



Graduate School
of **BUSINESS**
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**The Impact of Green Supply Chain Management Practices on Consumer
Behaviour: An Amazon Ltd Case Study in France**

Dissertation

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ACKNOWLEDGEMENTS

This dissertation marks the culmination of my 18-month journey to the University of Cape Town Graduate School of Business. While the completion of this report signifies the end of this particular phase, it also signifies the beginning of new opportunities and challenges that lie ahead.

I would like to express my sincerest gratitude to those closest to me, particularly my mother, whose significance in my life has increased even more, my friends, and most importantly, my Heavenly Father, for their unwavering support and for providing me with the emotional space and strength required to reach this point. I am truly thankful to the participants, who generously dedicated their time to the interviews; without them, this report would not have been possible. I am also grateful to my incredibly dedicated supervisor, who consistently pushed me to expand my perspectives and think beyond my existing frame of reference.

This milestone not only represents the end of a chapter but also serves as a reminder that there is much more to come.

ABSTRACT

As environmental concerns continue to expand in relevance, businesses must shift their focus towards sustainability in their operations. Green supply chain management (GSCM) is a central strategy that seeks to diminish the environmental impact of procurement, manufacturing, transportation, and waste management. Despite this, there is a paucity of research exploring the connection between GSCM practices and consumer behaviour. This study addresses the gap by investigating the link between GSCM practices and consumer behaviour, with a specific emphasis on Amazon, a multinational retail company based in France. The theory of planned behaviour (TPB) is utilised as a conceptual framework, aiding in analysing the factors that drive consumer purchase decisions.

The study adopted a qualitative methodology, conducting interviews with 15 environmentally conscious Amazon customers. Findings highlight that while consumers prioritise sustainability, other factors such as price, product availability, and convenience greatly influence their purchasing decisions. A significant discovery was the influence of knowledge and attitudes on consumer behaviour towards GSCM. The study also identified notable variations in consumers' understanding and perception of Amazon's GSCM practices. Consumer scepticism about Amazon's sustainability efforts was found to influence their purchasing decisions.

By prioritising sustainability, companies can fulfil the demand for environmentally friendly products and influence consumer choices. However, it's important to acknowledge the limitations of this study, which primarily focuses on Amazon in France and may not be fully generalisable to other industries, geographical locations, and consumer demographics. Future research should delve into the impact of GSCM practices on consumer behaviour in a variety of contexts to provide a more comprehensive understanding. This study contributes to a more environmentally conscious future by understanding the factors that influence consumer decisions and addressing the challenges of implementing GSCM practices.

Keywords: *Environmental consciousness, sustainability, green supply chain management, consumer behaviour, theory of planned behaviour, consumer attitudes, consumer decision-making.*

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LIST OF ACRONYMS

TPB	Theory of Planned Behaviour
GSCM	Green Supply Chain Management
SCM	Supply chain management
EU	European Union
SN	Subjective norms
PBC	Perceived Behavioural Control

CHAPTER 1: INTRODUCTION

Over the past few years, the business sector has seen a growing trend towards integrating sustainability into corporate strategies. Corporate leaders have increasingly recognised the necessity of addressing environmental challenges. A research study led by Lee and his team in 2021 found a large majority of CEOs, approximately 93%, believe sustainability issues to be vital for their organisation's future success. Also, 96% of these CEOs maintain that these issues should be incorporated into their strategies and operations. This integration has taken many forms, including the implementation of Green Supply Chain Management (GSCM) practices.

Several pieces of research suggest that environmental concerns often serve as catalysts for companies to adopt GSCM practices, such as reducing waste and emissions. GSCM is the process whereby environmental considerations are factored into supply chain management to lessen the environmental impact of supply chain activities (Samah et al., 2022). The motivation to adopt GSCM often stems from environmental concerns. However, a study by Jaaffar and Kaman (2019), which surveyed 249 manufacturing companies in Malaysia's chemical-related industry, presented a different perspective. It revealed that environmental concerns did not constitute the primary driver for GSCM adoption. Instead, the study found a significant positive relationship only between legislation, regulation, and improved environmental performance. This suggests that industry participants believe that adherence to regulations, rather than proactive GSCM practices, enhances their firm's environmental performance. This finding underlines the complexities involved in motivations for sustainability practices, highlighting that regulatory requirements may play a more significant role in driving environmental performance in certain industries and regions.

This variability in motivations for GSCM adoption across different industries is part of the broader context of sustainability practices becoming increasingly important in various sectors. GSCM has been the subject of study across various industries, such as manufacturing, chemical, textile, and tobacco (Khan et al., 2022; Amjad et al., 2022). The retail sector has also witnessed an increasing trend towards environmental and social consciousness, with consumers increasingly seeking sustainable products and services (Bravi, 2021; He, 2021). The

rapid evolution of e-commerce technology is reshaping traditional supply chain models and enhancing operational efficiency (Zhou, 2022).

Interestingly, the shift towards more sustainable practices is not confined to businesses alone. Increased awareness of environmental problems, including the risks associated with unchecked climate change, has led to a rising consciousness of the individual and organisational impact on the natural environment. These environmental concerns encompass a variety of issues, from pollution and climate change to the depletion of natural resources, the preservation of biodiversity, and the protection of ecosystems (Ahmad, et al., 2021). Consequently, there have been changes in consumer purchasing behaviour, often characterised as ethical, green, or sustainable consumption (Rustam et al., 2020). As a result, understanding and analysing consumer motivations and behaviours has proven crucial for business managers, as many organisations are adapting to changes in consumption patterns (Yadav & Pathak, 2017; Rustam et al., 2020).

The framework known as the Theory of Planned Behaviour (TPB) has been widely employed to understand consumer purchasing behaviour. It is viewed as a flexible tool for explaining human behaviour across various fields, including environmental psychology (Lewis, 2018). Previous studies have validated the relevance of variables such as attitudes, subjective norms, and perceived behavioural control, thus making the framework a robust tool for assessing sustainable purchase intentions (Yadav & Pathak, 2017). For instance, Yadav and Pathak (2017) discovered that the TPB framework is valuable for determining consumers' intentions and behaviour towards purchasing green products within the Indian context. However, it's worth noting that consumer behavioural intentions may vary across different ranges of green products. Lee et al. (2021) also investigated consumer purchase behaviour, focusing on the influence of GSCM on such decisions. Their findings showed that while consumers generally exhibit positive attitudes and purchase intentions towards companies that engage in GSCM, they tend to be sceptical and have lower purchase intentions towards marketing campaigns that promote GSCM. Moreover, their study highlighted the need to understand consumer green purchase behaviour from a marketing perspective, as previous research on GSCM has primarily focused on measuring organisational performance among employees and manufacturers (Green et al., 2012). This understanding is critical for enhancing the consumer's pre- and post-purchasing experience (PricewaterhouseCoopers, 2023).

While research that has examined both internal and external GSCM practices and their impact on the end consumer has generally found that internal practices have received relatively less attention, other research has specifically focused on external GSCM practices (Zhu & Sarkis, 2004). Internal and external GSCM practices refer to the environmental management practices that companies implement within their operations and with their suppliers and consumers, respectively (Li et al., 2022). These practices significantly influence a company's environmental footprint and operational efficiency. Previous research has shown how important it is to set up green practices within a company (González-Viralta et al., 2023). However, it is clear that more research needs to be done on how internal and external GSCM practises affect different types of performance, such as operational performance, environmental performance, and positive and negative economic performance (Li et al., 2022). Thus, this research analysed the GSCM practices of Amazon's current internal and external operations.

1.1. Background

Urbanisation has led to a surge in online shopping, resulting in increased commercial traffic, congestion, and pollution in densely populated areas (Schöder et al., 2016). Over 500 global companies have responded to these environmental concerns by adopting green production and distribution methods (Oláh et al., 2018).

The e-commerce sector, particularly the business-to-consumer (B2C) segment, has experienced significant growth. This growth has had both positive and negative environmental implications (Rao et al., 2021). Positives include reduced carbon emissions from decreased transportation needs and the possibility of adopting more sustainable packaging practices (Masteguim & Cunha, 2022). Negatively, it has led to an increase in packaging waste and energy consumption from warehousing and delivery operations (Masteguim & Cunha, 2022). These implications have captured the attention of scholars and practitioners alike, keen to understand how competitive pressures drive industry practices. However, the environmental impact of e-commerce is still in the early stages of investigation (Ghadimi, Wang, & Lim, 2019). Current publications primarily focus on the drawbacks without providing a structured discussion about key topics, such as measuring the ecological impact or proposing green solutions (Ghadimi et al., 2019). Further research is required on sustainable e-commerce, particularly on the influence of green logistics on consumer satisfaction and loyalty (Kawa,

2021). Businesses need to not only attract consumers but also build lasting relationships with them by minimising ecological impact (Escursell, 2021).

1.1.1 E-commerce

In 2019, the worldwide e-commerce sector was estimated to be worth roughly 9 trillion dollars (Grand View Research, 2020). According to the same source, projections suggest a compound annual growth rate of 14.7% between 2020 and 2027. Due to its increased popularity, online shopping has become a significant aspect of e-commerce. As per Statista (2022), global business-to-consumer (B2C) retail e-commerce sales are expected to reach approximately 6.5 trillion USD by 2023.

Amazon, a company well-known for its global e-commerce retail operations, has disrupted traditional business models and propelled itself to unprecedented heights, fundamentally changing the e-commerce landscape. According to recent statistics, Amazon has emerged as the second 1 trillion USD business, following Apple, due to its significant impact on the e-commerce sector (Anthony, 2023). The company currently holds a market share of 37.8% and generated net sales of 121.8 billion USD (Mileva, 2023). Amazon has established itself as a customer-centric entity globally, with its global e-commerce sales growing from 27.6% in 2020 to 16% in 2021 (Creazza et al., 2022). Amazon's commitment to being Earth's most customer-focused company has led the corporation to address the environmental and social challenges faced by its customers and communities, such as the impacts of climate change and social inequity (Amazon, 2022b). To address these challenges, Amazon has adopted sustainable business practices that minimise waste, increase energy efficiency, promote human rights, optimise packaging, invest in renewable energy, collaborate with suppliers to reduce waste and adhere to human rights principles (Amazon, 2022b). These practices have enabled Amazon to achieve 65% renewable energy across its operations, making it the largest corporate purchaser of renewable energy globally (Amazon, 2022a). GSCM involves integrating environmental considerations into supply chain management, which is achieved by reducing waste, pollution, and energy consumption (Oláh et al., 2018). This led to a reduction in the overall carbon footprint of the supply chain, resulting in a sustainable future for all stakeholders. Amazon has committed to conducting its business lawfully and responsibly by ensuring complete supply chain transparency (Amazon, 2022a). Amazon believes that total supply chain transparency is essential to human rights because of the diligence approach (Amazon, 2022c). This approach

enables them to identify and address risks and opportunities for collaboration on systematic supply chain issues (Amazon, 2022a). Although this approach is designed to drive engagement with suppliers that meet Amazon's expectations, no research to date has illustrated how or whether these practices have contributed to a change in consumer behaviour.

Despite the growing trend of implementing green supply chain practices, there is limited research on the impact of these practices on consumer behaviour, especially in countries with high environmental awareness (Saari et al., 2021). Lazaric et al. (2019) found that French consumers have a strong interest in sustainable consumption. Their research revealed that this interest is not just a passing fad, but rather a reflection of deeper societal changes, influenced by both social factors and environmental values (Lazaric, et al., 2019).

As a result, the increasing adoption of sustainable behaviour in France is driven by a heightened awareness of the environmental consequences of consumer choices. This awareness, combined with a proactive approach, has motivated many individuals to actively seek ways to reduce their ecological footprint. Given this context, it is important to investigate the impact of GSCM on consumer behaviour in France and identify the key factors driving sustainable behaviour.

1.1.2 Relationship Between GSCM Practices and Consumer Behaviour

The relationship between GSCM practices and consumer behaviour has been a focal point in recent literature, reflecting the growing importance of sustainability in business operations. Bansal and Roth's (2000) research laid the foundation by demonstrating consumers' preference for environmentally conscious businesses. However, the field has evolved significantly since then, with new insights reshaping our understanding of this relationship. Research by Bansal and Roth (2000) discovered that consumers tend to favour businesses that possess environmentally conscious practices and initiatives. These preferences are influenced by their perception of the company's reputation and environmental initiatives. This disparity in preference can be linked to various factors, such as the need for more education on environmental matters, societal pressure, and the perceived inconvenience of environmentally friendly options (Bansal & Roth, 2000).

Recent studies have delved deeper into this dynamic interplay. Elbaz et al. (2020) conducted a comprehensive review, elucidating that consumers exhibit a positive bias towards products

from companies with robust GSCM practices. Their findings underscore the pivotal role of GSCM in shaping consumer perceptions and purchasing decisions. Furthermore, Li et al. (2022) and Loaiza-Ramírez et al. (2022) highlighted various psychological factors influencing consumer behaviour, such as the halo effect and protected values, which further reinforce the importance of GSCM practices.

In exploring the mechanisms behind this relationship, Tamoor Azam et al. (2022) investigated the impact of Organisational Citizenship Behaviour (OCB) on the sustainability performance of firms. Their study revealed that OCB acts as a critical moderator, enhancing the effectiveness of GSCM practices in achieving sustainable outcomes. This underscores the significance of organisational culture and employee behaviour in driving sustainability initiatives.

Moreover, Xintao Li et al. (2022) identified key collaborative strategies with consumers and suppliers as essential drivers of successful GSCM implementation. Their research emphasised the importance of building strong relationships across the supply chain to optimize environmental performance and business outcomes. Additionally, recent studies have highlighted the role of green entrepreneurial and market orientations as drivers of GSCM adoption, illustrating the broader organizational mindset necessary for sustainable practices.

Extending beyond internal operations, studies emphasise the importance of integrating environmental management practices throughout the customer order cycle. This holistic approach ensures that sustainability considerations are embedded at every stage of the supply chain, from sourcing to delivery. Furthermore, research has shown that consumers are more inclined to support companies with a strong green image, indicating the direct impact of GSCM practices on environmentally friendly purchase behaviour.

In conclusion, while recent literature provides valuable insights into the relationship between GSCM practices and consumer behaviour, further research is warranted to understand the nuanced mechanisms within different contexts. By addressing these gaps, organisations can better leverage GSCM strategies to meet consumer preferences and drive sustainable business growth.

1.1.3 Amazon's Sustainable Practices on Consumer Behaviour

Amazon continues to dominate the global retail industry with its innovative e-commerce practices. As of 2023, Amazon is valued at \$1.46 trillion (Brown, 2024). The company's innovative approach to retail, particularly in e-commerce, has significantly contributed to its market dominance and the growth of online shopping.

In the European market, France represents a significant portion, with Amazon leading the e-commerce sector. In 2022, Amazon France's net sales surpassed five billion USD, with the French e-commerce market growing by 14% and revenue reaching under 70 billion USD (Ocampo, 2023). This growth is primarily due to the increasing attractiveness of online and mobile commerce among French consumers (Santandertrade, n.d.). Notably, Amazon France boasts 15 million monthly visitors, six fulfilment centres, and over 18,000 employees (Babar, 2023).

However, Amazon's business practices have faced scrutiny. The company's third-party seller fees have increased over the years, with Amazon taking an average cut of 51.8% of each sale in 2022 (Soper, 2023). This, along with the company's history of antitrust violations, has raised questions about Amazon's commitment to sustainable and ethical business operations. (Babar, 2023).

Interestingly, a recent UK study found that 44% of e-commerce consumers modified their online shopping habits due to sustainability concerns (Petro, 2022). The majority of these participants belonged to Generation Z (born 1997-2012) and Millennial (born 1981-1996) demographics (Dimock, 2019). This shift in consumer values and priorities has led to a decline in Amazon's e-commerce retail sales from 13% in the fourth quarter of 2020 to 12.9% in 2021 (Petro, 2022).

Despite this shift, there is a scarcity of research on the influence of Green Supply Chain Management (GSCM) practices on consumer purchasing behaviour. Lee et al. (2021) noted this lack of research and identified a gap in the literature connecting internal environmental management and consumer behaviour. Most academic literature focuses on external GSCM practices, such as green purchasing, eco-design, and reverse logistics (Ali & Salah, 2022; Ikram et al., 2022; Nguyen, et al., 2022), due to their visibility, measurability, and being externally

driven by market and regulatory pressures (Martínez & Mathiyazhagan, 2020). In contrast, internal GSCM practices, such as environmental management and investment recovery, are less observable and more challenging to measure (Ali & Salah, 2022) and attract less interest despite their importance in achieving sustainability goals (Li, et al., 2022).

Therefore, research and practice should not overlook these internal practices and should develop metrics that measure their impact effectively on sustainability performance. A study examining the impact of Amazon's GSCM practices on consumer behaviour would be of great value in addressing this literature gap.

1.2 Research Problem

Sustainable supply chain management is increasingly crucial for long-term business operations. Many companies now adopt environmentally sustainable practices to minimise their environmental impact, enhance their market position, and maintain competitiveness (Lee et al., 2021). For instance, Amazon has implemented various sustainable practices, such as reducing waste and packaging, protecting natural resources, and promoting renewable energy (Amazon, 2022b). These practices have effectively reduced Amazon's environmental impact and promoted social responsibility. Moreover, Amazon's flagship sustainable shopping programme, Climate Pledge Friendly, has identified over 75,000 products across the United States, United Kingdom, France, Germany, Italy, Spain, and Japan that meet sustainability standards (Amazon, 2022b). This move has enabled customers to filter products by sustainability attributes, such as energy efficiency and recycled content. However, the work of Zhang on sustainable e-commerce transitions, while highlighting a burgeoning global trend, does not delve into the nuances of consumer behaviour (Zhang, 2023b). Instead, it focuses on frameworks and strategies to promote sustainability in e-commerce, without directly addressing individual consumer choices.

This underscores a significant gap in current research as there have been no studies conducted to identify the impact of sustainable practices on consumer behaviour in the e-commerce industry (Zhang, 2023a). The literature appears fragmented, with the absence of a comprehensive framework addressing socio-technical transitions within the e-commerce milieu. This points to the pressing need for more intricate studies that explore the nexus between sustainable practices and consumer behaviour in the e-commerce industry.

The French market is a significant focus of this study. Firstly, France is one of the largest e-commerce markets in Europe, with a market value of 115.2 billion Euros in 2020 (Statista, 2022). Secondly, France has a high level of environmental awareness, with a growing number of consumers expressing interest in sustainable products and practices (Kanter, 2022). Lastly, empirical evidence is scarce on the relationship between social influence, environmental values, and sustainable behaviour across various daily practices in France (Cawthray & Babbage, 2022). Therefore, this study aims to address this gap by analysing a range of consumption practices to identify the key determinants of sustainable behaviour in France. As such, understanding the impact of GSCM practices on consumer behaviour in the French market is of utmost importance as it sheds light on the relevance of sustainable consumption and environmental concerns in the French market.

Previous research on GSCM has focused on GSCM strategies, enablers, pressures, supplier partnerships for sustainability, green customer behaviours, and the relationship between GSCM and firm performance (Rashidi et al., 2020). Although GSCM is designed to promote environmental practices from an employee's perspective, it is now being used externally to increase market share with a positive image, and internally to reduce material costs and increase profits as consumer demand shifts towards sustainable products and practices (Lee et al., 2021). However, consumer involvement and perspectives on GSCM practices must also be included. Therefore, given the significance of sustainable and responsible consumption in today's global landscape, this study seeks to understand the connection between GSCM and consumer behaviour in the French e-commerce sector. It will provide practical advice to retailers and consumers and assess Amazon's sustainable supply chain management practices and their impact on consumer behaviour in France. It will also emphasise the importance of GSCM in influencing consumer behaviour.

1.3 Research questions and objectives

This study's primary goal, guided by the Theory of Planned Behaviour (TPB), is to examine the impact of Amazon's environmentally sustainable green supply chain management (GSCM) practices on consumer behaviour in the French market. The TPB suggests that attitudes, subjective norms, and perceived behavioural control are fundamental determinants of individual intentions and behaviours. Accordingly, this research aims to probe how Amazon's

GSCM practices influence these constructs, subsequently affecting French consumers' purchasing decisions.

The primary research question, framed through the TPB, is:

How do Amazon's GSCM practices influence the attitudes, subjective norms, and perceived behavioural control of French consumers, thereby impacting their purchasing decisions?

To address this primary research question, a secondary research question is posed: *How does awareness and understanding of Amazon's GSCM practices impact French consumers' attitudes, subjective norms, and perceived behavioural control, as suggested by the TPB??*

1.3.1 Research Objectives

The primary research objectives were as follows:

- To determine whether Amazon's GSCM practices influence the purchasing decisions of French consumers.

The secondary research objectives supporting the primary research objectives were as follows:

- To determine French e-commerce consumers' awareness and understanding of Amazon's GSCM practices.
- Determine the influential factors related to Amazon's GSCM in consumer decision-making.

1.4 Significance of Study

In today's commercial environment, sustainability is essential due to global concerns for environmental conservation, ethical business dealings, and corporate responsibility. These factors have influenced consumer preferences, pressuring companies to incorporate sustainable practices into their operations and supply chains (Liu, 2019). As a result, GSCM has attracted considerable scholarly attention, peaking in 2015. Remarkably, about 70% of the existing research focuses on the rudimentary aspects of GSCM, suggesting a need for more in-depth study in this field (Luthra et al., 2014; Ali & Shoaib, 2023).

Several research methods have been employed to explore GSCM across various sectors, with manufacturing being the main focus. However, there is a conspicuous gap in the literature about consumer perspectives and behaviour. Moreover, studies (Liu, 2019; Adusei et al., 2023)

consistently stress the significance of commitment from top management in the implementation of GSCM practices. This underlines the need for comprehensive insights to assist managers in understanding the concept of GSCM and improving their GSCM practices. Therefore, this study has wide-ranging importance, from the societal to individual levels

I. Organisational impact

E-commerce platforms are instrumental in the transition to sustainability due to their significant role in modern consumption trends. As Zhang (2023a) noted, the recent e-commerce boom, further boosted by global occurrences like the COVID-19 pandemic, offers both opportunities and challenges for a sustainable future. This dual-edged growth highlights the necessity for comprehensive research, providing valuable insights for the effective application of GSCM practices in the e-commerce sector.

Proactive adoption and promotion of sustainable practices by companies not only align with shifting consumer preferences but also secure a competitive edge, fostering enhanced brand loyalty and trust. Organisations wishing to incorporate GSCM practices can utilise this study as a benchmark for assessing the efficacy of their strategies. Such an approach facilitates the enhancement of companies' environmental performance, ensuring competitiveness in an ever-greening marketplace.

II. Practitioners

Practitioners such as supply chain managers and business strategists can gain significant value from insights into consumer behaviour in response to GSCM practices. Tailoring their strategies to these nuances can enhance their resonance with the target audience and encourage sustainable consumption patterns.

Research indicates the positive influence of incorporating GSCM practices on consumer purchasing decisions and a reduction in distrust (Lee et al., 2021). A specific study conducted in Amazon India investigated customer perceptions of environmentally friendly techniques in supply chain management and their purchasing behaviour impact. The findings revealed an increasing consumer consciousness towards buying decisions, with a preference for environmentally sustainable products (Pandey, 2022). However, this study was region-specific

and only focused on perceptions, failing to address attitudes and behaviours. Thus, a gap in the literature necessitates further investigation into these aspects.

In conclusion, understanding the impact of GSCM practices on consumer behaviour is vital. It allows practitioners to develop targeted marketing strategies, design eco-friendly products, optimise supply chain management, and make informed decisions promoting sustainable practices. This study may serve as a reference for best practices in GSCM and provide valuable insights into this field's latest research.

III. Academia

From an academic standpoint, this study aims to address a crucial gap in existing literature from an academic perspective. While extensive research has been conducted on GSCM practices across different sectors (Lee et al., 2021), in-depth investigations within the e-commerce context, specifically on influential platforms like Amazon, are limited (Zhang, 2023b). By delving into this domain, the study sets the foundation for future interdisciplinary research, merging fields such as environmental science, business strategy, and consumer psychology.

Research indicates that GSCM practices positively influence consumers' purchasing decisions (Lee et al., 2021). Thus, comprehending the relationship between GSCM and consumer behaviour can provide insights into marketing strategies that mitigate consumer scepticism. Lazaric et al. (2020) highlighted the significance of comprehending peer pressure's role in advocating sustainable consumption behaviours, supplementing evolving environmental values, and encouraging pro-environmental behaviour. Additionally, there's a requirement to investigate the impact of regional context more thoroughly (Lazaric et al., 2020). For instance, it is important to understand why certain regions are more proactive in promoting sustainable practices and whether peer pressure and other factors contribute to these local externalities, varying based on the goods or practices in question.

Consequently, this study's focus is on analysing the influence of GSCM practices on consumers in France. There is a scarcity of research concerning the effects of GSCM practices on consumer behaviour within the e-commerce sector. This study considers how GSCM practices influence the perception of a product's environmental impact, thereby affecting

consumer behaviour. The outcomes of this study could offer insights into the efficiency of GSCM practices in promoting sustainable behaviour and the role of social influence and environmental values in shaping consumer behaviour.

1.5 Limitations

This study focuses on GSCM practices within the French e-commerce sector. However, several constraints that can potentially affect the validity and reliability of the study are acknowledged. As highlighted by Simon and Goes (2013), these limitations are uncontrollable external factors that could impact the research findings.

One key limitation is the singular focus on the French market. While this approach is designed to provide an in-depth understanding of GSCM practices within a specific context, it may not capture the full diversity of supply chains globally. However, this strategy mitigates the risk of a superficial understanding that could result from a broader focus. Cultural and social differences between France and other countries may also influence the study's results (Manohar & Kumar, 2016). Despite this, the findings could serve as a basis for future research in other markets and be compared with existing research to identify similarities and discrepancies. Furthermore, there is a notable lack of research on consumer perspectives and behaviour in the e-commerce sector, particularly about sustainable consumption (Gajdzik, et al., 2023). To address this gap, the study will include a comprehensive literature review to highlight existing research and underscore areas that require further investigation. These identified limitations will be addressed to the maximum extent possible to ensure the study's robustness.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This review scrutinises the influence of subjective norms, perceived behavioural control, and attitude on consumer behaviour, specifically in relation to GSCM. It focuses on Amazon's operations in France, aiming to contribute to the understanding of consumer behaviour and sustainability practices within the GSCM context by utilising the Theory of Planned Behaviour (TPB).

Several recent studies have explored the relationship between economic progress and environmental impacts. Bilal et al. (2021) investigated the impact of technological innovation on CO₂ emissions in a panel of 96 countries, underlining the importance of addressing environmental concerns in the context of economic globalisation. Destek and Aslan (2020) focused on the nexus between disaggregated renewable energy consumption, economic growth, and environmental pollution in the G-7 countries. These countries were selected for their significant influence on global trends and their economic and political power. Their study emphasises the need for sustainable energy practices. Anwar et al. (2020) examined the determinants of CO₂ emissions in Far East Asian countries, finding that urbanisation, economic growth, and trade openness significantly influence emissions levels. Du and Mengjie (2020) provided empirical evidence on the impact of environmental regulations on pollution abatement and collaborative emissions reduction in Chinese industrial enterprises.

These studies underline the growing commitment of countries to reducing the environmental impacts of economic progress and achieving a balance between ecological and economic concerns. As a result, organisations have significantly transformed over the past two decades. For instance, the World Trade Organisation (WTO) has empowered governments, leading to their substantial growth. Moreover, the Intergovernmental Panel on Climate Change (IPCC), established in 1988, has laid the groundwork for governmental action on climate change, leading to the first global climate treaty during the 1992 Rio Earth Summit (Coppola & Blohmke, 2019).

The primary goal of the IPCC has been to equip governments at all levels with scientific information to devise climate policies. This initiative led to the adoption of a circular flow model, promoting significant changes in organisational patterns, including technologies, markets, and regulations. These changes increase costs, undermine profitability, and impact asset values (Coppola & Blohmke, 2019; Hu et al., 2019).

Studies on collaborative consumption, which is enabled by online social networks and driven by cost consciousness and environmental necessity, have primarily focused on economic aspects, particularly price advantages (Möhlmann, 2015). For example, Hamari et al. (2015) explored the economic aspects of collaborative consumption services as a consumer adoption motivator. Bray et al. (2010) and Eckhardt et al. (2010) identified economic rationalisations, institutional dependencies, and developmental realism as the main factors dissuading consumers from sustainable consumption.

However, new consumption methods in the sharing economy, such as collaborative consumption, aim to address and potentially overcome the issues traditional businesses face. Wang and Zhang (2014) found that social commerce and social shopping, subsets of the sharing economy, depend on peer-to-peer interaction, with user motivation often stemming from individual enjoyment and economic benefits. Kozinet's (1999) study supports the idea that economic benefits, including price advantages and access to resources, are key motivators for consumers to adopt collaborative consumption services (Möhlmann, 2015). Thus, the relevance of sustainability is highly recognised, leading to increased accountability.

Despite the growing recognition of sustainability practices, only 60% of businesses have a formal sustainability strategy. Of these, nearly one-third (30%) of Europe's largest companies, including Amazon, are committed to achieving net-zero emissions by 2050 (Saeed & Kersten, 2019; Amazon, 2022a; Van Zeeburg, 2023). This indicates the increasing importance of sustainability in organisational operations and supply chain management research. The commitment of these businesses sets a precedent for others, underscoring the need for sustainability in the face of environmental challenges.

2.2 Sustainability

Sustainability, a complex and multifaceted concept, is interpreted differently across various fields. Biologists, as noted by Basiago (1995), view it as the relationship between humans and the environment, emphasising the preservation of natural capital and biodiversity for future generations. This perspective is reinforced by Miklós et al. (2020), who underscored the critical role of Ecosystem Services (ESS) in understanding the interplay between ecosystems and human well-being, further building upon the biological viewpoint of sustainability.

Economists, following Goodland & Herman (1996), consider sustainability as an exploration of the potential collapse of contemporary production systems due to natural capital depletion. This viewpoint is substantiated by Friant et al. (2020), who critically analysed the challenges, gaps, and limitations of the Circular Economy (CE) paradigm, thus providing an updated economic perspective of sustainability.

Goodrich et al. (2020) and Ayubi et al. (2021), building upon the studies of Connelly (2007) and Finch et al. (2014), underscored that sustainability is intricately connected to the diverse relationships among organisations, the environment, and society. Their research emphasised the necessity of translating, using, and practising sustainability wisdom across different settings.

Carter & Rogers (2008) and Seuring & Müller (2008) provided a key understanding of how Sustainability in Supply Chain Management (SSCM) integrates environmental, social, and economic criteria into supply chain management. Building on these foundations, Chkanikova et al. (2020) and Dora (2020) examined retail-driven sustainability certification schemes and stakeholder relationships, offering a fresh perspective on the integration of sustainability into supply chain management.

Performance measurement of sustainability, as emphasised by Massaroni et al. (2015), has been revisited by Giannakis & Papadopoulos, (2016) and Neri et al. (2021). Their research proposes a balanced set of key performance indicators for measuring the sustainability performance of industrial supply chains, thus updating the understanding of performance measurement in sustainability, , noting its positive impact on business performance and competitive advantage

creation. Another review by Rajeev et al. (2017) investigated the alignment of supply chain management within the context of sustainability. The review revealed improved environmental, social, and economic performance with the integration of sustainability into supply chain management (Seuring & Müller, 2008). However, it identified the need for additional research to explore the relationship between sustainability and supply chain management more extensively.

Lastly, Bubicz et al. (2021) and Rupasinghe et al. (2021) provided updated insights into the alignment of supply chain management within the context of sustainability. Building upon the review conducted by Jamwal et al. (2021), their research highlighted the involvement of different tiers and external stakeholders to mitigate negative social impacts, and the positive effects of lean manufacturing practices on sustainability.

In conclusion, the concept of sustainability continues to evolve and has been increasingly integrated into various fields, especially in supply chain management. The latest research underscores the importance of sustainability in both the biological and economic context, and the critical role it plays in managing organisational relationships and supply chain practices. As we move forward, it becomes increasingly clear that sustainability is not a mere add-on, but a fundamental aspect that shapes our strategies and operations, pushing us towards a more resilient and sustainable future.

2.3 The Evolution of Supply Chain Management

The field of Supply Chain Management (SCM) has undergone significant evolution since its inception. This transformation has been propelled by various factors including globalisation, technological advancements, and a growing emphasis on sustainability.

Historically, SCM was conceptualised as a mechanism to align organisations and supply chain actors with a central aim: fulfilling consumer requirements and expectations (Mentzer et al., 2001). However, this perspective has evolved considerably. In recent times, the focus of SCM has shifted towards a more comprehensive integration of key business functions within the supply chain, reflecting the intricate, interdependent nature of contemporary supply networks (Tukamuhabwa et al., 2015).

The turn of the 21st century saw an increasing recognition of customer needs and preferences, triggering a transformation in SCM. It is now characterised by a heightened emphasis on sustainability, largely spurred by Elkington's work on the "Triple Bottom Line" (TBL) (Elkington, 1997). TBL underscores the interconnectedness of environmental, social, and economic considerations in organisational decision-making, thereby highlighting the need for sustainable business practices.

In response to escalating pressures for environmental sustainability, many organisations have embraced Green Supply Chain Management (GSCM). GSCM aims to optimise environmental, economic, and social benefits, as discussed comprehensively by Wang & Gupta (2011).

Moreover, the globalisation of supply chains has shifted the focus of SCM towards risk analysis, risk management, and robustness. As articulated by Drake & Spinler (2013), in today's volatile and complex business environment, companies must be capable of responding swiftly to changes in supply, demand, and market conditions.

In addition to these foundational works, recent literature has also been considered to supplement the understanding of SCM's evolving definition. For instance, Sarkis (2020) underscores the need for resilient supply chains that can effectively respond to disruptions, an attribute further emphasised in the post-COVID-19 era. Similarly, Pettit et al. (2020) recognise the increasing complexity of modern supply chains and advocate for a comprehensive approach to resilience.

Today, SCM has evolved into a system more conscious of the natural environment and potential adverse effects of human activity. As highlighted by Senna et al. (2023), it now involves a systematic approach to healthcare supply chain risk management. Similarly, Reaidy et al. (2020) proposed a definition of consumer integration in supply chain management based on information sharing, shared decision-making, and alignment of goals. These recent studies, among others, have enriched the understanding of SCM, highlighting its complexity and dynamism.

In conclusion, the evolution of SCM is marked by a shift towards integration, collaboration, and sustainability. As the business landscape continues to evolve, it becomes increasingly clear that effectively managing and coordinating various supply chain actors, integrating key

business functions, and prioritising sustainability will be key determinants of organisational success. In this light, Elkington's (1997) assertion that sustainability is imperative for organisations is more relevant than ever. This necessitates the integration of sustainable practices into business strategies for future growth.

This comprehensive review of the literature underscores the ongoing transformation of SCM, highlighting the need for researchers and practitioners alike to embrace these changes in order to contribute to the field's continued growth and development.

2.4 Green Supply Chain Management: Concept and Practice

Green Supply Chain Management (GSCM) is a continuously evolving concept that has grown in complexity and breadth over time. Initially, GSCM was defined as the integration of environmental considerations into all aspects of supply chain management, encompassing procurement, logistics, manufacturing, distribution, disposal, and recycling (Dubey et al., 2017; Nathaniel & Khan, 2020). Driven by societal concerns about environmental pollution and energy conservation, this approach has gained considerable attention since the 1960s (Lee et al., 2021).

This comprehensive approach includes various environmental topics related to the industry like industrial ecosystems, industrial ecology, product life cycle analysis, extended producer responsibility, and product stewardship (Chakraborty, 2010; Reche et al., 2020). GSCM advocates for the substitution, reuse, and recycling of materials, as well as the continuous monitoring and improvement of environmental performance (Green et al., 2012; Haupt & Hellweg, 2019).

The interpretation of GSCM varies depending on the researcher's focus, ranging from green purchasing to integrated green supply chains that span suppliers, manufacturers, and customers (Zhu and Sarkis, 2020; Srivastava, 2007). Zhu et al. (2012) offer a more comprehensive definition, specifying that GSCM should integrate environmental concerns into supply chain management, covering all activities involved in the transformation and flow of goods or services from the source of materials to the end consumer. They further classify these activities into internal practices and external practices.

Building on this, Yu et al. (2014) extend the GSCM definition to include comprehensive management of both upstream and downstream supply chains, aiming to minimise the overall environmental impact of forward and reverse flows. This aligns with the concept of 'reverse logistics', which manages the reverse flow of materials and products in the supply chain from the customer back to the manufacturer or supplier (Ahi & Searcy, 2013).

Srivastava (2007) provides a widely used definition in the literature, encapsulating product design, material sourcing and selection, manufacturing processes, delivery of the final product to consumers, and end-of-life management of the product. This definition illustrates the breadth of practices GSCM can involve, ranging from reactive monitoring of general environmental management programmes to more proactive practices like reduction, reuse, rework, and recycling (de Oliveira et al., 2018).

Tseng's (2019) definition emphasises the integration of environmental concerns into all supply chain operations, including reverse logistics. It highlights the aim of environmental sustainability and minimising environmental impact, with a focus on collaboration with supply chain partners to enhance environmental performance.

GSCM has evolved from a broad concept of integrating environmental considerations into supply chain management to a more complex, nuanced idea that acknowledges the importance of both forward and reverse logistics, internal and external practices, product lifecycles, and collaboration with supply chain partners. Despite these varied interpretations and the significant evolution of the concept, the central aim of GSCM remains consistent: to promote sustainability and reduce environmental impact.

Thus, for this study, we define GSCM as an organisational philosophy that merges environmental dimensions with the traditional supply chain network to enhance environmental performance and economic benefits. Additionally, GSCM can be viewed as a cross-disciplinary concept that includes green purchasing, manufacturing, logistics, investment recovery, and customer cooperation, depending on the focus of the study.

2.4.1 Overview of GSCM

De Oliveira et al. (2018) highlight the evolution of research in the field of Green Supply Chain Management (GSCM) and the identification of emerging perspectives and potential future research opportunities. The adoption of a "win-win" approach by several nations has resulted in a "two-oriented" society that promotes sustainable development (Wu et al., 2014). This has also led to the adoption of a circular economy that emphasises waste reduction and resource conservation (Nautiyal & Varun, 2021). The position of organisations in society has changed significantly, with governments granting increasing power and rights to corporations through bodies such as the World Trade Organisation (WTO) (Abbott & Snidal, 2021). However, the establishment of the Intergovernmental Panel on Climate Change (IPCC) in 1988 has also played a significant role in government action on climate change, leading to the first global climate treaty achieved during the 1992 Rio Earth Summit (Coppola & Blohmke, 2019). The objective of the IPCC has been to provide scientific information to governments at all levels to develop climate policies, which has led to significant changes in organisational patterns, such as changes in technologies, markets, and regulations (Leitzell & Caud, 2021). As such, organisations have become more aware of their impact on the environment, society, and economy (Hu et al., 2019). Moreover, many companies are now adopting GSCM practices as a viable option to reduce their environmental impact on operations and improve operational performance. Studies have found that the implementation of GSCM practices has been influenced by various factors, including the relationships between organisations and their supply chain partners, company size, and employee education and training (Agi & Nishant, 2017; de Oliveira et al., 2018). Organisations strive to achieve higher revenue by focusing on consumers, improving service and product delivery, and minimising operational costs. Thus, Kumar et al. (2019) state that the practises have become critical in various consumer-related domains, such as human interaction, education, and managerial development. However, although it has become an important aspect in consumer-related domains, the literature rarely reports the consumer perspective on GSCM, likely due to low awareness levels of the implementation of GSCM practises within organisations (Luthra et al., 2014).

2.5 Systematic Review

Studies have indicated that there is a paucity of research on the methodology section of GSCM in the literature, with a preponderance of studies focusing on specific aspects and practices such as green product development, green design, green purchasing, green raw material

procurement, green process planning, green manufacturing, and green transportation (Luthra et al., 2014). To address this variance, a need exists to present new insights and research directions based on the latest developments in the existing body of knowledge (Tseng et al., 2019). Tseng et al. (2019) conducted a metadata analysis of research papers from 1998 to 2017 to investigate the growth of literature on GSCM. The study analysed 880 papers from various sources, including journals, institutions, and subject areas, using article titles and keywords. The findings revealed that publications on GSCM started emerging in 1990 and steadily grew until 2010, after which there was an exponential growth in the literature on GSCM, with 146 papers published in 2017, the highest number of papers published as compared to previous years. These studies indicate that there is a continuing increasing concern and interest in GSCM topics, parallel with rising issues of environmental sustainability, industrial and domestic pollution, and concerns about social responsibility by both government and corporate bodies. However, researchers must exercise caution when searching for literature using this term, as de Oliveira et al. (2018) found that about 15 per cent of the total articles researched were unrelated to GSCM. Therefore, other keywords or a combination of keywords must be considered to obtain more specific results. Additionally, the scope of GSCM research extends beyond the manufacturing industry, which has traditionally been the main focus of the investigation.

Abu Seman et al. (2012) note that while the manufacturing industry has been the most active contributor to publications on GSCM in recent years, accounting for 23% of the total, the service sector has also made significant contributions, with 14% of all published papers. This is particularly important since the service sector is believed to be a major contributor to emerging environmental problems due to its traditional business operations (Abu Seman et al., 2012). Rapid industrialisation has caused negative impacts on the environment, such as pollution, waste, and the rapid consumption of natural resources (Abu Seman et al., 2012), with the manufacturing industry serving as the largest contributor to these environmental problems. Although GSCM literature is dominated by Asia and America, the lack of published papers in other regions, particularly Europe, is noticeable.

A majority of the studies have focused on developed countries and specifically on manufacturing areas (Abu Seman et al., 2012). Consequently, examining the European market and exploring new industries, such as e-commerce, could help address this gap in the literature. Thus, future research directions in GSCM include investigating the perspectives of various

partners involved in a supply chain network, including suppliers, customers, logistics providers, and manufacturers (Tseng et al., 2019). There is a noticeable paucity of research on the impact of consumer perception on purchasing behaviour in the context of GSCM (Ravi & Aggarwal, 2023). This is because many studies have focused on how sustainability policies influence consumer perception. However, de Oliveira et al. (2018) identified several factors that motivate companies to adopt GSCM practices, including stakeholder pressure, consumer-related concerns, company environmental concerns, and the influence of environmental regulations and standards (Zhu et al., 2008; Zhu et al., 2013). Thus, it should be noted that previous research on internal GSCM practices was primarily limited to employees, and the consumer perspective was often excluded because GSCM was considered a typical business-to-business domain (Lee & Lim, 2020). However, as the endpoint of the supply chain structure is the end consumer, Lee and Lim (2020) suggest that internal GSCM practices must be evaluated by end users rather than solely measured by internal employees. Therefore, given the importance of understanding GSCM from various perspectives, it is vital to investigate the practices across the e-commerce sector, including the views of suppliers, customers, logistics providers, and manufacturers, as well as the impact of consumer perception on purchasing behaviour. To this end, the proposed study aims to develop a compelling business case for the adoption and impact of GSCM practices (Hu et al., 2019; Kumar et al., 2013; Lee and Lim, 2020; Tseng et al., 2019; de Oliveira et al., 2018; Zhu and Sarkis, 2020).

2.6 Consumer Behaviour

Consumer behaviour is a critical component of marketing research, significantly influencing the formation and execution of marketing strategies. The discipline of consumer behaviour surfaced in the 1960s, characterised by two principal paradigms: positivist and non-positivist. Numerous scholars have put forward varying definitions of consumer behaviour (Whiteley, 2002). Arndt (1986) first described consumer behaviour as the way individuals or decision-making groups, including households, engage in actions, both mental and physical, that are focused on the final consumption. This encompasses the procurement, personal production, and usage of products and services, and occasionally, their dispossession.

Subsequent studies have refined this definition, portraying consumer behaviour as the process of selecting, purchasing, using, and disposing of goods, services, concepts, or experiences to satisfy wants and needs (Solomon, et al., 2016; Bhatia, 2022). The positivist approach includes

perspectives on economics, behaviour, cognition, attitudes, and situations, in contrast to the non-positivist paradigm, which includes interpretive and postmodern perspectives (Zhang et al., 2019). The former encapsulates traditional perspectives that predate the non-positivist paradigm. The latter, however, underscores the significance of symbolic and subjective experiences in consumer behaviour, asserting that consumers create their understanding based on their unique experiences and the shared cultural context (Han, 2021).

However, the interpretivism paradigm has redefined the non-positivist paradigm, highlighting the importance lies in the symbolic and subjective experience, asserting that the interpretation of meaning is a personal mental process (Pachauri, 2001).

Within the realm of marketing, consumer behaviour involves the whole purchasing process, incorporating pre- and post-purchase activities (Gupta & Singh, 2020). These pre-purchase activities consist of information search and evaluation of options for goods and brands that can fulfil a specific need or want (D’Rozario & Yang, 2014). This perspective aligns with the utility theory, which views consumers as rational economic actors (Zinkhan, 1992). Therefore, consumer behaviour involves a wide variety of elements that have an impact on consumers and recognise different consumption activities, such as need recognition, information search, alternative evaluation, purchase intention, purchasing, consumption, and disposal (Bray et al., 2010; Han, 2021).

2.6.1 Consumer Behaviours Towards Environmental Practices

As consumer awareness of environmental issues increases, green consumerism has emerged as a way for individuals to protect themselves and the environment through their purchasing decisions (Bhatia, 2022). However, despite the positive attitudes of consumers towards environmental issues, reports indicate that despite an increase in environmental concern, the market share of low environmental impact consumption remains limited to only 1-3% of the entire global market (Testa, et al., 2021). Research has identified an attitude–behaviour gap in which consumers' purchasing decisions are not solely based on environmental concerns (Gan et al., 2008), due to the personal values, environmental awareness, knowledge, attitude, and social norms of consumers (Testa, et al., 2021). This inconsistency has been observed in numerous studies (Auger and Devinney, 2006; Carrington et al., 2010; Young et al., 2010; Hassan et al., 2016; Testa et al., 2021). For instance, Auger and Devinney (2006) found a

significant disparity between ethical purchase intentions and reported buying behaviours in a survey of over 4,000 consumers. Carrington et al. (2010) identified factors limiting environmentally conscious consumer behaviours, including higher prices, lower quality, and the lack of ethical options. Although the size of the intention-behaviour gap is debated (Hassan et al., 2016), meta-analytic evidence confirms a disconnect between consumers' attitudes and their real marketplace behaviours towards ethical and sustainable products (Young et al., 2010).

Most studies have had to rely on surveys or observations, which limit causal conclusions (Carrington et al., 2014). To gain a deeper understanding of this phenomenon, more experimental work is needed to examine how contextual and psychological factors impact attitude-behaviour consistency (Carrington et al., 2014). Identifying associations and driving factors of environmentally significant actions is pivotal for fostering buying behaviour and advancing sustainable growth over an extended period.

Several studies have explored the relationship between consumer behaviour and GSCM practices, focusing on willingness to pay for environmentally friendly products. Ageron et al., (2012) found that consumer pressure influences companies' adoption of green practices. However, there still exist gaps in sustainable purchasing intentions and behaviours. Gavronski et al., (2011) identified different consumer segments based on environmental consciousness and willingness to pay for green products, providing insight for GSCM strategies.

In a similar vein, Xia et al.(2022) observed that a higher willingness to pay led to increased retail prices and market share of green products. This gave retailers and manufacturers an incentive to invest more in green technology. However, they also noted that an increased willingness to pay could lead to reduced optimal green cost-sharing rates, potentially discouraging manufacturers' investments. Retailers showed a willingness to lower cost-sharing rates with increased confidence levels. These findings contribute to understanding the relationship between consumer willingness to pay and GSCM decisions, providing a basis for optimizing cost-sharing mechanisms in a low-carbon economy.

Yeon Kim et al., (2011) discovered a positive correlation between willingness to pay and factors such as environmental consciousness, certification involvement, and the perceived importance of certification. Rao and Holt (2005) reported that consumers had a strong willingness to pay for products perceived to be environmentally friendly. They suggested that

consumers' perception of the environmental friendliness of products could be either negative or positive, depending on the value they place on the product's strength.

Zhang et al., (2023a) further revealed that consumer scepticism about green product claims could inhibit green purchasing behaviour. Collectively, these studies demonstrate the complex factors shaping consumer responses to green SCM practices, while revealing gaps between intentions and actions. As such, further research is encouraged to continue investigating consumer behaviour to inform effective GSCM strategies.

Consumers' satisfaction with sustainable products has been linked to the ethical appeal of such products, which reflects moral principles related to social and environmental issues (Luchs et al., 2011). Luchs et al. (2011) used the term *sustainable* to describe products with positive ethical attributes. Samah et al. (2022) study, which refers to Trudel and June's (2009) work, shows that customers will pay more for products made ethically. The authors found that consumers' ethical expectations of companies strongly influenced their preferences for the company's products. However, the attitude-behaviour gap observed in the literature implies that consumers' positive attitudes toward environmental issues do not necessarily translate into actual environmentally friendly purchasing behaviour. Thus, an inconsistency between attitude and behaviour has been attributed to various factors, including low correlations among environmental behaviours, different levels of specificity in attitude-behaviour measures, external variables, and a lack of measurement reliability and validity (Tamar., et al., 2021). Lee and Lim (2020) suggest that the lack of measurement specificity between attitude and behaviour suggests that researchers have failed to measure behaviour-specific attitude instead of focusing on a generalized view of environmental attitude. Therefore, it is necessary to identify and eliminate the factors that hinder such behaviour and highlight the factors that increase it.

Although the adoption of Green Supply Chain Management (GSCM) practices is gaining traction among researchers, but it's noteworthy that only a minority of consumers are practicing green consumerism (Hu, et al., 2019). Interestingly, research by Lichtlé et al. (2023) revealed that while 65% of French consumers express a desire to support businesses that uphold environmental sustainability, merely 21% actually do. This uncovers a significant disconnect between attitudes and actual behaviour. Building on this, a study conducted by Lisboa and Antunes (2020), revealed a similar attitude-behaviour gap, where consumers' perceptions of

packaging sustainability positively influenced their environmental attitude and purchase intentions. However, no significant impact was observed from ergonomic perceptions.

This pattern of attitude-behaviour gap has been identified in various previous studies (Gupta & Singh, 2020; Lazaric et al., 2019). Importantly, studies by Lazaric et al. (2019) have indicated that French citizens are becoming increasingly conscious of the environmental impact of their daily consumption. In fact, 78% demonstrate some level of such awareness. This growing environmental consciousness is consequential, as it has led to the increased significance of environmental concerns within organisations. This is largely a result of legislation and consumer mandates, particularly in the European Union (EU) (Samah et al., 2022). As a result, there is a noticeable shift in consumer behaviour towards green consumerism, which is largely a reflection of consumers' increasing awareness of the link between their purchasing decisions and their environmental impact (Xia, et al., 2022).

In conclusion, this body of work underscores the complexity of consumer behaviors towards environmental practices and the need for more comprehensive and nuanced approaches in bridging the attitude-behaviour gap. It highlights the potential of GSCM practices in fostering environmentally friendly purchasing behaviour and the need for continued research in this area to inform and enhance the effectiveness of these practices. Additionally, studies mentioned in have shown that contextual factors, such as social norms and sustainable green behaviour, can influence the relationship between environmental concern and consumer behaviour. However, it is important to note that mainstream cognitive psychology has neglected the theoretical conceptualization and empirical research about environmental impacts on behaviour. Therefore, further research is needed to fully understand the complex relationship between environmental concerns and consumer behaviour.

2.7 Factors Influencing Consumer Behaviour

Green consumer behaviour is an increasingly important aspect of modern society. To understand this complex phenomenon, studies have found it necessary to examine the interaction of various elements across decision-making, purchase, and post-purchase experiences. For example, Moutinho and Vargas-Sanchez (2018) posit that purchasing behaviour is influenced by numerous factors that interact with each other at different stages. Kostadinova (2016) has further categorised these facets into two subcategories: individual

factors and context/situational factors. The former encompasses attitudes, values, demographic characteristics, and other variables that affect consumers' decision-making and behaviour. In contrast, the latter pertains to external forces that may positively or negatively influence sustainable consumption.

2.7.1 Individual Factors

Several individual factors have been identified as influencing environmentally conscious consumer behaviour. Jaiswal et al. (2020) found that individuals with solid environmental beliefs are more likely to engage in pro-environmental behaviour. Age, gender, and income have also been shown to influence sustainable consumption (Kostadinova, 2016). Sogari et al. (2017) and Su et al. (2019) examined sustainable consumer behaviour in Millennials and Generation Z, finding that younger generations display greater environmental consciousness and are more likely to engage in sustainable consumption behaviour. However, Millennials are more interested in spending money on new goods and brands but exhibit a cautious attitude towards green purchases (Lavuri et al., 2021; Naderi & Steenburg, 2018). Gender has also been shown to play a role in environmental concerns, with women generally more concerned about environmental issues than men (Zhao, et al., 2021). On the other hand, Luchs et al. (2011) found that women have a stronger environmental concern than men, which is attributed to the value orientation for these gender disparities (Ramstetter & Habersack, 2020).

2.7.2 Contextual Factors

Context has been found to play a critical role in determining consumer behaviour, particularly in categories with frequent usage and modest costs (BCG, 2021). Demographic, social, political, economic, and psychological factors, as well as the temporal and ideological structuring of domestic practices, all contribute to the context of the purchase (Zmigrod, et al., 2021). Psychological factors are composed of motivation, perception, and attitude (Miles, 2002). Social norms and peer pressure have been identified as significant contributors to environmentally conscious behaviour in previous research (Reisch & Zhao, 2017; Kostadinova, 2016). Jansson et al. (2010) conceptualised contextual forces as affecting behaviour indirectly through attitudinal factors, similar to what Black et al. (1985) pointed out, putting the latter at the centre for understanding green consumer behaviour from both psychological and marketing perspectives. Bennetta and Hill (2022) and Perry (2017) also state that several factors influence consumer behaviour, including cultural, social, personal, and

psychological factors (Zmigrod, et al., 2021). For example, Bang et al. (2000) found that consumers who are more concerned about the environment tend to express more willingness to pay for renewable energy than those who are less concerned about the environment. However, other researchers have argued that green consumer behaviour is determined by a multitude of factors depending on the type of behaviour and involvement with the product behaviour (Zmigrod, et al., 2021). Social factors are particularly pertinent to this research as reference groups such as online social networks fall under this bracket (Kostadinova, 2016).

Studies have indicated that while individual and contextual factors can influence consumer behaviour, green consumerism may exacerbate the problem of overconsumption. This is because it can reduce consumers' guilt by providing the illusion that they are taking pro-environmental actions, when in fact they may be consuming just as much as before (Jansson et al., 2010). Researchers have found that moral considerations play a significant role in consumer behaviour, particularly in high-involvement purchasing choices that have an impact on the environment (Foti & Devine, 2019).

2.8 Theoretical Framework

Saricam and Okur (2019) posit that the Theory of Planned Behaviour (TPB) is a highly influential cognitive model that predicts an individual's actions in a specific context (behaviour), the formation of an intention to perform said behaviour, and presumes that intentions mirror three motivational influences: attitudes, subjective norms, and perceived behavioural control (Renzi & Klobas, 2008). The TPB asserts that the primary catalysts of behaviour are one's intention to perform the behaviour and perceived behavioural control (Ajzen, 2018).

The intention is strongly influenced by three factors: attitudes, subjective norms, and perceived behavioural control. Multiple studies have explored how individual and contextual factors shape consumer decision-making and behaviour through the TPB lens. For example, Han et al. (2010) found that favourable attitudes towards environmentally conscious practices and high perceived behavioural control were indicative of consumers' intentions to patronise green hotels. Interestingly, subjective norms were not a significant predictor in their research.

Furthermore, individual determinants such as knowledge, values, personality traits, and demographics have been linked to environmentally friendly consumer behaviour within the TPB framework (Paul et al., 2016; Yadav & Pathak, 2017). Contextual factors like cultural norms, societal trends, economic conditions, and marketing strategies have been found to shape consumer attitudes, societal norms, and perceived control over environmentally conscious behaviours (Sreen et al., 2018). The TPB provides a comprehensive framework for understanding how internal and external variables influence consumer decision-making by shaping behavioural intentions and perceived control.

While the TPB framework is typically applied using quantitative methods (Renzi and Klobas, 2008), this study seeks to extend its application by incorporating qualitative methods. In our research, we will conduct in-depth interviews with consumers to gain detailed insights into their attitudes towards environmentally conscious practices, the social pressures they feel (subjective norms), and their perceived control over adopting these practices. Through the coding and analysis of the qualitative data obtained from these interviews, we will use the TPB framework to achieve a comprehensive understanding of the factors influencing consumers' intentions and actual environmentally conscious behaviours.

This approach not only supplements the quantitative data typically associated with the TPB but also adds depth and context to our understanding of consumer behaviour in relation to environmentally conscious practices. It serves to bridge the gap noted by Saricam & Okur (2019) with respect to the scarcity of studies that utilise qualitative research methods in conjunction with the TPB.

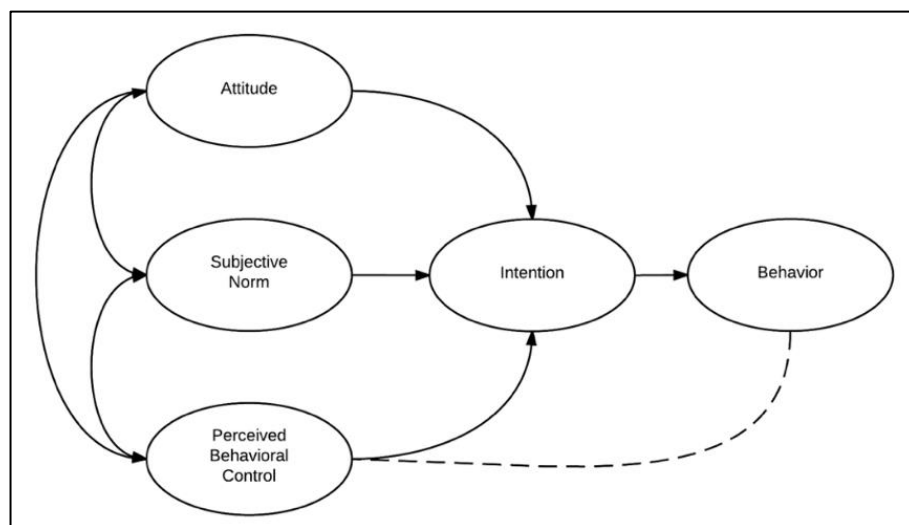


Figure 1 Theory of Planned Behaviour (Ajzen, 1991)

2.8.1 Attitudes

Ha et al. (2021) describe Ajzen's (1991) TPB, which posits that a consumer's green purchasing behaviour can be predicted based on their attitudes, subjective norms, and perceived behavioural control. The theory suggests that an individual's intention to perform a behaviour and their perceived control over that behaviour predict whether they will actually perform it. Attitude towards a behaviour, subjective norms and perceived behavioural control can predict someone's intentions. Many studies have found that consumers generally have positive attitudes towards ethical consumption because the benefits derived from it exceed the costs incurred (Ha et al., 2021). De Leeuw et al. (2015) explain that a positive attitude is the main factor that leads to positive behaviour, as a person's attitude is a predictor of behaviour based on psychology. However, some studies have shown no effect of consumer attitude on purchasing behaviour, while others have reported that positive consumer attitudes do not always translate to purchasing behaviour (Moser, 2015; Lee & Lim, 2020).

The relationship between attitude and behaviour may differ depending on the antecedents and objects being measured, which creates inconsistency in the findings (Boulstridge & Carrigan, 2000). Thus, we can note that the relationship between attitude and behaviour is not straightforward, as it is based on a person's beliefs and intentions (Ha et al., 2021). Ajzen et al. (2011) assert that past behaviour can predict an individual's intention to perform or not perform a behaviour. Ajzen et al. (2018), however, assert that past behaviour can predict an individual's intention to perform or not perform a behaviour. The studies by De Cannière et al. (2009) and Carrington et al. (2014) provide evidence that intention, a factor in TPB, may not always be a reliable predictor of actual behaviour. De Cannière et al. (2009) found a weak correlation between intention and behaviour, while Carrington et al. (2014) discovered a gap between intentions and behaviour. This suggests that other factors, such as external constraints or situational factors, may come into play when individuals make decisions. As a result, it may be necessary to consider additional factors beyond consumer purchase intention when examining consumer behaviour.

2.8.2 Subjective Norms

Subjective norms are a significant concept in the widely used Theory of Reasoned Action (TRA) and TPB models for predicting and understanding consumer behaviour (Ajzen, 1991;

Fishbein & Ajzen, 1977; Ajzen et al., 2018). Developed by Fishbein and Ajzen in the 1970s, TRA suggests that behaviour is determined by the intent to perform it, influenced by one's attitude and subjective norms (Fishbein & Ajzen, 1977). Subjective norms refer to one's perception of whether people important to them think they should engage in the behaviour (Fishbein & Ajzen, 1977). The inclusion of subjective norms in the TRA and its successor model, the TPB, accounts for the significant social pressures and normative beliefs that shape consumers' decision-making (Fishbein & Ajzen, 1977). By linking subjective norms to intentions, the TRA provides a framework for understanding how social factors motivate consumer action (Ajzen, 2018).

Empirical studies have shown that attitudes, subjective norms, and perceived behavioural control are the three primary antecedents of behavioural intention (Ajzen, 2018). However, recent research has challenged the influence of subjective norms on some types of behaviour (Paul et al., 2016). Nevertheless, subjective norms play a crucial role in shaping consumer behaviour and motivation to purchase green products and are strengthened when consumers receive the attention of others (Perinparajah, 2020; Lee et al., 2021). Furthermore, recent research has demonstrated that subjective norms are a key driver of behavioural intention for individuals who rarely or never purchase fair-trade grocery products, and an important factor influencing the intentions of those who regularly make such purchases (Ajze, 2011).

In conclusion, subjective norms provide insight into the influence of social pressure and perceptions of others on individual behaviour, playing an essential role in shaping consumer behaviour. Therefore, researchers and marketers must consider subjective norms when predicting and understanding consumer behaviour.

2.8.3 Perceived Behavioural Control

Perceived behavioural control is a key construct in the TPB (Ajzen, 2018) and refers to an individual's perception of the ease or difficulty of performing a specific behaviour. Lee et al. (2021) define perceived behavioural control as an individual's perception of the ease or difficulty of performing the behaviour of interest and controlling beliefs. In addition, perceived power contributes to a person's perceived behavioural control. Research has shown that perceived behavioural control is a factor that strongly and sustainably impacts purchase intentions for green products (Ruangkanjanases et al., 2020). The study found that attitudes

and perceived behavioural control were significant factors that contributed to purchase intentions. These factors were related to individual and social benefits, self-competence, convenience, and environmental literacy. However, subjective norms did not affect purchase intentions. The authors assumed that consumers' attitudes alone represent individual preferences, whereas perceived behavioural control represents social pressure on green consumption. Therefore, public regulation of green consumption is unsustainable in some countries, such as Taiwan (Ruangkanjanases et al., 2020).

Empirical studies suggest that perceived behavioural control is a positive factor that influences green purchasing behaviour (Lee et al., 2021). This supports the application of TPB in predicting pro-environmental behaviour (Yadav & Pathak, 2016; Schniederjans & Starkey, 2014). However, Moser (2015) argued that PBC may not apply to all green purchase behaviours, as it is the only factor that directly influences behaviour in the TPB model suggested by Ajzen (2018).

Despite these inconsistencies, TPB is the most commonly used framework in research related to consumer behaviour toward eco-friendly practices (Ajzen 2018). To improve the prediction of intention, some studies have eliminated the PBC factor and added the measure of personal "moral" or "ethical" obligation to the traditional structure (Carrington et al., 2010; Chen & Chai, 2010). This is because ethical consumer concerns have often been neglected in previous studies and understanding ethical or moral attributes can improve the prediction of intention (Shaw et al., 2000).

This research project aims to use the TPB framework to examine the potential impact of PBC on green purchasing behaviour, as demonstrated by Ruangkanjanases et al. (2020). Additionally, incorporating moral or ethical obligations, as suggested by Carrington et al. (2010) and Chen and Chai (2010), should be considered to improve the prediction of intention. To gain insights into the factors that motivate consumers' intentions to support green supply chain initiatives, qualitative methods will be utilised, drawing from the TPB as a conceptual framework (Jaiswal et al., 2020). This study aims to contribute to a better understanding of the complexities of green supply chain management practices and their impact on consumer behaviour.

Thus, TPB offers a valuable framework for predicting pro-environmental behaviour. PBC is a significant factor in green purchasing behaviour, although its applicability may depend on the specific context. To improve the prediction of intention, researchers may consider incorporating moral or ethical obligations into the traditional structure of TPB.

2.9 Sustainable Consumer Behaviour in France

According to a recent survey by the European Investment Bank (EIB, 2024), an overwhelming majority of French people believe climate change is the 21st century's greatest challenge. Specifically, 82% of French respondents are concerned or alarmed about climate change, compared to 78% of Europeans overall, indicating a higher level of concern among the French. However, only 46% of French people believe that climate change is mostly caused by human activities, which is lower than the EU average of 52% (EIB, 2024). Despite this, a significant majority (67%) of French respondents view climate change as an immediate threat, surpassing the EU average of 59% (EIB, 2024). This data suggests that while the French are more alarmed by the impacts of climate change and perceive it as a present threat, they are less likely to attribute its causes primarily to human activities compared to their European counterparts.

Gerardin's (2022) recent findings align with this, indicating that 82% of French consumers are ready to modify their daily consumption habits for environmental protection. Consumers are cautious about buying unnecessary goods and services, preferring eco-friendly products, and minimising daily consumption. In the past year, 85% of consumers preferred buying used goods over new ones, especially when purchasing leisure and cultural products and furniture. Gerardin (2022) found that a significant 90% of French consumers pay particular attention to product sustainability, especially household appliances or high-tech products like phones and computers. These findings suggest that French consumers are becoming more environmentally conscious and are ready to change their purchasing habits to support sustainable practices. Despite this, Tighe (2022) discovered that only 22% of respondents actively sought out brands that demonstrated ethical and sustainable practices, although about 38% have considered the importance of brands adopting environmentally sustainable practices. The French public is becoming more open to companies helping them modify their consumption and lifestyle habits in response to escalating environmental and sustainability issues.

As Faccarello and Steiner (2021) note, French consumers reject the idea that self-interest should be the primary goal for any social agent, including businesses. This perspective is rooted in the "philosophie économique" period of 1695 to 1830. During this era, influential French economists like Boisguilbert, Quesnay, Turgot, Condorcet, and Say argued that self-interest could lead to positive outcomes at both individual and societal levels (Faccarello & Steiner, 2021). These economists proposed new economic policies centred on self-interest, effectively merging the fields of economy and politics.

A critical figure during this period was the Legislator, who was tasked with creating a conducive environment for free trade, protecting economic agents from harm, and using self-interest as a tool for governance. The Legislator was expected to make decisions in the public interest, factoring in public opinion and the role of a well-informed administrative body in policy execution.

However, during this period, critical voices emerged, highlighting the limitations of a purely self-interested economic model. They emphasised the importance of integrating other aspects like religion, morality, and altruism. This historical context provides valuable insight into why present-day French consumers prioritise societal welfare over economic gains, making corporate social responsibility (CSR) more significant than corporate economic responsibility (CER) (Habisch et al., 2005, p. 93).

Sanches (2005) argues that these developments indicate a shift towards a more sustainable and conscious approach to consumption. Consumers in France have begun to show self-reflexivity regarding some basic consumption practices. Thus, identifying and protecting cultural 'focal points' (Sanches, 2005, p. 53), where consumption itself becomes equated with societal identity expression, the creation and demolition of needs and wants, and the demonstration of *le droit à la différence*, might be the most substantial contribution of French political culture to the global initiative of sustainable consumption (Sanches, 2005).

On the other hand, a recent study by Lazaric et al. (2019) found that sustainable consumption is vital for reducing society's carbon footprint and adhering to the Paris Climate Accord. This accord was ratified in December 2015 under the United Nations Framework Convention on Climate Change (UNFCCC) to cut down greenhouse gas emissions and restrict global warming to well below 2°C above pre-industrial levels. Since adopting the agreement, understanding

factors influencing sustainable consumption behaviour has become essential for promoting pro-environmental behaviour. Lazaric et al.'s (2019) comprehensive investigation of sustainable consumption patterns in France revealed key factors influencing sustainable consumption, such as environmental and social influence.

In conclusion, the literature review reveals a complex picture of sustainable consumer behaviour in France. Despite an elevated concern for climate change and willingness to modify consumption habits for environmental protection, there is a cognitive gap in attributing its causes to human activities and in actively seeking sustainable brands. This behaviour is deeply rooted in French history and cultural 'focal points,' which emphasise societal welfare over economic gains. As we move forward, it is imperative to understand these unique aspects of French consumer behaviour, which could be key to shaping more effective strategies for promoting sustainable consumption and achieving broader environmental goals, such as those outlined in the Paris Climate Accord. The French case presents valuable lessons for global sustainability initiatives, underscoring the need to consider socio-cultural factors in driving sustainable consumption and effectively addressing environmental challenges.

2.10 E-commerce Sector

The e-commerce industry has experienced significant growth and revolutionized the retail industry in recent decades. The rise in e-commerce sales, online spending per person, and online shoppers has led to a remarkable sales growth rate and the introduction of new products and (Baluch & Main, 2023). Seidel and Blanquart (2020) reveal that online shopping has become increasingly popular in Europe, with the United Kingdom, France, and Germany being the largest e-commerce markets. In 2015, 296 million people in Europe engaged in online shopping, with the majority of online purchases made in the United Kingdom, France, and Germany. As of 2022, recent statistics show that 76% of the 445.1 million consumers in Europe engage in online shopping (Lone & Weltevreden, 2021). E-commerce Europe (2022) reported that the proportion of online shoppers in Germany increased from 60 to 73%, and in France, it increased from 44 to 66 % between 2013 and 2015. Similarly, in the UK, 81% of all consumers shopped online (Seidel & Blanquart, 2020). Current studies indicate a continued upward trend, as online sales in European countries, including the United Kingdom, Germany, France, Netherlands, Italy, and Spain, rose by an average of 31.1% in 2020 (CRR, n.d.).

The global rise of e-commerce has led to the development and continuous improvement of various processes related to the efficient management of material flows in the supply chain (Dragomirov, 2020). The e-commerce platforms play a crucial role in facilitating logistics, marketing, and financial processes, and they are heavily reliant on the Courier, Express, and Parcel (CEP) sector in delivering approximately 4.2 billion parcels for B2C purposes in Europe alone (Dragomirov, 2020). However, gathering information on e-commerce can be challenging due to limited official data and discrepancies in data-gathering methods and definitions between countries (Dragomirov, 2020). Despite this challenge, the upward trend in online shopping in Europe and across the globe is evident, emphasising the need for continued research and development in the e-commerce industry.

One of the biggest challenges of the new century is achieving sustainable development. The retail industry, including e-commerce companies, has a high carbon footprint, making it one of the top 10 carbon-intensive business sectors (UNCTAD, 2023). Organisations must deliver the right products to the right people at the right time, requiring a practical and defect-free supply chain that keeps products continuously moving. Therefore, it is crucial to understand how sustainable practices affect consumers to understand their behaviour in the e-commerce sector better. Pu (2020) identified drawbacks of GCSM, including technical inefficiencies, lack of innovation, and imperfect politics, which can affect consumer behaviour. The involvement of governments in GCSM can also impact organisations. Terminal handling, a production method where manufacturers focus only on their own processes without considering environmental impacts across the broader supply chain (Reimann, et al, 2019) is a critical supply chain issue that can increase costs, damage the environment, and negatively affect brand image. Ahmed's study (2022a) found that sustainable purchasing may negatively impact business sustainability, while green purchasing may not significantly affect overall performance. Organisations should consider these factors when making decisions about their supply chain management practices.

The literature review reveals that the e-commerce industry has experienced remarkable growth in recent years, particularly in Europe, with the United Kingdom, France, and Germany being the biggest e-commerce markets. However, the retail industry and e-commerce companies have a large carbon footprint, which places them among the top 10 carbon-intensive business sectors (UNCTAD, 2023). Although sustainable practices like green purchasing can reduce the environmental impact of e-commerce, there is debate in the literature regarding the impact of such practices on business sustainability (Pu, 2020; Ahmed, 2022a). Moreover, government

involvement can influence organisations and ultimately affect consumer purchasing behaviour (Cseres, 2019). Consequently, continued research and development in the e-commerce industry are imperative for sustainable growth. In summary, the literature review underscores the significance of understanding the impact of e-commerce on the environment and the need for sustainable practices to mitigate its negative effects. Hence, considering the focus of this study, Amazon will be the sole focus of investigation in the e-commerce sector. The present study will investigate the impact of GSCM practices on consumer behaviour, with a focus on Amazon. The rationale for choosing Amazon is that it is one of the largest e-commerce companies and has implemented several sustainable practices. However, the argument needs to be strengthened as it is a critical decision of the research.

2.11 Amazon's GSCM Practices

Amazon has always prioritised conducting ethical and responsible business practices (Amazon, 2023). To accomplish this, the company carefully selects suppliers who share their values of upholding human rights, promoting safe and inclusive workplaces, and striving for a sustainable future (Amazon, 2023). Through various initiatives, the organisation has established itself as the largest multinational technology company in the world. Its operations span online retail, cloud computing, artificial intelligence, and digital streaming services, making it a versatile and reliable option for consumers and businesses (Dean, 2023). According to Dean (2023), Amazon recently introduced a significant corporate social responsibility (CSR) initiative called The Climate Pledge in collaboration with Global Optimism (Amazon, 2023). This program aims to encourage companies to achieve net-zero annual carbon emissions by 2040. To support this objective, Amazon has committed to investing \$2 billion in 2020 to help businesses develop low-carbon products and innovations (Jaller, 2022). Amazon has taken steps to combat climate change by partnering with The Climate Pledge and creating the Right Now Climate Fund, which has donated USD 100 million towards reforestation projects and other sustainability initiatives (Dean, 2023; Amazon, 2022b). Their sustainability efforts include adopting a 100 per cent renewable energy program by 2025, striving for net zero carbon shipments by 2030, and introducing 100,000 electric delivery vehicles on the road by 2030. And lastly, the implementation of Frustration-Free Packaging (FFP) Programs that promote low waste, easy-to-open, and 100 per cent recyclable packing materials (Dean, 2023; Amazon, 2022b).

Amazon has taken significant strides in establishing a global supply chain that is both transparent and equitable. This initiative is a direct response to the growing demand from consumers for greater accountability and transparency (Amazon, 2022b). Although companies like Amazon have implemented several sustainability policies, they often face scrutiny due to concerns about worker exploitation, environmental degradation, and human rights violations in their supply chain operations (Amazon, 2023). Among these concerns, their environmental practices have come under discussion and criticism. According to Greene (2020), employees and activists have raised alarms over the company's contribution to climate change through its cloud computing business, which supports oil and gas exploration. This has led to public protests from conscientious consumers. Consequently, the company is updating its policies to include stricter measures for supply chain operations and benchmarks to ensure greater comprehensiveness (Greene, 2020). Amazon's strict supply chain standards aim to prioritise human rights, and environmental protection applies to all suppliers, including providers, vendors, selling partners, contractors, and subcontractors (Amazon, 2022b). They are mandatory for all products and services provided to their platforms (Amazon, 2022b). As a result, the products sold on Amazon are manufactured with the utmost regard for the welfare of workers and the environment (Amazon, 2022b; Amazon, 2023). Overall, Amazon's policy of continuous improvement entails working with suppliers to embed respect for human rights and the environment in their operations and supply chain.

2.12 Amazon's Consumers

Amazon has successfully satisfied consumers with their customer experience, as its brand revolves around the consumer, aiming to be "Earth's most customer-centric company" (Feedvisor, 2021, p. 12). Their commerce business model is frictionless for consumers, making the organisation a vessel for consumers to make environmental decisions, becoming a recurring theme/practice, as evidenced by their commitment to making it easier for consumers to contribute positively to society through their Climate Pledge initiative (Amazon, 2021). The Climate Pledge Friendly has helped customers find products that preserve the natural world and allowed the company to partner with trusted third-party certification organisations to ensure products meet sustainability standards, allowing the organisation to stand out and attract customers' attention (Jardim, 2022).

Amazon (2021) reported that NYU Stern's Center for Sustainable Business found that sales of products marketed for sustainable development grew 5.6 times faster than other products from 2013 to 2018. In over 90 per cent of consumer goods categories studied, sales of sustainable products increased. The Climate Pledge Friendly initiative has shown positive results, with a 60 per cent increase in click-through rates, a 140 % increase in the brand's first purchase rate, and a 40 per cent reduction in the cost per purchase (Amazon, 2021). However, more data on its impact in different regions must be collected. To better understand Amazon's commitment to sustainability, the study will focus on one region to understand its sustainable practices' impact on consumer behaviour in the French market.

2.13 Conclusion

The literature review underscores the significance of sustainability and the responsibility of business leaders to implement sustainable practices in organisational operations and supply chain management, as exemplified by companies like Amazon. Economic incentives were revealed to play a critical role in motivating consumers to adopt collaborative consumption services in the context of GSCM, shaping consumer behaviour, and underscoring the significance of considering economic factors when promoting sustainable practices. However, there are significant gaps in existing research that require attention, particularly in regard to the influence of subjective norms, perceived behavioural control, and attitudes on consumer behaviour towards GSCM practices. Hence, more research is needed to develop a more nuanced understanding of how these psychological factors impact consumer behaviour.

Additionally, research is needed on the motivations and factors influencing consumer behaviour and adoption of GSCM practices, including the impact of cultural norms, social influences, and government policies. Understanding these factors is crucial for developing tailored sustainability strategies for French consumers, as well as other countries. Hence, further research is also needed to evaluate the effectiveness and impact of specific GSCM practices, such as green purchasing, eco-design, and reverse logistics, on consumer behaviour and sustainability outcomes. Finally, more research is needed to examine the effectiveness and impact of different communication strategies for promoting sustainability in GSCM, as well as the role of interpersonal communication in shaping consumer behaviour and adoption of sustainable practices.

In conclusion, the literature underscores the importance of sustainability in organisational operations and supply chain management and the role of economic incentives in shaping consumer behaviour. Additionally, it highlights the need for a globally agreed-upon definition of GSCM and identifies gaps in existing research, including the limited understanding of the influence of subjective norms, perceived behavioural control, and attitudes on consumer behaviour towards GSCM practices, as well as the lack of research on consumer behaviour in the French market. Thus, addressing these gaps through further research will aid in deepening the understanding of the relationship between GSCM practices, consumer behaviour, and sustainability in the e-commerce sector, leading to the creation of more effective sustainability strategies.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The examination of the impact of GSCM practices on consumer behaviour within the French market necessitated a qualitative research approach. This approach ensured a thorough exploration of the subjective perceptions and experiences of French consumers involved in the supply chain. By prioritising qualitative methods, the study aimed to uncover nuanced insights into the complex dynamics between GSCM practices and consumer behaviour, contributing to a deeper understanding of sustainable consumption patterns in the e-commerce sector.

The qualitative research methodology employed in the study is outlined. This includes the research design, sampling strategy, data collection methods, and data analysis techniques utilised to capture and analyse the rich qualitative data. By transparently documenting the qualitative research process, this chapter aimed to demonstrate the rigour and validity of the study's findings while providing a clear roadmap for interpreting the qualitative insights generated.

3.2 Research Design

This study leverages a qualitative research method, an approach that focuses on the collection of non-numerical data to foster a deep understanding of concepts, thoughts, and experiences (Creswell & Clark, 2018). The underpinning philosophical worldview is social constructivism, which posits that individuals actively construct subjective interpretations of their experiences, shaped by social interactions and historical and cultural influences (Creswell & Clark, 2018).

Driven by this philosophical perspective, the research design aims to decode social interactions and experiences that shape consumer behaviour concerning Amazon's GSCM practices. To achieve this, we place a premium on participants' perspectives and facilitate the co-construction of meanings from their viewpoints, both of which are integral to qualitative research and the social constructivist worldview (Vasileiou et al., 2018). Thus, to operationalise this qualitative enquiry, we utilise specific methods that align with the social constructivist worldview, such as snowballing and convenience sampling to enable the selection of participants who offer in-

depth and diverse insights into the research phenomenon. Thus, these methods form the cornerstone of the data collection process in qualitative research (Creswell & Clark, 2018).

For data collection, semi-structured interviews serve as the primary data collection, providing consistency across interviews and the flexibility to probe deeper into emergent topics (Aurini et al., 2021). This method promotes rich, nuanced data capture and dynamic interactions between the interviewer and the interviewee (Aurini et al., 2021), thus, allowing participants to express their subjective experiences and interpretations, which yields qualitative data that reflects their unique perspectives (Yoshida et al., 2013).

Once the data is collected, thematic analysis is employed for data interpretation. This involves identifying, analysing, and interpreting patterns or themes within the data (Braun & Clarke, 2006). The method aligns with the social constructivist worldview and the qualitative research approach, interpreting participants' experiences and perspectives to construct meaning (Creswell & Clark, 2018). By integrating the philosophical worldview of social constructivism, qualitative research strategies, and specific research methods, this research design offers a comprehensive and philosophically grounded approach to understanding consumer behaviour about Amazon's GSCM practices (Creswell & Clark, 2018).

3.3 Research Approach and Strategy

3.3.1 Research Approach

For this study, an inductive research approach was adopted, characterised by accumulating and analysing data to formulate theories and concepts derived from patterns and observations within the data itself (MeanThat, 2017). This approach, contrasting deductive reasoning that tests hypotheses against empirical evidence, employed a "bottom-up" strategy, initiating with specific observations and subsequently deriving broader theories or ideas (Creswell & Clark, 2018).

The selection of an inductive approach was in harmony with the qualitative research methods that were used in the study. Qualitative research is a research method that aims to explore and understand the meaning individuals or groups ascribe to a social or human problem (Creswell & Clark, 2018). The process of research typically involves emerging questions and procedures

collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data (Turner, 2022). This choice allows the researcher to delve into emergent themes and patterns within the data, fostering the organic development of theories without the influence of preconceived theories. Therefore, enhancing the credibility and validity of the research process, particularly in revealing nuanced insights into complex phenomena such as consumer behaviour in the e-commerce industry (Braun & Clarke, 2006).

The TPB was integrated within an inductive qualitative methodology. The role of this theory was not to test pre-existing hypotheses but rather to provide a conceptual framework for understanding and interpreting the data (Hussain et al., 2024). The TPB served as a guiding lens through which to understand consumer decision-making processes. While the study commenced with an open exploration of consumer behaviour, the TPB guided the researcher in identifying relevant factors and concepts to explore further. The constructs of the TPB (attitudes, subjective norms, perceived behavioural control) acted as sensitising concepts to interpret the emergent themes and patterns observed in the data, enriching the contextual understanding of theoretical concepts in real-life situations (Ajze, 2011).

Thus, the integration of the TPB with the inductive qualitative methodology facilitated a nuanced understanding of consumer decision-making processes within the e-commerce industry data (Hussain et al., 2024), by serving as a guiding framework to interpret and contextualise these findings within a theoretical framework, thus enhancing the applicability and relevance of the study's insights. Hence, the selection of the inductive approach, along with the integration of the TPB, provided a robust methodological foundation for this study. By embracing the iterative and exploratory nature of the qualitative inquiry to contribute valuable insights to the understanding of consumer behaviour in the context of GSCM practices within the e-commerce industry.

3.3.2 Research Strategy

This research utilises an exploratory case study design, a methodology lauded for its capacity to facilitate profound investigations of intricate social phenomena within their natural settings (MeanThat, 2017). The subject under scrutiny is Amazon's operations in France, with a distinct emphasis on the company's deployment of GSCM practices.

The decision to focus on Amazon's operations in France is underpinned by the company's pivotal role in the e-commerce industry and its noteworthy GSCM practices. Moreover, the heightened environmental consciousness inherent to France (EIB, 2024), provides a compelling context for the investigation of the research questions.

The research questions guiding this study have been meticulously formulated to align with its overarching purpose. The primary question probes into how Amazon's GSCM practices influence the attitudes, subjective norms, and perceived behavioural control of French consumers, thereby shaping their purchasing decisions. A secondary question delves into the impact of consumers' awareness and understanding of Amazon's GSCM practices on these same constructs.

Data collection for this study encompasses semi-structured interviews, which involves asking open-ended questions to gather detailed and in-depth information from participants (Creswell & Clark, 2018). The process for conducting interviews, including participant selection and question development, is outlined in detail in Section 3.6.1. Similarly, the process for analysing the interview data is described in Section 3.8.

The analysis of the collected data was conducted using a thematic approach, an integral facet of which was textual analysis. This approach involved the meticulous examination of interview responses to identify prevalent themes and patterns. Relevant sections of the responses were coded, and these codes were subsequently consolidated into broader themes, capturing the core concepts inherent in the data. The theoretical framework guiding this study is rooted in the Theory of Planned Behaviour (TPB) (Ajzen, 2018). Each construct of the TPB - attitudes, subjective norms, and perceived behavioural control - is intricately aligned with the research questions, providing a comprehensive lens for the interpretation of potential findings. Further explanation of how this theory is applied is provided in Section 3.6.1.

Thus, the research strategy, after undergoing meticulous review and refinement based on feedback from peers and mentors, now presents a well-structured and academically rigorous roadmap for the study. For more detailed information on particular aspects of the research process, please refer to the relevant sections mentioned above.

3.4 Research Philosophy

The research philosophy for this study was deeply rooted in the constructivist paradigm, a perspective that aligns with qualitative research methodologies (Creswell & Clark, 2018). This paradigm was chosen because it allows for the exploration of subjective experiences and provides a framework for understanding the complex realities of individuals, a perspective that is particularly relevant when studying consumer behaviour (GradCoach, 2023b). Constructivism posited that reality is socially constructed and subjective, emphasising the need for understanding multiple perspectives and interpretations within a given context ((Creswell & Clark, 2018; GradCoach, 2023b). thus, by adopting the constructivist paradigm, this study acknowledged the dynamic nature of knowledge creation and the importance of participants' lived experiences in shaping understanding (Flockhart, 2016).

Ontology, a fundamental concept in this research philosophy, played a significant role in shaping the research approach. In constructivism, ontology explores the nature of reality and being. It posited that reality is multiple, subjective, and socially constructed (Flockhart, 2016; GradCoach, 2023b). The researcher's role in this study was acknowledged as an integral part of the research process.

In the context of consumer behaviour studies, the constructivist ontology highlighted the dynamic and subjective nature of consumer decision-making processes. It emphasised that individuals bring their unique perspectives and interpretations to their interactions with products, services, and brands (Lim, 2023). By recognising the socially constructed nature of consumer realities, the study was able to delve deeper into understanding how consumers make choices, form preferences, and engage with the marketplace based on their subjective experiences and cultural backgrounds.

In designing this study, the research methods and techniques selected aligned with the constructivist paradigm. The study adopted an interpretive approach, emphasising an understanding of subjective experiences and behaviours, particularly in the context of consumer behaviour towards Amazon's GSCM practices (Creswell & Poth, 2018). Hence, by utilising an interpretive lens, this study sought to uncover the intricacies of consumer decision-making processes, shedding light on the factors influencing attitudes and behaviours towards GSCM practices, which would contribute to a better understanding of the challenges and

opportunities associated with implementing sustainable supply chain practices in the e-commerce sector (Creswell & Poth, 2018).

In summary, the constructivist paradigm, with a particular emphasis on ontology, guided the selection of qualitative research methods and techniques. This approach emphasised the importance of understanding subjective experiences and behaviours in the context of consumer decision-making regarding GSCM practices, contributing to the advancement of knowledge in the field of sustainability and consumer behaviour.

3.5 Population

Taherdoost (2016) emphasised the necessity of employing a sample in research processes due to the practical constraints of examining every case within a study. Carefully defining the population, which comprised the complete set of cases from which the sample was derived, was deemed essential. Commonly, the term 'population' was associated with the number of individuals inhabiting a particular country (Taherdoost, 2016).

The term "population" pertains to the subjects, occurrences, or objects under investigation (Sileyew, 2020). As noted by Robson and McCartan (2016, p. 257), a population represents "the complete group of individuals, events, or objects sharing common observable characteristics".

In this study, the population comprised French consumers who had utilised Amazon's e-commerce platform within the preceding 12 months. This group encompassed individuals varying in age, gender, education, and geographical locations across France. The population was distinguished by its connection to the e-commerce sector in France, specifically focusing on consumers interacting with Amazon. The population demonstrated varying levels of familiarity with e-commerce practices, environmental sustainability awareness, and preferences for sustainable products. (GradCoach, 2023b)

3.5.1 Sampling Technique

The study utilised both snowball and convenience sampling techniques to establish a comprehensive participant pool. Initially, convenience sampling was employed, targeting

readily accessible individuals from environmentally conscious groups on social media platforms based in France, such as 'Team for the Planet' and 'La Fresque du Climat' (Obilor, 2023). This method, being a non-probability technique, allowed for the swift acquisition of participants based on their accessibility and willingness to participate (Johnson & Christensen, 2008).

To enhance the diversity and relevance of the cohort, the research subsequently utilised snowball sampling, a technique involving referrals from initial participants, referred to as "seeds" (Sedgwick, 2013). These seeds were chosen for their expertise in Amazon's e-commerce platform and their comprehensive understanding of GSCM techniques. The process entailed iterative referrals, resulting in a cumulative effect akin to a "snowball" phenomenon, thereby broadening the sample size (Obilor, 2023). Snowball sampling, another non-probability technique, proved effective in reaching individuals otherwise inaccessible through traditional sampling methods (Yoshida et al., 2013).

Thus, this inclusion criteria encompassed individuals who held a genuine interest in the research topic, resided in France or had shopped with Amazon in the previous year. Despite potential limitations, such as potential under-representation, these methods allowed for access to hidden or hard-to-reach populations and the identification of knowledgeable respondents (Kallio et al., 2016).

3.5.2 Sample Size

The determination of the sample size for this study was a vital aspect of the research design, influenced by factors such as the study's purpose, the depth versus breadth of inquiry, and population heterogeneity (Cooper & Schindler, 2014). The intent was to delve deeply into the subject matter, hence a smaller sample size was deemed appropriate as it could offer depth and richness to the data. This was pivotal for the detailed exploration of participant experiences and perspectives (Vasileiou et al., 2018).

Small sample sizes, particularly in qualitative research, are preferable for enabling a rich, case-oriented analysis (Lacobucci & Duhachek, 2003; Sandelowski, 1995). Saturation, which is the point at which additional data collection yields negligible new information, can potentially occur with as few as 6-12 interviews in a homogeneous population (Guest et al., 2006).

However, this study employed a more diverse sample due to the use of non-probability and snowball sampling methods. As a result, the sample size was expanded to 15 participants to ensure a comprehensive understanding of the differing perspectives within this diverse group (Bryman, 2012).

The literature suggests that a sample size of 16 interviews or fewer is often sufficient for identifying prevalent themes among venues characterised by generally homogeneous groups (Hagaman & Wutich, 2016). Similarly, Guest et al. (2006) found that saturation is generally achieved after conducting the initial twelve interviews, while the fundamental components necessary for meta-themes can be identified as early as six interviews. Thus, in this study, the determination of sample size remained flexible and iterative (Mason, 2010), with saturation evaluated on an ongoing basis. The qualitative sample size had to balance depth and breadth.

In conclusion, the sample size for this study was flexible, aiming for an in-depth analysis with 15 participants, as saturation was continuously assessed to identify common themes among similar groups.

3.6 Data Collection Methods

Hair et al. (2019) define data collection as a systematic and long-term process of gathering and measuring information about specific variables of interest. The participants in this study provided thorough and detailed responses to the interview questions, which provided valuable insights into their awareness, understanding, and decision-making processes related to GSCM practices on Amazon's e-commerce platform. The use of open-ended questions, as presented in Appendix I, allowed participants to express their thoughts, opinions, and experiences without being constrained by predetermined response options. This approach enabled a deeper exploration of the participants' perspectives on the influence of GSCM practices on purchasing behaviour. Çakır and Cengiz (2016) note that open-ended questions generate qualitative data that can provide nuanced and context-rich information. The qualitative insights obtained from this study provided a comprehensive understanding of the research topic. Open-ended questions offer flexibility in gathering diverse responses (Çakır & Cengiz, 2016). Participants were able to provide detailed explanations, examples, or personal anecdotes, giving a holistic view of their perceptions and behaviours. Additionally, this flexibility allowed participants to highlight aspects that may not have been considered in closed-ended questions, ensuring a more comprehensive data collection process (Creswell & Clark, 2018; Harland & Holey, 2011).

3.6.1 Implementation of Data Collection

The study utilised semi-structured interviews facilitated through digital communication platforms including Zoom and Teams. These platforms were chosen due to their ease of use, the comfort level of the participants, and geographical flexibility (Sekaran & Bougie, 2016; Robson, 2011). Conducting interviews in this way, particularly within the current global context, helped reduce logistical constraints and potentially enhance the quality of responses (Robson, 2011).

The interviews were meticulously designed using the Theory of Planned Behaviour (TPB) as a guiding framework, which was instrumental in understanding how attitudes towards behaviour, subjective norms, and perceived behavioural control shaped individuals' intentions and behaviour (Ajzen, 2018). Although TPB has predominantly been utilised within quantitative research paradigms, its application in qualitative inquiries like the present study provided a rich, exploratory insight into the nuanced beliefs of consumers (Renzi, 2008).

The interview questions were categorised into three distinct sections aligning with the principal constructs of TPB (Fishbein & Ajzen, 1977). The first section addressed attitudes and explored the degree to which consumers believed that engaging in environmentally friendly shopping was beneficial or detrimental to them personally and to society. The second section examined the perceived social pressures to perform or not perform the behaviour, including inquiries about the influence of family, friends, and media on consumers' behaviour. The third and final section assessed the consumers' beliefs about their capability to perform the behaviour and the factors that may have facilitated or impeded the adoption of green practices. This flexibility of the semi-structured interviews allowed emergent themes to be explored and areas of particular interest or relevance to the research questions to be probed more deeply (Patton, 2002).

Thus, the implementation of this data collection provided in-depth insights into the factors influencing consumer behaviour in the context of GSCM practices, enabling the exploration of the complex interplay between personal beliefs, normative influences, and control factors that shaped consumer decision-making processes and subsequent behaviours towards green products.

3.7 Research Instruments

Qualitative research, which is heavily reliant on effective data acquisition, often utilises semi-structured interviews to provide researchers with the flexibility to explore both foreseen and emergent themes or ideas (Turner, 2022). This approach enables a comprehensive understanding of the topic under investigation and reveals the underlying motivations or rationales behind participants' responses, thereby enriching the subsequent data analysis (Flick, 2017). Semi-structured interviews based on the TPB framework not only identify predictors of behaviour but also elucidate the subjective meanings attributed to phenomena of interest, thereby yielding nuanced qualitative data concerning complex behaviours (Runeson & Höst, 2008). The flexible sequence of questions in these interviews allows for greater conversational flow and adaptation, contingent upon the participant's responses (Runeson & Höst, 2008). Moreover, the incorporation of open-ended questions enables participants' language and experiences to be elicited, providing comprehensive insights into intricate phenomena (Turner, 2022).

Several qualitative research studies have employed TPB-guided semi-structured interviews. For instance, Zieliska-Tomczak et al. (2021) and Djafarova and Foot (2022) applied TPB-guided semi-structured interviews to examine chemists' and physicians' perspectives on interprofessional collaboration and Generation Z consumers' ethical decision-making, respectively. Consequently, Naz et al. (2022) posited that a rigorous semi-structured interview guide, based on the TPB, could yield valuable qualitative evidence on complex phenomena such as the influence of GSCM practices on consumer purchasing behaviour. In the present study, the TPB framework was utilised to explore the impact of GSCM practices on consumer behaviour, examining its influence on the consumer's subjective norms, perceived and actual control, attitudes towards sustainability, beliefs about environmental impact, and familiarity with GSCM practices.

3.8 Data Analysis Methods

In this research, an inductive approach within its qualitative methodology was adopted. Unlike the deductive approach suggested by Creswell and Clark (2018), which relies heavily on a pre-established theoretical framework to guide the analysis, the inductive approach allows for data-

driven theory development, thereby enhancing the validity of the research process (Creswell & Clark, 2018).

The process of data analysis was initiated by the researcher familiarising herself with the collected data, a step that helped gain an understanding of the participants' perspectives. This was followed by a two-round manual coding process. The first round involved generating thematic codes to summarise and encapsulate the content. The second round consolidated these initial codes into a curated list of significant themes (Andrews, 2020).

To maintain rigour and transparency in the analysis, these themes were meticulously analysed, refined, and categorised based on their relevance and coherence (Dawadi, 2020). This process was facilitated by predefined codes derived from the Theory of Planned Behaviour (TPB) model, emphasising the importance of attitudes, subjective norms, and perceived control in influencing behaviours (Tong et al., 2007; Braun & Clarke, 2006).

The application of these predefined codes led to a structured and efficient analysis of the interview data, ensuring the findings were organised and interpretable. Codes such as "attitudes" were used for responses related to attitudes towards GSCM, while "subjective norms" and "perceived control" were applied to responses about societal expectations and control over purchasing practices. Thus, the TPB model provided a robust structure for organising and interpreting the data (Ajzen, 2018).

The study aimed to gain a comprehensive understanding of the impact of GSCM on consumer purchasing behaviour in the e-commerce sector. By examining data within the TPB framework, the relative importance of attitudes, subjective norms, and perceived behavioural control was evaluated (Dawadi, 2020).

The final stage of the data analysis involved presenting the findings in a narrative report. This presentation contextualised the findings within the broader research context and offered valuable implications for theory, practice, and future research (Nowell et al., 2017).

In summary, the integration of an inductive approach with thematic analysis and the TPB model facilitated a comprehensive and systematic exploration of the qualitative data, yielding

valuable insights into consumer perceptions and behaviours regarding GSCM practices in the e-commerce industry.

3.9 Reliability and Validity

In the context of this research, the concepts of reliability and validity played a pivotal role. Validity in qualitative research pertains to the suitability of the procedures, tools, and data used in the study (Hayashi, et al., 2019). It evaluates the extent to which the chosen methodology effectively addresses the research question and produces the intended outcomes. Conversely, reliability in qualitative research concerns the degree of consistency in the data. This is typically evaluated by repeating the same experiment multiple times to establish statistical significance. The concept of reliability ascertains the reproducibility of the results, meaning that similar outcomes are obtained each time a specific experiment is conducted (Hayashi, et al., 2019).

This research implemented various tactics proposed by scholars to enhance its reliability and validity. A notable methodological approach used was data triangulation, thus enhancing the dependability of the research outcomes (Thyer, 2009). The systematic data collection from semi-structured interviews ensured the findings were not reliant on isolated occurrences or personal biases. The comprehensive methodology depicted a precise representation of the impact of GSCM practices on consumer behaviour.

The study maintained comprehensive audit trails to enhance transparency and replicability. Thorough documentation of the research inquiries, methodologies, and determinations made throughout the study ensured that the investigation's progression could be readily retraced and evaluated by other scholars (Thyer, 2009). This degree of transparency facilitated verification by fellow researchers in the same discipline.

The research incorporated investigating negative cases, a method crucial in identifying potential flaws in the study design or data collection process, and leading to a more nuanced understanding of the subject (Morse et al., 2002). For instance, in the realm of GSCM practices, two studies served as illustrative examples. Zhang et al. (2019) relied heavily on self-reported data, thereby highlighting a negative case in data collection methodologies. Alternatively, Doğan et al. (2022) primarily employed a quantitative strategy, potentially missing the

complexities intrinsic to GSCM practices and representing a negative case in research design. These examples underscored the importance of scrutinising negative cases to refine research methodologies and enhance the validity of findings.

The depth of qualitative research prioritises depth over breadth. The nuanced data collected was rich in context, offering a comprehensive understanding of individual perceptions and behaviours. In contrast, Zhang et al. (2019) and Doğan et al. (2022), despite providing valuable insights, might have missed these intricate, context-specific narratives due to their reliance on quantitative methods and self-reported data. This study addressed these gaps through its qualitative approach. Finally, the study ensured the inclusion of detailed and comprehensive descriptions, a fundamental element of this research. Such descriptions regarding the research context and data collection processes allowed readers to understand the study and evaluate its reliability thoroughly.

3.10 Research Assumptions

This research was conducted based on several assumptions. Initially, it was assumed that consumers had a certain level of awareness and understanding of GSCM practices, especially those implemented by Amazon. It was presumed that consumers had a basic knowledge of environmental sustainability and its relevance to supply chain management. This assumption provided the basis for exploring the relationship between consumer awareness and purchasing behaviour.

The second presumption was that consumers engage in a decision-making process when making purchases. It was assumed that consumers consider various factors, such as product quality, price, convenience, and environmental sustainability when selecting products in the e-commerce sector. The study aimed to uncover how GSCM practices influenced this decision-making process. It was also assumed that Amazon had implemented GSCM practices to improve environmental sustainability within its supply chain. The assumed practices of Amazon included reducing carbon emissions, promoting recycling and waste management, and sourcing from environmentally responsible suppliers. The study sought to examine the impact of these assumed practices on consumer behaviour. Another assumption was that GSCM practices implemented by Amazon could influence consumer purchasing behaviour. Consumers were assumed to be receptive to sustainability-oriented practices, and their

awareness and understanding could lead to changes in their purchasing decisions. The study aimed to explore how GSCM practices influenced consumer behaviour in the e-commerce sector.

Lastly, it was assumed that the participants in the study provided honest and genuine responses to the interview questions. It was supposed that participants shared their true perspectives and experiences related to their awareness, understanding, and purchasing behaviour concerning GSCM practices. The study relied on the assumption that participants provided accurate and reliable data for analysis. These assumptions served as foundational beliefs that guided the research process. They were critically examined and tested throughout the research to ensure the validity and reliability of the findings. These assumptions were acknowledged to contribute to the understanding of the impact of GSCM practices on consumer purchasing behaviour while being mindful of the potential limitations and challenges associated with the assumptions made.

3.11 Ethical Considerations

Iacovino (2002, p. 61) defines ethics as "the study of right and wrong based on duty and obligation." The project was submitted for review to UCT's Research Ethics Committee, which assessed the research design, data collection methods, and ethical considerations to assure adherence to ethical principles. Researchers ought to contemplate the consequences of their work on participants and society. Thus, any unethical practices, such as data collection without awareness, lack of voluntary participation, and non-consensual involvement (Xu et al., 2020), were unacceptable.

To ensure this, all participants were informed that their involvement was voluntary, and that they could withdraw at any time. Both written and verbal consent were obtained from all subjects before the commencement of the study. Participants were informed that the interview would last 45-60 minutes, and a general overview of the topic, specifics of the material needed, and the purpose of the research were provided. They were allowed to ask questions both pre- and post-interview.

Thus, confidentiality was maintained throughout the process. Identifying information was kept private, and responses along with personal details were securely stored. Measures were taken

to protect the identities of the participants. By respecting participant rights and maintaining ethical practices, the research ensured trust, fairness, and the validity of the results.

3.12 Limitations

The study utilised open-ended questions to gather detailed and insightful responses. It was recognised that those participating could have consciously or unconsciously filtered their answers, potentially leading to biased or incomplete information. For example, individuals with a fondness for sustainability and familiarity with Amazon's initiatives might have expressed negative experiences or criticisms. Conversely, those with a limited understanding of Amazon's sustainability efforts might have exhibited bias in their responses, possibly not fully grasping Amazon's sustainability actions.

While the inductive approach allows for the emergence of new themes, it can also result in a lack of predefined structure, which might lead to overlooked or unexplored themes. The absence of a predetermined framework might make it challenging to maintain consistency and prevent bias during the analysis process.

Given the nature of inductive research, there is a risk of over-interpretation or misinterpretation of the data, as the findings are heavily reliant on the researchers' understanding and interpretation. The subjectivity involved in the coding and theme-generation process might affect the reliability of the analysis.

Finally, the integration of the Theory of Planned Behaviour (TPB) within an inductive qualitative methodology might present certain limitations. The use of the TPB as a guiding framework may introduce confirmation bias, where researchers selectively focus on data that aligns with the theory's constructs while disregarding contradictory or alternative perspectives. This can lead to a skewed interpretation of the data and undermine the validity of the analysis.

3.13 Conclusion

Chapter three delineated the methods utilised in the study, including the ethical considerations, constraints, data acquisition procedures, sampling techniques, and analytical approaches. The research design adopted was cross-sectional, which entailed gathering data based on the

characteristics and experiences of the participants, who were potential Amazon customers. The subsequent chapter will expound upon the results of the study.

CHAPTER 4: RESEARCH FINDINGS

Introduction

This chapter presents the results of our investigation into the impact of Amazon's Green Supply Chain Management (GSCM) practices on the purchasing decisions of French consumers. Our study commenced with a group of participants who had engaged in transactions with Amazon France within the previous year, hence offering a rich and informed understanding of their perceptions and comprehension of Amazon's GSCM practices.

The chapter then delves into the key determinants influencing purchasing decisions, with a specific emphasis on the complex interplay between affordability, convenience, and sustainability considerations within the ambit of GSCM. These findings are analysed through the lens of the TPB. This framework encompasses attitudes, subjective norms, and perceived behavioural control, thus providing comprehensive insight into consumer behaviour. Further into the chapter, the concept of 'perceived behavioural control' in the context of sustainable consumption was explored. The research highlights variations across different demographic groups and socioeconomic strata, underscoring the diversity of consumer behaviour. Active engagement towards sustainability and the perceived barriers hindering sustainable consumption were scrutinised. This analysis emphasises the role of personal beliefs, societal norms, and practical considerations in shaping sustainable purchasing behaviours. The insights derived from this analysis offer crucial information towards promoting sustainable consumption across diverse societal sections.

Throughout the chapter, the findings are presented in a comprehensive and scholarly manner. The attitudes, subjective norms, and perceived behavioural control that impact consumer behaviour in relation to Amazon's GSCM practices were discussed. The insights derived from these findings underscore the necessity for enhanced education and effective communication about GSCM to encourage more sustainable consumer behaviours

4.1 Description of the research participants

The research participants had been specifically chosen to explore the connection between sustainability consciousness and purchasing decisions. The demographic of urban residents, predominantly holding a master's degree, had been selected for their likely increased exposure to a wide array of sustainable products and services, and for their potential greater awareness of environmental issues due to their higher education.

The participants' ages ranged from 18 to 54 years, with a significant majority falling within the 25-34 years bracket, encompassing both younger Generation Z and older millennials. Females had been notably over-represented, making up 11 out of the 15 participants. Therefore, the sample had been characterised by high educational attainment, urban residence, a younger demographic, and a bias towards females.

Table 1: Sample Composition

No.	Name*	Gender	Age	Education Level	Location
1	Claudette	Female	25-34	Master's level	Urban area
2	Charlotte	Female	25-34	Bachelors	Urban area
3	Nicolette	Female	55-54	Master's level	Urban area
4	Francois	Male	35-44	Master's level	Urban area
5	Noel	Male	35-44	Master's level	Urban area
6	Marcel	Male	35-44	Master's level	Urban area
7	Eloise	Female	25-34	Master's level	Urban area
8	Sylvain	Male	18-24	Bachelors	Urban area
9	Elise	Female	25-34	Master's level	Urban area
10	Michel	Female	18-24	Bachelors	Urban area
11	Paulette	Female	25-34	Master's level	Urban area
12	Juliette	Female	25-34	Master's level	Sub-urban area
13	Pierre	Male	35-44	Master's level	Urban area
14	Etienne	Male	25-34	Master's level	Urban area
15	Katia	Female	35-44	Master's level	Urban area

**Note: All names have been changed*

4.2 Findings and Analysis

The findings presented in this section were organised according to the constructs of the TPB framework and supported by relevant quotations. To maintain confidentiality, pseudonyms were used to identify each participant, as shown in the preceding table. These pseudonyms were selected with care to ensure consistency and clarity in their use throughout the analysis. The use of pseudonyms allowed for the protection of participant privacy while still providing a clear and organised presentation of the data.

4.2.1 Attitudes towards Amazon's GSCM

Theme 1: Understanding and Comprehension of GSCM

Using the TPB framework, the research found a variance in our participants' understanding and attitudes towards GSCM. Charlotte and Francois had shown limited exposure to GSCM. This was evident in Charlotte's declaration, "*No, I was not familiar with that term,*" and Francois's admission, "*To be honest, not really,*" which indicated a lack of in-depth knowledge and led to neutral or indifferent attitudes towards GSCM.

In contrast, Katia and Paulette exhibited a well-informed understanding towards the concept of GSCM. This was demonstrated in Katia's detailed explanation of GSCM, "*Green supply chain management refers to responsible practices employed to market products. For instance, this includes collaborating with suppliers to decrease gas usage for transportation by 20% within a certain period, or sourcing raw materials sustainably to avoid harming the environment and wildlife,*" and Paulette's statement, "*the importance of considering environmental factors in the supply chain. For instance, choosing modes of transport, like cars and trucks, that have low carbon emissions. Or ensuring we reduce the number of suppliers and opt for combined delivery where possible.,*" indicating a robust comprehension and positive attitude towards sustainable practices.

Participants like Elise and Noel had shown a deeper, critical engagement with GSCM. Elise's internship research on decarbonising supply chains, "*During my internship, I researched decarbonisation and how supply chain companies were transitioning their logistics and supply chain to be more sustainable and achieve carbon neutrality by 2050,*" and Noel's holistic view of GSCM, "*For me, green supply chain management was how I would manage my products*

from production to the customer... in a good way for the environment," highlighted their comprehensive knowledge and critical evaluation of GSCM.

The results indicate varied understanding and attitudes towards GSCM among participants. Those with limited exposure displayed neutrality or indifference, suggesting a lack of engagement. Conversely, participants with a deep understanding had a positive attitude and provided detailed explanations of GSCM practices, highlighting their appreciation for sustainable strategies. A group of participants showed comprehensive understanding and readiness to critically engage with GSCM, evident in their active research and evaluation of practices. In summary, participant attitudes towards GSCM ranged from indifference to positivity and critical engagement, reflecting varying levels of understanding. This underscores the need for improved education and communication about GSCM.

Theme 2: Awareness of GSCM Practices

The analysis revealed that individuals had varying levels of awareness and concern regarding Amazon's GSCM practices. For instance, Elise admitted to her limited awareness of Amazon's GSCM practices but displayed trust in the company. She stated, *"I didn't know if they had any supply chain or sustainability initiatives, but of course, I thought they would have some."* Despite her limited knowledge, her attitude seemed to be more influenced by Amazon's market reputation rather than their specific GSCM initiatives. She also hinted at a potential change in her behaviour if she was provided with more detailed information about Amazon's sustainability efforts, saying, *"If they were involved in sustainability efforts, it would have been beneficial if they had communicated this to their customers more effectively."*

Contrasting Elise's trust, Noel revealed scepticism about Amazon's GSCM initiatives. He stated, *"For me, Amazon was not very green,"* which suggested a negative perception of Amazon's sustainability efforts. This scepticism seemed to influence his purchasing decisions, as he noted that the environmental impact of a product was a factor he considered when shopping. He further stated, *"However, if I realised that the product was environmentally unfriendly, this realisation could have led me to reconsider my choice,"* indicating that attitudes can significantly influence behavioural intentions, as proposed by the Theory of Planned Behaviour.

Francois, on the other hand, showed a nuanced understanding of Amazon's GSCM practices, including their efforts in packaging optimisation and the use of renewable energy in their warehouses. However, this awareness did not translate into more sustainable purchasing behaviours. He stated, "*I knew I could get it with Amazon, so I never changed the way I purchased from them,*" suggesting that the convenience and reliability of shopping with Amazon overshadowed his concerns about their GSCM practices.

In summary, demonstrated varying levels of awareness and attitudes towards Amazon's GSCM practices. One participant showed limited awareness but exhibited a high level of trust in the company, suggesting that their attitude was influenced more by Amazon's reputation than its specific GSCM practices. Another participant expressed scepticism about Amazon's GSCM initiatives, reflecting a negative attitude shaped by environmental concerns. A third participant displayed a nuanced understanding of Amazon's GSCM practices but prioritised the convenience and reliability of shopping with Amazon over sustainability concerns. Thus, the awareness and attitudes towards GSCM practices amongst participants ranged from limited awareness and trust to scepticism and environmental concerns, and from nuanced understanding to prioritising convenience and reliability.

Subtheme 1: Prioritisation of Convenience over Environmental Impact

The analysis of revealed a significant trend towards prioritising convenience and affordability over environmental considerations when shopping on Amazon. The statement from Eloise, "*I believed that many people continued to shop on Amazon because it was practical,*" encapsulated a prevalent consumer attitude favouring practicality and convenience. This sentiment underscored the influence of attitudes, a key antecedent according to the Theory of Planned Behaviour, in shaping behaviours.

Juliette further amplified the importance of convenience in the decision-making process. Her comment, "*I appreciated the convenience of having items delivered to my home within 24–48 hours, as opposed to having to visit a specific store,*" reinforced the attitude of prioritising convenience, a primary factor influencing Amazon's appeal among consumers.

Michel's focus on affordability, seen in his remark, "*I purchased my skincare products from Amazon instead of Alta, even though both sold the same item because it was approximately \$5*

less expensive on Amazon," highlighted affordability as another significant factor shaping consumers' attitudes and subsequent behaviour.

In contrast, Charlotte consciously incorporated environmental considerations into her decision-making process. She stated, "*I tried to avoid buying from Amazon because I saw that they were still very reliant on plastic packaging.*" This indicated that while sustainability considerations were important for some consumers, they weren't always primary concerns. Despite their awareness of Amazon's environmental controversies, Elise and Noel admitted that their purchasing decisions were primarily driven by convenience. Elise disclosed, "*Honestly, I had never taken into account Amazon's sustainability efforts when purchasing. My buying decisions were mainly driven by my immediate needs and the convenience that Amazon provided.*" Similarly, Noel expressed his preference for Amazon's wide selection despite acknowledging environmental concerns.

In summary, the results revealed a divergence between attitudes and actual behaviour among Amazon consumers. Although some participants incorporated sustainability into their decisions, the majority prioritised convenience and affordability. Even sustainability-conscious individuals often favoured immediate benefits such as speedy delivery and competitive pricing. This showed that practical considerations largely influenced consumer behaviour, despite awareness of sustainability, presenting a complex interplay of convenience, affordability, and environmental consciousness.

Theme 1: Consumer Scepticism

The analysis revealed significant scepticism among participants regarding Amazon's sustainability efforts. This scepticism was not limited to the specifics of their environmental practises but also extended to a fundamental doubt about the company's sincerity and effectiveness in its green initiatives. Eloise, for example, expressed strong scepticism about the authenticity of Amazon's sustainability efforts. She stated, "*Sometimes I wonder if they really track their sustainability efforts, or if it's just greenwashing.*" This scepticism shaped her overall attitude towards Amazon, suggesting that the company's initiatives might have been superficial rather than substantive. Despite such scepticism, her acknowledgement of Amazon's attempts to reduce carbon emissions through electric delivery vehicles demonstrated her awareness of Amazon's GSCM practices. However, her commitment to sustainable choices had led her to avoid Amazon due to concerns about their treatment of employees. Eloise further

illustrated her commitment by saying, "*I hardly ever make purchases from Amazon. Instead, I prioritise supporting local or ethical businesses.*". This statement underscored how her scepticism had influenced her decision to avoid purchasing from Amazon, thus reflecting a negative attitude towards the company.

In contrast, Marcel had shown a preference for local businesses over Amazon, despite acknowledging the company's high performance. He stated, "*Usually I don't purchase a lot from Amazon as a customer because I prefer the local French companies rather than the international Americans*". His statement highlighted his preference for local businesses over a global corporation like Amazon, indicating a negative attitude influenced by scepticism about Amazon's sustainability practices.

Despite acknowledging Amazon's high performance, Marcel's choice to support local businesses suggested a belief in their more authentic or effective sustainability practices compared to larger, global corporations. His comment, "*I perceive most of these sustainable practices as marketing efforts,*" indicated that he viewed Amazon's green initiatives as more marketing-driven than environmentally motivated. Moreover, his observation about the general awareness in France is, "*I don't believe there's much awareness about Amazon's green initiatives... It's often viewed as a negative American company,*" indicating that scepticism was not just personal but reflected a broader societal attitude.

The results showed varied attitudes towards Amazon's sustainability efforts. Some participants were sceptical of the company's green initiatives, influencing them to support local businesses over Amazon. Others, despite limited awareness or understanding of Amazon's GSCM practices, trusted the company or allowed the convenience of shopping with Amazon to overshadow sustainability concerns. These diverse attitudes underscored the need for improved education about GSCM to promote more sustainable consumer behaviours.

4.2.2 Subjective Norms Influencing Consumer Behaviour

Theme 1: Social Influence on Behaviour

Social Influence on Behaviour: The first sub-theme delved into the role of social circles and personal beliefs on consumers' purchasing decisions. Elise's statement, "*My friends' avoidance*

of Amazon due to their sustainability concerns affected my shopping habits as well", highlighted the significant role of peer influence in shaping consumer behaviour. However, she also acknowledged, "I try to steer clear of projects associated with Amazon, even if sometimes I have to resort to them, like when I need to purchase certain products". This revealed the complexity of decision-making, where social influence and practical needs interacted, marking a key dynamic in the formation of subjective norms.

Societal Influence: The second sub-theme focused on the impact of societal perspectives in shaping subjective norms. Pierre's decision to discontinue his usage of Amazon, influenced by societal views about the company's environmental impact, served as a clear example of this. His remark, "People in France have polarising views about Amazon. The consensus is that using Amazon implies indifference towards the environment", demonstrated how societal expectations could significantly influence consumer behaviour, further emphasising the pivotal role of subjective norms in shaping attitudes towards green supply chain practices.

Influence of Social Media and Public Discourse: The third sub-theme demonstrated how digital media narratives and public discourse influenced the formation of subjective norms. Nicolette's experience, where digital interactions on LinkedIn led her to reconsider her consumption patterns, illustrated this influence. Her statement, "I recall discussing with individuals who follow many ecological trends on LinkedIn. They, too, questioned whether it's sustainable to continue that practice", emphasised the power of digital media in shaping societal norms surrounding sustainability. In addition, Marcel's statement, "The regulatory landscape has changed. Now, sustainable practices implemented by companies can influence purchasing decisions because consumers can see the changes", showed how public discourse could reshape societal expectations and contribute to the formation of subjective norms.

Family Values Impacting Consumer Choices: The final sub-theme highlighted the influence of family values in shaping subjective norms. Juliette's statement, "My mother's commitment to environmental issues made me rethink my purchasing decisions, especially where sustainability was concerned". However, expanding on this narrative of familial influence was Michel, who brought to light the nuanced interplay between upbringing and personal judgement. She explained, "Well, I believe I think for myself. However, I was raised to automatically consider how things are acquired and whether their acquisition is fair. I am surrounded by people who frequently discuss and contemplate these issues". This reflection not only reinforced the role of family values in shaping sustainability-conscious consumer

behaviours but also illustrated the ripple effect of societal discussions and contemplations on these behaviours. This revealed how familial values had a transformative impact on an individual's approach to consumption and sustainability, demonstrating another dynamic in the formation of subjective norms.

These findings revealed the impact of social influences, including peer groups, societal views, digital media, public discourse, and family values, on attitudes and consumer consumption patterns. These influences form subjective norms, which shape attitudes ranging from positive to negative, and neutral towards sustainability. However, a direct link between these influences and actual purchasing behaviour was not definitively established due to the complex nature of decision-making processes, where factors like convenience and affordability can also play a significant role.

4.2.3 Perceived Behavioural Control

Theme 1: Demographic Variations in Sustainable Purchasing Behaviour

Younger participants, Michel and Sylvain, demonstrated a higher level of perceived behavioural control in sustainable purchasing behaviour. This concept, rooted in the theory of planned behaviour, refers to an individual's belief in their capacity to execute a behaviour and the degree to which they felt they had control over the outcomes of that behaviour. They expressed scepticism towards Amazon's practices and exhibited a preference for local shopping. For example, Simon had suggested using local companies for shipping, "*even if it's shipped from China to France,*" illustrating his preference for local businesses. He expressed appreciation for a company named campings.com that plants a tree in a forest in Brittany, France, for each employee they hire. These examples highlight Simon's commitment to supporting local businesses and initiatives that benefit the environment.

Michel, on the other hand, mentioned that she shopped sparingly on Amazon, typically purchasing from "*Whole Foods by Amazon.*" She also recognised that she sometimes opted for Amazon because the products were cheaper, stating, "*There is skincare that I get from Amazon that I could get from Alta or somewhere else, but I get it from Amazon because it's like \$5 cheaper.*" This implies that while she was conscious of sustainability, cost factors could influence her purchasing decisions.

Eloise, another younger demographic participant, decided to boycott Amazon entirely because of her strong sense of perceived behavioural control. She stated, "*I try to support more local businesses and ethical businesses. For example, I go directly to the product's website to make purchases or use other French e-commerce platforms.*" She also mentioned using platforms such as FNAC, We Dress Fair, and DREAM ACT for clothing, which focuses on sustainable fashion, and Leboncoin for second-hand shops. These examples provide a clear picture of Eline's commitment to supporting local businesses and ethical initiatives.

In contrast, Marcel, who represented the older demographic, focused on practical factors, such as product quality, price, and delivery time, because he believed he had less control over influencing sustainable outcomes through his purchasing decisions. His sceptical perspective on sustainability, "*No, because you know I see most of these sustainable practices as a marketing effort,*" suggests a lower level of control in influencing sustainable outcomes. However, Marcel himself, despite his scepticism, expressed a preference for local French companies over international ones like Amazon. He stated, "*Usually, I don't purchase much from Amazon as a customer because I prefer local French companies over international American ones.*" This suggests a potential inclination towards businesses that he perceived as more authentic or trustworthy in their sustainability efforts. Furthermore, while he viewed most sustainability practices as marketing efforts, he acknowledged the impact of visible sustainability efforts, stating, "*When buyers receive a product with less packaging or fewer materials, it's a good practice because they can see with their own eyes that something sustainable is happening.*"

These examples suggest that perceived behavioural control over sustainable purchasing decisions could vary significantly depending on individuals, their beliefs, and their circumstances. They also show how individuals choose to support local businesses and ethical initiatives. It is important to consider the potential counterarguments and external factors that could have influenced this perception. Variations in perceived behavioural control among individuals and their circumstances have significant implications for sustainable purchasing behaviour at both the individual and societal levels. Understanding these variations could provide valuable insights into how to effectively promote sustainable purchasing behaviour across different demographics and societal levels.

Theme 2: Agency and Environmental Responsibility

Eloise, one of our participants, had displayed a high level of perceived behavioural control, actively supporting local businesses. Her actions aligned with the TPB, which emphasises the perceived ease or difficulty of performing a behaviour. Eloise's statement, "*I tried to support more French initiatives or European ones,*" explicitly articulated her belief in her ability to practise sustainable purchasing behaviour. This belief, reinforced by a strong sense of perceived behavioural control, had motivated Eloise to align her actions with her sustainability values, even when it required extra effort or compromise, as evidenced by her decision to avoid Amazon due to their global politics.

Contrastingly, Francois had displayed a lower perceived behavioural control, viewing sustainable behaviours as more challenging to implement. His statement, "*I thought that if I purchased with Amazon, it would be the same thing with another supplier, but the way I used them as an is very,*" echoed this perception. Francois seemed to feel that his individual purchasing choices had a minimal impact on broader sustainability outcomes, suggesting a feeling of insignificance within a larger system. As per the TPB, such a perception could have deterred Francois from making sustainable purchasing decisions, as he did not view these efforts as impactful or worthwhile.

These results highlighted contrasting perceived behavioural control in sustainable purchasing among participants, with one participant showing high perceived behavioural control and proactively supported sustainable practices. In contrast, another participant found sustainable behaviours challenging and believed their actions had minimal impact. These instances suggested that individual beliefs and attitudes had significantly shaped participants' behaviours towards sustainability.

Theme 3: Operational Concerns and Transparency

A major issue raised by participants pertains to Amazon's environmental and labour practices. Eloise voiced her discomfort regarding Amazon's treatment of its employees: "*I also read a lot about how they treat their employees, and I was not super aligned with that*". This statement underscores the unease among consumers about Amazon's labour practices. Francois and Noel echoed the demand for greater transparency regarding Amazon's environmental practices. Francois argued, "*Amazon should have begun their journey by being transparent about their current practices. They should have shared data about their emissions and waste production*".

Noel underscored this sentiment, noting, "*Indeed, it was true. I felt stripped of control over what I purchased due to the lack of information.*" These comments indicate a shared concern about the lack of information regarding Amazon's sustainability efforts.

However, there was also a divergence in viewpoints when it came to Amazon's communication about changes in operational procedures. Marcel, for one, acknowledged Amazon's recent changes in packaging requirements as a move towards sustainability: "*The regulation has tweaked a bit with Amazon. They recently announced that it's not mandatory to pack the product with the original Amazon packaging, which reduces waste.*". He added that such sustainable practices could influence buyers' decisions since they could observe the changes. "*Now, some sustainable practices can influence the decisions of buyers because they can observe the changes.*".

Despite recognising these changes, Marcel also cast doubt on Amazon's motives, suggesting that the financial benefits of these changes were primarily reaped by Amazon. "*As a seller, I can vouch that Amazon's policies and practices have a direct impact. Their recent changes in packaging requirements, for instance, have been beneficial in cutting costs and waste.*" This comment pinpoints a perception that Amazon's actions could be self-serving, with cost savings filling Amazon's coffers rather than promoting genuine sustainability.

In summary, the participants demonstrated a wide range of perceived behavioural control towards Amazon's practices. Discomfort expressed about labour practices indicated a high level of control. Similarly, calls for increased transparency regarding environmental practices suggested a heightened level of control. However, the limited information available implied that this sense of control was somewhat restricted. The recognition of changes in operational procedures indicated a degree of empowerment, but scepticism surrounding the motives behind these changes called into question the true extent of this control. These attitudes, reflecting varying levels of perceived behavioural control, likely influenced past perceptions of Amazon and informed purchasing decisions.

4.3 Conclusion

In conclusion, this study revealed a broad range of attitudes towards Green Supply Chain Management (GSCM), suggesting a need for better GSCM education. While there was a general awareness of Amazon's environmental controversies, convenience and affordability often took precedence in purchasing decisions. The study noted a significant degree of scepticism towards Amazon's sustainability efforts, prompting some participants to support local businesses. Social influences were found to significantly shape attitudes and consumption patterns, thereby forming subjective norms related to sustainability. However, these influences didn't always directly impact purchasing behaviour due to the complex interplay of other factors like convenience and affordability. Participants' perceived behavioural control over sustainable purchasing choices varied widely, indicating that this perception can influence sustainable purchasing behaviour at both individual and societal levels. To encourage more sustainable consumer behaviours, the study suggests the need for improved GSCM education, more transparent communication from companies like Amazon, and a deeper understanding of societal norms and individual perceptions that influence consumer behaviour.

CHAPTER 5: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter serves as the starting point for an in-depth discussion and analysis of the research study. The primary aim of the study was to understand the relationship between GSCM practices and consumer behaviour in the e-commerce sector, using Amazon as the case study, with a primary focus on the French market. A significant gap was identified in the existing literature, which lacked a comprehensive understanding of consumer behaviour towards GSCM in the e-commerce context. This gap became apparent due to limited insight into the psychological influences on consumer behaviour, insufficient exploration of consumer behaviour in unique geographical contexts like France, and inadequate emphasis on the consumer perspective on GSCM. With these gaps in mind, the researcher formulated the research problem.

To address the research problem, the researcher formulated the following research objectives. Firstly, the primary objective is to determine whether Amazon's GSCM practices have an impact on the purchasing decisions of French consumers. Secondly, the researcher aimed to determine the level of awareness and understanding that French e-commerce consumers have of Amazon's GSCM practices. Additionally, the researcher sought to identify the factors that influence consumer decision-making.

Through this research, the researcher unravelled the following key findings which will be discussed below.

5.1.1 Main Objective: Amazon's GSCM practices influence purchasing decisions.

Our The study's findings indicate a significant yet complex influence of Amazon's Green Supply Chain Management (GSCM) practices on consumer behaviour.

A key discovery was the varying levels of understanding regarding GSCM among participants. Some exhibited limited knowledge, which led to apathy or indifference towards GSCM. This highlights the need for enhanced consumer education about GSCM (Pankaew, 2010). A

contrasting group showed a more informed understanding, expressing the importance of environmental considerations in supply chain processes. This group's responses signal the potential of consumer education to encourage sustainable purchasing decisions.

The study's findings align with Pankaew (2010) and Lee et al. (2021), indicating that GSCM practices influence consumer purchasing decisions in a complex manner. Interestingly, the study notes that even with an awareness of GSCM, other factors such as convenience and affordability often take precedence in consumers' purchasing decisions.

A novel finding of the study was the noted influence of social factors and subjective norms on consumer behaviour. It was found that societal views about Amazon's environmental impact and friends' decisions to avoid Amazon due to sustainability concerns affected participants' shopping habits. This underlines the role of social influences in shaping consumer behaviour towards GSCM practices. However, the study also revealed a degree of scepticism towards Amazon's sustainability efforts, indicating the challenges organisations face in affirming their commitment to sustainable practices.

Given the findings of Lee et al. (2021), which suggested that non-corporate sources of GSCM information are more positively received, the study recommends companies consider more effective communication strategies. This could involve the use of influencers or community leaders to disseminate information about their GSCM practices.

In conclusion, the study confirms the complex and multifaceted impact of Amazon's GSCM practices on purchasing decisions. These findings underscore the need for further research to understand these factors and to develop strategies promoting sustainable consumer behaviour. Additionally, they highlight the importance of transparency in GSCM practices and effective communication with consumers.

5.1.2 Secondary Objective 1

5.1.2.1 Consumer Comprehension of GSCM

In this study, GSCM was defined as an organisational philosophy that integrated environmental dimensions with the traditional supply chain network to improve environmental performance and economic benefits (Zhu and Sarkis 2020; Srivastava 2007). This definition implied that an

organisation would not only focus on managing its supply chain for economic efficiency and performance but would also incorporate environmentally friendly practices into its operations. When assessing consumer comprehension regarding the term "GSCM," it was found that understanding ranged from a basic level of awareness to a more extensive grasp of the concept. For example, some participants displayed minimal understanding, indicating a low level of GSCM awareness. On the other hand, some participants demonstrated a more detailed comprehension of GSCM, associating it with responsible practices in production and marketing, such as reducing gas consumption in transportation and ensuring sustainable extraction of raw materials.

However, these results differed from those of Pankaew's study (2010). While Pankaew's study found a high level of awareness and understanding of the environmental aspects of GSCM among respondents, this study presented a more varied understanding. The discrepancy between these findings and those of Pankaew's study could be attributed to various factors. One possible explanation could be differences in the sample populations used in the two studies. Participants' exposure to, interest in, and understanding of sustainable practices could significantly vary based on their background, education, and access to information, which could impact their comprehension of GSCM. Furthermore, cultural, geographical, or demographic differences between the study samples could also have influenced participants' understanding of GSCM.

This research contributed to the field by providing a detailed insight into consumers' understanding of GSCM, a key aspect that affects their attitudes towards sustainable practices in organisations. By highlighting variations in comprehension levels, this study emphasised the need for tailored communication strategies to cater to different consumer awareness levels. Besides the factors discussed earlier, other potential explanations for these findings could include differences in data collection methods, the timing of the study, or the impact of recent global events on consumer awareness and attitudes towards sustainability and GSCM.

In conclusion, these findings underscored the importance of effective communication about GSCM practices by organisations. As shown in this study, the level of consumer awareness and understanding of GSCM could significantly influence their perceptions and attitudes towards a company's sustainability initiatives. Therefore, organisations like Amazon must strive to enhance their communication about their GSCM practices, not only to improve

consumer awareness and understanding but also to foster trust and credibility in their sustainability initiatives.

5.1.2.2 Consumer Awareness of Amazon's GSCM

Our study sought to understand the awareness and attitudes of French e-commerce consumers towards Amazon's GSCM practices. The results unveiled a range of awareness levels and attitudes, findings that were in alignment with prior studies such as those conducted by Lee et al. (2021) and Pankaew (2010). Lee et al. (2021) noted similar variability in consumer awareness and attitudes towards GSCM practices. Meanwhile, Pankaew's (2010) research in the Dutch electronics industry suggested that while consumers were influenced by green supply chain practices, they didn't consider the environmental impact of a product as a major purchasing determinant. This pattern was echoed in our findings, where despite basic awareness of Amazon's environmental impact, most participants prioritised convenience and affordability.

This divergence between consumer awareness and behaviour underscored the complexity of consumer decision-making processes. The TPB, as discussed by Lee et al. (2021), suggests that attitudes significantly influence behaviour. However, our results extended this theory by demonstrating the divergence between awareness and behaviour in the context of Amazon's specific GSCM practices. Interestingly, our study revealed a significant level of scepticism towards Amazon's GSCM practices, with participants expressing doubts about Amazon's sincerity in its green initiatives. This scepticism mirrored the findings of both Lee et al. (2021) and Pankaew (2010), confirming a broader trend of consumer mistrust towards companies' environmental claims.

Despite this scepticism, some participants trusted Amazon due to its market reputation. This finding offered a contrast to Lee et al. (2021), who found consumers were more influenced by personal networks and word-of-mouth. However, it did align with Pankaew's study where consumers indicated a preference for green certificates controlled by independent, non-profit organisations, suggesting that company reputation and third-party verification play significant roles in shaping consumer attitudes. The discrepancies between our findings and those of Lee et al. could be attributed to the unique characteristics of our participant sample, which was limited to French e-commerce consumers. Cultural and demographic variables, which could

differ in other contexts such as in Pankaew's Dutch sample, can significantly influence consumer attitudes and behaviours.

Our study contributes to the existing body of research on consumer awareness and attitudes towards GSCM practices by providing a nuanced understanding within the context of a specific e-commerce company. It underscores the complexity of consumer behaviour, highlighting the multifaceted influences of awareness, convenience, environmental consciousness, and company reputation. These results suggest that while consumer awareness of GSCM practices is important, it may not be sufficient to drive sustainable purchasing behaviour. Other factors, such as convenience, affordability, and company reputation, can overshadow sustainability concerns, indicating a need for businesses to address these factors in their GSCM strategies.

In conclusion, our findings illuminated the complexities of consumer attitudes towards GSCM practices in the context of Amazon. The results emphasised the importance of transparent communication about GSCM practices, the role of company reputation, and the need for businesses to align their GSCM strategies with consumer preferences. Future research could delve deeper into the role of cultural factors, personal networks, and word-of-mouth in shaping consumer attitudes towards GSCM.

5.1.3 Secondary Objective 2

Factors of Amazon's GSCM practices that influence consumer decision-making:

5.1.3.1 Operational transparency

The study underscored the pivotal role of operational transparency in shaping consumer behaviour, particularly within the context of GSCM. These insights both reinforced prior research and contributed fresh perspectives on consumer attitudes and decision-making processes.

Participants manifested a strong predilection for businesses that openly communicated their sustainability efforts. This preference aligns with the findings of Lee and Lim (2020), suggesting that lucid communication regarding green product information can cultivate positive attitudes and perceived behavioural control among consumers.

Nonetheless, the discourse diverged when the lens shifted to Amazon. The participants perceived Amazon as deficient in terms of transparency in its GSCM practices. This perceived inadequacy significantly impacted the majority of the participants' purchasing decisions, leading to a decline in the usage of Amazon's platform. This shift in sentiment accentuates the crucial role of transparency in shaping consumer behaviour and underscores potential business implications for companies lacking in this regard. This theme of transparency was further probed in the context of operational changes, corroborating Lee et al.'s (2021) findings. It was deduced that transparency in operational changes could significantly sway purchasing decisions.

The study also underscored the potential of trust-based marketing strategies to positively shape consumer attitudes and behaviours, reflecting the insights from Lee et al.'s (2021) research. Participants expressed a fervent desire for more trustworthy information regarding a company's sustainability practices, indicating an urgent necessity for companies to integrate trust-building measures into their communication strategies.

In conclusion, the study offered a comprehensive understanding of the impact of operational transparency on past consumer decision-making within the context of GSCM practices. The findings emphasised the necessity for companies to prioritise lucid communication about their operational practices and to integrate trust-building measures into their communication strategies. Such endeavours could foster positive consumer attitudes, engender trust, and ultimately drive sustainable consumer behaviours.

Prioritisation of Convenience and Affordability Over Environmental Considerations

Our research provided a detailed understanding of the multifaceted decision-making process of French consumers when purchasing from Amazon. The findings aligned with Pankaw's (2010) research, which noted that whilst consumers prioritised convenience and cost-effectiveness, they also considered environmental implications. This behaviour was reflected among our study participants, suggesting an attitude-behaviour gap where environmental considerations ranked secondary.

This attitude-behaviour gap echoed previous research, such as that of Gan et al., (2018). Despite expressing pro-environmental attitudes, consumers' purchasing behaviours did not consistently align with these sentiments, highlighting the complexity of consumer behaviour.

Our study diverged from Pankaew's (2010) findings regarding the extent to which affordability influenced purchasing decisions. Whilst Pankaew found the cost to be a primary reason consumers opted not to buy green products, our study found that even participants with pro-environmental attitudes viewed higher prices as significant deterrents. This discrepancy might be due to differences in demographics or the economic climate during the studies.

Convenience was another significant factor in our findings. Amazon, known for its emphasis on convenience, attracted consumers who value this aspect. This response underscored the importance of price as a determining factor in purchasing decisions, even among those who prioritise environmental concerns. It suggests that whilst consumers may have positive attitudes towards sustainability, their final purchase decisions are heavily influenced by the product's affordability.

In conclusion, the findings indicate that convenience and price significantly influence consumer behaviour, even among those who prioritise sustainability. This suggests that Amazon has effectively catered to consumer preferences by offering competitive prices and convenient shopping experiences. However, there remains room for improvement in terms of sustainability. Whilst consumers may prioritise cost-effectiveness and convenience, a growing demand for sustainable practices is apparent.

5.1.3.2 Influence of Social and Family Values and Social Media Narratives

Our research scrutinised the intricate dynamics between social networks, societal perceptions, social media narratives, and family values, with a focus on French Amazon users. The influence of social circles was confirmed, aligning with findings from studies such as Lee et al. (2021). Evidence from participant narratives demonstrated that the influence of close contacts had led to re-evaluations of environmental responsibilities and changes in Amazon usage patterns.

Societal perspectives also exerted a strong influence on consumer behaviour. This aligns with previous studies, which have underscored the multifaceted factors shaping purchasing behaviour (Young et al., 2010; BCG, 2021). For example, public displays of disapproval for Amazon's environmental practices were found to be a significant driver for ceasing usage of the platform.

However, our findings diverged from prior studies in certain areas. Notably, digital media narratives and family values had a significant influence. For instance, the impact of social media campaigns criticising Amazon's environmental practices was found to be a significant factor in altering purchasing habits. Similarly, upbringing in a family with a keen focus on sustainable living was found to profoundly shape consumption habits and prompt questioning of Amazon usage.

Such deviations could possibly be attributed to the increasing influence of social media, cultural context, and an evolving public consciousness about environmental issues. The specific focus on French Amazon users in our study may also have led to these divergences, thereby suggesting a need for broader research. Despite these limitations, our study offered nuanced insights into consumer behaviour, underscoring the need for more comprehensive research to fully understand these influences and their interplay.

5.2 Limitations

This research had several limitations. The small sample size, focusing on only 15 Amazon consumers in France, restricted the diversity of experiences and perspectives. Additionally, the study relied on self-reported data which could potentially introduce memory lapses or biases. The qualitative methodology provided in-depth data but lacked the numerical precision of quantitative methods, limiting our ability to quantify impacts and statistically test relationships. The theoretical framework, the Theory of Planned Behaviour, assumes behaviour stems from rational decisions, which may not always be the case in purchasing behaviour. The study's findings are also time-bound and may not be applicable in the future. Finally, the study could not account for all potential influencing factors. Future research should consider a larger sample, mixed-methods approaches, additional theoretical frameworks, and longitudinal studies.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH

6.1 Introduction

This chapter presents comprehensive recommendations for Amazon based on the findings of our research on the impact of GSCM practices on the purchasing decisions of consumers in the French market. The recommendations aim to address the trust issues and perceptions identified in the previous chapters and provide insights for future research in this domain.

6.2 Implications

6.2.1 Theoretical Implications and Contribution to Existing Theories

Our research broadens the existing knowledge of green supply chain management by highlighting the role of sustainable supply chains in shaping consumer behaviour in the e-commerce sector. The research confirms the growing trend of consumers becoming more conscious of the environmental impact of their purchasing decisions. For instance, consumers are showing a preference for companies like Patagonia and The Body Shop, known for their sustainable supply chains (Sedlar, 2022; Tudor, 2017). An important finding challenges the assumption that sustainability practices alone determine consumer behaviour. This stems from consumer scepticism towards large corporations like Amazon's sustainability efforts. This implies that consumers may view sustainability initiatives as marketing tactics and take into account other aspects like cost and convenience. For example, consumers might opt to shop at a local farmer's market or choose a more affordable, non-organic product.

Our study underscores the importance of businesses being transparent about their environmental practices to build consumer trust. Detailed disclosure about efforts to reduce carbon emissions, like Tesla's 'Master Plan' to transition to sustainable energy, and support for eco-friendly practices can inform consumers' purchasing decisions. Certifications and partnerships with reputable environmental organisations, as seen with IKEA's partnership with WWF, can enhance a business's credibility (Mitchell, 2021).

Our findings illuminate the complex nexus between social influences, subjective norms, and individual decision-making within green supply chain management (Ham & Jeger, 2015)).

This aligns with the Theory of Planned Behaviour (TPB), indicating that subjective norms, such as societal pressure to reduce plastic usage, and economic factors significantly shape consumer intentions (Lee & Lim, 2020).

In conclusion, our study reasserts existing theories and provides fresh insights into the dynamics of sustainability practices, subjective norms, and perceived behavioural control in consumer decision-making. It underlines the need for a nuanced understanding of consumer behaviour in the sustainability context, emphasising the crucial role of social influences and economic considerations.

6.2.2 Practical Implications and Application in Real-World Situations (Managerial Implications)

This research presents practical implications for businesses, policymakers, and organisations aspiring to advance sustainable practices within the e-commerce sector. The study primarily highlights the crucial need for trust and transparency in sustainability initiatives. Businesses should focus on delivering clear and accessible information about their sustainability efforts, establishing trust with consumers, and supporting their engagement. This information should cover aspects like their supply chain practices, environmental impact, and progress towards sustainability goals (Sánchez-Flores et al., 2020).

The research also emphasises the importance of consumer education on sustainability practices and the environmental and societal impact of their purchasing decisions. It underscores the need for robust educational and awareness campaigns to inform consumers about the advantages of supporting sustainable practices and Amazon's sustainability strategies. Organisations can contribute to this effort by partnering with sustainability organisations, launching marketing campaigns, engaging on social media, and using other strategies to boost awareness and understanding of sustainability practices.

Furthermore, the study suggests that businesses need to balance sustainability with convenience and price. The findings indicate that consumers often prioritise convenience and price over sustainability. Consequently, businesses should consider integrating sustainable options without sacrificing convenience and affordability. This could involve offering eco-friendly alternatives to regular products that are equally convenient and affordably priced.

An example of a company that successfully implemented this strategy is Agood Company. They have created a sustainable business model by offering products with a circular lifecycle and innovative upcycling. This approach ensures that eco-friendly choices are not only convenient but also cost-effective for consumers. For instance, their water bottles are made from plant-based material and stone paper notebooks offer sustainable alternatives to traditional plastic bottles and paper notebooks, respectively (Khatun, 2023). Their commitment to reducing waste through responsible end-of-life product management demonstrates that sustainability and affordability can coexist.

Nike is another company making significant strides in sustainability with their "Move to Zero" initiative. This initiative includes phasing out single-use plastics on all Nike campuses, a significant step towards reducing environmental pollution. Moreover, they have initiated the innovative Circular Design concept, which encourages the use of recycled materials in their products and aims to achieve zero carbon and zero waste (Gemeš, 2023). This approach not only reduces their environmental footprint but also fosters important conversations in the global design community.

The study also emphasises the need to align with societal norms and expectations. Participants focus on societal norms and expectations regarding sustainable practices that necessitate businesses and policymakers to ensure their efforts are in harmony with these norms. Sustainable practices should, therefore, consider cultural and regional differences and tailor messaging and initiatives accordingly.

Lastly, the study identifies a substantial need for transparency within the e-commerce industry. Participants' concerns about Amazon's transparency model imply a need for greater transparency in the communication of sustainability practices within the industry. Policymakers and industry stakeholders can collaborate to establish guidelines and standards for such transparent communication, ensuring consumers have access to reliable information to make informed choices.

By adopting these strategies, businesses and organisations can effectively engage consumers, enhance their sustainability initiatives, and contribute significantly to a more sustainable future.

6.3 Future Research Directions

The findings and identified gaps from previous studies provide a stepping stone for several future research directions, particularly concerning the influence of sustainability practices on consumer behaviour in the e-commerce sector. The discussion of these future directions is framed within the context of the Theory of Planned Behavior (TPB), which is a powerful model for predicting consumer behaviour. Thus, there are several directions that future research can take to deepen our understanding of this complex area.

Firstly, the TPB model can be expanded to include more variables that are relevant to e-commerce and sustainability. This could involve incorporating factors such as trust, perceived usefulness, perceived ease of use, time and monetary resources, product diagnostics, information protection, and website navigability. This enriched TPB model would offer a more comprehensive tool for studying consumer behaviour in e-commerce settings.

Secondly, sustainability and environmental variables can be integrated into the TPB framework. This would allow researchers to examine the impact of practices such as eco-friendly packaging, sustainable sourcing, and carbon footprint reduction on consumer behaviour in the context of green supply chain management.

Trust and transparency are increasingly important in today's business landscape. Future research could explore how these factors affect consumer behaviour in the context of green supply chain management practices. How ethical practices, transparency, and third-party certifications influence consumer intentions and behaviours could also be investigated.

Personalised marketing is another area for future exploration. Studies could examine how tailored recommendations and personalised communication strategies based on consumer values and preferences affect their attitudes and intentions towards green supply chain management.

In terms of cultural and demographic factors, future research could apply the TPB framework in diverse cultural contexts and across different demographic groups to gain a more comprehensive understanding of their influence on consumer behaviour in green supply chain management.

The role of digital literacy and technology adoption is another important area for future research. This could involve assessing the impact of mobile apps, online tracking systems, and blockchain technology on consumer trust and engagement with green supply chain practices. While this study employed a qualitative approach, future research could benefit from a quantitative approach. This could involve testing hypotheses generated from this study, providing a more rigorous test of the enriched TPB model, and offering a more systematic exploration of demographic and cultural differences.

In conclusion, the future research directions outlined in this chapter present a comprehensive and nuanced path towards understanding the impact of sustainability practices on consumer behaviour in the e-commerce sector. This approach, drawing on an enriched TPB model and integrating both qualitative and quantitative methods, offers exciting opportunities for future studies in this area.

6.4 Conclusion

In summary, the current research has successfully achieved its objectives by providing a comprehensive understanding of the role and impact of GSCM practices on consumer behaviour, particularly about Amazon in the French market. The study underscores the fact that while sustainability practices are a burgeoning trend and a priority, they are not the sole determinant of consumer behaviour. Rather, consumers engage in a nuanced decision-making process that considers factors such as convenience, price, and trust. Furthermore, the research highlights the critical role that subjective norms and societal influences play in shaping consumer attitudes towards sustainability and their subsequent behaviours. The study also emphasises the significance of transparency in business operations, suggesting that consumers highly value honesty about a company's sustainability efforts. While the research does have some limitations, it makes a valuable contribution to the broader discourse on sustainability practices in e-commerce, providing essential insights for businesses, policymakers, and future research. The findings underscore the need for businesses, particularly large corporations like Amazon, to prioritise the implementation of GSCM practices as well as their communication with consumers. As the demand for sustainable practices continues to rise, businesses that can successfully integrate and communicate sustainability while maintaining convenience and affordability are likely to gain a competitive advantage. This study serves as a call to action for

businesses, urging them to recognise and address the intricate interplay of factors that influence consumer behaviour in the context of sustainability.

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Appendices

Appendix A: Semi-structured Interview Questions

In conducting the semi-structured interview, probing questions were employed contingent on the responses of the interviewees. This approach facilitated a deeper understanding of the participants' perspectives, allowing for a more nuanced exploration of the research themes. The subsequent questions serve as the primary guide for the interview process

Section A: Attitudes

1. Are you familiar with the concept of green supply chain management (GSCM)?
 - If yes, can you define it in your own terms?
 - If no, provide the participant with the definition of the concept for this study.
2. How important is the sustainable aspect of a product or the environmental impact of the company when you decide to purchase from Amazon?
3. What do you think about Amazon's efforts currently in promoting eco-friendly and sustainable products through their GSCM practices?
4. How do you perceive the environmental and social responsibility efforts of Amazon compared to other e-commerce platforms?
5. Are there any specific GSCM practices or initiatives by Amazon that you find particularly appealing or unappealing? Why?
6. How does Amazon's approach to GSCM compare with the sustainability efforts you've seen from other large e-commerce companies?

Section B: Subjective Norms

1. Have you ever recommended or encouraged others to consider Amazon's GSCM practices when making purchases? Why or why not?
2. Can you describe the last time you purchased something from Amazon?
 - What types of products do you purchase typically?
3. Has your purchase frequency changed over time? If yes, what reasons are behind this change?
4. Have you seen an increase or decrease over time in purchasing from Amazon? If yes, what factors influenced this change?

Section C: Perceived Behavior Control

1. Do you think Amazon's GSCM practices have an impact on your purchasing decisions?

- If yes, could you provide specific examples of how it has influenced your decision-making process?
2. Have you ever considered or actively sought information about Amazon's GSCM practices before making a purchase?
 3. Have you ever encountered any challenges or obstacles while trying to make sustainable choices on Amazon's platform?
 4. How transparent do you feel Amazon is when communicating about their GSCM practices and sustainability initiatives?
 5. On a scale of 1-10, how would you rate Amazon's transparency? Why did you give that rating?
 6. Do you think Amazon is more or less transparent compared to other e-commerce companies? What makes you say that?
 7. Do you think Amazon communicates their GSCM efforts effectively to consumers? Why or why not?
 - In what ways do you think Amazon could improve their communication about its sustainability practices?

Appendix B: Consent form



(CEMS) MASTER'S IN INTERNATIONAL MANAGEMENT

INTERVIEW CONSENT FORM:

Participant name:

I volunteered to participate in a research project conducted by **Kaluba Sakala** as a partial fulfilment of the requirements for the MPhil Degree at the Graduate School of Business. I understand that the research is designed to gather information about the **Impact of Green Supply Chain Management Practices on Consumer Behavior: A Study of Amazon's French Consumers** and that I will be one of approximately 15 people being interviewed for this research.

Background and purpose of the research

This research project aims to explore the impact of green supply chain management practices on consumer behaviour, specifically among Amazon PLC's customer base in France. By focusing on the French market, the study intends to gain insights into how eco-friendly supply chain initiatives implemented by Amazon PLC influence consumers' attitudes, intentions, and purchasing decisions. The research will employ the theory of planned behaviour as its theoretical framework to analyze the factors that drive consumers' environmentally conscious choices and how these practices align with their intentions. The study aims to provide valuable knowledge to both academic research and sustainable business strategies within the context of Amazon's operations in France.

Ethics approval

Ethical consent for the study has been approved by the *UCT Commerce Faculty Ethics in Research Committee*. This committee ensures that the study adheres to ethical guidelines and protects the rights and well-being of the participants involved. The approval process involves a thorough review of the study's methodology, potential risks, and benefits, as well as any measures in place to maintain confidentiality and informed consent.

Participation and confidentiality



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I understand that my participation in this research is voluntary, that I will not be compensated and that I may withdraw at any time.

The interview will take approximately 45 - 60 minutes to complete and will be audio recorded.

I understand that I will not be identified by name in any reports using information obtained from this interview and that my confidentiality as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies that protect the anonymity of individuals and institutions.

Should you have any questions or concerns about this study or your participation, please do not hesitate to reach out to me at (sklka001@myuct.ac.za).

Consent

I consent to participate in this interview, based on the terms outlined above and subject to the following additional condition of my own (if any).

Signed by interviewee

Date

Signed by Student

Date



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