

## 科学研究費助成事業 研究成果報告書

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研究課題名(和文) Consumer Behavior for Sustainable Marketing: Understanding How To Market and Make Sustainability Work in Japan and Overseas

研究課題名(英文) Consumer Behavior for Sustainable Marketing: Understanding How To Market and Make Sustainability Work in Japan and Overseas

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研究成果の概要(和文)：研究は、持続可能なマーケティングのための消費者行動の探査から始まり、持続可能で環境に優しい原因、CSRおよび倫理的行動を中心とした原因関連キャンペーンの調査につながりました。この研究チームのもとで行われたさまざまな研究から、その成果は儒教アジアと才能を引き付けることにおけるCSRの役割に焦点を合わせた本の章(2019年の出版のための最終改訂版)でした。)およびさまざまな国際会議での5回の発表。

研究成果の学術的意義や社会的意義

In terms of academic significance, this study uncovered CSR in attracting talent, as well as in the field of CSR and communications, cause-related and consumer behavior. In terms of social contribution, there is a better understanding on the impact of csr and sustainability in society

研究成果の概要(英文)：The research started off with the exploration of consumer behavior for sustainable marketing led to exploring cause related campaigns that center around sustainable and green causes, CSR and ethical behaviors. From the different studies conducted under this research team, the achievements have been a book chapter (under final revision for publication in 2019) that focuses on Confucian Asia and the role of CSR in attracting talent (basically this is more of an internal marketing focused view) and five presentations at various international conferences. An interesting finding is that the perception of sustainable is rather limited to eco products and less on daily practices. Cultural differences have also been found in terms of the perception of sustainable and the efforts and initiatives that are more easily embraced. This research has also helped me embark on a new field of study, into the acceptance of GMO foods that is touted to be sustainable in agricultural practice.

研究分野：CSR, Green Marketing, Sustainable Marketing

キーワード：Sustainable Marketing CSR

## 様式 C - 19、F - 19 - 1、Z - 19、CK - 19 (共通)

### 1 . 研究開始当初の背景

The concept of sustainability works on the 'triple bottom line' approach, people, planet and profit (Charter, et al., 2006). Hence, the sustainability can be seen to cover three dimensions, namely environmental, social and economic. Similar to conventional marketing, sustainable marketing still aims to add value and satisfy customer's wants and needs. However, sustainable marketing ensures that both the delivered value and customer satisfaction are done in a sustainable way (Belz and Peattie, 2009; Martin and Schouten, 2012). According to Tukker and Jansen (2006) the consumption of food, transportation and housing account for over 70% of environmental impact, demonstrating the importance of inculcating sustainable consumption. However, in my previous research, I found that even though consumers were aware of the importance of sustainability and the 'sustainability connotation' carried by products bearing eco labels purchases were mainly influenced by pricing (Tan, 2014). In a study by Belz and Peattie (2006) and Emery (2012) while there is immense interest in sustainability, a discrepancy exists between expressing concern for sustainability and translating those concerns into actions. Furthermore, if a sustainable product does not bring consumers the required status, they tend not to purchase it (Jackson, 2005; Martin and Schouten, 2012). Therefore, there is a pressing need for a study to focus on understanding the consumer psyche and to investigate and determine the critical factors and influencers that shape decision-making that leads to increased preference, consumption and loyalty towards sustainable products and services.

Consumer behavior is a complex process involving the activities people engage in when seeking for, choosing, buying, using, evaluating and disposing of products and services with the goal of satisfying needs, wants and desires (Belch & Belch, 2004). Various factors; both internal and external have been found to influence consumer behavior ranging from long-term rational interests and short-term emotional concerns (Hirschman, 1985; Hoch & Loewenstein, 1991). The influence and role of both cognitive and affective processes in the consumer decision-making process has to be factored in obtaining a better understanding of consumption and choice drivers. Hawkins, Best and Coney (1998) viewed consumer needs as a result from numerous internal and external factors that are grouped under consumer self-concept and lifestyle. As shown in Figure 1, both internal forces such as perception, emotions and learning and external aspects such a culture, family and demographics that serve as external influences generate experiences and acquisitions that form consumer self-concept and lifestyle. This in turn translates to needs the desires that drive the decision making-process. Thus, even in the realm of sustainable marketing, one cannot ignore both the internal and external influences that shape consumer decisions and purchase choices. Tan (2013) found that consumers made purchase decisions based on a fusion of internal and external factors even when it came to services such as travel, further highlighting the importance of understanding both groups of factors in comprehending and predicting the consumer psyche

### 2 . 研究の目的

This research aims to

1. To clarify consumer behavior in Japan; including their attitudes, perception and motivation towards sustainable products and the overall concepts of sustainability.
2. To examine the perception of consumers towards sustainable products and cause-related marketing.

3. To investigate the influence on company brand and image based on CSR and sustainable efforts
4. To understand the consumers' education and knowledge acquisition process of sustainability concepts.

### 3 . 研究の方法

This research used a mixed-method in primary data collection; namely quantitative and qualitative methods and complemented with secondary data. Surveys, and interviews as well as focus group discussions was carried out comparing purchase triggers (including internal and external influencers) between non-sustainable products and services with that of sustainable offerings. The surveys were conducted via web panels and interviews were conducted via snowball sampling. Relevant literature on internal branding, consumer behavior, CSR and sustainability was also reviewed.

### 4 . 研究成果

#### Consumer Behavior

The study found that the concept of sustainability and adoption of such products in the consumer's daily lives is still at an infancy stage in Japan. The main product categories linked to sustainability in the minds of the consumer are food (organic) and consumer electronics. While the perception and attitude were mainly positive, consumers were motivated to make sustainable product purchases more based on immediate price point versus long term savings. However, short-term cause campaigns are effective in driving purchase intention.

#### Internal Branding

The results of the study show that CSR did not play a crucial role when young job seekers choose employers in Japan. While the results demonstrated dimensions of importance, namely both employee responsibilities and workplace, young job seekers appear to place more emphasis on aspects that have a direct impact on their daily lives at the workplace such as salary and services that are provided by the employer to advance employee security and health. While the findings also showed that Japanese job seekers place far more importance on CSR than their global peers It can be concluded that while CSR does not play a very significant role, there are other attributes that influence employer selection. The findings of this study challenge various stakeholders including employers to examine ways to increase the importance of CSR and its place in society. This is crucial to ensure that job seekers will look not only at the immediate and direct benefits that employers can provide them but also the benefits for the good of society.

### 5 . 主な発表論文等

〔雑誌論文〕(計 0 件)

〔学会発表〕(計 7 件)

Tan, C.S.L. (2016, September). When scandal meets cause related marketing. A study on the impact of corporate scandal towards customers' support on CRM activities. Presented at the 7<sup>th</sup> International

CSR conference, Berlin, Germany.

Tan, C.S.L. (2016, September). Color me green. A study in the effect of cause-related marketing on green behavior. Presented at the 6<sup>th</sup> Japan Forum of Business and Society, Tokyo, Japan.

Tan, C.S.L. (2016, August). Risk and Trust in CSR programs. Presented at the 3<sup>rd</sup> International Conference on CSR, Sustainability, Ethics and Governance, Cologne, Germany.

Tan, C.S.L. (2016, July). Are you still who I think you are? A study on the influence of corporate food scandals on trust and purchase intention case: Japanese consumers. Presented at the Global Marketing Conference, Hong Kong, China.

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Tan, C.S.L. (2016, July). Does luxury really care? How cause related marketing shapes brand perception and purchase intention in the Japanese luxury market. Presented at the Global Marketing Conference, Hong Kong, China.

Tan, C.S.L. (2016, February). CSR Initiatives Post 3-11. Pecha Kucha Presented at the AMA Winter Conference, Las Vegas, U.S.A.

〔 図書 〕 ( 計 1 件 )

Book Chapter

Tan, C.S.L. CSR and Japan In Bustamante, S. (Ed.) CSR and Employer Attractiveness (pp. TBD). Berlin: Springer. (Pending editor to complete collection of other chapters from other authors by Fall 2019)

〔 産業財産権 〕

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