. One of them was a Lohas consumer. Overall, print media was undoubtedly more common as a medium for Lohas consumers in comparison with digital media. In addition, Lohas consumers use both print and digital media altogether 30-50 minutes daily.

Naturalities

NMI's categorization describes the Naturalities as the largest segment (25%) out of the five green consumer segments. In this empirical analysis, Naturalities were represented 15% of the interviewees (B, L and P). They were all women and two out of three were middle-aged. Their educational background varied from vocational school to degrees in Bachelor's Degree or Polytechnic.

The primary consumption values for Naturalities were dominated clearly by emotional and additionally by functional values. Protecting the environment is driven by primarily personal health and hence consumption of natural and healthy consumer goods is common among Naturalities. This was confirmed by the empirical results. Naturalities want to eat healthy food for the reason that it makes them feel good, which is, in return, reflected by the dominance of emotional value. The three Naturalities were indeed, focused on their personal health and less committed to environmental responsibility in a holistic sense. Greenness of a product is more likely to be a source of added value instead of a primary motivation. Actually, motivation for greenness often lies in other than environmental reasons. In fact, natural consumption is in some cases driven by agrarian traditions, instead of environmental responsibility. This applies especially to consumers living in rural areas. (Joutsenvirta et al. 2011, 202) The following answer of respondent P describes well this particular phenomenon.

P: Usually I prepare my food almost from the scratch. I often prefer domestic vegetables and I try to avoid prepared food. I am old and I have gotten used to preparing my own food. And when I do so at least I know what I eat.

For the segment of Naturalities as well as other segments, the motivation for green consumption is frequently based on learned behavior and habits. Emotional value was without hesitation the value dominating the behavior of Naturalities.

Media consumption patterns of the Naturalities indicate there are not significant dissimilarities in comparison of print and digital media within the segment. The

Naturalities consume both print and digital media practically equally. The daily consumption time is higher than average varying from 30 minutes to 2 hours, overall counting for higher than average consumption time of both print and digital newspapers and magazines.

The Drifters

Somewhat dissimilar to Naturalities, Drifters acknowledge many environmental issues, but their attitudes do not always translate into actions. This empirical study categorized 25% of the respondents under the segment of Drifters. NMI's research in 2013 indicates comparable results with a equivalent portion of 23%. The segment of Drifters included five interviewees (D, F, H, M and S). Four out of five were male respondents, and overall majority had lower than average education. Both middle-aged and young adults were represented.

Attitudes of the Drifters show interest towards pro-environmental behavior. However, the concrete actions were only to some extent environmentally conscious. Social and functional values were dominating the decision-making processes of the Drifters. Based on the answers this empirical analysis concluded one of the primary sources of motivation for Drifters was to gain and maintain a socially acceptable image. Therefore they are sometimes involved in recycling, consumption of green products and other environmentally friendly consumption activities.

H: There has been lots of discussion about it (environmental responsibility). That has motivated me in making decisions that are more environmentally friendly.

H: I am not having headaches over it, but yes indeed I do think about it (the environment). (Why?) Just for the sake of the environment. After all I have heard about so many news and studies about it have been done, so I also want to be involved in environmental responsibility.

Additionally, functional value was one of the major drivers for behavior. Many of the Drifters felt they wanted to do more, or they even should do more, but they reasoned they did not have chance to do so at the moment. They were also concerned about financial aspects and felt they did not really want pay a premium price for a green alternative.

H: Yes I do think about it (the environment), but right now I am not able to carry it out the way I'd want to. In regards of commuting, currently I have so much to do all over the city that I don't see bicycling or walking, for example, are simply even viable options.

Surprisingly, emotional value was also distinguished among all respondents. Similar to the Naturalities, Drifters reasoned considering the environment makes them feel better about themselves.

H: If I take care of the well-being of the environment, even to some extent, I think it makes me feel better too. Considering it (the environment) also enhances your surroundings and all other aspects.

Especially for the consumer segment of Drifters social acceptance is highly valued as a driver for behavior. Hence the existence of social pressure may cause interviewees to exaggerate their answer according to an ideal situation, or how they wish the case would be (Joutsenvirta et al 2011, 197). This applies especially ethics-related interview topics such as this thesis. In fact, the dilemma was clearly recognized as one respondent wanted to be perceived as an environmentally conscious consumer. The interview included several questions regarding concrete examples of pro-environmental behavior with a purpose of demonstrating consumption patterns in realistic sense, which revealed the dilemma. The segment Drifters shows no obvious consistencies in the segments' media consumption patterns. The way Drifters consume media varies among the individuals. The proportions of print and digital are to a certain degree equal. Their daily consumption time varies expressively from 15 minutes to 2 hours on a daily basis.

The Conventionals

The drivers for behavior of the Conventionals are very diverse to the Drifters even though consumption behavior of the two segments has very similar characteristics. Compared to NMI's categorization percentage of the Conventionals (23%), this thesis demonstrates consistent portion of the segment (25%). The segment of Conventionals was comprised by a very diverse sample of five respondents: C, E, G, I and R. Both young adults and middle-aged as well as male and female interviewees with all types of educational backgrounds were categorized under this segment. According to the results, no typical demographic background characterizes the green segment of the Conventionals.

Even though the Conventional do not typically show environmentally concerned attitudes, their behavior patterns indicate environmentally responsible activities such as recycling, resource-efficiency and other practically oriented activities. Indeed, functional value was distinguished as a primary motivational value for all the respondents. The Conventional are very practically oriented as consumers and they tend to make decisions primarily based on functional instead of emotional or social values. For example in regards of electricity consumption, the primary driver for consumption is financial. However, environmental responsibility is considered as a benefit even though it is not the major factor influencing decisions.

E: A laptop I bought is quite energy efficient, meaning it consumes very little electricity. If I can recall right recycled materials were also used in the production of the laptop. Energy efficiency appealed to me because the battery lasts longer. Though, my top priority was not the environment, but in fact battery life and electricity expenditure.

G: Actually, it (the environment) is not particularly important. Interfered by topics such as saving money and such it is often left without consideration. Maybe I sometimes consider it but not always knowingly.

Despite the functional motivation for consumption, well-being of the nature in the future provokes Conventionals with emotional and social consumption values. Majority explained they wanted to do their part for the sake of well-being of the nature. In fact, they mentioned even an individual can make a difference in the big picture.

I: Surely even one individual can make a difference. Simple actions just as recycling... or if everyone at least tries a little... it all makes a difference. Of course you don't always have the time or drive to do that, but doing as much as you can also has an effect. (Why it is important?) The big picture is constructed by a actions of all of us, so we shouldn't think why should I when no one else does, because we are all a part of the big picture.

Patterns of learned behavior were also recognized as a source of motivation for the Conventionals.

I: I am in so much of a hurry all the time that I really do not have time to think about it (the environment). I am also used to buying specific brands and products so I don't really think about the environmental aspects.

The consumer segment appears to regularly consider the environment. However, they have several diverse sources for their motivation. Functional value was identified as the primary consumption value for the Conventionals. Analysis on the media consumption of the consumer segment demonstrates similar results. The Conventionals justify the use of especially digital media through its convenience and price. Two out of five Conventionals favor digital media when it comes to the total daily consumption time. Similarly, two out of five prefer traditional print media. For all of them, primary motivational driver for the particular consumption patterns is functional consumption value.

The Unconcerned

The least environmentally committed consumer segment, the Unconcerned (A, J, N and Q), demonstrate representation of 20% opposed to NMI's representation of 14%. Three out of four were male respondents. However, their demographic backgrounds were diverse including both young adults and middle-aged from different levels of educational backgrounds.

All of the unconcerned were somewhat similar in behavioral sense, meaning they are not particularly interested in making consumption decisions based on environmental aspects. Their decisions were clearly driven by functional matters, such as convenience and price. In addition, complying with laws and regulations was naturally a driver for behavior.

N: No, I do not consider the environment. Maybe I should, but I do not. I do not buy organic or local food, but instead I buy what I feel like buying. I buy good food. I don't pay attention to the origins, whether it comes from Finland or China, or the price in a matter of fact doesn't interest me. I don't really think about the environment at all.

The Unconcerned willingly discussed about their behavior, and they were primarily open about admitting they do not really consider the environment. In addition to financial aspects, simply lack of interest and the effort it takes to for example recycle were defined as drivers for not environmentally conscious behavior.

N: Principally yes. But I am not the type of a person who considers the environment. I leave it for other people to consider. I won't be here in 200 years, so the environment doesn't really interest me.

Indeed, functional value was dominating many different aspects of consumption decisions and behavior. Unexpectedly, social value was identified as one of the behavioral drivers by as much as half of the Unconcerned.

N: I am not very excited about it (sorting out bio waste), but nowadays there is this law that you have to have bio containers. Also my wife has taught me and through that I have a better understanding and I have also started to take little steps of action.

N: Saving energy is a habit I have learned since I was a little child. We were taught to always turn off the light in rooms we are not using. (Why?) I'm sure it's because of financial reasons. But then again, I have been taught so since I was a child. At the end it is not really about whether the electricity bill is 22 or 23 euros, but it is more like a learned habit.

Patterns of learned behavior were also recognized as a source of motivation for the Unconcerned. Stimulating details about the segment of the Unconcerned were recognized in regards of their motivation for particular consumption decisions. Some admitted they simply do not care about the environment. Some, however, mentioned they were not currently making decisions based on environmental aspects, but they were actually a little interested in doing so. This may be a result of personal interest, of social pressure. This implies there is a possibility of a transformation in behavior because of the attitudinal aspects, which are often replicated in behavior.

A: Yes, I do consider it (the environment) more all the time. In the past I have not considered it very much, but I do think about it more, and I do have a lot to improve in that sense. Nowadays I no longer throw trash in the streets. (Why?) Because there has been more conversation about it. Maybe I consider it more because there has been so much talk about it.

Out of the 20 respondents only two mentioned they did not consume digital newspapers and magazines in any forms. One of them was a Lohas consumer, while the other was categorized under the segment of the Unconcerned. They demonstrate the extremities in the green segmentation. However, the way they consume media is relatively similar in regards of the form of medium. Their total daily consumption time varies significantly: The Lohas consumer

consumes media in average 30min per day while for the Unconcerned consumer the corresponding consumption time is only 5 minutes daily. Two out of four under the segment Unconcerned prefer digital media due to its convenience. Overall, their daily consumption time varies from 5 minutes to one hour, counting for an overall lower than average consumption time.

4.7 Influence of Perceived Environmental Responsibility on Media Consumption

Chapter three of the theoretical analysis explained the complexity of environmental impacts of print and digital media. Objective perspective on the topic included a thorough elaboration of previous studies in the field. This was concluded with an overview of the environmental advantages, disadvantages and opportunities of both print and digital media. Furthermore, subjective elaboration on the topic included a consumer perspective of media's environmental responsibility. This perspective was focusing particularly on the individual perception of consumers. This refers to how consumers understand traditional print and digital forms of media in regards of environmental aspects regardless of objective facts.

Overall the topic of media's environmental responsibility aroused plenty of opinions, beliefs and attitudes for the favor and against of both forms of media. As many as there were respondents, there were also subjective perceptions of the topic. In comparison of print and digital media, results of the empirical analysis indicate all interviewees except for one perceived digital media as better for the environment. However, the justifications and explanations varied considerably, which demonstrates the complexity of the issue.

Most of the interviewees were able to find both positive and negative influences for both print and digital media in regards of their environmental impacts. However, digital media was, perceived by some respondents, perceived as not at all harmful for the environment.

D: I think it (digital media) is totally environmental-friendly.

S: I think in the end digital media is a greener alternative, because it doesn't misuse natural resources.

The perception of digital media's advantages for the environment lay predominantly in the lack of physical waste. Additionally, the development process was perceived as good for the environment because digital newspapers and magazines are not physically produced the way print products are. Also the hype about how print products consume trees affects the way consumers perceive digital as a greener alternative.

G: Well, sure they are environmentally friendly, because they do not require production in any ways. They are just in a digital form.

N: I am sure it is. Based on what I have read in the newspapers, digital media is more ecological.

The fact that a consumer needs a device to read digital was brought up by many respondents, because energy is required first for production and second, for the use of the device.

B: They (digital newspapers) do not require any paper at all. But then again of course you need an electronic device, which also consumes environmental resources.

L: I think it (digital media) is a greener alternative, because a computer or any other digital device is not disposable like a newspaper is.

Use of a digital device aroused many opinions and environmental responsibility of digital media was challenged because of that. Indeed, respondents had differing perception about the environmental impacts of the digital device for reading newspapers and magazines. One of the perceptions was that the life cycle of a digital device is nowadays very short, which is perceived as waste of energy and natural resources. However, another perception was in favor of the life cycle of a digital device in comparison to a disposable print equivalent. If

the life cycle of for example a laptop is five years, it is perceived as a good alternative for print media due to its relatively long life cycle.

B: In the end I guess digital media wins. (Why?) Because it does not require any paper at all. Surely it would be good to think through the short life-cycle of electronic devices and the waste they produce. But in short-term it would probably be a greener alternative to give up paper.

K: It depends on the use of the device. Nowadays people dispose their smart phone at a very fast phase. They may be discarded and replaced with a new one only after one year's usage time. That is a terrible waste of energy.

Overall, consumers distinctly perceive digital as a greener alternative. However, less than half of the respondents brought up the issue of energy consumption, which is probably the biggest concern of digital media in regards of its environmental impacts.

R: Of course you need to keep in mind that energy use is one form of consumption as well. Overall, if you think about the amount of waste, I think it (digital media) is a more environmentally responsible option. Sure use of information networks and the Internet also consumes energy. But on the other hand, print products also require energy for production.

Out of those who mentioned the issue with energy consumption, a few highlighted the matter regarding the source of energy. Some respondents disclosed the source of energy had influence on the overall environmental impacts of any form of media, however, especially for consumption of digital media. Intricacy of the influence of energy sources was also addressed.

K: I guess the origins and the ways of production for electricity as well as digital devices matter. In other words, use of electricity

and devices and through that consumption of energy is seldom environmental-friendly.

P: Well. If the electricity is produced with bio waste, then it is ok. But if it's produced with nuclear power I am not sure if is any longer ok. All in all, it is a two-edged sword.

One respondent was able to provide a rather comprehensive explanation of the whole life cycle of digital newspapers and magazines including the production, maintenance, consumption and dispose of the product.

E: Yes it (digital media) is more environmental-friendly. Sure server houses and all consume ridiculous amounts of electricity, but still I think it is more environmental-friendly than print media. (Why?) First of all, digital products do not require mechanical transportation, but instead they are distributed through fiber optical cable and bit networks. Also no equipment for printing is needed.

Although consumers unquestionably perceived digital as a greener alternative, they also found print media has several environmental advantages. Sustainability and recyclability was perceived as one of the biggest environmental advantages of print mediums. It was understood and explained by some that print is based on wood, which is a recyclable renewable resource.

S: Well, yes it (print media) is (environmental-friendly). Nowadays they are all recyclable, so in that sense they are ok.

K: Somehow my common sense tells paper is better for the environment, because it is reusable and recyclable. On the other hand, if you burn them, it harms the carbon cycle. All in all, these issues are very problematic.

Naturally, print media produces waste. However, the waste in a physical and visible form is tangible and hence more present and relevant for consumers.

Physical paper waste was repetitively mentioned by respondents as one of the major environmental disadvantages of print media. However, the way the waste is disposed has a great influence on the footprint it leaves behind. In addition to the paper waste, by-products of paper production, such as ink and printing were mentioned. Some consumers were worried about mixes of paper and plastic, which results in reduced possibilities for recycling the product. In addition to the physical waste, print media naturally requires during its whole life-cycle. However, many consumers were focusing of the disadvantages of the physical waste and did not address other aspects, such as energy consumption in production and other stages of its life-cycle.

I: As such they are if they are appropriately recycled. In that case I don't think they are harmful to the environment. So is depends on how they are dealt with after they are discarded.

However, there were some respondents who thought about the entire life-cycle of print newspapers and magazines, and they mentioned production of paper creates pollution along with deliveries of the physical papers.

L: It (print media) sure generates waste. Production of paper, right from the beginning, causes pollution. Also transportation and deliveries and such have an influence.

The interviewees disclosed diverse opinions and attitudes concerning media's environmental advantages and disadvantages. Although the interview did not include a direct question about how perceived environmental responsibility influences media consumption, some respondents took the initiative to disclose the topic. Beliefs and attitudes were, again, diverse and were explained through environmental advantages of both print and digital. Despite the perception of print media's environmental disadvantages, reading of print newspapers and magazines was not perceived as a violation or offence towards the environment.

C: In my opinion it (print media) is not as environmental-friendly as digital media. It is most likely not the main reason for global

warming, but it is amongst the reasons. Having said that, I don't perceive reading of printed newspaper as a severe environmental violation.

Perception of print and digital media's environmental responsibility was also analyzed from the perspective of the various green consumer segments. Lohas consumers primarily provided relatively thorough elaborations to the advantages and disadvantages of both forms of media. They were well aware of the life-cycle of both print and digital newspapers and magazines. They also provided realistic examples of the energy it requires to produce maintain and dispose both print and digital products.

T: Digital is perhaps better for the environment. I am not very well informed about that matter, but the understanding that I have is definitely in favor of digital media. I try not to think about that, because wasting of paper causes conflicts with conscience.

T: Well, their only downside is that that they are printed on paper. Sure carbon footprint of a print newspaper is radically greater than that of a digital version. But the thing is your principles get crushed under aspects such as emotions and comfort. That is a contradiction. It is definitely a contradiction that you want to overlook. (...) Certainly, its (print media) carbon footprint is heavy. On the other hand, digital forms of media do not have those downsides, but due to routines and habits, I act against my principles. It is sad, but true.

Depending on the individual, the Naturalities perceived digital as either much better (B & L), or only as only slightly better alternative (P). Emotional and functional values influence the consumption of Naturalities in general. All respondents consume digital either an equal amount or more in comparison with print. Drifters generally perceived digital as a much better alternative, as it does not create any waste. All Drifters mutually agreed digital newspapers and magazines do not harm the environment, because they do not create waste of any kind.

S: Well, it is as simple as that as they (digital newspapers and magazines) do not generate any type of waste at all.

The Drifters also emphasized the reason print media is inferior for the environment is principally because of the paper waste it generates. Some of the Drifters also openly admitted they do not know much about the environmental impacts of print and digital media. This segment is driven by primarily functional and social values. They perceive digital media as much better alternative. Nevertheless, their behavior does not generally indicate preference of digital newspapers and magazines.

Green segment of the Conventionals make consumption decisions primarily based on functional value, which was also witnessed in patterns of media consumption. The Conventionals did not principally prefer forms of digital media even though they perceive it as better for the environment. In fact, their overall consumption was divided almost equally between print and digital media. However, their perception of environmental responsibility varied from the Drifters quite radically. In comparison, the Conventionals acknowledged the problems of both print and digital media in a further holistic sense, and they brought up many issues regarding the paper waste and energy consumption with print products. Yet, majority instantaneously mentioned they had concerns with the digital newspapers' and magazines' excessive energy consumption.

Discussion about the environmental responsibility of print and digital media with the Unconcerned focused primarily on the waste production of print media. They perceived print is ok for the environment as long as the paper waste is properly recycled. However, one respondent did mention digital media consumes energy because you have to use a digital device to access the digital newspapers and magazines.

J: Sure they (digital newspapers and magazines) are also environmental-friendly, because the only thing they consume is electricity when you read it on a laptop.

5 CONCLUSIONS

This final chapter of the research provides a summary of both the theoretical and the empirical results with a discussion of the association regarding applied theories and practice. Moreover, reliability and validity of the study is assessed. Managerial implications deliver real-world examples on how to utilize the outcomes of this thesis for corporate purposes. Finally, suggestions for further research are provided.

RESULTS AND DISCUSSION

Elaboration and reflection of the theories and empirical results deliver responses to the research questions. The main research question is considered after all sub-questions are first countered. In addition, reliability and validity of the research is assessed. Finally, managerial implications based on the findings are proposed.

How do Functional, Social and Emotional Consumption Values Influence Media Consumption?

Empirical analysis confirms the findings of the theoretical analysis regarding the five-fold typology of consumption values and their co-existence (Sheth et al. 1991). Out of the five consumption values, CSR or environmental responsibility provides three types of values for consumers: functional, emotional and social. However, consumption values are often in co-existence, meaning consumers derive several types of values simultaneously from their decisions and activities. Values often influence behavior through a relatively complex combination of for example social convenience, self-oriented and functional value as well as cultural and many other aspects. Theoretically, it is optimal for consumers to maximize all consumption values. However, in reality consumers are often willing to accept less of one value in order to gain more of another. Based on the empirical analysis, consumers possess functional, social and emotional consumption values, which were divided to primary and secondary consumption values depending on the motivation of the respondent. According to the results, functional value was clearly dominating consumption behavior.

Despite of that, emotional and social consumption values were also recognized as the primary values within the sample. In some cases, there were no other values identified as causal sources besides for functional value.

Generally, rational thoughts dominate the consumption decision-making process. This also implied in media consumption. When making decisions concerning media consumption, consumers assess utilitarian performance of both print and digital media. Utilitarian performance of media refers to the features consumers find value within the usefulness, practicality and other functional features of the choice of medium. In comparison of forms of print and digital media, consumers generally preferred print because of several reasons. Evidently one of them was simply a habit and a learned pattern of behavior. Other reasons were a pleasant and comfortable feeling provided only by a paper version of a newspaper and the fact that you can wrap the paper, and go back and forth as you wish. Digital media, however, was described as versatile and fast. Consumption of digital media is generally more spontaneous and less bound to a place. Financial reasons were for several consumers as drivers for consuming digital media because they are usually accessible online for free. The interviews undoubtedly confirmed the capacity of functional value in overall consumer decision making process as well as in the decisions regarding media consumption.

In addition to functional value, either emotional or social value or in some cases both were distinguished as drivers for consumption decisions for majority of the respondents. According to Festinger's social comparison theory (1954), evaluation of the self is based on comparison to others. The comparison and duplication of behavior takes place especially with people who have similar personal demographics and features such as age, personality and attitudes. In fact, the meaning of group or social identity over an individual's personal identity is, in many cases one of the most powerful predictors of compliance to socially accepted norms. Indeed, we are influenced by, and have effect over other consumers through social interaction. According to the empirical analysis, external factors such as media, friends and family contribute in the formation of consumers personal attitudes and through that consumption decisions. This was identified especially among the segment of young adults. Indeed,

sometimes consumers develop particular patterns of consumption based on social interaction and social experiences. Perceived social convenience of an alternative is assessed by a consumer, who may either value or ignore social aspects and expectations in media consumption. The segment of young adults perceived print media generally as old-fashioned. Social consumption value is provided as it is generally anticipated everyone has a smartphone. This social assumption naturally influences media consumption. On the contrary, middle-aged consumers demonstrated patterns of learned behavior particularly in regards of reading print newspapers and magazines. For the middle-aged consumers digital media has not existed for very long and hence print mediums are generally more familiar to the age group.

Several types of goods and services are associated with emotions, and hence deliver emotional value for consumers. Emotional value does influence the way consumers behave. Routines, such as reading a print newspaper always in the morning seem to provide consumers with emotional comfort. Routines, familiar environment and staying within the boundaries of your comfort zone do, indeed, create a feeling of emotional satisfaction for consumers. Media consumption and a choice of medium does arouse feelings and in particular, affective and emotional states of mind. Concluding, an association of emotional value and media consumption is distinguished. Nevertheless, rational choice of either print or digital medium was not consistently acknowledged as the choice seems to be rather often based on a habit instead of a carefully analyzed decision.

How does Perceived Environmental Responsibility of Print and Digital Media Influence Media Consumption?

Chapter three elaborated the consumption patterns of media and recognized the notable change in the consumption of particularly digital and print mediums. According to numerous surveys concerning market's media behavior, the attractiveness of digital mediums is aggressively increasing whereas print

media is going through a challenging phase in which its relevance and necessity is assessed and questioned by the market.

Environmental responsibility of both print and digital mediums was objectively assessed. Vast majority of consumers acknowledge the existence of environmental problems in their considerations. Several interviewees also highly appreciate the natural environment and feel they should do more to conserve it. Environmental responsibility of print and digital media aroused many dissimilar opinions and perceptions. Obviously, both print and digital media have environmental impacts (New Page 2010). Print media is generally perceived as the environmentally destructive opinion because of the physical paper waste it produces. However, digital media also has environmental impacts of which, however, the average consumer is not well aware of. Whereas digital media does not create paper waste, it requires massive amounts of energy to run digital devices and servers hosting digital magazines. Print media, however, is based on wood, which is one of the rare totally renewable, recyclable materials. Despite of that print products naturally consume energy as well for paper production and other processes. According to previous research (Nguyen 2010), the average consumer does not have a comprehensive understanding of digital media's full life cycle, which includes many unsustainable characteristics. The empirical results indicate consumers were able to distinguish some environmental advantages and disadvantages for both print and digital media. However, a small part of the sample stated digital media only has environmental advantages. This perception is predominantly dependent on the lack of physical waste for digital newspapers and magazines. Consumers definitely perceive digital as a greener alternative. The issue of energy consumption was brought up by less than half of the respondents. However, some of them did challenge the matter regarding the sources of energy. Despite of that, many consumers focused solely on the disadvantages of physical paper waste and other aspects, such as energy consumption in production and consumption as well as energy consumption in other stages of life-cycle were not addressed. Majority of consumers are relatively unaware of print and digital mediums life-cycle and hence the public does, indeed, lack a comprehensive understanding of their environmental consequences.

However, egoistic and relatively self-interested needs such as laziness often overshadow the will to take action and actually take the thoughts into a practical level and to implementation. Moreover, many representatives of the sample admitted their intentions and interests did not always meet their consumption habits. Perceived environmental responsibility of print and digital media did not resemble in a corresponding choice of medium. Even though consumers generally perceive print as a worse alternative for the environment, some consumers indicated they still did not perceive consumption of print media as a violation or offence towards the environment

How do Consumers' Environmentally Responsible Consumption Influence Media Consumption?

Natural Marketing Institute (NMI 2013) identifies five different consumer segments based on environmental responsibility and commitment of consumers: Lohas, Naturatilies, Drifters, Conventionals and the Unconcerned. Chapter 4.6. of this thesis distributed the respondents into those segments based on the values and attitudes they possess and the behavior they demonstrate. Reflection of the theory and empirical results demonstrate somewhat similar division of consumers for all five segments. Consumer study conducted in Finland identified 20% of consumers are truly environmentally responsible consumers, who on a regular basis consider the environmental impacts of their consumption decisions. (Joutsenvirta et al. 2011, 202) This empirical analysis resembles somewhat similar results, however, the percentage being slightly smaller as the Lohas segment was represented by three respondents (15%). However, market researchers have predicted a rise of environmentally responsible consumers, and especially the Lohas segment. (Solomon 2013, 168-169) Surprisingly, even among the segment of the Unconcerned, some environmentally conscious values were identified, even though it does not replicate in behavior.

Consistencies were identified within the segments regarding motivation for consumption. The primary and secondary consumption values identify much of

the criteria and individual values in a product or service. Hence, it is reliable to assess behavioral patterns based on those. Consumption decisions of the Lohas consumers were based on all three values: functional, social and emotional. Functional and emotional values were identified as primary consumption values, and in all cases social value was distinguished as a secondary value. Moreover, multiplicity of values was highlighted. Lohas consumers were generally interested in environmental matters and they wanted to make consumption decisions based on environmental aspects. Additionally, they were not persistently affected by premium pricing.

The only one out the 20 who perceived print media as a more environmentally friendly choice was a Lohas consumer (K). She also mentioned she consumes mostly print (90%). Another Lohas respondent (O) perceived digital as only slightly better than print for the environment. Even inside the Lohas segment, there were contradictions regarding the perception and consumption of media. Despite of the willingness to consider the environment, consumers are not always willing to give up something to gain more of another. One respondent (T) explained he only consumes print despite of his perception of it as a worse alternative environmentally. He clarified his motivation was solely functional. He described this as an inconsistency which causes contradictions with conscience. Hence, convenience and emotional matters can, and often will overtake perceptions and attitudes. As the respondent remarked, it is something you rather do not think about, because if you do, it affects your conscience. Hence it is easier to keep up with your habits and try to forget its negative impact on external aspects. Conscience is, among other emotional reasons, something that makes a consumer question their consumption habits. Nevertheless, it is often left behind because of functional aspects of a product along with other relatively self-centered reasons consumers are not willing to give up.

For the Naturalities, much of consumption is driven by personal health, and therefore they consider environmental responsibility is a less holistic sense. Emotional value was the primary consumption value for this segment followed by functional values as secondary criteria. Empirical results confirmed the stereotypes described in the theory of green consumer segments. The

Naturalities perceived digital as either much better or as only slightly better alternative in comparison with print media.

Drifters, however, are interested in environmental matters, but their values and attitudes rarely result in action. Particularly social value is important for the Drifters, as they want to maintain a socially acceptable image. This segment consistently perceived digital newspapers and magazines as a much better alternative for the environment, since it does not create any kind of physical waste. Some even described digital media as not at all harmful for the environment. However, aspects such as energy consumption were not at all addressed. The segment of Conventionals is comprised by very practically oriented consumers and hence they justify decisions through price and convenience. The theory implies Conventionals do not show environmentally concerned attitudes, but they are sometimes involved in for example recycling. Empirical results confirmed many stereotypes of the Conventionals. They were generally well aware of environmental concerns and provided examples of both print and digital media's life-cycle in a holistic sense. All of them also brought up the not-much-acknowledged problem of energy consumption with digital media. However, motivation for behavior varied significantly. For some, patterns of learned behavior were unquestionably identified. Yet, well-being of the planet in the future was one of their major concerns. The least environmentally committed consumer segment, the Unconcerned are not particularly interested in making consumption decisions based on environmental aspects. Indeed, they focused on functional matters such as convenience and price. They did not particularly care about media's environmental responsibility. However, they justified digital media as better for the environment because it does not create paper waste whereas print media does. Perception of environmental responsibility did not seem to have influence on the media consumption. Interestingly, two out of the 20 respondents mentioned they consume 100% print. They represented two extreme green consumer segments: the Lohas and the Unconcerned.

How do Consumption Values and Perceived Environmental Responsibility Influence Media Consumption?

According to the Chapter 2.1. (Motivation for Consumption) reasoning of consumption decisions is dependent on various aspects. For example personal value-structure (Mittal et al. 2008, 129) and attitudes (Joutsenvirta et al. 2011, 201) affect consumption decisions and therefore directly influence decisions related to media consumption. Consumers seek for particular attributes in purchase decisions because of the gained benefits in return for personal investment.

Value is a belief of some condition being preferable to its opposite. Several studies confirm values act as a criterion to justify consumer behavior (e.g. Fraj and Martinez 2006; Howard 1977; Thøgersen & Grunert-Beckmann 1997). Consumer's personal value structure determines the formation of beliefs and attitudes which, in turn, influence the norms of behavior. Indeed, consumption decisions are based on our personal value-structures, which determine the formation of our consumption. (Lai 1995, 382) However, some studies claim the relationship between values and behavior might in some cases be rather weak. (Lee et al. 2010, 1560) Indeed, contradictions based on previous research are undeniable. However, the empirical analysis demonstrated consumers who express they respect the natural environment and they do care about the well-being of the nature did, in fact, demonstrate environmentally responsible behaviors. This implies values do influence consumer behavior, and whether or not it is environmentally responsible. Despite of that, many respondents mentioned they probably should begin considering the environment more consistently. However, the reason for not doing so was in most cases to do with simply laziness or a feeling that it takes too much effort to do so. This indicates much of consumption behavior is driven by self-oriented reasons. In addition, some respondents remarked they did not want to consume products that harm the environment, but did not particularly prefer green products either. As a result, environmental problems are sometimes neglected.

Generally, consumer choice and the ways consumers justify their consumption decisions is influenced by their external environment. In addition, a consumer can either carefully assess alternatives before making a decision or simply behave in a certain manner because of routines or habits. The empirical analysis confirmed consumer behavior is often based on routines and habits and consumers often demonstrate patterns of learned behavior. This indicates consume choice is not very often taking place in a situation in which a consumer carefully assesses the alternatives, but rather act in a certain way because of habits.

According to the theoretical part of this thesis, limited financial resources sometimes cause conflicts in values, attitudes and behavior. (Joutsenvirta et al. 2011, 201) This statement was confirmed by the empirical analysis. Financial aspects were, indeed, one of the most important determinants of perceived functional value in consumption. Even for consumers who stated they care for the environment, financial aspects often weighted more and hence overdrove the values and the will the conserve the environment. Nevertheless, environmental responsibility was confirmed as a source of added value for consumers. It rarely functions as a primary driver for consumption behavior, but it, in fact, influences consumer perceptions of companies and products and therefore delivers affirmative value. Research in consumption values demonstrates consumers express several values that imply they care for the environment. However, in addition to financial constraints, the effort it takes to do certain activities often goes beyond the will to conserve the environment. Indeed, environmental responsibility is a source of added value. In fact, only a minimal percentage of consumers are either willing to actually pay more or put much effort into it. Still, if product characteristics and financial investment are equal, those who have pro-environmental attitudes would choose the greener alternative.

Pinto, Nique, Añaña & Herter (2011, 122) state especially socially oriented values are strongly related to environmentally responsible consumption and environmental awareness. Indeed, social affection can be linked together with environmental responsibility and through that it can positively influence the way a person is perceived by others, which again reinforces such behavior. In fact,

the empirical research recognized expectations of the public and a feeling of being acknowledged as behavioral drivers for environmental responsibility. In aspects of environmental responsibility, emotional value was one of the most often mentioned consumption values. Hence, CSR and environmental responsibility delivers many types of emotional values for consumers. Emotional motivation may refer to ethics and morality, and simply a will to do good for the natural environment. This results in an enhanced conscience and improved self-image and through that, delivers emotional value. Emotional motivation, though, can also refer to a will to conserve the environment for the well-being of the future generations and offspring.

Co-existence of values functions as a motivational aspect for choosing an environmentally responsible alternative. Sometimes it may be difficult for consumers to put the motivation in order according to its importance. Particular consumer segments highly value green attributes, but simultaneously they make a decision based on their own comfort, for example in case of driving a private car vs. train, consumers often prefer train because its convenience. Functional value provided by an activity such as bicycling, can also simultaneously provide consumers with emotional value, as the following answer elaborates:

D: Perhaps it (bicycling) is more about the exercise I get, but at the same time I feel better about myself, because I don't use a car and pollute the environment. It is through that I have a cleaner conscience: instead of consuming fossil fuels, I use means of transportation that do not pollute.

However, many aspects of environmental responsibility that provide consumers with social value also deliver emotional value. (Green & Peloza 2011, 50-51) Confirmation for this theoretical implication was not consistent. Yet, in some cases it was applicable. The theoretical part included an elaboration by Kollmus & Agyeman (2002), which presented a categorization of pro-environmental indicators into those of external and internal. Environmental responsibility provides consumers with three types of value: functional, social and emotional. Functional value is based on priorities as well as economic

aspects and hence depending of the source of functional consumption value is can be categorized as either internal or external value. Emotional value, however, is undeniably an internal value. Conversely, social value is an external value. Both internal and external values are included, meaning motivation and pro-environmental behavior is in general an outcome of somewhat equally both internal and external factors. Moreover, positive pro-environmental behavior is robust especially when both internal and external factors coexist and influence behavior synergistically. (Kollmus & Agyeman 2002) This was recognized particularly in behavior of the most environmentally committed consumer segment, the Lohas consumer, as all three consumption values were identified in case of all respondents. The theory of synergy provided by both external and internal values is hence empirically confirmed.

RELIABILITY AND VALIDITY

Finally, an assessment of reliability and validity is conducted in order to evaluate the applicability of this research in marketing purposes. In qualitative research the reliability and validity of the study is generally evaluated throughout the research process. (Eskola & Suoranta 1998, 210) One of the principles of all scientific research is to assess its reliability and validity. Reliability of a research refers to tolerance of repetition. In other words, a reliable research provides non-coincidental results. Validity, however, refers to the study's ability to measure accurately what it intends to measure. (Hirsjärvi et al. 2008, 226) Starting point for qualitative research is the researcher's open subjectivity, and hence the researcher is one of the main research instruments which, in fact, have an influence on the interpretations of the end results. (Eskola & Suoranta 1998, 210)

In order to optimize the reliability of this research, the influence of the interviewer on the interviewee was taken into account, and hence objectivity was maximized with interviewer's neutral behavior. The sample of this research consists of a group informants categorized under various customer segments depending on their attitudes and behavior related to environmental commitment in consumption and their patterns of media consumption. Since the sample is comprised of 20 informants, it is impossible to achieve a perfect degree or reliability. However, purposeful sampling assures a diverse sample,

which provides a versatile understanding of the varying needs of different customer segments. Interviews and the amount of data can be evaluated as sufficient, because saturation of interview material was clearly identified. In order to minimize errors in data collection and analysis, the interviews were recorded and transcribed. The evidence of the research is collected from Finland, and since the consumer needs and expectations may vary significantly depending on the geographical location, the results cannot be fully generalized in a global scale.

MANAGERIAL IMPLICATIONS

The primary message of this study for practitioners is to consider CSR and environmental responsibility as a source of added value for consumer. In addition, as environmental responsibility provides consumers with three types of values, functional, emotional and social, they should be considered when designing marketing strategies and communications. Understanding of the values consumers appreciate facilitates predicting of behavior and enables a match between consumer needs and product attributes. However, it should also be acknowledged that the role of environmental responsibility of behavior is still relatively limited. Even when consumers express pro-environmental values and attitudes, they do not always translate into concrete purchase decisions. Indeed, greenness of a product is often not the highest priority in consumption decisions.

Availability of CSR-related information determines the way a company is connected to CSR initiatives. A company should focus on communicating CSR initiatives that are integrated into its core business in order to develop and maintain credibility. (Öberseder et al. 2011, 449-457) Corporate associations influence product responses, and hence perception of a company influences reactions to products. Positive CSR associations can enhance, whereas negative CSR associations can harmfully influence evaluations. Henceforth, more positive generate more revenue. Consumers assess product attributes based on corporate associations, which are constructed by CSR image. Hence CSR also influences the way consumers perceive products and services. Fundamentally, consumers are more influenced by negative CSR associations

than positively perceived CSR associations. Empirical analysis confirmed the role of corporate associations and public image of a company in behavior. Indeed, consumers perceive CSR as a potential source for improved functionality or performance.

Generally, the public lacks a comprehensive understanding of print and digital media's life-cycle and hence their environmental responsibility. However, consumers are nowadays educated and more information is available. Hence, the future determines the level of knowledge for consumers. Undoubtedly, there are both merits and challenges in all forms of communication channels and media. However, responsible use of both print and digital communication is of utmost importance to our natural environment. Additionally, the sustainability of paper industry and paper consumption highly depends on where the paper originates and how it was produced and recycled. Power sources of both print and digital media producers have a great impact over their eco-footprint. There are numerous opportunities for improved energy and resource efficiency as well as waste minimization. Biomass, which is utilized as a source of power by paper companies, is a greenhouse-gas neutral product from harvested wood and paper production. There are limitless opportunities for electronic communication industry and data centers to follow this example and search for renewable and more sustainable power sources such as solar or wind power. (New Page 210) Moreover, further responsible maintenance and sustainable harvesting of forests provides new opportunities for print industry. Instead of reducing the amount of paper production and consumption, the industry has an opportunity to further develop CSR operations and make both production and consumption as close to carbon neutral as practically possible. (Environmental Paper Network 2009)

SUGGESTIONS FOR FURTHER RESEARCH

There is an ample amount of opportunities for further research in the field of this thesis. First, the theoretical analysis and the chapter two provided examples of previous research on the term consumption value. Several categorizations for values exist, yet an up-to-date and more detailed categorization based on for example different consumer segments would be

valuable and beneficial for several studies. The categorization of values could take place for example based on different consumption activities and situations such as product vs. service or whether it provides consumers with external or internal value. Second, patterns of learned behavior were repeatedly identified as a driver for consumption behavior. Suggestion for further research would be an analysis regarding first, the ways patterns of learned behavior take place and second, how they influence behavior particularly regarding environmentally responsible consumption. Third, perceived environmental responsibility can be observed from numerous different perspectives in addition to the focus of media consumption. For example, consumer decisions regarding day-to-day activities such as electricity consumption or alternatively, a selection of an electricity provider could provide interesting insights. In regards of that, perceived CSR reputation and its influence as a determinant of the selection would be another suggestion for further research.

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APPENDICES

APPENDIX 1: HAASTATTELU (INTERVIEW IN FINNISH)

1. TAUSTATIEDOT

- 1.1. Ikä
- 1.2. Sukupuoli
- 1.3. Koulutus
- 1.4. Ammatti
- 1.5. Talouden koko

2. MEDIAN KÄYTTÖ

Mikäli tuntuu hankalalta arvioida käytettyä aikaa, voin tuoda esiin vastausvaihtoehtoja.

2.1. Kuinka usein käytät **painettua** mediaa sanoma- ja aikakauslehtien lukemisessa?

- a) Vähemmän kuin kerran viikossa
- b) 1-3 kertaa viikossa
- c) 4-7 kertaa viikossa
- d) Useita kertoja päivässä

2.2. Kuinka usein käytät **sähköistä** mediaa sanoma- ja aikakauslehtien lukemisessa?

- a) Vähemmän kuin kerran viikossa
- b) 1-3 kertaa viikossa
- c) 4-7 kertaa viikossa
- d) Useita kertoja päivässä

2.3. Kuinka paljon vietät kerrallaan aikaa **painettujen** sanoma- ja aikakauslehtien parissa?

- a) keskimäärin vähemmän kuin 5 minuuttia kerrallaan
- b) keskimäärin 5-10 minuuttia kerrallaan
- c) keskimäärin 10-20 minuuttia kerrallaan
- d) keskimäärin enemmän kuin 20 minuuttia kerrallaan

2.4. Kuinka paljon vietät kerrallaan aikaa **sähköisten** sanoma- ja aikakauslehtien parissa?

- a) keskimäärin vähemmän kuin 5 minuuttia kerrallaan
- b) keskimäärin 5-10 minuuttia kerrallaan
- c) keskimäärin 10-20 minuuttia kerrallaan
- d) keskimäärin enemmän kuin 20 minuuttia kerrallaan

2.5. Kuinka paljon käytät kumpaakin mediaa yhteensä yhden päivän aikana sanoma- ja aikakauslehtien lukemiseen?

- a) keskimäärin vähemmän kuin 30 minuuttia päivässä
- b) keskimäärin 30-60 minuuttia päivässä

- c) keskimäärin 1-2h päivässä
- d) keskimäärin enemmän kuin kaksi tuntia päivässä

2.6. Miten päivittäinen kokonaiskäyttöaika jakautuu prosentuaalisesti sähköisen ja painetun median välillä? (esim. 40%/60%)

2.7. Minkälaisissa tilanteissa suosit painettua mediaa? Miksi?

2.8. Minkälaisissa tilanteissa suosit sähköistä mediaa? Miksi?

2.9. Minkälaista medialaitetta käytät sähköisten sanoma- ja aikakauslehtien lukemiseen? Miksi? (esim. pöytätietokone, iPad, matkapuhelin)

3. PAINETUN JA SÄHKÖISEN MEDIAN YMPÄRISTÖYSTÄVÄLLISYYS

3.1. Onko painettu media mielestäsi ympäristöystävällistä? Miksi / miksi ei?

3.2. Onko sähköinen media mielestäsi ympäristöystävällistä? Miksi / miksi ei?

3. KULUTTAMINEN JA YMPÄRISTÖN HUOMIOIMINEN

Seuraavassa osiossa kysytään yleisiä kuluttamistottumuksiasi ja sitä miten otat ympäristön huomioon jokapäiväisissä valinnoissasi ja kuluttamisessasi.

4.1. Otatko ympäristön huomioon valinnoissasi? Miten? Miksi?

4.7. Ostatko ympäristöystävällisiä tuotteita? Minkälaisia?

4.8. Ostatko tuotteita yrityksiltä, jotka ovat tunnettuja ympäristöystävällisestä toimintatavastaan? Voisitko kertoa jonkin esimerkin? Miksi?

4.2. Otetaanko taloudessanne huomioon asumisen ympäristöystävällisyys (esim. energiatehokkuus, sähkön ja veden käyttö)? Miten? Miksi?

4.3. Kierrätetäänkö taloudessanne jätteitä? Miten?

4.4. Otatko ympäristön huomioon ruokavaliossasi? Miten?

4.5. Otatko ympäristön huomioon vapaa-ajan aktiviteeteissa, kuten matkustelussa? Miten?

4.6. Ostatko kierrätettyjä tuotteita? Minkälaisia?

4.9. Miksi sinulle on tärkeää huomioida ympäristö valinnoissasi? *LADDERING*