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Managing sustainability through social media

An explorative analysis of the Twitter visibility strategy of transnational private governance organizations and its effect on ethical consumerism

The purpose of this study is to study the link between the level of activeness of an organization's Twitter visibility strategy and ethical consumerism. Contributing to the transnational governance literature, we focus on a certain type of private regulatory organizations, namely transnational private governance organization (TPGOs), such as Rainforest Alliance, Fairtrade,and Utz. Our aim is twofold. First, to explain the level of activeness of TPGO Twitter visibility strategies, focusing on a TPGO's position on biofuel policy as a possible explanation. Second, to explore the ability of TPGOs to increase the degree of ethical consumerism through the activeness level of their Twitter visibility strategy.The first research question was qualitatively analyzed with a content analysis of over 20,000 tweets, produced by three pivotal TPGOs in the field. The outcome is the creation of a Twitter visibility strategy typology, associated with a certain level of activeness. To assess ethical consumerism, an online vignette survey experiment was conducted among actual consumers. Contrary to expectation, we find that Rainforest Alliance, which has a positive position on the use of biofuel, demonstrates the highest level of activeness in its Twitter visibility strategy. Moreover, Fairtrade attains a higher level of ethical consumerism, while not having the most activeTwitter visibility strategy.

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Introduction and Research Questions

Two decades ago, a new form of governance emerged: transnational governance. Transnational governance does not find its roots within public entities such as government but from institutions or organizations which can be private, profit or non-profit, market driven etc. Transnational private governance organizations (hereafter called TPGOs) were often created to address environmental, social or economic issues. By setting up voluntary standards, TPGOs like such as Utz, Fairtrade or Rainforest Alliance respond to sustainability problems (such as the employment of children, excess use of Co2 within the supply chain etc.), occurring within the global production chain.

As the TPGOs become larger, so is the market competition. TPGOs can be profit or non-profit, privately funded with membership fees or private donation, with stakeholders having a various degree of power coming from either the public or private sector (Potts et al. 2014). Visibility of the organization and its label of certification are therefore important subjects of to study. Unfortunately, research in the field focused mainly on two important concepts, effectiveness and legitimacy (Cashore 2002), leaving aside the question of visibility and its possible expectations or consequences. Cashore (2002) investigated the "conditions under which they may gain authority to create policy" (2002: 503).

TPGO visibility is an important concept to study. TPGOs are market-driven and therefore compete with each other. Most of them are based on a business-to-consumer frame, which means they address the consumer directly. Thus, they need to be present in everyday consumer's lives, by addressing them with strong messages, in order for them to make an ethical and sustainable choice when it comes to their buying behavior. The organizational setup of TPGOs makes visibility one of the most important concepts in order for TPGOs to achieve their actions. Social Media visibility being a new trend in marketing studies and Twitter especially (Jansen et al. 2009), TPGOs are advised to have a well-constructed Twitter visibility strategy in order to promote their message efficiently to a wider public. The appearance of new communication tools inclined brands to create a new visibility plan and a new communication strategy designed for this innovation. Brands immediately seized the new interacted communication opportunities offered by those new communication tools in order to have a direct link with their client and

stakeholders. With the creation of social media we witnessed the development of what we call "brand communities" (McAlexander et al. 2002). According to McAlexander et al. (2002) brand communities ''are essentially a place (physical or virtual) for people who admire a certain brand to socialize in the context provided, at least partly, by that brand" (2002: 39). Consumers and brand managers can be linked and interconnected at a higher level than before with the creation of the Web 2.0 and especially social media such as Facebook, LinkedIn or Twitter. Visibility, and thus social media visibility might be important for organizations as a recent study from Cristian et al. (2013) showed, by investigating the visibility strategies of public schools. A decade ago, no one would have believed that public schools needed to compete with each other, but with the decrease of government help, public schools need to be more visible and to communicate: "Schools thus become competitors in the field of educational offers, beneficiaries of the education system become consumers in the educational market and the orientation of the marketing activity towards increasing institutional visibility constitutes one of the basic conditions for success" (Cristian et al. 2013 :98). Visibility is therefore not only an important concept for brands but needs to be used by other organizations as well. TPGOs being organizations focusing on environmental and social issues (both salient for consumers) and more importantly being private market driven associated, it becomes important to understand how they use visibility and especially social media visibility, now that scholars "have heralded the Internet, and more recently social media, as presenting nearly limitless opportunities for organizations to build relationships with their publics" (Eyrich, Padman & Sweetser 2008).

This study will address a specific type of visibility: Twitter visibility. With the apparition of the Web 2.0, new possibilities for organizations to be more visible and closer to the consumers appeared. Kaplan and Haenlein (2010) define the Web 2.0 "as everything that allows the creation and exchange of User Generated Content" (2010: 62). Social media are a large part of this new Web 2.0. Twitter, You Tube, Facebook or LinkedIn are used every day not only by the youngest generations but also by world famous brands, businesses, NGOs, governments and political figures. A clear typology of possible Twitter visibility strategies of TPGOs remains absent from the literature. Some recent studies are analyzing the use of Twitter by non-profit organizations

(Lovejoy and Saxton 2012; Waters and Jamals 2011; Lovejoy, Waters and Saxton 2012). Waters and Jamals (2011) focus on how the 140 characters allowed by Twitter are used. They made a content analysis of 5000 tweets in order to have a better idea of the content of tweets by non-profit organizations. Their findings revealed that non-profit organizations were using Twitter mainly to share general information (Waters and Jamals 2011: 324). Another study from Lovejoy, Waters and Saxton (2012) analyzed how non-profit organizations were playing with Twitter's 140 characters to make a more optimal use of it. Their results demonstrate a tendency of certain organizations to use, and sometimes, overuse, hyperlinks. As they have a numerical constraint of 140 characters only, they are entitled to find a solution to share wider messages. Thus, the use of hyperlinks seems to be an optimal solution (Lovejoy and Saxton 2012: 318). A third study from Lovejoy and Saxton (2012) presents an interesting typology of tweet content. The outcome of their content analysis is a typology of three tweet categories, information, community and action (Lovejoy and Saxton 2012). Their conclusion showed an over-use of information tweets, which demonstrates a sub optimal use of Twitter (2012: 350). These three studies converge on a sub optimal use of Twitter from non-profit organizations as they are missing an opportunity to communicate in a more interacted way with their followers. They restrain to a passive use of Twitter.

Recent interesting additions to the literature prove that there is an increasing interest in finding out what are the different social media strategies organizations uses. But even though content analyses of Tweets coming from organizations exist, no deep analysis exists on possible Twitter usage strategies, or on the effect of those strategies on other concepts such as ethical consumerism. It seems like scholars did not grasp the second step. A key contribution of the present study is that it will also link the variation of activeness in Twitter visibility strategies with ethical consumerism.

We can understand that a concept like visibility might not be the first focus of transnational governance or public administration literature. Corporate social responsibility scholars are generally based within the management department of universities. But management scholars do not have the same interests as public administration scholars and thus do not focus on the same angles. Social media visibility is a concept highly studied within marketing and management studies, but it should not

be left out of government studies. A public administration scholar will base his research framework on the effect of the institutional framework of the TPGOs on their Twitter visibility strategies, or the different policy fields they regulate. Public administration scholars will also focus on the effectiveness of certain strategies instead of efficiency. There is room for development within the governance literature. Future research should integrate concepts such as visibility in their further studies. Due to the lack of studies in our field on this topic, hypotheses will therefore be general expectations derived from the conclusions and remarks in the literature. What makes this study valuable is that if TPGOs' priorities are different (marketing, certification, rules), their field of action is different (environment, social, economic), their economic sector can vary (agriculture, forestry, birds, garment etc.), and thus their socialization processes and institutional organizations are different (Potts et al. 2014).

TPGOs have to communicate, but using a different strategy, and especially, a different Twitter visibility strategy. But what could be the source of this possible variance? TPGOs all have a common goal: address sustainability issues such as environment, economic or social by setting up voluntary standards and create a certification framework. Thus, what parameters could vary from one TPGO to another, which could result in the adoption of a different Twitter visibility strategy? In this transnational governance study, we decided to compare TPGOs with a biofuel policy and those without. We chose the biofuel value chain, as this framework is one of the foremost concrete examples of global governance as public and private agencies collaborate to address environmental issues. It became a multipolar governance scheme (Ponte 2014: 353). This collaboration is even more achieved in the case of the European Union as the EU endorsed some private governance biofuel certification program (Schleifer 2013: 538). If we follow Ponte and Schleifer's arguments, we can conclude that TPGO (within biofuel certification), which create biofuel legislation, will be closely related to public governance ideas and maybe funding, which could directly affect their social media visibility strategies.

We will go even further by linking Twitter visibility strategies of pro biofuel TPGOs and non-pro biofuel TPGOs with the concept of ethical consumerism. Schleifer (2013) highlighted the recent endorsement of private regulatory framework (including

TPGOs) by public governance such as the European Union (Schleifer 2013: 538). Ponte (2014) argued that this collaboration, resulting in a hybrid form of governance, is highly beneficial for private regulatory framework as they raise their legitimacy and visibility (Ponte 2014: 7). Following arguments of Schleifer (2013) and Ponte (2014), we expect TPGOs with a biofuel policy to be aided by public governance and thus, those TPGOs will have a lesser need to adopt an active Twitter visibility strategy. The second step of this study will be to link the degree of activeness of TPGOs' Twitter visibility strategies to the ability for a TPGO to produce ethical consumerism. The research questions are thus as follows:

(RQ 1) *"Do biofuel oriented TPGOs use a less active Twitter strategy than non-biofuel oriented TPGOs and why?"*

(RQ 2) *"Does an active Twitter visibility strategy lead to more ethical consumerism?"*

This study will have two separate dependent variables, each linked to one of the presented Research Questions. The first one will be "activeness of Twitter visibility strategy" and the second one "ethical consumerism". The activeness of Twitter visibility strategy is the independent variable for the second research question. For the first research question, the independent variable will be the TPGO's position on biofuel. The position on biofuel can be either positive or negative.

We will mainly base our theoretical framework on Public Relations literature, Information science literature (Jansen et al. 2009; Tumasjan et al. 2009) and marketing literature (Boyd et al. 2014; Lovejoy and Saxton 2012) as no relevant studies exists on social media visibility strategies in the field of transnational governance. The structure of this paper proceeds as such: first we introduce the research context of this study, with a clearer view on what are TPGOs. Then, theoretical aspects of biofuel governance, activeness of social media visibility strategy and ethical consumerism are explained. The results will be presented and a discussion on further research paths and alternative explanations will be offered. The research design of this study is looking at a bivariate

relation. It can be argued that the model should have been a multivariate one. The answer is that this study should be apprehended as the first step of investigation. Also, the resources and time constraints of a masters thesis did not allow us to investigate a more complex relationship as both of the database had to be constructed by ourselves.

Research context

Even if voluntary standards institutions appeared already during the late nineties, a rapid exponential development not only of this kind of institutions, but more importantly, in the use of the voluntary standards created by TPGOs can be identified. Following Pattberg (2005), we agree that private institutions effectively provide "an institutionalized response to intertwined environmental, social, and economic problems" (Pattberg 2005: 593) especially because until now, all other attempts failed. Even if they only appeared recently, a large number of studies focused on this new type of governance (Fransen 2011). Their emergence was related to the need of addressing environmental, social and economic issues, which public organizations failed to address (Bartley 2003: 433). Private governance relates to settling rules and norms by private actors. What can be expected from private regulators' efforts to implement social and environmental rules is a question that academic literature has not been able to answer unfortunately (Fransen 2011: 3).

Transnational private governance organizations are part of the larger field of private regulation. Private regulation appears to address environmental, social and economic issues. Thus TPGOs decide to specialize in one or more of the above-mentioned fields (e.g. Rainforest Alliance is focusing on environmental issues and they created their communication plan toward the preservation of the rainforest).

Literature on the formation of TPGO's is still diverging on the causes, and especially how they come into being, even if the why is well-established: as we mentioned previously, the failure of public governance on those topics is the main reason creating a gap in the governance system for those private organizations to be created. Regarding the how, certain findings emphasized on the importance of networks for the creation of TPGO's focusing on fair trade (Fransen and Schalk 2014). Following Bartley (2003), we highlight the importance of historical paths for the explanation of the how.

The field were private regulation was created most rapidly was forestry, followed closely by labor standards certification such as Fairtrade FLO (Bartley 2003: 434). Bartley (2003) argues that two factors were crucial for the emergence of private regulation: social movement campaign targeting companies and a neo-liberal institutional context. For this study, we will leave the second reason aside and focus on the first one, social movements. The argument of Bartley (2003) was that private regulation arose out of non-agreement of people with certain acts of business on diverse issues: first on social issues, but quickly followed by environmental issues. Businesses were not operating in a sustainable way, as they were only market oriented. As public agencies failed to address those issues and did not create the laws and norms that were requested, it gave the opportunity to new organizations, private but market-driven, to emerge. We can argue that a new frame arose in the same time the concept of Corporate Social Responsibility was born. According to Bartley (2003) "the use of certification has emerged alongside a discourse of corporate social responsibility, a rise of partnerships between companies and NGO's, and a range of experiments with corporate codes of conduct, sustainability reporting, eco-labeling, social auditing, independent monitoring, and Fair Trade products" (Bartley 2003: 435). Therefore, we agree that a change in context and in discourse helped with the rapid proliferation of TPGOs during the past two decades.

Characteristics of different TPGOs vary a lot. The legal form of organization can be either profit or non-profit. A general thought is that TPGOs are automatically non-profit organizations, but as they are primarily market-driven organizations they can also be profit organization, even if the majority is non-profit (Fairtrade, Utz, Rainforest Alliance). Their primary objective can also diverge, as they could develop standards, focus on marketing and labeling, certification, accreditation and verification (Potts et al. 2014).TPGOs do not have the same size. This can be easily measured by their annual income[1]. There is a large variation on this criterion, e.g. the difference between the annual income of a TPGO such as Rainforest Alliance and another one such as Fair Flowers is enormous.

Even if their primary goals can vary, most TPGOs focus on certification. Not all TPGOs produce a large number of private policies but they do all focus on certifying

[1] This information is to be found on TPGOs websites.

producers of certain goods. In order to be certified, producers should fulfill criteria pre-set by the TPGO. TPGOs can choose to focus on several aspects, such as environmental issues or social issues, which results in a variation of the standards and policies set by TPGOs.

The number of transnational private governance organization is not high. The number varies from one scholar to another, but the number of the largest and most important organizations, thus being part of transnational governance is around twenty (Pattberg 2003, Fransen 2011, Fransen and Schalk 2014). Rainforest Alliance, RSPO, Cotton for Africa, FSC, UTZ, Fairtrade, Fair Flowers, 4C are some examples of the most important TPGOs. This study will focus on three of them: Fairtrade, Rainforest Alliance and UTZ, for reasons explained further in the methodological part.

Fairtrade: Fairtrade is one of the first TPGOs as it was created in 1997. This member-based non-profit initiative is focusing on the agricultural sector and operates in more than 120 countries. Fairtrade's primary source of revenue comes from membership fees and grants (Potts et al. 2014). The Fairtrade initiative acts as a coordinator of sub-regional Fairtrade organizations around the world as it is strategically divided in national labels such as Fairtrade Canada or Fairtrade France. FLO-CERT takes care of the monitoring process and the verification of certified Fairtrade farms. They re-assess their certification every three years. If the standards set up by Fairtrade are not followed, the certified agricultural producer will lose his certification. The primary goals of Fairtrade are setting up standards and certification schemes. Two of Fairtrade's main objectives are to set a minimum wage and fight against children labor[2]. Fairtrade is a customer-oriented organization, which means they need to address their targeted customers directly. Adopting an active Twitter visibility strategy might be salient for them as they need to convince their customer of the legitimacy of their products.

Rainforest Alliance: Rainforest Alliance was created in 1987, which makes it the oldest TPGO from this study. They have 35000 members around the globe with a total of 16 global offices. They have an operational budget of almost 53 000 000 dollars, which

[2] Informations found on Fairtrade website http://www.fairtrade.net/

makes it one of the largest TPGOs[3]. Their primary goal is to certify farms around the globe in order to conserve biodiversity and ensure sustainable livelihood by transforming consumer's behavior[4]. By adopting this goal, they agree on the importance of producing ethical consumerism. They are oriented towards environmental issues. Farms, which fulfill Rainforest standards and apply them will receive the quality seal of the green rainforest frog. The geographical scope of Rainforest Alliance is worldwide but is more active on the North American territory. They focus on three main pillars: sustainable agriculture, sustainable forestry and sustainable tourism. They are also constructed on a business-to-consumer framework, which makes this TPGO salient when it comes to studying the activeness of Twitter visibility strategies.

UTZ: Utz certified is an internationally operating certification program created in 1990. Utz' first focus was on the coffee market. It was only in 2007 that they launched their first cocoa program. Utz is focusing on the agricultural sector. Their primary goal is to set up standards addressing the three sustainability issues: on the economical level they ensure that the best possible economic outcome should be achieved. On the social level they fight against child labor, and they address the environmental issue by making sure environmentally relevant criteria are fulfilled during the production chain. Utz owns a less wide geographical scope than Rainforest Alliance and Fairtrade as it is more present within the European Union, especially in Western Europe. Similar to Fairtrade, they adopted a business to consumer framework, thus an appropriate Twitter visibility strategy is salient.

Theoretical framework

Research Question 1: Explaining TPGO Twitter Visibility Strategy

As this paper aims at contributing to transnational governance literature, it is important to add an analytical framework related to transnational governance issues. In order to do this, we decided to focus on an important branch where transnational governance has

[3] Idem: http://www.rainforest-alliance.org/about
[4] idem

been proved successful until now: biofuel governance. It has been successful as public and private governance organizations managed to collaborate in an effective way, being the most developed case of hybrid governance (Schleifer 2013: 534).Transnational features of governance are opposed to inter-national features of governance. This paper does not focus on international governance as we are only looking at governance happening across borders and not only governed by public organizations. We are looking at what certain authors qualified as transnational hybrid governance (Ponte and Daugbjerg, 2014: 2, 3).Orchestration is considered as being "the initiation, support, and embracement of private governance arrangements through public regulators" (Schleifer 2013: 533). What Schleifer (2013) tries to highlight in his article is the collaboration of private and public regulators in order to deliver a more complete regulatory framework. Schleifer's orchestration is thus the same as Ponte's hybrid governance mentioned above. The case of sustainable biofuel is the most achieved one in the European Union in term of hybrid governance (Ponte 2014: 3) this is why we decided to focus only on that sustainability area. TPGOs are thus endorsed by public regulatory agencies to avoid bureaucratic obstacles, mostly related to the culture of the countries.

Schleifer (2013) further highlights the difficulties of Southern European governments with their weak administrative capacities and in the North the difficulties are due to the strong national borders in term of regulations (Schleifer 2013: 533). It is therefore a necessity for those two opposite entities to collaborate in order to deliver an optimal regulatory framework. As we mentioned previously, EU biofuel governance is a domain where public regulators have engaged more closely with private regulators (TPGOs) than in other policy field. This cooperation results in a strong cooperation facilitating the work of TPGO in terms of visibility. For the case of the European Union, the most important output in terms of biofuel policies is the 2009 Renewable Energy Directive (RED) (2009/28/EC). Related to this EU directive, the EU decided to "set up an accreditation system for private certification schemes that meets its criteria" (Ponte 2014: 7), which means that they accepted to endorse every private certification organization which regulated in the same direction on biofuel as the RED. Therefore, public and private regulation agencies or organizations are intertwined in an interdependent relation involving a high level of trust and commitment.

Cooperation between both parties might be beneficial for multiple reasons? Ponte (2014) argued that "the EU needs private certification schemes to extend its authority and capacity to implement the environmental sustainability criteria beyond its territorial borders" (Ponte 2014: 7). Transnational governance is thus an acceptable solution in order to avoid national silos. For TPGO's we can argue that the main reason in order to accept this cooperation is the gain of legitimacy. In the literature, legitimacy of the TPGOs has been discussed heavily (Bartley and Smith 2010). By being endorsed by a public organ, TPGOs are gaining in legitimacy. They are not only a market-based tool of sustainable governance; they are also legitimate (Ponte 2014: 7). Therefore, we can argue that they do not need to communicate highly on their certification schemes as public agencies communicate for them. This leads to our first hypothesis:

H1: TPGO's with a written biofuel policy will have a less active Twitter visibility strategy.

Research Question 2: Explaining the Level of Ethical Consumerism[5]

Social media in general are part of what we call the Web 2.0. Facebook, Google +, LinkedIn, YouTube, micro-blogging and Twitter are part of this new communication tool called social media. The name attributed to this new way of communication is giving itself a clear definition: social networks are there to bring people together, to make communication easier and faster at every time of the day, every day of the year. In this study, we will focus of one of the most popular social media, especially in the United States: Twitter.

Twitter is a "short message service (…) that allows users to broadcast real time messages of 140 characters or less to the entire social media environment" (Lovejoy, Waters and Saxton 2014). Twitter is now the largest and most popular micro blogging site on the Internet (Lovejoy 2014). Recently, we have seen not only international brands building a brand community on Twitter, but also politicians such as Obama, who used

[5]As being part of both research question, the concept of Activeness of Twitter visibility is being presented in the theoretical framework of the second research question.

Twitter as a strong campaign tool during his two presidential campaigns. Certain scholars start to agree that the use of Twitter within the political sphere might become more and more salient in the future. For example, during the 2012 US election campaign the *Twitter Political Index*, a tool developed by Topsy, was used to analyze the two presidential candidates' social media performance. The direction of the tweets (positive or negative) was also measured. It is meant to add to the traditional polling methods and to give a "more complete picture" (PBS News Hour). Another study used Twitter popularity to predict the outcome of elections (Tumasjan et al. 2010). Social Media are therefore making their entrance within the academic world, even if some scholars are still reluctant to use them, and therefore, skeptical towards the results of those studies. Besides politicians, different kinds of organizations (profit, NGO, non-profit, public etc.) also seem to have a growing interest for the blue bird social network.

We can agree that the concept of Social Media visibility strategy and more specifically, Twitter visibility strategy is not the first concept that would come to mind when thinking about governmental research. In the academic literature, few studies exist on the activeness of Twitter visibility strategy of organizations. Within the public relations literature, we were able to identify interesting research on organizational visibility and especially non-profit organizations' social media visibility strategy (Yang & Kent 2014; Peattie 2010; Jamals 2011; Waters 2011). We use those references in our theoretical framework even though they are not specifically aimed at analyzing private governance organizations, but mainly non-profit organizations. We argue that those organizations still have some features in common, thus we accept to derive our hypotheses from this literature trend. According to Yang and Kent (2014), visibility "refers to the public presence of an individual or organization in the media, and has an influence on organizational perceptions in times of crisis, buying preferences, and trust." They go even further in lowering the scope of visibility and focusing on social media visibility, which concerns us directly in this study: "Social media visibility refers to how frequently social media users discuss an individual, organization, or related issue. (…) Those organizations with strong media or brand presence are more on the mind of individuals and publics, as are the organizations that individuals interact with on a daily basis, leading to higher levels of organizational trust, greater brand or product loyalty,

increased sales, etc." (Yang & Kent 2014: 563). The mechanisms behind this are the following: if an organization interacts with its stakeholders and direct audience, it will be able to build a higher trust level if they communicate in a transparent way, or answer questions mentioned in a Tweet directly to their followers. According to Yang and Kent (2014), the outcome of adopting an active Twitter strategy is highly positive, and the organization will directly benefit from it. Yang and Kent (2014) insist on the fact that visibility in social media has a bigger impact than normal visibility, as organizations can directly invade a consumer's mind, with their idea and objectives. They go to the consumer to deliver the information directly. With social media, they do not have to wait until the consumer reaches the information. Thus it can be seen as a more efficient communication tool, and an easy way to increase its visibility: "Social media visibility is a valuable concept for public relations professionals to understand" (Yang and Kent 2014: 564). Unfortunately, even if it has been agreed upon that social media strategy is important for organizations that want to increase their visibility, little is known about what types of strategies organizations should follow in order to beat the competition and obtain a high level of visibility (Kent et al. 2014: 564).

Yang and Kent (2014) do not only focus on Twitter in their study, which is not the purpose of this research, as we will only focus on Twitter visibility strategy. Strategic communicators recognize the power Twitter has in term of visibility and the ability to reach a large number of consumers (Fox et al. 2009). Twitter "has become the most-used social media application in official public relations, advertising, and marketing campaigns" (Stelzner, 2009).Yang and Kent (2014) insisted on the capacity of Social Media (thus Twitter) to deliver a message and change consumer's behavior. The mechanisms behind this finding are simple: social media are accessible 24/7 from every portable device (smart phone, tablet etc.). Thus the message can be delivered in a simpler and faster way through social media, and more importantly, in a more connected way between the TPGO and the follower. To find out if a more active and connected Twitter visibility strategy has an impact on the consumer's behavior, we will use a vignette survey to try to identify a link between an active Twitter visibility strategy and consumer's behavior.

Recent literature focused mainly on answering the following question: how do organizations use Twitter. Until now, the few organizational studies mentioned above showed a great variance in the use of social media, and especially Twitter, as most of the studies focused on the micro-blogging site. An exception is Waters et al. (2009) who analyzed 275 Facebook profiles. Their findings revealed that those organizations failed to use Facebook in an optimal way in order for them to connect with their stakeholders (Waters et al. 2009). We can argue that the conclusion "failed to use Facebook in an optimal way" is a little vague. Is there an optimal way to use social media and thus, Twitter? According to Waters and Jamals (2011), non-profit organizations "are more likely to use one-way models despite the potential for dialogue and community building on the social networking site (2011: 321). A one-way communication strategy means that the communication channel only goes from the organization to their followers without coming back. On the opposite, when a two-ways communication channel is used, communication goes also from the followers to the organization creating a more interacted communication strategy (Waters and Jamals 2011: 321).We can therefore agree that in order to use Twitter in an optimal way, organizations should primarily focus on communicating with their followers. Functionally, this means not only publishing hyperlinks and general Tweet updates on their work or certification purposes (in case of TPGOs), but actively corresponding with their followers with tools such as retweets, direct mentions of their followers in their updates or welcome messages to their new followers to list only a few. Organizations should therefore not only focus on sending or passively sharing information but also try to build an interacted relationship instead. What Walters and Jamals (2011) highlighted in their study is that "overall, their Twitter updates sent messages that directed their followers to a variety of information subsidies on their websites. Twitter updates are therefore an important tool to send a direct message to their followers and stakeholders. If followers are interested in the message, they will click on the hyperlink for example, to learn more about the update (new products, new certification etc.). The provision of information certainly could help the non-profits' followers feel that they could trust the organization; however, the one-sided approach of the tweets certainly results in a lopsided relationship (Walters and Jamals 2011: 323).

Another study from Waters et al. (2009) leads to the same findings, but their study investigated non-profit organizations' Facebook accounts. The randomly chosen Facebook profiles also showed that only a one-way relationship was constructed. Therefore organizations also failed to use Facebook in an optimal way and lost the opportunity offered by social media to construct a two-ways relationship and offer a possibility of dialogue. This communication behavior is considered as a failure because the creation of social media opened a new opportunity for organizations to be more connected with their network, which is not used when adopting a passive social media behavior. The consequences are important as their followers might stop following the organization as they do not feel involve in the communication process.

Another important study by Lovejoy and Saxton (2012*),* focused more on the content of the Tweet-updates. In other words, the authors wanted to discover if non-profit organizations were using certain categories of topics more than others. They refer to micro blogging services (Twitter) as operating in a "new era of possibilities for organizations to communicate with and engage their core stakeholders and the general public" (Lovejoy and Saxton 2012: 337). Therefore their study focused more on the utilization practice of Twitter by organizations. They examined the 100 largest non-profit organizations in the United States and made a qualitative content analysis of the organizations' Tweet-updates in order to reveal the key function of Tweets. They created the three following categories of Tweets: information, community and action (Lovejoy and Saxton 2012: 341). They chose to base their research on two research questions, which are the same as in this study. Their two RQs: *"*How are organizations using micro blogging applications? More specifically, for what functions is organizational micro blogging being employed? And *"*How do organizations vary in their reliance on the primary micro blogging functions?" (2012: 340). Their findings showed that a large majority of organizations use informative Tweets, but Twitter is also used in a way to engage dialogue with their audience. It is still not extensively used that way, but there is a positive development in the use of Twitter in an interactive way.

In their study, Lovejoy and Saxton (2012) argued that the tweets categorized as "action tweets" are the best way to communicate with their public. With the findings of Yang and Kent (2014) mentioned above, we can derive our second hypothesis:

(H2): TPGOs that have a more active Twitter strategy are characterized by a higher level of ethical consumerism.

The important mechanism behind our second hypothesis is linked to the concept mentioned by Walters and Jamals (2011), the "two sides" communication tool. If Twitter is used as a "two sides" and not only "one side" communication tool, this will mean that the organization will interact with its followers, answer questions, retweets or every other way to produce direct interaction. The communication will not stop after spreading their message; they will act in order to capture their direct audience's attention. It is easy to understand that TPGOs using information Tweets, with more general information should be less interacted with their followers and therefore less into their mind. Lovejoy and Saxton also insisted on the fact that "being on Twitter may in itself signal that an organization is willing to actively engage the public. However, such a signal will be more effective if reflected explicitly in the content of the actual messages sent. (Lovejoy and Saxton 2012: 350).

The typology of purpose of tweets devised by Lovejoy and Saxton (2012) is very interesting as it sorts the tweets in three different categories. The important thing is that each of these categories has a different expected effect. The optimal Twitter visibility strategy would contain a majority of action tweets. For this study, the tweets of the three TPGOs will be categorized using Lovejoy and Saxton's (2012) typology.

The last study linking social media and non-profit organizations is a study from Lovejoy and Waters (2012), which focused on how organizations used those 140 characters offered by Twitter. It is important to mention that a Tweet only contains 140 characters. It is therefore very short, so users need to be extremely strategical in order to transmit their message. 140 characters seem like a small space indeed, but at the same time, it is enough if you use it carefully. Twitter offers you several possibilities to "cheat" while twitting. For example, you can include a hyperlink or play with hashtags to be more visible. The study of Saxton and Lovejoy (2012) looks into the organizations' utilization of tweet frequency, following behavior, hyperlinks, hashtags, public messages, retweets, and multimedia files. They analyzed 4,655 tweets from different non-profit organizations. The idea behind their study is interesting as it is strongly similar to this

study. They observed that "the problem is that, broadly speaking, we do not yet have a good sense of how organizations are using social media" (Lovejoy and Saxton 2012: 340). As we mentioned before, they highlight the fact that prior studies have implied that unfortunately non-profits have not been using social media as an interactive tool.

Their findings confirmed those conclusions as they found out that "dialogue is rarely the predominant form of communication, but the over- whelming majority of organizations is using dialogue, community-building, and promotion and mobilization in their microblogging efforts. Lovejoy and Saxton (2012) go further in their analysis as they give an overview of the use of the different tool offered by Twitter (2012: 349). Hyperlinks are strongly used, but retweets and mentions are under-used. In the end less than 20% of the analyzed tweets demonstrated conversations and 16% showed indirect communications with their followers, such as retweets, or hashtags (2012: 342). What is missing in their analysis is an explanation of the variance between the non-profits organizations. They agree with this statement themselves: "Future research would also benefit from looking at which types of non-profits rely more heavily on information, community-building, and action-oriented messages, respectively.

Lovejoy and Saxton (2012) gave us an overview of how non-profits use Twitters, but in this study we are going to investigate the differences between TPGOs in their use of Twitter tools. The study of Lovejoy and Saxton lead us to our third hypothesis:

(H3): If a TPGO uses more retweets (RT) and mentions (@) they will increase the level of ethical consumerism.

Expectedly, it becomes important for TPGO's to not only "be on Twitter", but to also adopt an active Twitter behavior. According to Lovejoy and Saxton "organizations need to know how to use the medium to fully engage stakeholders. Nevertheless, we found that an important minority of organizations *is* fully engaging their constituents through Twitter. More organizations need to follow their lead. Although it may seem counterintuitive that real interactions can happen in 140 characters or less, Twitter can in fact be used as a portal to substantive information, as a dialogic communication tool, and as a vehicle for the rapid mobilization of organizational followers" (Lovejoy and Saxton

2012: 352). The aim of this study will be to analyze if a TPGO follows the lead Saxton and Lovejoy highlighted in order to engage a two-ways communication path.

Sustainable marketing is a recent concept addressing marketing strategies related to sustainability (Carrington et al. 2012). The link between this concept and our second dependent variable (ethical consumerism) might be hard to grasp at first. But it is salient in this study as sustainable marketing is a sub-branch of marketing focusing only on delivering sustainability messages, and trying to change consumer's behavior, thus with a direct effect on ethical consumerism. The marketing strategy adopted by TPGO's to deliver their message should follow certain rules in order to be efficient. When this strategy is used on Social Media, it should aim for an efficient Twitter visibility strategy, as it should be used in a way to directly reach the consumer and his behavior.

The question behind sustainable marketing is how can TPGOs convey their message and at the same time get people concerned by it. More importantly, they need to be concerned enough in order to change their behavior. Carrington et al. (2012) showed us that the concept of sustainable marketing became salient during the last decade as the number of articles and attention grew in a large amount (Carrington et al. 2012: 241). The starting point of sustainable marketing is that consumers "do not fully understand the complexity of sustainability" (Simpson and Radford 2012). We have to agree on this statement as for a large majority, sustainability is only related to environmental issues (Carrington et al. 2012: 241). But we should not forget that it also encompasses economic and social issues. There is a real disconnection between academic knowledge, and what consumers know. Therefore it becomes important for TPGOs to communicate directly with their public in order to change their behavior. If communication is done strategically, then consumers will change their habits and consume (hypothetically) more certified products.

According to Munro (2011) marketeers should focus on the individual, and not the firm: "for consumers to grasp the full extension of sustainability, beyond environmental, marketeers need to cut through the complexity by keeping communication simple and by making sustainable products easy to identify in mainstream stores" (Carrington et al. 2012: 243). The conclusion of Carrington et al.

(2012) is that Munro is probably heading in the right direction with his findings as "a unidirectional communication, from marketeers to consumers, simplified to facilitate consumer action" (Carrington et al. 2012: 243). Thus this is the line we will follow in this study as it is consumer oriented. Thus our fourth hypothesis will be:

(H4): If a TPGO uses a clear action message, the level of ethical consumerism will increase.

Due to the short amount of time offered to realize this project, field observation would not have been possible. Therefore, as it will be explained more in details in the methodological section, we chose to launch a vignette survey experiment. This concept will be central in this study as it will take place at the consumer level. Therefore consumer's behavior and especially when confronted to the ethical choice (choice between a certified product or not) is crucial for this project. An ethical choice is a choice based on factor such as certification scheme, fair product, instead of factors such as price or branding (Smith 2009). In the literature, conscience consumerism, ethical consumerism or even green consumerism, all refer to the idea that "consumers care about issues of corporate responsibility" (Smith 2009: 283). In this study, we will refer to ethical consumerism. Several datasets exist on the subject. In his article, Vogel (2005) argues that 90% of consumers have the idea of corporate responsibility when they purchase products, driving their consumption behaviors. Other studies (Millennium Poll, Environics 1999, Cone Communication study) report also a positive outcome on the increasing level of ethical consumerism. Bhattacharya and Sen (2004) mentioned that 84% of respondents from a 2002 study are willing to switch for certified products, but only if the price and quality of those products remains the same (2004: 9). In the end, all the surveys on the subject seem to indicate a general tendency among consumers to switch to a more ethically conscious buying strategy, leading in the end to a widespread of ethical consumerism.

But as Smith (2009) highlighted, the main problem is that there is a major gap between what consumers are saying and their final action (Smith 2009: 286). Indeed, we can easily imagine a consumer saying that fair and ethical consuming is important, but

when confronted with a choice for a product, the less expensive product will win in the end, even if child labor is involved or the product contains more palm oil than the certified one. This is an example of what is called the social desirability bias (Fisher 1993). Fisher (1993) argued that indirect questioning added validity to the results by helping avoiding the desirability bias. Thus the methodological choice of testing their buying behavior with a vignette experiment will help increase the validity level of the findings. This is discussed into more details in the methodological section of this study.

This problem has been proved in Vogel study (2005) as he referred to a European study concluding that "75% of respondents indicating that they would modify their purchase because of societal, economic or environmental criteria, but only 3% having done so" (Vogel 2005). Smith identified the definition of ethical consumerism as "personal consumption where choice has been informed by a particular ethical issue" (p.287). In this case we consider being a particular ethical issue anything related to human rights, social or environmental questions. If we follow this definition it seems clear that the visibility of brand and especially the communication about what issues they are promoting might have a strong impact on consumer's socialization towards ethical consumerism. In this study, ethical consumerism is studied through a vignette survey.

Alternative explanations

Other possible explanations should be mentioned in this study. As this field of research has been recently approached, there is no other study presenting another possible angle of research. Thus, theory based alternative explanations need to be looked into different research literature. In the management literature, Fombrun and Shanley (1990) argued that brands should communicate by indicating their performance level. This means that the focus would not be on the activeness of the Twitter visibility strategy but on the content. TPGOs communicating on the improvement of sustainability issues could also increase their legitimacy and visibility and thus increase their power to produce ethical consumerism (Fombrun and Shanley 1990: 233). The selection of the TPGOs can varies on different criteria than the position on biofuel policy: In the SSI report (2014) the TPGOs have been divided into different categories, one of them being their construction

in term of business to business model or business to consumers (Potts et al. 2014). The focus could be set only on business to consumers TPGOs during the selection procedure as they would need to communicate directly to the consumers. Regarding ethical consumerism, the saliency of the context the respondent grew up in might be an interesting angle. The literature on voting behavior might be an interesting source for future research. Classical school of explanation such as Columbia with sociological explanation (Lazarsfeld 1950) or Michigan school, emphasizing on psychological factors (Campbell et al. 1960) might be an interesting angle to explain the tendency of consumers to consume ethically or not. We are not including the socio-cultural context in the research design, which can be the next step for further research.

Methodological Framework

The analysis in itself is divided into two parts: the first part will be a content analysis of the three most visible TPGOs on Twitter (according to the above mentioned criteria), and the second part will be a quantitative analysis of ethical consumerism based on a vignette survey.

Unit of Analysis and Units of Observation

The unit of analysis in this study is the TPGOs. Our two research questions are analyzing this specific type of non-profit organizations. In this section we are presenting the selected TPGOs for this study and explain our selection procedure.

TPGOs are private, market-driven organizations, which produce certification and regulatory framework to address environmental, social and economic issues public organization failed to answer. Most of them are non-profit, but it is not the case for all of them. They vary on a certain amount of criteria as we mentioned earlier. Their primary objectives are not the same, the level of involvement of stakeholders or their total of annual income. For this study, we needed to select our TPGOs to answer both of our RQs, thus we needed a variation both for our first and second independent variables. For our first independent variable (biofuel policy or not) we needed to have TPGOs with a

biofuel policy and without. For our second independent variable (Twitter visibility strategy) we needed not only TPGOs with a Twitter account, but with a large number of followers, which gives the TPGO an incentive to communicate via Twitter. The population of TPGOs identified in the literature is not very large. As we mentioned previously the number is around twenty-two depending on the studies. We decided to base our selection on the SSI (2010, 2014) reports, which highlight the most important TPGO's in different field (forestry, cotton, agriculture etc.). We also decided to include the TPGO's that were the most quoted in recent articles (Bartley and Smith 2010: Fransen 2011). As a last step, we selected only the three TPGOs which were present enough in a supermarket, thus with a wide enough selection of certified products to allow us to create vignettes for our survey showing the same products but with a different certification label. This was done in order to measure ethical consumerism. Our selection process leads us to the following three TPGOs, Rainforest Alliance, Fairtrade and Utz.

The unit of observation will differ in the two steps of this study. To answer our first research question, our unit of observation will be the TPGOs' tweets. The account will be analyzed in the aggregate, in order to highlight the chosen Twitter visibility strategy and links it with its level of Twitter activeness. For our second research question, the unit of observation will be individuals as we are using a vignette survey. The respondents for this survey have been selected on a representative basis by Qualtrics: a polling company with their own panel. We were given resources for this study, which allowed us a total of 120 respondents; 60 respondents from the USA and 60 from the UK[6]. Our representative sample gives a strong validity level to our results.

Research Question 1: A Content Analysis of Twitter Accounts

Data Selection

The first part of the analysis consists of a content of the Twitter account, including the tweets of the three selected TPGOs. In order to construct this original database, we

[6] The funds to cover the panel of representative respondents were covered by the research master grant from Leiden University.

selected a large number of parameters that can vary in a Twitter account. For all TPGOs the process was the same. We collected tweets from 2012 and we stored them in a separate file. In this database we added other variables at the tweet level such as the number of retweets for the specific tweet, the categories of the tweet, if it has a mention in it or if it was a retweets.

Tweets Analysis

As we have seen previously, the content of the Tweets are important indicators of the activeness of Twitter visibility strategy. Lovejoy and Saxton (2012) found out that three categories of Tweets existed: Information, Community and Action. In our analysis we decided to use a grounded theory approach to create clusters with different Tweets categories. This technique is a qualitative method developed by Glaser and Strauss (1960). It allows us to generate theory from qualitative document analysis. It seeks to develop a theory that is "grounded" in data, in our case, the tweets from the TPGOs. Normally, the final goal of this technique is to construct general theories based on the coding we made, grounded in the data, but in this study this step will be skipped. During the first step of grounded theory the researcher will analyze the data, coding almost everything. Therefore we read all the tweets (almost 20'000) and gave them a title. In the second step of this process we coded[7] the data with codes related to the main categories we found when we put all the different titles found in step one in clusters. Those clusters were the final code, which can be found in table 2.

In order for this technique to work, we had to code the data more than once. During the first step, we ended up with too many categories. Thus, our goal was to repeat the process, as many times as it would take to end up with a reasonable amount of categories (10). We agreed on ten categories as it was not possible to bring any two of those ten categories together. The typology of tweets by Lovejoy and Saxton (2012) is linked to the ten categories we found during our content analysis, as it is highlighted in table 1. The "information" tweets category groups all tweets generating general information (Lovejoy and Saxton 2012: 342). The first category, general facts, the second

[7] The program used for this research is Hyper Research

one, standards and certification and the eighth category, sustainability facts are affiliated to informative tweets. Community tweets are very important to increase the activeness of a Twitter visibility strategy as Lovejoy and Saxton (2012) includes tweets which reply to direct messages, give recognition and thanks, acknowledge local events, in the "community" category (Lovejoy and Saxton 2012: 342). The tenth category, direct message, and the ninth category, negative messages, are affiliated with community tweets. The last category, "action" tweets, is referring to tweets such as: promoting an event, appeal for donation, selling a product, call for employees or volunteers, lobbying and advocacy, learn how to help (Lovejoy and Saxton 2012: 342). This study is linking the third category, promotion, the fourth category, advertising/marketing, fifth category, try to change consumer's behavior and the seventh category proof of improvement to the action category.

The Content Analysis of three TPGO Twitter accounts aims at showing how TPGOs make use of the 140 characters offered by Twitter. Like mentioned by Lovejoy et al. (2012) there are different tools that can be used by an organization to spread their message. In this content analysis two analytical paths will be observed: the content of the Tweets, and the use of tools. Until now, studies analyzing non-profit organizations Twitter accounts focuses either on the content of the Tweets (Lovejoy and Saxton 2012) or on the use of the 140 characters (Lovejoy et al. 2012). Thus this study will be the first one to offer a more complete analysis of non-profit organizations' Twitter accounts.

Table 1: presentation of categories and codes of Tweet content

Coding	Content	Type*
1	General Facts	I
2	Certification /Standards	C
3	Promotion	A
4	Advertising/Marketing	A
5	Try in changing consumer's behavior	A
6	Consequences of climate change (negative)	C
7	Proof of improvement	C
8	Sustainability facts	I
9	Negative tweet	A
10	Direct message (@)	A

* Note : A= action, C= community and I= information (Lovejoy and Saxton 2012)

Operationalization

Dependent Variable, Activeness of Twitter visibility strategy

For the first step of our study we wanted to explain the possible variation in the Twitter visibility strategies chosen by TPGOs and especially the difference in the level of activeness. As we mentioned previously, an active Twitter visibility strategy is identified when the TPGO uses Twitter as a two-ways communication tool (Lovejoy and Saxton 2012). A two-ways communication tool focuses on not only sharing information with their followers, but also interacting with them, involving them in the discussion. We decided to focus our content analysis on two components: the Twitter account, and the tweets. In the literature, nothing exists on the elements that could lead to an active Twitter visibility strategy. All the articles we mentioned in our study concluded that organizations were not using social media in an optimal way, but no real ideas for improvement were offered. The use of hyperlinks was seen as a means to involve followers, as they had to click and visualize either the article or the short movie of the hyperlink (Lovejoy and Saxton 2012). We decided to use the number of hyperlinks to measure the activeness of a Twitter visibility strategy, amongst some other components. The following components of a Twitter account/tweets were also analyzed in our qualitative analysis:

1. *Number of accounts*: International account only, or multiple regional and sub-regional accounts.
2. *Presentation sentence*: The presentation sentence is important as it is the only indication a Twitter user will have of the TPGO is he does not know the TPGO and what its purposes are. Therefore, a clear sentence, with key words is the first step of an active Twitter visibility strategy as a desire to capture a Twitter user's attention has been expressed.

3. *Account picture*: The picture is also part of a specific Twitter visibility strategy as it will help us determine the purpose of the use of Twitter for this TPGO.

4. *Use of hashtags*: a TPGO can choose to attach hashtags to its presentation sentence. For example, if a TPGO chooses to add "#chocolate" to its presentation sentence, a user typing chocolate in his search bar will automatically be presented with this TPGO. Thus it shows a desire to be active with its Twitter visibility strategy.

5. *Number of followers*: the number of followers is a direct measure of Twitter visibility as the more followers you have, the more visible your message will be. For example, if a TPGO owns 120'000 followers, this means that its message (Tweet) will be seen by 120'000 followers around the world. Thus, the more followers a TPGO has, the more visible it will be.

6. *Number of published tweets*: the total number of Tweet a TPGO posted is also a Twitter visibility strategy measure of activeness, as the more Tweets you post, the more messages you will be able to send, and more importantly, it gives the feeling to the followers that they can communicate with you 24/7.

7. *Number of followed accounts*: This criterion is important as if a TPGO follows back one of its user it means that there is a desire to show this user he is important for the TPGO. Thus it demonstrates a will to develop a connected relation with their followers, which is part of an active Twitter visibility strategy.

8. *Number of TPGOs' tweets retweeted*: a Retweet is tweet that has been retweeted by followers of the TPGO account, spreading it to all of his own followers. For example, if a TPGO follower with 4500 followers retweets the TPGO Tweet, the 4500 will see it, even if they do not follow the TPGO. Thus if a TPGO has been highly Retweeted, it means that its Twitter visibility has been increased.

9. *Use of RT by the TPGO*: If a TPGO RT its followers it demonstrates the willingness to develop an inter-connected relationship, which is part of an active Twitter visibility strategy.

10. *Use of mention @ by the TPGO*: As for the RT the mentions @ demonstrates a desire from the TPGO to directly communicate with their followers. Thus they are involving them and not only giving them information, which is part of an active Twitter visibility strategy.

11. *Tweet content*: the Tweet content is an important criterion to determine the activeness of a Twitter visibility strategy as the way a TPGO uses their 140 characters should be more active than passive in order to demonstrate an active Twitter visibility strategy. In their article, Lovejoy and Saxton (2012) presented a typology of tweets (information, community and action) related to their content and the message they contain. Their findings highlighted that organizations should use the "action" tweet more in order to interact with their followers and not only passively share information on their Twitter account. Thus the results of the Tweet content analysis will be an important indicator of the activeness of their Twitter visibility strategy. This criterion of activeness is thus weighing more than those selected from the Twitter account of the TPGOs.

12. *Use of Hyperlinks*: as mentioned before, it directly involves the follower as he has to click on the link and watch or read the content of the link. Thus it is part of an active Twitter visibility strategy.

13. *Interaction with other TPGOs*: Our last criterion is important as it shows if a TPGO wants to stay clustered in its own Twitter network, or tries to enlarges its Twitter network by communicating with other TPGOs. This is part of an active Twitter visibility strategy.

Except for the tweet content, all the other criteria have the same weight in our analysis. The activeness of a Twitter visibility strategy will be determined on the basis of the results of the qualitative analysis. This analysis will bring us to a Twitter visibility

strategy typology. This typology will be linked with activeness to determine which one of our three Twitter visibility strategies is the most active.

Independent Variable: TPGOs Position on Biofuel

In this part of the analysis, our independent variable is the TPGO's position on biofuel use. The biofuel case offers the strongest example of hybrid governance, where public agencies endorse and collaborate with private regulation organizations, such as TPGOs, on a specific policy area. This variable is dichotomous: with the presence, or not, of a biofuel policy in the regulation created by the TPGO's. If they have a clear position on biofuel this will be expressed as a 1 (biofuel policy) or a 0 (absence of biofuel policy).

Research Question 2: A Vignette Experiment

Data Selection

The second part of our analysis is looking at ethical consumerism. As mentioned previously, ethical consumerism is a complex concept to measure, as respondents might be tempted to cheat in their answer in order to present socially desired behavior, but not their actual behavior. To avoid this bias, we decided to conduct a vignette survey experiment. In social science, vignettes are sometimes used to present hypothetical description of issues (Rettinger et al. 2004). In this study, we used vignettes presenting certified products. The respondents were asked to make a choice between similar products with different certifications. In subsequent questions, the reason for this choice (the price, brand or certification) was studied. The consumer's choice can therefore be analyzed with a minimum of external bias. By using vignettes we aimed to make sure that the only thing that varies is the independent variable under investigation: the certification of a product.

As Atzmüller and Steiner (2010) argue: a vignette study not only has the vignette experiment as a component but also needs a normal survey. In this study we used the

normal survey not only to control for respondents characteristics such as age, gender and education. This vignette survey experiment was distributed to a representative panel of respondents provided by Qualtrics[8]. Our resources allowed us to be provided with a population of 120 respondents, from the United Kingdom and the United States. The selection strategy is taken care of by Qualtrics directly. Once we provided them with our survey, they sent it to their representative panel. They sent us back a database with the first 60 respondents from the United Kingdom and the first 60 respondents from the United States who filled in our survey. Therefore it allows us to have a response rate of 100%. This random selection avoids having normal selection bias when a survey is sent through other network such as university, friends etc. The selected population is wider, which we would not have been able to obtain without resources.

The vignette survey experiment has been designed to measure ethical consumerism via the consumer's mind. Three types of certified products were selected. As we selected only certified products, which were the same (e.g.: the three selected chocolate bars were as similar as possible), it restricted the amount of products we could select. As we wanted to have the same TPGOs in both the first and the second step of the analysis, we also had to select both TPGO's with and without a biofuel policy. We ended up with three different products: tea, coffee and chocolate. Another problem was that not all of those products were certified by all our TPGOs. We were only able to find three similar products with three different certification schemes for chocolate products. Therefore, in the coffee and tea vignettes respondents were only offered the choice between two products. The restricted amount of TPGOs was once again a problem in our selection process as it would have been optimal to have more vignettes for each product, but this is not empirically possible for now.

The respondents were presented with a total of 3 vignettes (coffee, tea, and chocolate). For every type of products (tea, coffee and chocolate) vignettes contained a picture of the products including a short description of the product, with the price, the brand and the certification. They were then asked to make a choice between those three or two products and to specify the importance of certification, brand and price for this choice. The

[8] The available of resources (from the research master grant) was used to buy respondents from a representative panel, in order to increase or validity level.

importance for choice was coded on a scale from 1 to 7 (1=no importance at all, 7=very high importance). This was used as a means to gauge ethical consumerism.

Operationalization

Dependent Variable: Ethical Consumerism

Ethical consumerism will be measured through the product choices and accompanying questions answered by respondents. By rating the importance of price, brand and certification, without knowing what the experiment is about, respondents are stating their priorities when it comes to a choice for one of the similar products. To measure ethical consumerism, the importance of certification is the factor we are mainly interested in. If a respondent rates certification as being very important for buying a certified product, then the level of produced ethical consumerism by this TPGO will rise. Thus we are able to see which TPGO is able to produce the highest level of ethical consumerism by comparing the means in our results.

Independent Variable: Activeness of Twitter Visibility Strategy

In our research design the activeness of TPGOs Twitter visibility strategies is the link between our first research question and our second research question. In the first step of the analysis Twitter visibility strategy was our dependent variable when in the second step of the analysis it plays the role of our independent variable. Its operationalization remains the same.

Analysis

Research Question 1: Content Analysis of TPGOs Twitter account and Tweets

This part of the analysis will focus on the Twitter accounts and content of the Tweets published by the TPGOs. For this study, almost 20,000 tweets have been coded. This

large amount of data is important in order to raise the validity of our findings. Twitter accounts of our TPGOs have been qualitatively analyzed. We focused on what was shown on the different Twitter accounts: what it looked like, and what was presented in order to define the Twitter visibility strategy adopted by the respective TPGO. Questions such as: how they make use of their tweets, do they use more action or information tweets, do they use retweets or do they mention their followers within their tweets are essential to our qualitative analysis. We look at several different parameters during this content analysis[9]: the number of followers, the number of tweets, the number of followed accounts, use of retweets (RT) and mentions (@) and the content of the tweet in itself. Thus we get a clearer picture of what is happening inside of TPGOs Twitter accounts to analyze their Twitter visibility strategies. The outcome of this qualitative analysis is the creation of a Twitter account visibility strategy typology. The level of activeness of each of these strategies will be defined in our results and discussion sections, and will be used subsequently for expectations on the ability for TPGOs to produce ethical consumerism.

Utz

Twitter account

Utz does not have a specific biofuel policy, therefore, following our first hypothesis, we expect an active Twitter visibility strategy as they do not have public support. The first important fact noticeable about Utz Twitter account is that they only have one international account. They did not make the choice to create sub national accounts such as Utz_USA or Utz_Fr. The general account is named "@UTZCertified". By using the term certified in their account name, they already chose to inform their followers about what they do. Their information sentence (the sentence a Twitter user chooses to write under his account name to define himself) is: "UTZ certified is a program and label for sustainable farming worldwide".

Utz chose to add the following hashtags to their presentation sentence (hashtags# are used on Twitter to link an account to specific words): #certification #coffee #cocoa

[9] For more details, please refer to the methodological part of this study.

#chocolate #tea. Therefore, when a Twitter user is searching for one of those words on Twitter, the account of UTZ certified will appear. The more words a Twitter user uses, the more visible to a larger network he will be. The choice of the words are well thought out as they link the TPGO's account to their main products (coffee, chocolate and tea) and their main goal (certification), thus even Twitter users looking for a non-certified chocolate brand will get in contact with UTZ.

Their logo has been chosen as their account picture, and as their cover picture they decided to create a collage of several small pictures of farmers in their natural environment. It is not possible to see an UTZ certified product on their cover photo. In terms of followers, Utz is being followed by 2.981 accounts, and Utz itself follows 216 Twitter users. The total amount of tweets published by the TPGO is 1534[10]. This number of tweets represents the total amount of tweets that UTZ Twitter account published since they opened their account.

Tweet content analysis

The content analysis for UTZ was done on all tweets published in 2012: a total amount of 875 tweets. These tweets have been retweeted 951 times in total (see table 2 for an overview of this information per Twitter account). This means that 951 followers chose to retweet (RT) one of UTZ tweets in order for its own followers to see the message as well. This procedure offers more Twitter visibility to the TPGO as more Twitter users, which are possibly not following the TPGO already, have the possibility to see the TPGO's tweet that has been retweeted.

Content wise, the fourth tweet category (advertising/marketing) was the most used type of communication. In our categorization, I considered the fourth category as being an action tweet category, which means that the TPGO, while using those tweets, try to involve their followers and stakeholders. The tenth category (direct message) is considered as being part of the community category.

The last point we looked at was the interaction with our two other TPGOs: Rainforest Alliance and Fairtrade. In order to do this the number of times Utz mentioned

[10] As of 16/01/2015

or retweeted one of the other TPGOs was. Utz mentioned Rainforest Alliance only once and Fairtrade 16 times, all in a positive manner. If we compare it to the interactions of the other two TPGO's, we can see that UTZ is the one interacting the most with the two other TPGOs we analyzed in this study.

Our findings show different results. If we focus on the content of the tweets analyzed from our database, we can conclude that Utz adopted an active Twitter visibility strategy as the fourth category of tweets (categorized as action tweet by Lovejoy and Saxton 2014) was the one most used by Utz. They also try to get out of their silo as they communicate directly with Fairtrade (16 times) while only one time with Rainforest Alliance. As both Fairtrade and Utz do not have a biofuel policy, it is interesting to see that they are communicating with each other but not with Rainforest Alliance. Utz does not send welcome messages to their followers, which does lower the level of activeness of their Twitter visibility strategy.

Fairtrade International / Fairtrade Canada

Twitter account

Fairtrade does not have a biofuel policy, therefore, following our first hypothesis, we expect an active Twitter visibility strategy. Fairtrade does not have one single international account, as we saw for UTZ. They decided to create sub-national Twitter accounts. Thus, if you look for Fairtrade on Twitter you will have the choice to follow either, Fairtrade international, or for example Fairtrade Australia or Fairtrade France. Every region of the world has its own Fairtrade account. Each of the Fairtrade accounts from the different regions is written in the local language. The French Fairtrade account will only publish tweets in French etc. Thus we can argue that Fairtrade is accessible to more possible followers and customers, who do not speak English. None of Fairtrade Twitter accounts sends a welcome tweet to their new followers, which lowers the activeness of the Twitter visibility strategy.

For this study, we decided to analyze the account of Fairtrade Canada. The reasons for this choice are multiple: First, it was the account the closest to USA, where most of the respondents from the vignettes survey are from. The database of tweets used

for the analysis did not contain tweets from Fairtrade USA, so Canada was the logical second choice. Second, it was the Fairtrade account with the most tweets in our database (2361). This is why we decided to focus on Fairtrade Canada Twitter account for this analysis. We will still present the account of Fairtrade International as a comparison, even if we do not have the tweets of this account in our database either.

The Twitter account of Fairtrade International shows the following presentation sentence: "Fairtrade International is a group of 28 organizations working to secure better trade terms for farmers and workers" (Fairtrade International twitter account: @FAIRTRADE). The content of this sentence varies from the one chosen by Utz as it does not talk about certification, or about any of their products. They did not choose to use hashtags# to their presentation sentence. This unexpected choice does not offer them a wider visibility as they will not appear in the search results if a Twitter user is searching for objects linked to coffee for example. Their cover picture features a woman. It is unclear if she is a farmer and where she comes from. Overall, this cover picture does not give us a lot of information about Fairtrade and its first goal. Fairtrade International follows 2782 accounts and has 22900 followers. The amount of followers is relatively very high, which automatically leads to high Twitter visibility.

Visitors of Fairtrade Canada's Twitter page are shown the following presentation sentence: "Nonprofit and only Canadian member of @FAIRTRADE/OBNL & le seul membre canadien de @Fairtrade". They chose to add two hashtags, #Fairtrade and #Commerce equitable, which is the French translation of fair trade. We can notice that the Canadian version chose to add the two main languages of the country, English and French, to their presentation sentence. The Canadian account follows 991 accounts and is being followed by 5183 accounts.

Tweet content analysis

The numbers portraying Fairtrade Canada's Twitter usage show a different pattern from Utz's Twitter account. Firstly, the amount of Tweets that we were able to analyze is larger as we have 2361 coded tweets from Fairtrade Canada in our database for 2012. Those 2361 tweets have been retweeted 13643 times, which is more than the total

retweets of UTZ. In term of the use of Twitter as a two-side communication tool, our results showed us that Fairtrade Canada used retweets (RT) 599 times (25%) and direct mentions (@) 378 times (16%). We can agree that this use is high and shows a will from Fairtrade Canada to interact with its followers. In terms of Tweet content, we found out that Fairtrade adopted the same Twitter strategy in term of Tweet content as Fairtrade highest categories are also, 4, 10 and 1 (see figure 1 for a comparison of the use of different categories of tweets from the different TPGOs). Thus they also chose to involve their followers and stakeholders. In terms of interaction between TPGOs, Fairtrade mentioned itself 684 times, but never one of the other TPGOs.

Rainforest Alliance

Twitter account

Since they have a pro-biofuel policy, according to our first hypothesis, we expect Rainforest Alliance to have a less active Twitter visibility strategy than Fairtrade and Rainforest Alliance. Similar to Fairtrade, Rainforest Alliance possesses more than one Twitter account. They have different accounts per country. In this study, we will analyze the international account of Rainforest Alliance (@RnfrstAlliance). The presentation sentence of Rainforest Alliance is the following: "International non-profit organization working to conserve biodiversity and ensure sustainable livelihoods". They decided to construct this sentence highlighting their business status (non-profit) and their goal (conserve biodiversity). We can conclude from this sentence that Rainforest Alliance is more oriented towards agriculture and environmental issues, while Fairtrade was more oriented towards the social issue. Rainforest Alliance was the only TPGO Twitter account using a personalized welcome tweet for new followers: "thanks for following us (…)". This action is a sign that the TPGO wants to interact with their followers. Rainforest Alliance's cover picture was directly linked to their marketing campaign "follow the frog" as we can see a little rainforest frog, with directed arrows in the back, pointing to the direction of Rainforest Alliance certified hotel instead of following the "winter blues". This choice seems interesting as they are the only TPGO, which managed to put an advertisement for one of their products/services in their cover picture.

Rainforest Alliance's Twitter account is followed by 103,600 Twitter users and follows 9,072 accounts in return. Those numbers make Rainforest Alliance the largest Twitter account in our analysis. It is confirmed by the total number of published tweets since the creation of their Twitter account (16,900). When we just analyze those numbers, we can see that Rainforest Alliance is very present on Twitter, and very visible as they have a large number of followers.

Tweet content analysis

Our database contained 1001 tweets from Rainforest Alliance for 2012. The tweets were retweeted 8284 times, which is a significant amount of times. It shows us that Rainforest Alliance has an active base of followers, who are enlarging Rainforest Alliance's Twitter visibility. They retweeted only 22 tweets from their followers but mentioned one of their followers 552 times, which indicates that Rainforest Alliance has the willingness to interact with their followers and integrate them into their Twitter communication. It joins the remark made earlier about the welcome message, as they are the only analyzed TPGO Twitter account to do so. In terms of tweet content the results are interesting as they adopted a Twitter strategy wholly different from Fairtrade and Utz, since their most chosen categories are 1 (general facts), 6 (consequences of climate change) and 4 (advertising/marketing) (almost equals with 5, attempt to change consumer's behavior). Therefore Rainforest Alliance chose to stay in the information category as both 6 and 1 are part of it. Rainforest Alliance is adopting the same silo strategy as Fairtrade as there is no interaction with both UTZ and Fairtrade. The only difference is that Rainforest does not mention itself as much as Fairtrade as we found only 14 self-referring tweets for Rainforest Alliance.

Table 2: Results of the Tweet Content Analysis

	UTZ	Fairtrade (Canada)	Rainforest Alliance (International)	Most active TPGO per factor
Account Analysis				
# of tweets	1534	4182	17500	RA
# of followers	2981	5183	107500	RA
# of followed accounts	216	991	9157	RA
Welcome message	No	No	Yes	RA
Sub-regional accounts	No	Yes	Yes	RA,FT
Presentation hashtags #	#certification, #coffee, #cacao, #chocolate, #tea.	#Fairtrade, #Commerce equitable.	None	UTZ
Biofuel Policy	No	No	Yes	n/a, indication
Database Analysis				
# of tweets	875	2361	1000	n/a, indication
# of RT	951 (108.6%)	13643 (577.9%)	8284 (828.4%)	UTZ
# of @ in TPGO's tweets	137 (15.6%)	378 (16%)	22 (2.2%)	RA
# of RT in TPGO's tweets	82 (9.37%)	599 (25%)	552 (55.2%)	UTZ
Content[11]	4 (A[12]);10 (A)	4 (A);10 (A)	1 (I);6 (I)	UTZ, FT
# of Hyperlinks	640	1605	924	FT
Interaction with other TPGOs	FT (16), RA (1)	Utz (0), RA (0)	Utz (0), FT (0)	UTZ

[11] The content of the tweet refers to table 1.

[12] A= action, C= community and I= information (Lovejoy and Saxton 2012)

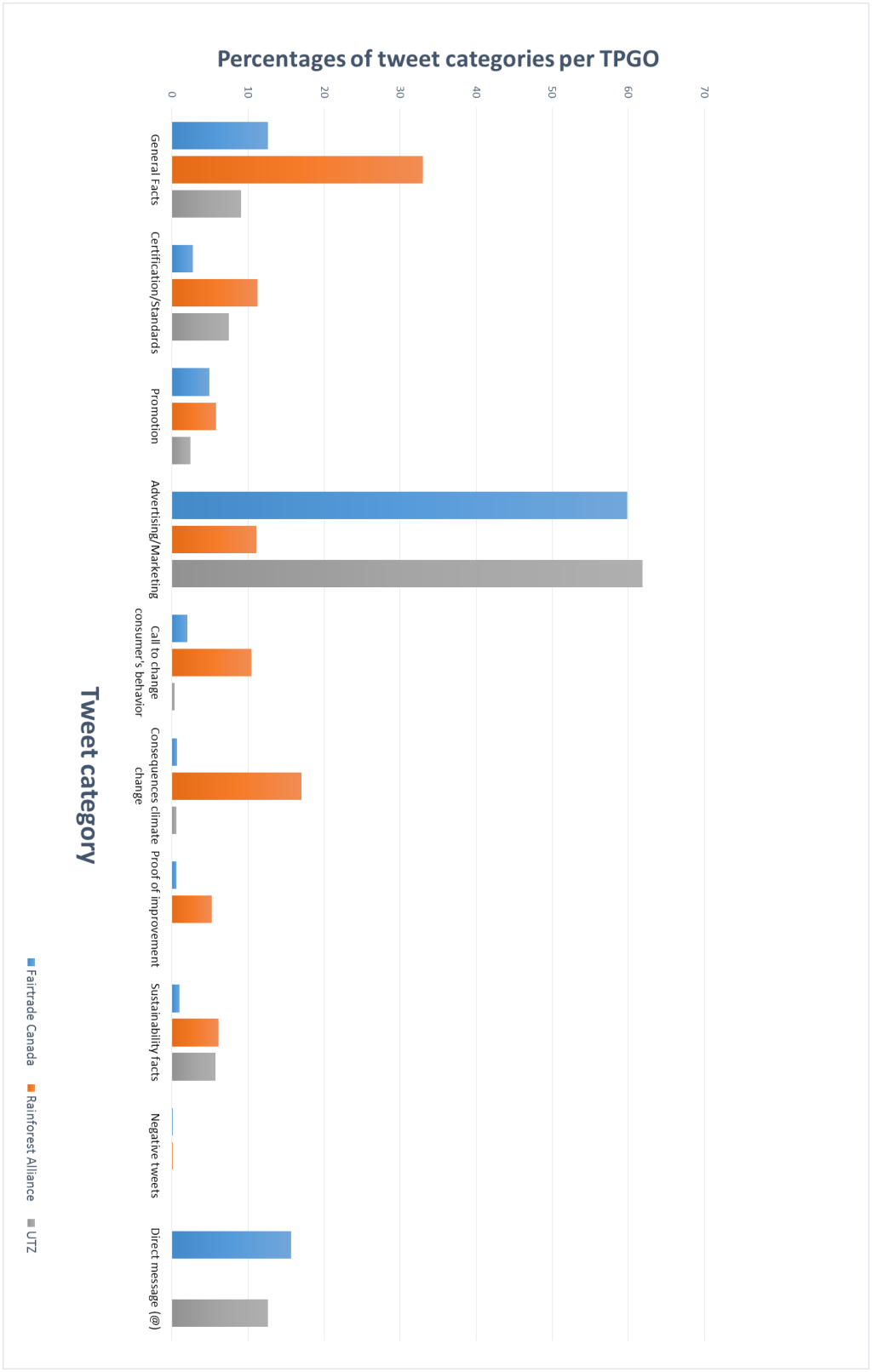

Figure 1: Tweets per TPGO categorized

Research Question 2: Results of the Vignette Survey on Ethical Consumerism

The second part of our analysis reflects the results we obtained with our vignettes survey. This vignette experiment was designed to measure ethical consumerism, which will later be linked back to the Twitter visibility strategies of the different TPGOs. In order to identify some ethical consumerist behavior, a respondent should highlight that he chose one of the products in the survey because of. In the following section, we will go through the results of our experiment, highlighting the variance in the results between the TPGOs.

In order to indicate some ethical consumerist behavior, a respondent should identify certification as an important aspect in making the choice for a certain product presented to him in the vignette. After having made the choice in the vignette survey for a specific product, respondents were asked to rate on a scale of 1 to 7 how important each of the following three aspects were in their decision to choose a product over another: certification, brand, price. The measurement level of the dependent variable is thus continuous. In order to test our hypotheses the means of importance of certification, price, and brand will be compared for each product certified by a specific TPGO to arrive at conclusions about varying levels of ethical consumerism. Since our independent variable is categorical (TPGOs), we will use a one way ANOVA test to interpret the significance and the strength of our relations. Figures 2, 3 and 4 will represent the means of importance of each category (price, certification and brand) obtained by the TPGOs. In these three figures the results are split out by product type (tea, coffee, and chocolate). Figure 5 shows the aggregated results for the TPGO's across all product types.

We start this result presentation with the reason of choice regarding coffee products. In figure 2, we can see that only two TPGOs, Fairtrade and Utz where included in the experiment. Rainforest Alliance was kept in the figure to make clear that this TPGO was not represented by a coffee product in the vignette. The reason why Rainforest Alliance remains absent of this test is due to the fact that Rainforest Alliance does not certify a coffee product that was similar to the selected one. Therefore we were only able to present two vignettes to respondents. In figure 2 we can identify a variance in respondent's choice. Utz ($m= 4.24$) and Fairtrade ($m=4.94$) significantly differ in terms of certification ($F(1,128)= 5.724$, $p<.05$) and price ($F(1, 128)= 9.264$, $p<.01$) (Fairtrade ($m= 4.96$), Utz ($m= 5.67$)). The brand does not statistically differ in term of the price.

In term of ranking, the highest mean for the Utz certified product is the price (m=5.67). The second highest mean is for the brand (m=4.57). Therefore, for the Utz certified product certification scored the lowest mean (m=4.24), which indicates a low level of ethical consumerism for respondents who chose Utz coffee products. As we mentioned previously, respondents were presented the vignette of the product, including indications on this product. They had to choose which one of those products they would pick in a supermarket, and then specify the importance of this choice for each of our three factors: price, brand and certification. Therefore we can say that for the coffee Utz does not seem to generate a high level of ethical consumerism.

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Regarding Fairtrade results, we can see that two factors have almost the same mean price (m=4.96) and certification (m=4.94). The least important factor related to Fairtrade coffee products is the brand (m=4.53). Certification has the highest mean and is therefore the first reason of choice for respondents choosing the Fairtrade certified

product, but with only a very small difference with the price. Therefore, with those results, we can see that Fairtrade is producing more ethical consumerism than Utz with its coffee products.

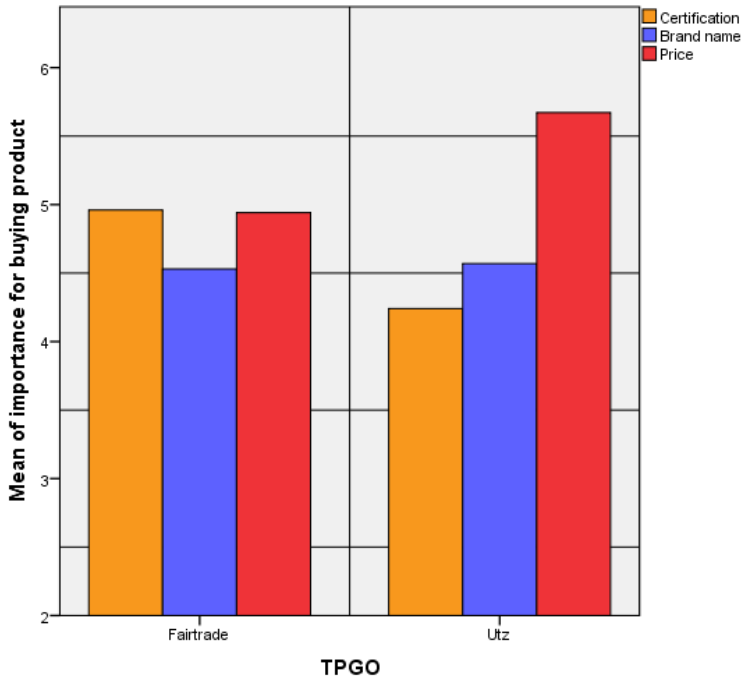

Figure 2: Reason of Choice for Coffee Products

Figure 3 is showing the results of the vignette experiment for tea products. As for coffee products, we only have two TPGOs, which were presented in our vignettes experiment. The respondents had the choice between two certified tea products, one from Fairtrade and one from Rainforest Alliance. Both products were Russian black tea. The importance of the brand statistically differs ($F (1, 128)= 3.643$, $p<.01$) between Rainforest Alliance (m=5.25) and Fairtrade (m=4.68). The results show variance between our two TPGOs as for Rainforest Alliance the brand factor scored the highest mean (m=5.25). The lowest mean is certification (m=4.46). For Fairtrade the highest mean was the price factor (m=5.16) followed by the certification factor (m=4.82). The lowest mean was the brand factor (m=4.68). As for the coffee, we can see that Fairtrade is once again demonstrating a slightly more elevated tendency to produce more ethical consumerism in

the results. We can see from figure 3 that consumer will choose the Rainforest Alliance certified product for its brand (Lipton) more than for its price or its certification. With our result, we can say that regarding the tea products, Rainforest Alliance creates less ethical consumerism than Fairtrade.

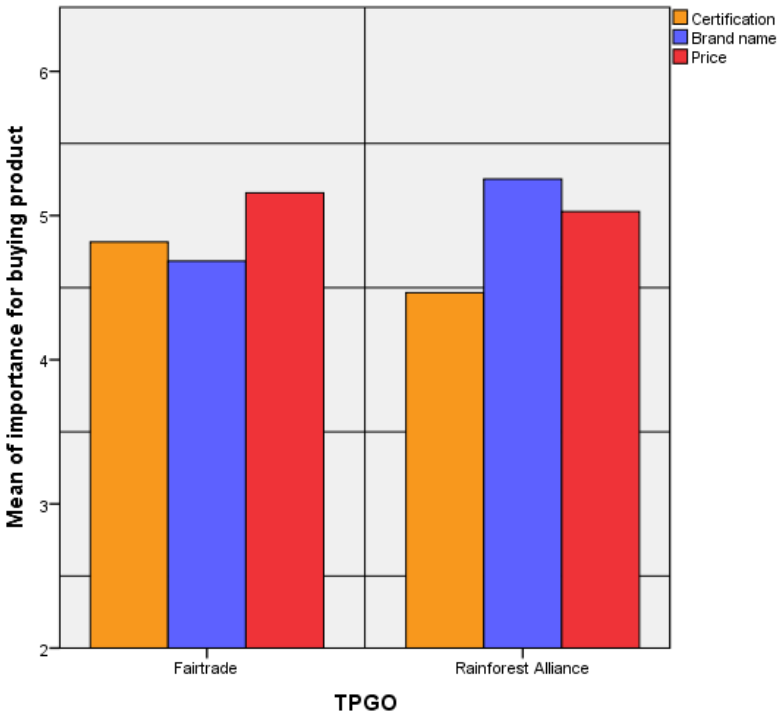

Figure 3: Reason of Choice for Tea Products

For our last vignette (chocolate) we presented three similar milk chocolate products, each of them certified by one of our analyzed TPGOs. The participants of our experiment were asked again which product they were most likely to buy, and to highlight the importance of the three aspects in their choice. The importance of the certification statistically differed ($F(1, 128) = 4.388$, $p<.01$) between Rainforest Alliance ($m=4.35$), Fairtrade ($m=5.3$) and Utz ($m=4.13$). the importance of price also differs statistically ($F(1, 128) = 6.142$, $p<.01$) for Rainforest Alliance ($m=4.67$), Fairtrade ($m=5.41$) and Utz ($m=5.59$).Once again we can see that Fairtrade is producing more ethical consumerism than Utz and Rainforest Alliance as its mean of the certification factor is the highest (Fairtrade; $m= 5.30$, Rainforest Alliance: $m=4.35$, Utz: $m= 4.13$). For

Rainforest Alliance and Utz, the certification factor always has the lowest mean. For Utz, the highest mean is the price (m=5.59), when for Rainforest Alliance it is the brand (m= 4.79). Those results go along with the observation that Utz often certifies house brands of supermarkets, whereas Rainforest Alliance is more often found to certify products by A-brands. This might represent a slight bias in the comparability of the products, since no single brand sells similar products, each of which are certified by one of the three TPGOs studied here. Nonetheless, Fairtrade has the highest mean for importance of certification, which means this TPGO produces more ethical consumerism than Rainforest Alliance and Utz.

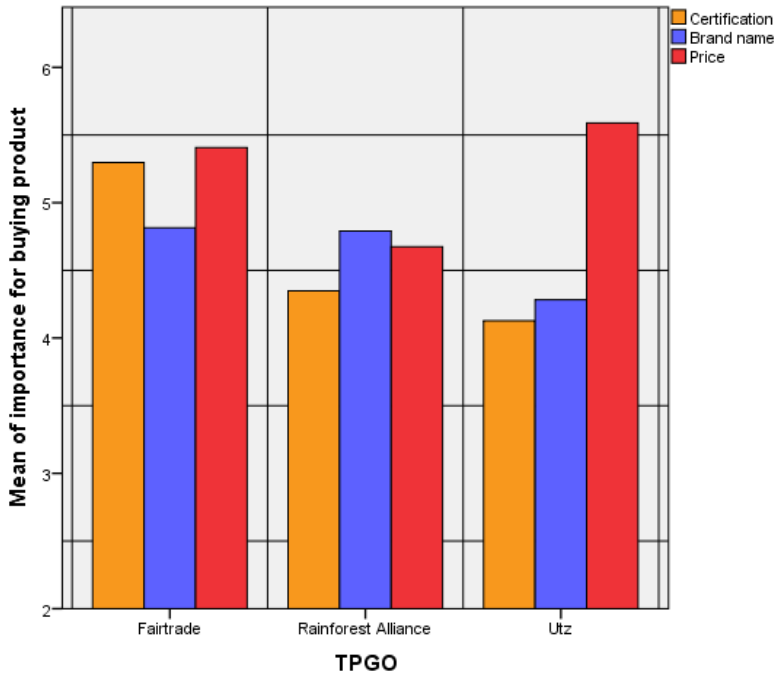

Figure 4: Reason of Choice for Chocolate Products

Table 3 shows the descriptive results of the ANOVA analyses. We can see that when the three product types are combined, results are similar to those of the single products: Fairtrade is still the TPGO with the highest mean for importance of certification (Fairtrade: m=4.99, Rainforest Alliance: m=4.42, Utz: m= 4.20). The means for the importance of certification in buying a certified product are significantly different from

each other F(1, 128) = 7.000, p< 0.001. All results show that Fairtrade is the TPGO producing the highest level of ethical consumerism.

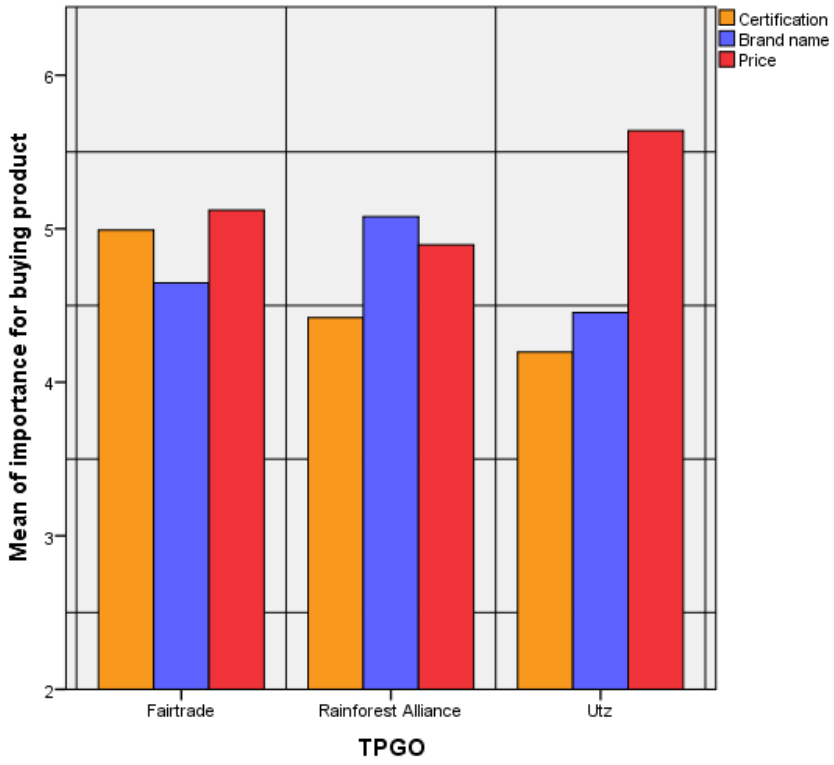

Figure 5: Comparison of the three TPGO's

Production of Ethical Consumerism

Hypotheses 2 to 4 are looking at the effect of certain components of the activeness of Twitter visibility strategy on the level of produced ethical consumerism by TPGOs. In the second hypothesis, we argued that a high level of activeness in a Twitter visibility strategy has a positive effect on the level of ethical consumerism. Our results do not corroborate this statement, as our results showed that the TPGO with the most active Twitter visibility strategy was Rainforest Alliance, and the TPGO with the ability to create more ethical consumerism was Fairtrade. Our findings also do not support the third hypothesis, as the TPGO using retweets and direct messages the most in its tweets is Utz and not Fairtrade, even though Utz is accompanied by the lowest ethical consumerism

compared to the other TPGOs. In our findings, we discovered that Utz certified products were chosen because of the price, and not the certification.

Our fourth hypothesis was looking at the type of the tweets used by the TPGOs. Support for this hypothesis was mixed: the amount of published action messages in TPGOs tweets are positively linked with the capacity of TPGOs to produce ethical consumerism in the case of Fairtrade, but not in the case of Utz. In figure 1, we can see that both Fairtrade and Utz are primarily using action tweets (categories 4 and 10). However, this is only associated with a high level of ethical consumerism in the case of Fairtrade. An active Twitter strategy is thus not a sufficient condition in order to create ethical consumerism.

Result of One Way ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether or not there is variance in the means of different groups. In this study, the one-way ANOVA test is comparing the means of three choice factors, price, certification and brand for each analysed TPGOs, Utz, Fairtrade and Rainforest Alliance. This test will determine if any of those means differ significantly from each other. Our research design allows us to use a one-way (ANOVA) test as the dependent variable is numerical (Importance of price, certification and brand, coded from 1 to 7) and the independent variable is categorical (TPGOs). In table 3, we reported the descriptive results the ANOVA analysis produced. We can already see that some variance exist as the means in our different group are not the same. It shows the results presented in figures 2 to 4. Fairtrade has the highest mean for the certification (coffee, m=4.96). Rainforest Alliance has the highest mean for the brand (tea, m=5.25) and UTZ has the highest mean for the price (chocolate, m= 5.59). The R squared we obtained are all very low, which shows us that the quality of the model is not perfect. The highest result we obtained was for the overall model (certification R2= .04, brand R2= .03, price R2= .05). We can argue that those low results are due to the fact that our model only contains one independent variable and no other explicative factors.

Table 3: Descriptives of the One Way ANOVA test for Coffee, Tea, Chocolate and All products combined

	N	Mean	Std. Deviation	Std. Error
Coffee				
Certification				
Fairtrade	51	4.96	1.612	.226
UTZ	58	4.24	1.525	.200
Brand				
Fairtrade	51	4.53	1.488	.208
UTZ	58	4.57	1.258	.165
Price				
Fairtrade	51	4.94	1.448	.203
UTZ	58	5.67	1.049	.138
Tea				
Certification				
Fairtrade	38	4.82	1.768	.287
RA	71	4.46	1.611	.191
Brand				
Fairtrade	38	4.68	1.613	.262
RA	71	5.25	1.411	.167
Price				
Fairtrade	38	5.16	1.569	.254
RA	71	5.03	1.341	.159
Chocolate				
Certification				
Fairtrade	27	5.30	1.103	.212
RA	43	4.35	1.811	.276
UTZ	39	4.13	1.735	.278
Brand				
Fairtrade	27	4.81	1.145	.220
RA	43	4.79	1.505	.229
UTZ	39	4.28	1.621	.260
Price				
Fairtrade	27	5.41	1.185	.228
RA	43	4.67	1.476	.225
UTZ	39	5.59	.966	.155
All product types				
Certification				
Fairtrade	116	4.99	1.563	.145
RA	114	4.42	1.682	.158
UTZ	97	4.20	1.605	.163
Brand				
Fairtrade	116	4.65	1.452	.135
RA	114	5.08	1.458	.137
UTZ	97	4.45	1.414	.144
Price				
Fairtrade	116	5.12	1.433	.133
RA	114	4.89	1.398	.131
UTZ	97	5.64	1.012	.103

Discussion

More Legitimacy, less Need for Visibility?

The first research question looked at the effect of TPGOs' positions on biofuel on the activeness of a Twitter visibility strategy. Our results did not corroborate with the first hypothesis of this study as the only TPGO of the analysis with a biofuel policy (Rainforest Alliance) is also the TPGO with the most active Twitter visibility strategy. Rainforest Alliance is the only TPGO which send its new followers a private welcome message, which shows an active Twitter strategy, which, according to Waters and Jamals (2011) is part of a two-sided communication strategy. This two-sided communication strategy is the optimal way to use social media, thus, Twitter (2011: 324). We argued in this study, that when a TPGO adopts a biofuel policy, it might be endorsed by a public governance institution, in the biofuel case, the EU, as it is the case in hybrid governance (Schleifer 2013). If a TPGO is endorsed by the EU, there is less of a need for an active social media visibility strategy as the EU is doing it for you. We can ask ourselves the question if legitimacy is negatively linked to visibility? Our results demonstrated that Rainforest Alliance does not let public governance institutions communicate for them, as they adopted a highly active Twitter visibility strategy. Therefore, it might be interesting to enlarge the research framework of this study by integrating all the TPGOs endorsed by the EU and study this hypothetical link between legitimacy and the activeness of Twitter visibility strategy.

Towards a Twitter Visibility Strategy Typology

This study qualitatively analysed three Twitter visibility strategies and their level of activeness. The content analysis we performed gave us an interesting outcome as we were able to create a typology of Twitter visibility strategies, as we ended up with three different approaches and uses of Twitter possibilities:

Interactive (Utz): The strategy of Utz is clearly an interacted one. Utz is the only TPGO connecting highly with other TPGOs, by mentioning them in their tweets or even retweeting them, making them visible to their all network. In table 2, we can also see that they the highest percentage of retweets (RT) and mentions (@) in their own tweets, which demonstrate a will of interaction.

Marketing (Fairtrade): Fairtrade is almost only tweeting about their products. Not on the certification in itself, but on their new products for Halloween, or that no Valentine Day is perfect without a Fairtrade chocolate. They do not communicate on the origin of the products or why it is fair trade, but only on the diversity and the large scope of their products. Thus, they see Twitter primarily as an advertising tool.

Informative (Rainforest Alliance): The highest tweet category used by Rainforest Alliance was the first one, general information. The adopted a strategy of communication, which consist of informing their followers about the beauty of the Rainforest, but not directly on their products. It sounds counter-intuitive as Rainforest Alliance does have a highly develop advertising campaign named "follow the frog", viral on Internet.

This typology is the outcome of the content analysis realized in the frame of this project. For further research, this typology should be used to understand actions taken by TPGOs, and should be seen as a possible factor of explanation for varying levels of efficiency, effectiveness and performance of TPGOs.

A Magical Formula to Create Ethical Consumerism or a bias of TPGOs products choice?

Our results concerning the second research question are clear: Fairtrade is the TPGO producing the most ethical consumerism. In our vignette survey we saw that the certification was a significantly more important reason for respondents who would buy Fairtrade-certified goods, compared to respondents indicating that they would buy the

Utz-or Rainforest Alliance-certified products. Fairtrade informs their followers about their products, but not on the certification. They focus mainly on promoting themselves and their products. They do not try to change followers' behaviour by informing them on the benefits of such a change of consumption, but by telling them clearly what to buy. But in our findings, as Fairtrade had the highest mean for the certification factor almost every time, it seems that this visibility strategy is working. They are visible in the entire world since they have sub-regional accounts in different languages, which makes them very close to their followers.

Figure 5 shows the results of means of importance for all products combined. It is interesting to see that the factor with the highest mean for Rainforest Alliance was the brand. As a Twitter visibility strategy, Rainforest Alliance decided to communicate mostly on climate change and the negative externalities on non-sustainable behaviours. They do not put their products on the front row, which could seem counter-intuitive as they are the TPGO with the most developed advertising campaign. An alternative explanation for those results could be that it is not linked to a certain Twitter visibility strategy, but the product direction chosen by the TPGO. For example, a TPGO could choose to certify only well-known brands, such as Lipton and another TPGO would chose to focus on supermarket brands for example. This explanation supports our findings for UTZ as our findings showed that the factor most important for buying an UTZ-certified product was almost always the price. When we look at our selected products, we can see that UTZ is always the certification scheme for supermarket brand (Hoogvliet, Jumbo) and that Rainforest Alliance is linked to A-brands (Lipton). This could be an alternative explanation to our experiment results.

It seems that there is no magical formula to create ethical consumerism. Fairtrade adopted a products oriented strategy, which seems to work, but alternative explanation such as the choice of products by each certification schemes seems also plausible. Therefore, for future research, the scope of selected products should be extended in order to see if TPGOs choose a certain categories of products or specific brands.

Conclusion

This study tried to answer to research questions: (1): *Do biofuel oriented TPGOs use a less active Twitter strategy than non-biofuel oriented TPGOs and why?* and (2): *Does an active Twitter visibility strategy lead to more ethical consumerism?* In order to answer the first research question three TPGOs were chosen with divergent positions on biofuel: Rainforest Alliance has a policy approving biofuel, while UTZ and Fairtrade don't have a policy supporting biofuel. These three TPGOs were subsequently studied in order to establish the activeness of their Twitter visibility strategy. This was done in two stages: first, the Twitter accounts of the TPGOs were compared on some general characteristics, e.g. number of followers, number of tweets, presence of hashtags in the introduction sentence, and their general appearance. Secondly, the content of a large sample of tweets from each TPGO was analyzed: the number of retweets and mentions was assessed, and each tweet was categorized on the basis of its purpose. This allowed us to determine their activeness on Twitter, and cluster them into categories: UTZ was found to have an interactive Twitter strategy, Fairtrade adopted a marketing-based strategy, whereas Rainforest Alliance made use of an informative strategy and also appeared to the most active TPGO on Twitter. This finding falsified the first hypothesis: that TPGOs with a written biofuel policy will tend to use a less active Twitter strategy.

The second part of this study tried to link the activeness of the Twitter visibility strategy of the TPGOs to their effectiveness in creating ethical consumerism. A vignette survey was used in order to establish what the most important reasons for consumers were when buying products certified by the three studied TPGOs. Respondents choosing for products certified by UTZ tended to prioritize the price of a product. Respondents who chose for products certified by Rainforest Alliance stated that the brands of the products were of most importance for them. Finally, respondents choosing the products with a Fairtrade certification indicated on average that the certification of the product was decisive in the choice for the product. This finding was also not in line with expectations, since we expected that Rainforest Alliance, due to its most active Twitter visibility strategy, would be able to generate the highest level of ethical consumerism. However, Fairtrade turned out to be most able TPGO in creating ethical consumerism.

Furthermore, we highlighted that an alternative explanation to the results of the study might be that Rainforest Alliance certifies mainly A-brands and UTZ goes for the supermarket home brands. In further research it would be important to include other factors in the analysis in order to have multivariate model. This was not the case in this study as the main focus was to create two databases, and the time and resources allowed for a master thesis were not enough to create a multivariate analysis. It will be a path to adopt in future studies. In order to see if Fairtrade's strategy creates more ethical consumerism, a multivariate model should be created including a larger selection of products and TPGOs. It was not possible to do so within this project, mainly due to time and resources constraints. Thus this study should be seen as a first research step leading to further studies.

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Appendix

Block 1

Thank you for filling in my survey, it will only take you less than 5 minutes to complete. This survey is realized in the context of a research project.

In the next three questions you will encounter a number of pictures of similar livestock products you can buy in the supermarket. Please answer the questions listed.

What is your age?

In which country do you reside?

Chocolate

You are in a supermarket to buy chocolate. You encounter the three products shown below. Please indicate which one you would buy, if you had to choose between these three.

Verkade milk chocolate:

This is milk chocolate, it costs 1.75 euros and has been certified by Fairtrade.

Cote d'or milk chocolate:

This is milk chocolate, it costs 1.82 euros and has been certified by Rainforest

Alliance.

Jumbo milk chocolate:

This is milk chocolate, it costs 1.69 euros and has been certified by Utz.

Please indicate how below which of the following bars of chocolate you would buy, if you had the choice between these three options.

Verkade chocolate	Cote d'Or chocolate	Jumbo chocolate
○	○	○

Tea

You are in a supermarket to buy tea. You encounter the two products shown below. Please indicate below which one you would buy if you had the choice between the two options.

Perfekt earl grey:

This is Russian Earl Grey tea, it costs 1.19 euros and has been certified by Fairtrade.

Lipton earl grey:

This is Russian Earl Grey tea, it costs 1.59 euros and it has been certified by Rainforest Alliance

Please indicate how which of the packs of tea you would buy, if you could choose between these two options.

Perfekt earl grey ○ Lipton earl grey ○

Coffee

You are in a supermarket to buy coffee pads. You encounter the two products shown below. Please indicate below which one you would buy if you had the choice between these two.

Fairtrade coffee:

This is regular coffee, it costs 3.29 Euros, and has been certified by Fairtrade.

Hoogvliet coffee:

This is regular coffee, it costs 2.59 and has been certified by Utz.

Please indicate below which coffee pads you would buy if you could choose between these two.

Fairtrade coffee pads	Hoogvliet coffee pads
○	○

Block 7

You indicated earlier that you were most likely to buy the ${q://QID24/ChoiceGroup/SelectedChoices}.
Please indicate below how important the certification of the chocolate, the brand, and the price were in your decision to buy it.

	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Certification of the chocolate	○	○	○	○	○	○	○
Brand of the chocolate	○	○	○	○	○	○	○
Price of the chocolate	○	○	○	○	○	○	○

Have you seen any advertisements from one of the three certification labels displayed on the bars of chocolate?

	Yes	No
Rainforest Alliance	○	○
Fairtrade	○	○
Utz	○	○

You indicated earlier that you were most likely to buy the ${q://QID27/ChoiceGroup/SelectedChoices}.
Please indicate below how important the certification of the tea, the brand, and the price were in your decision to buy it.

	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Certification of the tea	○	○	○	○	○	○	○
Brand of the tea	○	○	○	○	○	○	○
Price of the tea	○	○	○	○	○	○	○

Have you seen any advertisements from one of the two certification labels displayed on both packs of tea?

	Yes	No
Rainforest Alliance	○	○
Fairtrade	○	○

You indicated earlier that you were most likely to buy the ${q://QID19/ChoiceGroup/SelectedChoices}.
Please indicate below how important the certification of the tea, the brand, and the price were in your decision to buy it.

	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Certification of the coffee	○	○	○	○	○	○	○
Brand of the coffee	○	○	○	○	○	○	○
Price of the coffee	○	○	○	○	○	○	○

Have you seen any advertisements from one of the two certification labels displayed on both packs of coffee pads?

	Yes	No
Utz	○	○
Fairtrade	○	○

TGO pictures

Personal characteristics

What is your gender?

- ○ Male
- ○ Female

Which of the following social classes do you identify most with:

- Lower class
- Middle class
- Upper class

What is the highest level of education you have completed?

- Primary school
- Secondary school
- Post-secondary vocational education
- University Bachelor's degree
- University Master's degree
- PhD or higher

Are you currently studying at a university?

- Yes
- No