Influential Article Review - Choice of Sustainable DIY Shops Among Environmentally Conscious Generations

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This paper examines sustainability. We present insights from a highly influential paper. Here are the highlights from this paper: The purpose of our empirical investigation, based on the theory of reasoned action and generational theory, is to study the green DIY retail store choice of socially responsible consumer generations (Baby Boomers, Millennials, Gen X-ers and Gen Zs). The authors base their quantitative research on structural equation modelling in an emerging market (Romania) to highlight the socially responsible consumption behavioural factors (education on environmental protection and social responsibility, rational use of resources and financial sacrifice necessary to protect the environment) which drive the customers of international DIY store chains operating in Europe in their choice of retail formats. The results reveal that there is a difference between Romanian and European-based retail chains with respect to the impact of socially responsible consumption behavioural dimensions on the choice of retail format, due to their respective communication of environmental governance strategies and different actions implemented. The research contributes to the development of the literature by establishing a connection between socially responsible consumption behaviour and retail format choice in green DIY retailing. From the management perspective, the paper provides retailers operating in emerging markets with possible directions to adapt their strategies when approaching these markets. The value of the paper lies in the application of socially responsible consumption behaviour scale and generational theory in green DIY retailing to a fast-growing emerging market, with a view to enhancing consumer retail format choice, depending on their attitudes towards social responsibility and propensity towards environmental protection. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.

Keywords: Socially responsible consumption behaviour, Socially responsible consumers, DIY retailing, Green DIY, Emerging market, Green consumers, Green retail stores

SUMMARY

- The 744 valid questionnaires contained Romanian respondents' assessment of various DIY retail stores belonging to national chains, such as Ambient, Casa Rusu, Dedeman, Denver, Elvila, King Art, Lems, Mobexpert, Nobila Casa, and international chains such as Leroy Merlin, Bricostore,

Hornbach, IKEA, Jysk, Metro, Praktiker. These European-based DIY retail chains had operated in the Romanian market for more than 15 years, and were well-known to the respondents .

- Respondents' behaviour varied when it came to the frequency with which they visited the assessed DIY stores. Millennials visited DIY stores most often , followed by Gen Xers , while many Baby Boomers and Zers visited them once a year or less.

- The analysis of generations shows that the general model on 744 cases, as well as the multi-group analysis for each generation was stable, their fit indices falling within the imposed limits .

- For the 744 cases, the financial sacrifice respondents were willing to make contributed most to their choice of green DIY stores. Respondents were aware that they could not purchase products which contribute to environmental protection and which are socially responsible without financial implications . A less strong, but highly significant correlation was found with social responsibility measures . Among such measures was the need for producers to use recycled materials that take on a new form in as many marketed goods as possible, the care for local communities, as well as the use of commodities with a lower impact on the environment. All consumers seemed to be aware of the responsibility they have to protect the environment. The need to save resources and raw materials, in both production and distribution processes, the use of recycling and environmentally-friendly packaging, the general reduction of pollution, and a drop in the consumption of certain goods and services so as to achieve the general goal of protecting the environment represented an important aspect for all generations of consumers, but of less strength and significance . The most unusual result for the whole sample was the lack of significance of «education on environmental protection and social responsibility». Although respondents seemed to understand the need to protect the environment, reduce the consumption of goods and services, limit pollution and use resources in a rational manner, education on environmental protection and social responsibility did not have a positive influence in choosing European-based DIY oriented retail stores . This may be accounted for by the fact that either retailers did not educate consumers sufficiently about environmental governance, or that their measures were perceived by consumers as generally valid good practice – components of their general business strategies – and not as concrete actions performed to attract the regular consumer to the store. At the same time, it is possible that respondents just did not give enough credence to retailers' actions, associating them with promotion and/or communication campaigns, or viewing them as educational efforts.

HIGHLY INFLUENTIAL ARTICLE

We used the following article as a basis of our evaluation:

Dabija, D.-C., & Bejan, B. M. (2018). Green DIY store choice among socially responsible consumer generations. International Journal of Corporate Social Responsibility, 3(1), 1–12.

This is the link to the publisher's website:
https://jcsr.springeropen.com/articles/10.1186/s40991-018-0037-0#Sec8

INTRODUCTION

Social responsibility is increasing in importance and relevance for organizations striving to gain competitive strategy and planning to target consumer segments (Pryshlakivsky and Searcy, 2015). By adopting precise actions aimed at protecting the environment, reducing pollution and/or the consumption of resources and raw materials, designing green products, services and brands, and showing concern for employees and customers, as well as for the local communities where production, processing and distribution units exist (Dabija and Băbuț, 2013; Dabija and Pop, 2013; Dabija and Bejan, 2017) retailers are striving to improve their image and attractiveness among consumers of different ages. Social

responsibility has increasingly become a key plank of retailers' strategic orientation, being consistently pursued and put into practice by the management.

By embracing social responsibility, sustainable principles and environmental governance, retailers have been able to boost customer trust and acceptance, reaping the benefits from their satisfaction with products and services, and gaining their loyalty (Dabija et al., 2014; Dabija, 2018). The offer of green products adjusted to consumers' new socially responsible consumption behaviour has enabled retailers to take advantage of the upward trend and adapt accordingly. Depending on the consumer generations targeted, retailers have been faced with significant gaps between the individual's motivations, beliefs, expectations and buying reasons, and the way in which these aspects can turn into actual purchases. Retailers need to ensure that customers' motives and preferences translate into buying decisions, determining their behaviour. However, little is known about how consumers of different generations act, and how they make purchasing decisions depending on the extent to which European DIY retail stores implement social responsibility in emerging markets by implementing specific measures, such as protecting the environment, reducing pollution, reducing the consumption of resources, etc.

Previous studies have found major influences of green oriented fashion retailers among consumer generations (Dabija et al., 2017; Dabija, 2018), however little is known about DIY retail. We have relied on the socially responsible consumption behaviour scale proposed by Antil and Bennet (1979) and Antil (1984) in order to investigate green DIY store choice in an emerging market. We have chosen to base the investigation on the Romanian market because it is among those showing the fastest growth of GDP in recent years (Obucina, 2017).

Our investigation drew on the reasoned action theory formulated by Ajzen and Fishbein (1980), based on the premise that an individual's behaviour may lead to a specific result (Madden et al., 1992). Retailers aim to stir up in consumers a purchase intention which, in most cases, translates into the purchases expected. The theory of reasoned action takes into account consumers' attitudes, thereby making reference to their subjectivity (Nadlifatin et al., 2016). Retailers must consider the impact of the affective component on the formation of an attitude and its translation into an actual purchase. There are significant differences across generations. For instance, with Millennials, retailers have to consider their financial resources, together with the influence of friends (Dabija and Bejan, 2017). Wishing to be accepted by their reference group, individuals may conceal their behaviour and choose to purchase items preferred by peers. The paper also draws on the generational theory according to which each generation of consumers can be clearly defined as an independent target segment which can be properly approached by retailers with a strategy specifically tailored to their characteristics, motives, preferences and attitudes (Codrington, 2008; Meriac et al., 2010).

The paper is structured into five sections. Section One deals with sustainability and its role in persuading people to embrace socially responsible behaviour and a favourable attitude towards environmental protection. It discusses how this phenomenon is connected to, and influenced by the generations of consumers. The next section concerns DIY retailers and highlights some of the specific social responsibility actions carried out to attract consumers of different ages. The third section presents the research methodology and proposed analysis model, while Section Four approaches the format choice behaviour of consumer generations and the driving factors for each individual generation concerned. The paper ends with the conclusions, research limitations and prospects, together with managerial and theoretical implications.

CONCLUSION

From a theoretical perspective, this paper contributes to the literature on socially responsible consumption behaviour applied in retailing in an emerging market and the theory of reasoned action and generational theory. Consumers' orientation towards socially responsible consumption behaviour in a retail context, measured with the scale proposed by Antil and Bennett (1979) and Antil (1984) in reference to education on environmental protection and social responsibility, consumers' penchant for the rational use of resources, (financial) sacrifice to protect the environment underlies their preference for green European-based DIY stores by visiting them, purchasing from them and recommending them to peers. Thus, the paper

combines socially responsible consumption behaviour with the theory of reasoned action, leading to a better understanding of the dimensions whereby these retailers may act on consumers, attract them into stores and influence their purchasing decisions.

The empirical research shows that each segment of consumers corresponding to a generation can be clearly delineated with respect to the values and elements influencing their behaviour towards the green DIY stores. Generational theory has a practical application in this case: Baby Boomers represent the generation that has realized, in the autumn of life, the need to protect the environment and be more socially responsible, and chooses green DIY stores depending on the extent to which personal sacrifice to protect the environment, as well as social responsibility measures, is in harmony with retailers' market strategy. Gen Xers prefer green DIY stores because they sell commodities enabling them to use resources in a rational way, and to bequeath a clean environment to future generations (their children). Millennials represent the generation educated in accordance with social responsibility and environmental protection principles and norms who choose green DIY stores according to which strategies for pollution reduction overlap with their own aspirations and perceptions. Generation Z is the one for which the choice of green DIY stores depends most on the financial sacrifice they have to make to this effect.

From a managerial perspective, this paper enables retailers operating in an emerging market to better understand the various consumer segments, herein represented by each generation, and to define a specific positioning strategy, together with a strategy for targeting and attracting these segments and gaining their loyalty. Moreover, retailers may consider the relevant dimensions typical of each generation in order to customize their offers, for example, offers at more attractive prices for Gen Z, or offers focused on saving resources and raw materials for Gen Xers.

One of the research limitations is the fact that consumer perception was examined only in an emerging market. Future research should make a comparison between saturated and emerging markets (Swoboda et al., 2017), while focusing on how the retail format is transferred from the home market to emerging markets (Swoboda et al., 2014). Consumer habits vary, and comparative analysis thereof could help establish an overall picture of the evolution of consumer preferences across generations.

Another limitation is the fact that the research did not make a comparison between respondents' domicile (urban versus rural), nor did it take into account the influence of income in the choice of retail format. More often than not, the money an individual has, and is willing to spend on shopping may influence the choice of the store about to be visited. Undoubtedly, another limitation of the research is the relatively small sample covered, so that the research findings cannot be generalized to the entire population. Moreover, the research did not consider the differences between the members of a group. For example, Gen Z members have many heterogeneous characteristics, so that the findings for the sample considered cannot be extended to all persons in the same category.

Future studies should also focus on investigating consumer perceptions towards green issues in other retail formats, such as fashion, grocery, etc., and should highlight, for example, whether consumer preference and involvement therein is stronger than in DIY retail. Likewise, any future research should consistently track retailers' communication of social responsibility measures, as well as the extent to which the prices of products vary according to their contribution to pollution reduction. Future analyses should pursue the extent to which retailers constantly keep an eye on environmental governance through the actions they carry out throughout the value chain.

APPENDIX

FIGURE 1
THE INVESTIGATED MODEL
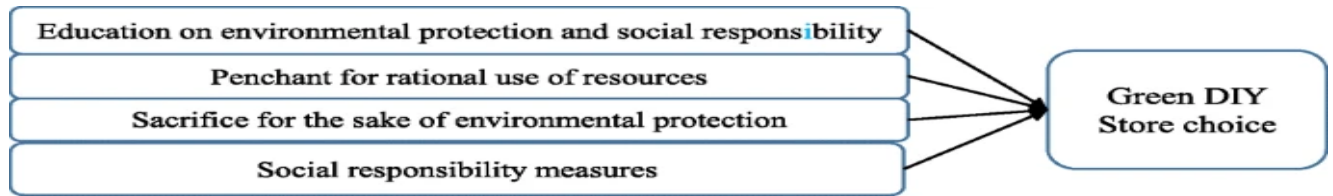
Source: own research

TABLE 1
RESULTS OF TESTING VALIDITY AND RELIABILITY OF COLLECTED DATA

Dimension	Items	$\alpha^a > 0{,}7$	$KMO^b > 0{,}7$	χ^2; df; p^c	Eigenvalue	% variance
Education on environmental protection and social responsibility	6	0.899	0.874	2168.58; 10; ****	3.564	71.28
Penchant for rational use of resources	5	0.852	0.884	1818.007; 21; ****	3.717	53.10
Sacrifice for the sake of environmental protection	3	0.758	0.763	692.194; 6; ****	2.316	57.91
Social responsibility measures	3	0.849	0.879	1874.200; 21; ****	3.708	52.97
Green DIY store choice	5	0.921	0.821	1981.211; 32; ****	3.324	61.43

TABLE 2
FACTOR ANALYSIS OF THE INVESTIGATED DIMENSIONS

Construct (References)	Items	Loa-dings	FIT
Education on environmental protection and social responsibility (EEP) (Antil and Bennett, 1979; Antil, 1984)	I get angry when I think about the ways in which industry pollutes the environment.	0.817	EV: 3.24; % of var.: 31.2
	Schools should require that all students attend a course on social responsibility, environmental and nature conservation issues.	0.654	
	I am willing not to buy any more products from retailers that are guilty of environmental pollution and are not social responsible.	0.601	
	I become angry when thinking about the negative impact of pollution on plants and animals.	0.589	
	I am willing to make sacrifices to reduce environmental pollution even if the immediate results do not appear significant.	0.511	
	People should limit the use of products obtained from scarce resources.	0.403	
Penchant for rational use of resources (PRUR) (Antil and Bennett, 1979; Antil, 1984)	Our efforts to save the limited, exhausted resources are not enough.	0.828	EV: 2.12; % of var.: 26.4
	Producers are not sufficiently encouraged to use recyclable packaging.	0.687	
	Pollution is now one of the most sensitive issues of our nation.	0.557	
	Natural resources must be preserved even at the cost of giving up some goods or services.	0.459	
	People should be concerned about the impact of their articles on the environment.	0.406	
Sacrifice for the sake of environmental protection (SPE) (Antil and Bennett, 1979)	I agree to have my taxes increased by 5% if this enables a more rigorous control of pollution by the government.	0.769	EV: 1.95; % of var.: 23.7
	I am willing to increase my total family expenses by 100 EURO next year in order to support the rational use of natural resources.	0.606	
	I would be willing to donate my salary for a full day to a foundation in order to help improve the environment.	0.521	
Social responsibility measures (SRM) (Antil, 1984)	Producers should be compelled to use recycled materials during production and/or processing.	−0.612	EV: 1.21; % of var.: 18.7
	I would accept my stuff being less white or elegant to make sure I have used a non-polluting detergent.	−0.556	
	People should persuade their friends not to use products that pollute or are not socially responsible.	−0.467	
Store Choice (SC) (Nasir and Karakaya, 2014)	I intend to buy "green" DIY articles in the next three months.	0.743	EV: 1.18; % of var.: 15.4
	I will recommend "green" DIY stores to my friends and relatives.	0.721	
	I will buy more "green" DIY articles in the future.	0.702	
	In the near future I will try out other types of "green" DIY articles which I have not bought before.	0.689	
	If the needed "green" DIY articles are not available in the store, I will look for them in other stores even if these are far away.	0.642	

Obs.: EV: Eigenvalues for each factor; % of variance: percent of variance for each factor; Extraction Method: Principal Axis Factoring. Rotation Method: Oblimin with Kaiser Normalization. Rotation converged in 12 iterations
Source: own research

TABLE 3
SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Generations	Baby Boomers		Generation X		Millennials /Y		Generation Z		Total	
	n	%	n	%	n	%	n	%	n	%
Gen										
Male	53	7.1	77	10.3	163	21.9	81	10.9	**374**	**50.3**
Female	51	6.9	118	15.9	128	17.2	73	9.8	**370**	**49.7**
Total	**104**	**14.0**	**195**	**26.2**	**291**	**39.1**	**154**	**20.7**	**744**	**100.0**
DIY store frequency visit										
Once a year or less	51	6.9	75	10.1	107	14.4	77	10.4	**310**	**41.7**
Several times a year	44	5.9	79	10.6	125	16.8	59	7.9	**307**	**41.3**
Several times a month	9	1.2	41	5.4	59	7.9	18	2.3	**127**	**17.1**
Total	**104**	**14.0**	**195**	**26.2**	**291**	**39.1**	**154**	**20.7**	**744**	**100.0**

Source: own research
n - number of cases; % - percent of cases

TABLE 4
INFLUENCES OF DIY STORE CHOICE AMONG CONSUMER GENERATIONS

Effects	All generations	Baby Boomers	X	Millennials (Y)	Z
No of cases	744	104	195	391	154
EEP ➔ Green DIY SC	$0.153^{n.s.}$	$-0.131^{n.s.}$	$0.117^{n.s.}$	0.343^{**}	0.171^{*}
PRUR ➔ Green DIY SC	0.180^{**}	$0.223^{n.s.}$	0.370^{**}	$0.087^{\ n.s.}$	$0.191^{n.s.}$
SPE ➔ Green DIY SC	0.262^{****}	0.265^{*}	0.248^{**}	0.162^{*}	0.495^{**}
SRM ➔ Green DIY SC	0.210^{***}	0.437^{**}	$0.109^{n.s.}$	0.194^{**}	$0.026^{n.s.}$

Obs.: $*p < 0.1$; $**p < 0.05$; $***p < 0.01$; $****p < 0.001$; $^{n.s.}$ – insignificant
Fit indices General Model: χ^2/df: 3.647; GFI (> 0.8): 0.925; AGFI (> 0.8): 0.902; NFI (> 0.8): 0.916; CFI (> 0.8): 0.940; TLI (> 0.8): 0.928; SRMR ($\leq$ 0.08): 0.0448; RMSEA ($\leq$ 0.08): 0.038;
Fit indices for Multigroup on generations: χ^2/df: 1.912; GFI (> 0.8): 0.887; AGFI (> 0.8): 0.856; NFI (> 0.8): 0.861; CFI (> 0.8): 0.949; TLI (> 0.8): 0.940; SRMR ($\leq$ 0.08): 0.0737; RMSEA ($\leq$ 0.08): 0.0350;
Source: own research

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VERSION TRADUCIDA: ESPAÑOL

INTRODUCCIÓN

La responsabilidad social es cada vez más importante y relevante para las organizaciones que se esfuerzan por obtener una estrategia competitiva y la planificación para dirigirse a los segmentos de consumidores (Pryshlakivsky y Searcy, 2015). Mediante la adopción de acciones precisas encaminadas a proteger el medio ambiente, reducir la contaminación y/o el consumo de recursos y materias primas, diseñar productos, servicios y marcas ecológicos, y mostrar preocupación por los empleados y clientes, así como por las comunidades locales donde existen unidades de producción, transformación y distribución (Dabija y B-bu, 2013; Dabija y Pop, 2013; Los minoristas de Dabija y Bejan, 2017) se esfuerzan por mejorar su imagen y atractivo entre los consumidores de diferentes edades. La responsabilidad social se ha convertido cada vez más en un tablón clave de la orientación estratégica de los minoristas, siendo constantemente perseguida y puesta en práctica por la dirección.

Al adoptar la responsabilidad social, los principios sostenibles y la gobernanza ambiental, los minoristas han sido capaces de aumentar la confianza y la aceptación de los clientes, obteniendo los beneficios de su satisfacción con los productos y servicios, y ganando su lealtad (Dabija et al., 2014; Dabija, 2018). La oferta de productos ecológicos ajustados al nuevo comportamiento de consumo socialmente responsable de los consumidores ha permitido a los minoristas aprovechar la tendencia al alza y adaptarse en consecuencia. Dependiendo de las generaciones de consumidores objetivo, los minoristas se han enfrentado a brechas significativas entre las motivaciones, creencias, expectativas y razones de compra del individuo, y la forma en que estos aspectos pueden convertirse en compras reales. Los minoristas deben asegurarse de que los motivos y preferencias de los clientes se traduzcan en decisiones de compra, determinando su comportamiento. Sin embargo, poco se sabe sobre cómo actúan los consumidores de diferentes generaciones, y cómo toman decisiones de compra en función de la medida en que las tiendas minoristas europeas de bricolaje implementan la responsabilidad social en los mercados emergentes mediante la aplicación de medidas específicas, como la protección del medio ambiente, la reducción de la contaminación, la reducción del consumo de recursos, etc.

Estudios anteriores han encontrado importantes influencias de los minoristas de moda orientados al verde entre las generaciones de consumidores (Dabija et al., 2017; Dabija, 2018), sin embargo, poco se sabe sobre el comercio minorista DIY. Hemos confiado en la escala de comportamiento de consumo socialmente responsable propuesta por Antil y Bennet (1979) y Antil (1984) para investigar la elección de la tienda de bricolaje verde en un mercado emergente. Hemos optado por basar la investigación en el mercado rumano porque se encuentra entre los que muestran el crecimiento más rápido del PIB en los últimos años (Obucina, 2017).

Nuestra investigación se basó en la teoría de la acción razonada formulada por Ajzen y Fishbein (1980), basada en la premisa de que el comportamiento de un individuo puede conducir a un resultado específico (Madden et al., 1992). Los minoristas pretenden despertar en los consumidores una intención de compra que, en la mayoría de los casos, se traduce en las compras esperadas. La teoría de la acción razonada tiene en cuenta las actitudes de los consumidores, haciendo referencia así a su subjetividad (Nadlifatin et al., 2016). Los minoristas deben considerar el impacto del componente afectivo en la formación de una actitud

y su traducción en una compra real. Hay diferencias significativas entre generaciones. Por ejemplo, con los Millennials, los minoristas tienen que considerar sus recursos financieros, junto con la influencia de amigos (Dabija y Bejan, 2017). Deseando ser aceptado por su grupo de referencia, los individuos pueden ocultar su comportamiento y optar por comprar artículos preferidos por sus compañeros. El documento también se basa en la teoría generacional según la cual cada generación de consumidores puede definirse claramente como un segmento objetivo independiente que puede ser abordado adecuadamente por los minoristas con una estrategia específicamente adaptada a sus características, motivos, preferencias y actitudes (Codrington, 2008; Meriac et al., 2010).

El documento se estructura en cinco secciones. La sección uno se ocupa de la sostenibilidad y su papel en la persuadir a las personas a adoptar un comportamiento socialmente responsable y una actitud favorable hacia la protección del medio ambiente. Analiza cómo este fenómeno está conectado e influenciado por las generaciones de consumidores. La siguiente sección se refiere a los minoristas de bricolaje y destaca algunas de las acciones específicas de responsabilidad social llevadas a cabo para atraer a consumidores de diferentes edades. La tercera sección presenta la metodología de investigación y el modelo de análisis propuesto, mientras que la sección cuatro aborda el comportamiento de elección de formato de las generaciones de consumidores y los factores impulsores para cada generación individual en cuestión. El documento termina con las conclusiones, las limitaciones y perspectivas de la investigación, junto con las implicaciones gerenciales y teóricas.

CONCLUSIÓN

Desde una perspectiva teórica, este artículo contribuye a la literatura sobre el comportamiento de consumo socialmente responsable aplicado al comercio minorista en un mercado emergente y a la teoría de la acción razonada y la teoría generacional. La orientación de los consumidores hacia el comportamiento de consumo socialmente responsable en un contexto minorista, medida con la escala propuesta por Antil y Bennett (1979) y Antil (1984) en referencia a la educación sobre protección del medio ambiente y responsabilidad social, la inclinación de los consumidores por el uso racional de los recursos, el sacrificio (financiero) para proteger el medio ambiente subyace a su preferencia por las tiendas de bricolaje de base europea verde visitandolas, comprándoles y recomendando a sus pares. Por lo tanto, el documento combina el comportamiento de consumo socialmente responsable con la teoría de la acción razonada, lo que conduce a una mejor comprensión de las dimensiones por las que estos minoristas pueden actuar sobre los consumidores, atraerlos a las tiendas e influir en sus decisiones de compra.

La investigación empírica muestra que cada segmento de consumidores correspondiente a una generación puede definirse claramente con respecto a los valores y elementos que influyen en su comportamiento hacia las tiendas verdes de bricolaje. La teoría generacional tiene una aplicación práctica en este caso: Baby Boomers representa a la generación que se ha dado cuenta, en el otoño de la vida, de la necesidad de proteger el medio ambiente y ser más responsable socialmente, y elige las tiendas verdes de bricolaje dependiendo de la medida en que el sacrificio personal para proteger el medio ambiente, así como las medidas de responsabilidad social, está en armonía con la estrategia de mercado de los minoristas. Gen Xers prefieren las tiendas de bricolaje verde porque venden productos básicos que les permiten utilizar los recursos de una manera racional, y legar un ambiente limpio a las generaciones futuras (sus hijos). Los millennials representan la generación educada de acuerdo con los principios y normas de responsabilidad social y protección del medio ambiente que eligen tiendas verdes de bricolaje según las cuales las estrategias para la reducción de la contaminación se superponen con sus propias aspiraciones y percepciones. La Generación Z es aquella para la que la elección de las tiendas verdes de bricolaje depende más del sacrificio financiero que tienen que hacer a tal efecto.

Desde una perspectiva gerencial, este documento permite a los minoristas que operan en un mercado emergente comprender mejor los diversos segmentos de consumidores, aquí representados por cada generación, y definir una estrategia de posicionamiento específica, junto con una estrategia para orientar y atraer estos segmentos y ganarse su lealtad. Además, los minoristas pueden considerar las dimensiones

relevantes típicas de cada generación con el fin de personalizar sus ofertas, por ejemplo, ofertas a precios más atractivos para Gen Z, u ofertas enfocadas en ahorrar recursos y materias primas para Gen Xers.

Una de las limitaciones de la investigación es el hecho de que la percepción de los consumidores se examinó sólo en un mercado emergente. La investigación futura debería hacer una comparación entre los mercados saturados y emergentes (Swoboda et al., 2017), mientras se centra en cómo se transfiere el formato minorista del mercado interno a los mercados emergentes (Swoboda et al., 2014). Los hábitos de consumo varían, y el análisis comparativo de los mismos podría ayudar a establecer un panorama general de la evolución de las preferencias de los consumidores a través de las generaciones.

Otra limitación es el hecho de que la investigación no hizo una comparación entre el domicilio de los declarantes (urbano frente a rural), ni tuvo en cuenta la influencia de los ingresos en la elección del formato minorista. Más a menudo que no, el dinero que un individuo tiene, y está dispuesto a gastar en compras puede influir en la elección de la tienda a punto de ser visitada. Sin duda, otra limitación de la investigación es la muestra relativamente pequeña cubierta, por lo que los resultados de la investigación no se pueden generalizar a toda la población. Además, la investigación no tuvo en cuenta las diferencias entre los miembros de un grupo. Por ejemplo, los miembros de gen Z tienen muchas características heterogéneas, por lo que los hallazgos de la muestra considerada no pueden extenderse a todas las personas de la misma categoría.

Los estudios futuros también deben centrarse en investigar las percepciones de los consumidores hacia cuestiones verdes en otros formatos minoristas, como la moda, los supermercados, etc., y deben destacar, por ejemplo, si la preferencia de los consumidores y su participación son más fuertes que en el comercio minorista de bricolaje. Del mismo modo, cualquier investigación futura debe realizar un seguimiento constante de la comunicación de los minoristas sobre las medidas de responsabilidad social, así como la medida en que los precios de los productos varían en función de su contribución a la reducción de la contaminación. Los análisis futuros deben perseguir hasta qué punto los minoristas mantienen constantemente un ojo en la gobernanza ambiental a través de las acciones que llevan a cabo a lo largo de la cadena de valor.

TRANSLATED VERSION: FRENCH

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

VERSION TRADUITE: FRANÇAIS

Voici une traduction approximative des idées présentées ci-dessus. Cela a été fait pour donner une compréhension générale des idées présentées dans le document. Veuillez excuser toutes les erreurs grammaticales et ne pas tenir les auteurs originaux responsables de ces erreurs.

INTRODUCTION

La responsabilité sociale prend de plus en plus d'importance et de pertinence pour les organisations qui s'efforcent d'acquérir une stratégie concurrentielle et la planification de cibler les segments des consommateurs (Pryshlakivsky et Searcy, 2015). En adoptant des actions précises visant à protéger l'environnement, à réduire la pollution et/ou la consommation de ressources et de matières premières, en concevant des produits, des services et des marques écologiques, et en se montrant préoccupés par les employés et les clients, ainsi que pour les communautés locales où il existe des unités de production, de transformation et de distribution (Dabija et Băbuț, 2013; Dabija et Pop, 2013; Dabija et Bejan, 2017) les détaillants s'efforcent d'améliorer leur image et leur attractivité auprès des consommateurs de différents âges. La responsabilité sociale est devenue de plus en plus un élément clé de l'orientation stratégique des détaillants, étant constamment poursuivie et mise en pratique par la direction.

En adoptant la responsabilité sociale, les principes durables et la gouvernance environnementale, les détaillants ont été en mesure d'accroître la confiance et l'acceptation des clients, en récoltant les avantages de leur satisfaction à l'égard des produits et des services, et en gagnant leur loyauté (Dabija et al., 2014; Dabija, 2018). L'offre de produits écologiques adaptée au nouveau comportement de consommation socialement responsable des consommateurs a permis aux détaillants de tirer parti de la tendance à la hausse et de s'adapter en conséquence. Selon les générations de consommateurs ciblées, les détaillants ont été confrontés à des écarts importants entre les motivations, les croyances, les attentes et les raisons d'achat de l'individu, et la façon dont ces aspects peuvent se transformer en achats réels. Les détaillants doivent s'assurer que les motivations et les préférences des clients se traduisent par des décisions d'achat, ce qui détermine leur comportement. Cependant, on sait peu de choses sur la façon dont les consommateurs de différentes générations agissent, et comment ils prennent des décisions d'achat en fonction de la mesure dans laquelle les magasins de détail de bricolage européens mettent en œuvre la responsabilité sociale dans les marchés émergents en mettant en œuvre des mesures spécifiques, telles que la protection de l'environnement, la réduction de la pollution, la réduction de la consommation de ressources, etc.

Des études antérieures ont révélé des influences majeures des détaillants de mode orientés vers le vert parmi les générations de consommateurs (Dabija et al., 2017; Dabija, 2018), cependant peu est connu sur le bricolage au détail. Nous nous sommes appuyés sur l'échelle de comportement de consommation socialement responsable proposée par Antil et Bennet (1979) et Antil (1984) afin d'étudier le choix des magasins de bricolage vert dans un marché émergent. Nous avons choisi de fonder l'enquête sur le marché roumain parce qu'elle fait partie de ceux qui affichent la croissance la plus rapide du PIB ces dernières années (Obucina, 2017).

Notre enquête s'est appuyée sur la théorie de l'action motivée formulée par Ajzen et Fishbein (1980), fondée sur la prémisse que le comportement d'une personne peut mener à un résultat précis (Madden et al., 1992). Les détaillants visent à susciter chez les consommateurs une intention d'achat qui, dans la plupart des cas, se traduit par les achats attendus. La théorie de l'action raisonnée tient compte de l'attitude des consommateurs, faisant ainsi référence à leur subjectivité (Nadlifatin et al., 2016). Les détaillants doivent tenir compte de l'impact de la composante affective sur la formation d'une attitude et sa traduction en achat réel. Il existe des différences significatives entre les générations. Par exemple, avec les Millennials, les détaillants doivent tenir compte de leurs ressources financières, ainsi que de l'influence de leurs amis (Dabija et Bejan, 2017). Souhaitant être acceptés par leur groupe de référence, les individus peuvent dissimuler leur comportement et choisir d'acheter des articles préférés par leurs pairs. Le document s'appuie également sur la théorie générationnelle selon laquelle chaque génération de consommateurs peut être clairement définie comme un segment cible indépendant qui peut être correctement approché par les détaillants avec une stratégie spécifiquement adaptée à leurs caractéristiques, motifs, préférences et attitudes (Codrington, 2008; Meriac et coll., 2010).

Le papier est structuré en cinq sections. La section 1 traite de la durabilité et de son rôle pour persuader les gens d'adopter un comportement socialement responsable et une attitude favorable à l'égard de la protection de l'environnement. Il explique comment ce phénomène est lié et influencé par les générations de consommateurs. La section suivante concerne les détaillants de bricolage et met en évidence certaines des mesures spécifiques de responsabilité sociale menées pour attirer les consommateurs de différents âges. La troisième section présente la méthodologie de recherche et le modèle d'analyse proposé, tandis que la section quatre aborde le comportement de choix de format des générations de consommateurs et les facteurs moteurs pour chaque génération concernée. Le document se termine par les conclusions, les limites de la recherche et les perspectives, ainsi que les implications managériales et théoriques.

CONCLUSION

D'un point de vue théorique, cet article contribue à la littérature sur le comportement de consommation socialement responsable appliquée dans la vente au détail dans un marché émergent et la théorie de l'action raisonnée et de la théorie générationnelle. L'orientation des consommateurs vers un comportement de consommation socialement responsable dans un contexte de vente au détail, mesurée à l'échelle proposée

par Antil et Bennett (1979) et Antil (1984) en référence à l'éducation sur la protection de l'environnement et la responsabilité sociale, le penchant des consommateurs pour l'utilisation rationnelle des ressources, les sacrifices (financiers) pour protéger l'environnement sous-tendent leur préférence pour les magasins de bricolage européens verts en leur visitant, en achetant d'eux et en les recommandant à leurs pairs. Ainsi, l'article combine le comportement de consommation socialement responsable avec la théorie de l'action raisonnée, conduisant à une meilleure compréhension des dimensions par lesquelles ces détaillants peuvent agir sur les consommateurs, les attirer dans les magasins et influencer leurs décisions d'achat.

La recherche empirique montre que chaque segment de consommateurs correspondant à une génération peut être clairement délimité en ce qui concerne les valeurs et les éléments qui influencent leur comportement envers les magasins de bricolage verts. La théorie générationnelle a une application pratique dans ce cas: Les baby-boomers représentent la génération qui a réalisé, à l'automne de la vie, la nécessité de protéger l'environnement et d'être plus socialement responsable, et choisit les magasins de bricolage vert en fonction de la mesure dans laquelle le sacrifice personnel pour protéger l'environnement, ainsi que les mesures de responsabilité sociale, est en harmonie avec la stratégie de marché des détaillants. Les gens de la génération X préfèrent les magasins de bricolage verts parce qu'ils vendent des produits leur permettant d'utiliser les ressources de manière rationnelle, et de léguer un environnement propre aux générations futures (leurs enfants). Les millennials représentent la génération éduquée conformément aux principes et normes de responsabilité sociale et de protection de l'environnement qui choisissent les magasins de bricolage verts selon lesquels les stratégies de réduction de la pollution se chevauchent avec leurs propres aspirations et perceptions. La génération Z est celle pour laquelle le choix des magasins de bricolage vert dépend le plus du sacrifice financier qu'ils ont à faire à cet effet.

D'un point de vue managérial, ce document permet aux détaillants opérant dans un marché émergent de mieux comprendre les différents segments de consommateurs, représentés par chaque génération, et de définir une stratégie de positionnement spécifique, ainsi qu'une stratégie de ciblage et d'attraction de ces segments et de fidélisation. En outre, les détaillants peuvent considérer les dimensions pertinentes typiques de chaque génération afin de personnaliser leurs offres, par exemple, des offres à des prix plus attractifs pour la génération Z, ou des offres axées sur l'épargne des ressources et des matières premières pour les gen Xers.

L'une des limites de la recherche est le fait que la perception des consommateurs n'a été examinée que dans un marché émergent. Les recherches futures devraient faire une comparaison entre les marchés saturés et les marchés émergents (Swoboda et al., 2017), tout en se concentrant sur la façon dont le format de vente au détail est transféré du marché intérieur aux marchés émergents (Swoboda et al., 2014). Les habitudes de consommation varient, et leur analyse comparative pourrait aider à établir une image globale de l'évolution des préférences des consommateurs d'une génération à l'autre.

Une autre limite est le fait que la recherche n'a pas fait de comparaison entre le domicile des intimés (urbain et rural), ni prise en compte de l'influence du revenu dans le choix du format de détail. Le plus souvent, l'argent qu'une personne a, et est prêt à dépenser sur le shopping peut influencer le choix du magasin sur le point d'être visité. Il ne fait aucun doute qu'une autre limite de la recherche est l'échantillon relativement petit couvert, de sorte que les résultats de la recherche ne peuvent pas être généralisés à l'ensemble de la population. De plus, la recherche n'a pas tenu compte des différences entre les membres d'un groupe. Par exemple, les membres de la génération Z présentent de nombreuses caractéristiques hétérogènes, de sorte que les résultats de l'échantillon considéré ne peuvent pas être étendus à toutes les personnes de la même catégorie.

Les études futures devraient également se concentrer sur l'étude des perceptions des consommateurs à l'égard des questions écologiques dans d'autres formats de vente au détail, tels que la mode, l'épicerie, etc., et devraient mettre en évidence, par exemple, si la préférence et la participation des consommateurs y sont plus fortes que dans le commerce de détail de bricolage. De même, toute recherche future devrait suivre de manière cohérente la communication des systèmes de responsabilité sociale par les détaillants, ainsi que la mesure dans laquelle les prix des produits varient en fonction de leur contribution à la réduction de la pollution. Les analyses futures devraient déterminer dans quelle mesure les détaillants gardent constamment

un œil sur la gouvernance environnementale par le biais des actions qu'ils mènent tout au long de la chaîne de valeur.

TRANSLATED VERSION: GERMAN

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

ÜBERSETZTE VERSION: DEUTSCH

Hier ist eine ungefähre Übersetzung der oben vorgestellten Ideen. Dies wurde getan, um ein allgemeines Verständnis der in dem Dokument vorgestellten Ideen zu vermitteln. Bitte entschuldigen Sie alle grammatikalischen Fehler und machen Sie die ursprünglichen Autoren nicht für diese Fehler verantwortlich.

EINLEITUNG

Soziale Verantwortung gewinnt an Bedeutung und Relevanz für Unternehmen, die eine wettbewerbsfähige Strategie und Planung für Verbrauchersegmente anstreben (Pryshlakivsky und Searcy, 2015). Durch die Annahme präziser Maßnahmen zum Schutz der Umwelt, zur Verringerung der Umweltverschmutzung und/oder des Verbrauchs von Ressourcen und Rohstoffen, zur Gestaltung grüner Produkte, Dienstleistungen und Marken und zur Besorgnis der Arbeitnehmer und Kunden sowie der lokalen Gemeinschaften, in denen Produktions-, Verarbeitungs- und Vertriebseinheiten bestehen (Dabija und Bébu, 2013; Dabija und Pop, 2013; Dabija und Bejan, 2017) Einzelhändler sind bestrebt, ihr Image und ihre Attraktivität bei Verbrauchern unterschiedlichen Alters zu verbessern. Soziale Verantwortung ist zunehmend zu einem Schlüsselelement der strategischen Ausrichtung des Einzelhandels geworden, die von der Geschäftsleitung konsequent verfolgt und in die Praxis umgesetzt wird.

Durch soziale Verantwortung, nachhaltige Prinzipien und Umweltpolitik konnten Einzelhändler das Vertrauen und die Akzeptanz der Kunden stärken, die Vorteile ihrer Zufriedenheit mit Produkten und Dienstleistungen ernten und ihre Loyalität gewinnen (Dabija et al., 2014; Dabija, 2018). Das Angebot an grünen Produkten, die an das neue sozial verantwortliche Konsumverhalten der Verbraucher angepasst sind, hat es den Einzelhändlern ermöglicht, den Aufwärtstrend zu nutzen und sich entsprechend anzupassen. Je nach den zielgruppenorientierten Verbrauchergenerationen sind die Einzelhändler mit erheblichen Unterschieden zwischen den Motivationen, Überzeugungen, Erwartungen und Kaufgründen des Einzelnen konfrontiert, und der Art und Weise, wie diese Aspekte in tatsächliche Käufe umgewandelt werden können. Einzelhändler müssen sicherstellen, dass die Motive und Vorlieben der Kunden in Kaufentscheidungen umgesetzt werden und ihr Verhalten bestimmen. Es ist jedoch wenig darüber bekannt, wie Verbraucher verschiedener Generationen handeln und wie sie Kaufentscheidungen treffen, je nachdem, inwieweit europäische Baumärkte soziale Verantwortung in schwellenländern Märkten umsetzen, indem sie spezifische Maßnahmen wie Umweltschutz, Verringerung der Umweltverschmutzung, Verringerung des Ressourcenverbrauchs usw. Umsetzen.

Frühere Studien haben große Einflüsse von grün orientierten Modehändlern unter den Verbrauchergenerationen gefunden (Dabija et al., 2017; Dabija, 2018), allerdings wenig über den Baumarkt bekannt. Wir haben uns auf die von Antil und Bennet (1979) und Antil (1984) vorgeschlagene sozial verantwortliche Konsumverhaltensskala verlassen, um die Wahl des grünen Baumarktes in einem aufstrebenden Markt zu untersuchen. Wir haben uns entschieden, die Untersuchung auf den rumänischen Markt zu stützen, weil sie zu denen gehört, die das schnellste Wachstum des BIP in den letzten Jahren aufweisen (Obucina, 2017).

Unsere Untersuchung stützte sich auf die von Ajzen und Fishbein (1980) formulierte Theorie der begründeten Handlung, die auf der Prämisse beruhte, dass das Verhalten eines Individuums zu einem

bestimmten Ergebnis führen kann (Madden et al., 1992). Die Einzelhändler wollen bei den Verbrauchern eine Kaufabsicht wecken, die sich in den meisten Fällen in den erwarteten Käufen niederschlägt. Die Theorie des begründeten Handelns berücksichtigt die Einstellung der Verbraucher und verweist dabei auf ihre Subjektivität (Nadlifatin et al., 2016). Die Einzelhändler müssen die Auswirkungen der affektiven Komponente auf die Bildung einer Haltung und ihre Übersetzung in einen tatsächlichen Kauf berücksichtigen. Es gibt erhebliche Unterschiede zwischen den Generationen. Bei Millennials müssen Einzelhändler beispielsweise ihre finanziellen Ressourcen berücksichtigen, zusammen mit dem Einfluss von Freunden (Dabija und Bejan, 2017). Wenn sie von ihrer Referenzgruppe akzeptiert werden möchten, können Einzelpersonen ihr Verhalten verbergen und Artikel kaufen, die von Gleichaltrigen bevorzugt werden. Das Papier stützt sich auch auf die Generationentheorie, nach der jede Generation von Verbrauchern klar als unabhängiges Zielsegment definiert werden kann, das von Einzelhändlern mit einer speziell auf ihre Eigenschaften, Motive, Präferenzen und Einstellungen zugeschnittenen Strategie richtig angegangen werden kann (Codrington, 2008; Meriac et al., 2010).

Das Papier ist in fünf Abschnitte gegliedert. Abschnitt 1 befasst sich mit Nachhaltigkeit und ihrer Rolle, Menschen zu sozial verantwortlichem Verhalten und einer positiven Einstellung zum Umweltschutz zu bewegen. Es wird diskutiert, wie dieses Phänomen mit den Generationen der Verbraucher verbunden und von ihnen beeinflusst wird. Der nächste Abschnitt befasst sich mit Heimwerkerhändlern und hebt einige der spezifischen Maßnahmen der sozialen Verantwortung hervor, die durchgeführt werden, um Verbraucher unterschiedlichen Alters anzulocken. Im dritten Abschnitt werden die Forschungsmethodik und das vorgeschlagene Analysemodell dargestellt, während Abschnitt 4 das Formatwahlverhalten der Verbrauchergenerationen und die treibenden Faktoren für jede einzelne betroffene Generation annähert. Das Papier endet mit den Schlussfolgerungen, Forschungseinschränkungen und Perspektiven sowie management- und theoretischen Implikationen.

SCHLUSSFOLGERUNG

Aus theoretischer Sicht trägt dieses Papier zur Literatur über sozial verantwortliches Konsumverhalten im Einzelhandel in einem aufstrebenden Markt und zur Theorie des begründeten Handelns und der Generationentheorie bei. Die Orientierung der Verbraucher an sozial verantwortlichem Konsumverhalten im Einzelhandel, gemessen an dem von Antil und Bennett (1979) und Antil (1984) vorgeschlagenen Umfang in Bezug auf die Aufklärung über Umweltschutz und soziale Verantwortung, die Neigung der Verbraucher zur rationellen Nutzung von Ressourcen, (finanzielle) Opfer zum Schutz der Umwelt beruht auf ihrer Präferenz für grüne europäische Baumärkte, indem sie sie besuchen, bei ihnen einkaufen und sie Gleichaltrigen empfehlen. So verbindet das Papier sozial verantwortliches Konsumverhalten mit der Theorie des begründeten Handelns, was zu einem besseren Verständnis der Dimensionen führt, in denen diese Einzelhändler auf Verbraucher einwirken, sie in die Läden locken und ihre Kaufentscheidungen beeinflussen können.

Die empirische Untersuchung zeigt, dass jedes Segment der Konsumenten, das einer Generation entspricht, hinsichtlich der Werte und Elemente, die ihr Verhalten gegenüber den grünen Baumärkten beeinflussen, klar abgegrenzt werden kann. Die Generationentheorie hat in diesem Fall eine praktische Anwendung: Babyboomer repräsentieren die Generation, die im Herbst des Lebens die Notwendigkeit erkannt hat, die Umwelt zu schützen und sozial verantwortlicher zu sein, und sich für grüne Baumärkte entscheidet, je nachdem, inwieweit persönliche Opfer zum Schutz der Umwelt sowie maßnahmen zur sozialen Verantwortung im Einklang mit der Marktstrategie des Einzelhandels stehen. Gen Xers bevorzugen grüne Baumärkte, weil sie Waren verkaufen, die es ihnen ermöglichen, Ressourcen auf rationale Weise zu nutzen und zukünftigen Generationen (ihren Kindern) eine saubere Umwelt zu vererbn. Millennials repräsentieren die Generation, die in Übereinstimmung mit sozialer Verantwortung und Umweltschutzprinzipien und -normen erzogen wird, die grüne Baumärkte wählen, nach denen sich Strategien zur Reduzierung der Umweltverschmutzung mit ihren eigenen Bestrebungen und Wahrnehmungen überschneiden. Die Generation Z ist diejenige, für die die Auswahl der grünen Baumärkte am meisten von dem finanziellen Opfer abhängt, das sie in diesem Sinne bringen müssen.

Aus Managementsicht ermöglicht dieses Papier Einzelhändlern, die in einem aufstrebenden Markt tätig sind, ein besseres Verständnis der verschiedenen Verbrauchersegmente, die hier durch jede Generation vertreten werden, und eine spezifische Positionierungsstrategie zu definieren, zusammen mit einer Strategie, diese Segmente anzulocken und anzuziehen und ihre Loyalität zu gewinnen. Darüber hinaus können Einzelhändler die für jede Generation typischen relevanten Dimensionen berücksichtigen, um ihre Angebote anzupassen, zum Beispiel Angebote zu attraktiveren Preisen für Gen Z oder Angebote, die sich auf die Einsparung von Ressourcen und Rohstoffen für Gen Xers konzentrieren.

Eine der Forschungseinschränkungen ist die Tatsache, dass die Wahrnehmung der Verbraucher nur in einem aufstrebenden Markt untersucht wurde. Zukünftige Forschung sollte einen Vergleich zwischen gesättigten und aufstrebenden Märkten anstellen (Swoboda et al., 2017), wobei der Schwerpunkt darauf liegen sollte, wie das Einzelhandelsformat vom Heimatmarkt auf die Schwellenmärkte übertragen wird (Swoboda et al., 2014). Die Verbrauchergewohnheiten variieren, und eine vergleichende Analyse könnte dazu beitragen, ein Gesamtbild der Entwicklung der Verbraucherpräferenzen über Generationen hinweg zu erstellen.

Eine weitere Einschränkung ist die Tatsache, dass die Untersuchung weder einen Vergleich zwischen dem Wohnsitz der Befragten (Städtisch und Land) anstellte, noch den Einfluss des Einkommens bei der Wahl des Einzelhandelsformats berücksichtigte. In den meisten Fällen kann das Geld, das eine Person hat und bereit ist, für einkäufe auszugeben, die Wahl des Ladens beeinflussen, der besucht werden soll. Zweifellos ist eine weitere Einschränkung der Forschung die relativ kleine Stichprobe, die abgedeckt wird, so dass die Forschungsergebnisse nicht auf die gesamte Population verallgemeinert werden können. Darüber hinaus wurden die Unterschiede zwischen den Mitgliedern einer Gruppe nicht berücksichtigt. Beispielsweise weisen Gen Z-Mitglieder viele heterogene Merkmale auf, so dass die Ergebnisse für die betrachtete Stichprobe nicht auf alle Personen derselben Kategorie ausgedehnt werden können.

Zukünftige Studien sollten sich auch auf die Untersuchung der Wahrnehmung der Verbraucher gegenüber grünen Themen in anderen Einzelhandelsformaten wie Mode, Lebensmittel usw. Konzentrieren und beispielsweise aufzeigen, ob die Verbraucherpräferenz und -beteiligung darin stärker ist als im Heimwerkerhandel. Ebenso sollte jede zukünftige Forschung die Kommunikation der Einzelhändler über Maßnahmen der sozialen Verantwortung sowie das Ausmaß, in dem die Preise der Produkte je nach ihrem Beitrag zur Verringerung der Umweltverschmutzung variieren, konsequent verfolgen. Zukünftige Analysen sollten das Ausmaß verfolgen, in dem Einzelhändler durch die Maßnahmen, die sie in der gesamten Wertschöpfungskette durchführen, ständig ein Auge auf die Umweltpolitik haben.

TRANSLATED VERSION: PORTUGUESE

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

VERSÃO TRADUZIDA: PORTUGUÊS

Aqui está uma tradução aproximada das ideias acima apresentadas. Isto foi feito para dar uma compreensão geral das ideias apresentadas no documento. Por favor, desculpe todos os erros gramaticais e não responsacule os autores originais responsáveis por estes erros.

INTRODUÇÃO

A responsabilidade social está a aumentar de importância e relevância para as organizações que se esforçam por ganhar estratégia competitiva e planeiam atingir segmentos de consumo (Pryshlakivsky e Searcy, 2015). Adotando ações precisas destinadas a proteger o ambiente, reduzindo a poluição e/ou o

consumo de recursos e matérias-primas, concebendo produtos verdes, serviços e marcas, e mostrando preocupação pelos colaboradores e clientes, bem como pelas comunidades locais onde existem unidades de produção, transformação e distribuição (Dabija e Băbuţ, 2013; Dabija and Pop, 2013; Os retalhistas Dabija e Bejan, 2017, estão a esforçar-se para melhorar a sua imagem e atratividade entre consumidores de diferentes idades. A responsabilidade social tornou-se cada vez mais uma tábua-chave da orientação estratégica dos retalhistas, sendo consistentemente seguida e posta em prática pela administração.

Ao abraçar a responsabilidade social, os princípios sustentáveis e a governação ambiental, os retalhistas têm conseguido impulsionar a confiança e aceitação dos clientes, colhendo os benefícios da sua satisfação com produtos e serviços, e ganhando a sua fidelidade (Dabija et al., 2014; Dabija, 2018). A oferta de produtos verdes ajustados ao novo comportamento de consumo socialmente responsável dos consumidores permitiu aos retalhistas aproveitar a tendência ascendente e adaptar-se em conformidade. Dependendo das gerações de consumidores visadas, os retalhistas têm sido confrontados com diferenças significativas entre as motivações, crenças, expectativas e razões de compra do indivíduo, e a forma como estes aspetos podem transformar-se em compras reais. Os retalhistas devem garantir que os motivos e preferências dos clientes se traduzam em decisões de compra, determinando o seu comportamento. No entanto, pouco se sabe sobre a forma como os consumidores de diferentes gerações atuam e como tomam decisões de compra em função da medida em que as lojas europeias de bricolage aplicam a responsabilidade social nos mercados emergentes, através da aplicação de medidas específicas, como a proteção do ambiente, a redução da poluição, a redução do consumo de recursos, etc.

Estudos anteriores têm encontrado grandes influências de retalhistas de moda orientadas para o verde entre gerações de consumidores (Dabija et al., 2017; Dabija, 2018), no entanto pouco se sabe sobre o retalho DIY. Contamos com a escala de comportamento do consumo socialmente responsável proposta pela Antil e pela Bennet (1979) e pela Antil (1984), a fim de investigar a escolha da loja de bricolage verde num mercado emergente. Optámos por basear a investigação no mercado romeno porque está entre os que mostram o crescimento mais rápido do PIB nos últimos anos (Obucina, 2017).

A nossa investigação baseou-se na teoria da ação fundamentada formulada por Ajzen e Fishbein (1980), baseada na premissa de que o comportamento de um indivíduo pode levar a um resultado específico (Madden et al., 1992). Os retalhistas pretendem despertar nos consumidores uma intenção de compra que, na maioria dos casos, se traduz nas compras esperadas. A teoria da ação fundamentada tem em conta as atitudes dos consumidores, fazendo assim referência à sua subjetividade (Nadlifatin et al., 2016). Os retalhistas devem ter em conta o impacto da componente afetiva na formação de uma atitude e na sua tradução numa compra efetiva. Há diferenças significativas entre gerações. Por exemplo, com os Millennials, os retalhistas têm de considerar os seus recursos financeiros, juntamente com a influência de amigos (Dabija e Bejan, 2017). Desejando ser aceite pelo seu grupo de referência, os indivíduos podem ocultar o seu comportamento e optar por comprar artigos preferidos pelos pares. O documento baseia-se igualmente na teoria geracional segundo a qual cada geração de consumidores pode ser claramente definida como um segmento-alvo independente que pode ser devidamente abordado pelos retalhistas com uma estratégia especificamente adaptada às suas características, motivos, preferências e atitudes (Codrington, 2008; Meriac et al., 2010).

O papel está estruturado em cinco secções. A Secção Um trata da sustentabilidade e do seu papel na persuasão das pessoas a abraçarem comportamentos socialmente responsáveis e uma atitude favorável em relação à proteção do ambiente. Discute a forma como este fenómeno está ligado e influenciado pelas gerações de consumidores. A secção seguinte diz respeito aos retalhistas de bricolage e destaca algumas das ações específicas de responsabilidade social levadas a cabo para atrair consumidores de diferentes idades. A terceira secção apresenta a metodologia de investigação e o modelo de análise proposto, enquanto a Secção Quatro aborda o comportamento de escolha de formato das gerações de consumidores e os fatores de condução para cada geração em causa. O trabalho termina com as conclusões, limitações e perspetivas de investigação, juntamente com implicações de gestão e teóricas.

CONCLUSÃO

Do ponto de vista teórico, este trabalho contribui para a literatura sobre o comportamento socialmente responsável do consumo aplicado no retalho num mercado emergente e a teoria da ação fundamentada e da teoria geracional. A orientação dos consumidores para o comportamento do consumo socialmente responsável num contexto retalhista, medido com a escala proposta por Antil e Bennett (1979) e Antil (1984), em referência à educação sobre a proteção ambiental e a responsabilidade social, a tendência dos consumidores para a utilização racional dos recursos, sacrifício (financeiro) para proteger o ambiente está subjacente à sua preferência pelas lojas de bricolage verdes baseadas na Europa, visitando-as, comprando-as e recomendando-as aos pares. Assim, o documento combina comportamentos de consumo socialmente responsáveis com a teoria da ação fundamentada, levando a uma melhor compreensão das dimensões em que estes retalhistas podem atuar sobre os consumidores, atraí-los para as lojas e influenciar as suas decisões de compra.

A investigação empírica mostra que cada segmento de consumidores correspondentes a uma geração pode ser claramente delineado no que diz respeito aos valores e elementos que influenciam o seu comportamento em relação às lojas verdes de bricolage. A teoria geracional tem uma aplicação prática neste caso: os Baby Boomers representam a geração que percebeu, no outono da vida, a necessidade de proteger o ambiente e ser socialmente mais responsável, e escolhe lojas de bricolage verdes, dependendo da medida em que o sacrifício pessoal para proteger o ambiente, bem como as medidas de responsabilidade social, está em harmonia com a estratégia de mercado dos retalhistas. A Gen Xers prefere lojas de bricolage verde porque vendem mercadorias que lhes permitem usar os recursos de forma racional, e legar um ambiente limpo às gerações futuras (seus filhos). Os millennials representam a geração educada de acordo com os princípios e normas de proteção social e de proteção ambiental que escolhem as lojas verdes de bricolage de acordo com as quais as estratégias de redução da poluição se sobrepõem às suas próprias aspirações e perceções. A Geração Z é aquela para a qual a escolha das lojas de bricolage verde depende mais do sacrifício financeiro que têm de fazer para o efeito.

Do ponto de vista de gestão, este trabalho permite aos retalhistas que operam num mercado emergente compreender melhor os vários segmentos de consumo, aqui representados por cada geração, e definir uma estratégia de posicionamento específico, juntamente com uma estratégia para direcionar e atrair estes segmentos e ganhar a sua lealdade. Além disso, os retalhistas podem considerar as dimensões relevantes típicas de cada geração, de modo a personalizar as suas ofertas, por exemplo, ofertas a preços mais atrativos para a Gen Z, ou ofertas focadas na poupança de recursos e matérias-primas para a Gen Xers.

Uma das limitações da investigação é o facto de a perceção dos consumidores ter sido examinada apenas num mercado emergente. A investigação futura deverá fazer uma comparação entre mercados saturados e emergentes (Swoboda et al., 2017), ao mesmo tempo que se foca na forma como o formato de retalho é transferido do mercado doméstico para mercados emergentes (Swoboda et al., 2014). Os hábitos de consumo variam, e a sua análise comparativa pode ajudar a estabelecer uma imagem global da evolução das preferências dos consumidores entre gerações.

Outra limitação é o facto de a investigação não ter feito uma comparação entre o domicílio dos inquiridos (urbano versus rural), nem teve em conta a influência do rendimento na escolha do formato retalhista. Mais frequentemente do que não, o dinheiro que um indivíduo tem, e está disposto a gastar em compras pode influenciar a escolha da loja prestes a ser visitada. Sem dúvida, outra limitação da investigação é a amostra relativamente pequena abrangida, de modo a que os resultados da investigação não possam ser generalizados a toda a população. Além disso, a investigação não considerou as diferenças entre os membros de um grupo. Por exemplo, os membros da Gen Z têm muitas características heterogéneas, de modo que as conclusões da amostra considerada não podem ser alargadas a todas as pessoas da mesma categoria.

Os estudos futuros deverão igualmente centrar-se na investigação da perceção dos consumidores em relação a questões verdes noutros formatos de retalho, como a moda, a mercearia, etc., e devem salientar, por exemplo, se a preferência e o envolvimento dos consumidores são mais fortes do que no retalho de bricolage. Do mesmo modo, qualquer investigação futura deve acompanhar consistentemente a comunicação dos retalhistas sobre as medidas de responsabilidade social, bem como até que ponto os preços dos produtos variam de acordo com a sua contribuição para a redução da poluição. As futuras análises

devem prosseguir até que ponto os retalhistas estão constantemente atentos à governação ambiental através das ações que realizam ao longo da cadeia de valor.