

How satisfied is a green consumer? Case study of The bam and boo

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Project submitted as partial requirement for the conferral of MSc. Business
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September 2019

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ACKNOWLEDGEMENTS

Firstly, I would like to thank to my supervisor Ana Brochado, for all the support, advices and availability in the process of my master thesis. Her suggestions and feedback help me to continue to improve my work.

Additionally, I would like to thank to The bam and boo team that cooperated a lot for the development of the case. Their knowledge and commitment were fundamental to finish my master thesis.

Finally, I would also like to thank to my family and friends for give me some emotional support this master project.

1. EXECUTIVE SUMMARY

Nowadays, the concern with environmental problems and the evolution of technology have been changing consumers' daily habits. Ecofriendly products and digital platforms are the dominant paradigms of this Pedagogical Case Study.

This new concept has been modifying the relationship between consumers and organizations. For those reasons, it is important to study the consumer behavior and satisfaction considering market competition and new entrances.

The company in study, The Bam and Boo, has as main objective to be a market leader of selling sustainable toothbrushes in a convenient way. This product make part of consumers routine and it should be replaced every three months. For that reason, the subscription model implemented, helps consumers to not worry about changing their toothbrush.

Through the reviews of The Bam and Boo Facebook's page and some qualitative analytical marketing tools, it was possible to analyze consumer satisfaction and loyalty to the brand and its market competition.

The study resolution showed that The Bam and Boo might be threatened by growing competition affecting consumers Loyalty. Dimensions such Logistic, Quality and Customer Service were the most criticized by consumers. Although, most of them expressed satisfaction regarding the service quality of the company.

Finally, The study suggests future actions to be taken by The Bam and Boo to solve these gaps.

Key Words: Satisfaction, Online Reviews, Ecofriendly Products, Toothbrushes

JEL Classification System: M31 Marketing;

M20 Business Economics .

2. RESUMO

Nos dias de hoje, a preocupação ambiental e o avanço na tecnologia tem obrigado os consumidores a fazer mudanças no seu dia-a-dia. Produtos sustentáveis e Plataformas digitais são o paradigma dominante deste Caso de Estudo Pedagógico.

Este novo conceito tem alterado a relação entre o consumidor e as organizações. Por essas razões é importante estudarmos o comportamento dos consumidores e a sua satisfação tendo em consideração a entrada de novas marcas concorrentes no mercado.

A empresa em estudo, The Bam and Boo tem como objetivo ser líder de mercado em escovas de dentes sustentáveis usando subscrição como modelo de negócio. Este produto faz parte da rotina dos consumidores e deve ser substituído de três em três meses. Por essa razão, o modelo de subscrição implementado pela empresa ajuda os consumidores a deixarem de se preocupar em trocar as suas escovas de dentes.

Através dos Comentários na página do Facebook da empresa e de algumas ferramentas de marketing foi possível analisar a satisfação e a lealdade dos consumidores à marca assim como os seus concorrentes.

A Resolução do Caso mostra que a empresa em estudo pode ser ameaçada por novas marcas concorrentes no mercado, afetando a lealdade dos seus consumidores. A Logística, a Qualidade e o Apoio ao Cliente, foram as características com piores comentários analisados. Contudo, A maior parte dos consumidores estão satisfeitos com a qualidade dos serviços prestados pela empresa.

Por fim, Neste estudo estão também presentes possíveis soluções para resolver os problemas descritos em cima.

Palavras-Chave: Satisfação, Comentários online, Produtos sustentáveis, Escova de Dentes

JEL Classification System: M31 Marketing;

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3. CASE STUDY BACKGROUND

The plastic era has been a problem for the environment. Nowadays the amount of plastic produced per year is around 350 million tones. (Plastics Europe, 2018; Heidbreder, Bablok *et al.*, 2019). Of those amount, 250,000 tones ends up in the oceans, where most of species died thinking they are eating food (Eriksen *et al.*, 2014; Li *et al.*, 2016; Rochman *et al.*, 2016; Seltenrich, 2015; Sigler, 2014; Heidbreder, *et al.*, 2019).

The massive production of plastic made the planet and human's health in dangerous. In 2016 the global waste was of 44.7 million tones and more than half is plastic. If the plastic production will maintain like this it is expected in 2021, 52.2 million tones of waste (Baldé *et al.*, 2017; Sahajwalla and Gaikwad, 2018).

Nowadays, the change of plastic products for other sustainable products have been seen as a tendency. Consumers are aware of the problems and they have to change their habits and behaviors to help the planet. There are already some solutions, implemented by the government to substitute plastic. Companies can use alternative resources to change their production, distribution and way of selling for a more sustainable way (Haider *et al.*, 2018; Heidbreder *et al.*, 2019).

Developed societies are more concerned and have more positive behaviors about the environment due to the message and prohibitions that government apply. The responsibility of taking care of the environment problems is not only for governments but also for companies and consumers (Polonsky, 1994; Prothero, 1990; Chuang and Chiu, 2017).

The concept of consumption is changing for people. The consume of sustainable products has been growing and people look for substitute products. Specially for household cleaning products and personal care products. For companies, It is a big market opportunity the creation of ecological substitutes for this kind of products. (Young, 2018).

In this sense, This project pretends to study the relevance of green products for consumer satisfaction. The market is changing and it is growing in some kinds of products. Some

plastic products, such cotton buds, toothbrushes and straws should already been eliminated for the planet. They are products used in people's daily life and ends up in a landfill on the next day.

The case has three different stages. The analyze the online reviews of the fakebook's page of the company from 2017 to February 2019, Interpret what consumers appreciate more in the company, and Interpret the bam and boo consumers satisfaction.

3.1.GREEN CONSUMERISM

The environmental problems are a subject that has been researched and talked for years. And it has become a bigger problem year by year (Peattie, 2010; Von der Goltz and Barnwal, 2018; Lin and Niu, 2017).

The number of consumers that change their traditional purchasing practices to green practices has been increase. The green consumption, the practice of buying products that do not hurt the environment, has been developed in many societies. (Perera *et al.*, 2018).

In everyday life, people consume too much heartful products for the environment. So consumers have a big responsibility in change by small steps. Although, it is difficult for consumer to change if there are no ecological substitute products. (Holloway *et al.*, 2007; Watts *et al.*, 2005; Cerri *et al.*, 2018).

The concern about the environment come to a level that the government had to create laws and restrictions for companies reduce the amount of non sustainable materials. (Muldoon, 2004; Tseng and Bui, 2017, Lin *et al.*, 2017).

With the implementation of green strategies, consumers become more dedicated to environmental issues. And green consumption start to be a concept in consumer and seller's life. (Health Research Institute, 2010; Lin *et al.*, 2017).

Consumers who are more concerned about environmental issues are consumers who prefer buying green products than general products (Zahid *et al.*, 2018; Lin and Niu 2017). The major problem of green products is the cost of production that is 20% higher than other products and most of the population have not possibilities to buy them (Salmela and Varho, 2006; Lin *et al.*, 2017).

Over the years, consumers mindset changed suddenly. The idea of paying a lot for ecological products, in a way of substitute traditional products, were not accepted by consumers. The percentage of money that US people were willing to pay for ecological products increase in 3 years by 15% (Coddington, 1990; Suchard and Polonsky, 1991; Laroche *et al.*, 2001).

In Uk, a study for female people showed that more than a half of them are willing to pay more than 40% for an ecological product to substitute a traditional product. (Myburgh-Louw and O'Shaughnessy 1994; Laroche *et al.*, 2001).

The price of ecological products is usually higher than traditional products. Consumer's behavior is changing in a positive way. Consumers are willing to pay more for green consumers. But, sometimes their motive for buying green is not the right. They feel good for buying green but they forget the real purpose of that action: helping environment (Chen 2010; Juwaheer *et al.*, 2012.; Kaufmann *et al.*, 2012; Norazah 2013a; ; Laroche *et al.*, 2001).

According to an inquiry, social motivation increases consumer desire of purchase green products (White *et al.*., 2019).

Plastic material is used for most of the industries. Construction, medicine, Food, Clothes and other products use plastic in their production. It is used on the manufacturing of a large quantity of product (Geyer *et al.*., 2017).

From 1950, It begins the massive production of plastic products (PlasticsEurope, 2017). The amount of plastic produced in this year correspond to more than 8.3 billion tones. (Unenvironment)

Most of those plastic products take millions of years to disappear. They can be very benefits for consumers when they use it but when the utilization finish they have a negative impact for the planet (Rochman *et al.*., 2013). They never disappear completely, so more than half of those materials ended up in places such landfills, garbage dumps or in the seas, rivers and forests (Unenvironment, 2018).

The boom about plastic begun when the marine life and also indirectly our health started do be affected. (Sul and Costa, 2014; G7, 2015). Most of the plastic products found in the seas are called “microplastics” (Clark *et al.*, 2016).

Cigarettes buds, drink bottles, bottle capis, food wrappers, grocery bags and straws are the worst products finding in the seas. Those are composed by chemicals, such oil, natural gas and carbon. All those chemicals are not renewable, not good for humans health and for the environment (Unenvironment, 2018).

Half of those products end up in Asia seas, specially China, Indonesia, Philippines, Thailand and Vietnam. Those countries receive all those garbage in the coast of their beaches (Unenvironment, 2018).

The Ecosystem of Marine life are shared with more than 80% of plastic. (European Comission, 2018).

The society has been more concerned about environmental issues and for that reason green consumerism is an important issue in consideration. (Health Research Institute, 2010; Lin, *et al.*, 2017).

Already in 2010, a survey of 800 consumers, almost 90% of consumers believe that environmental distributions is a good competitive advantage for companies in the market. But in that time only consumers with environmental behaviors gain some interest in green products consumption. (Mei *et al.*, 2012; Lin, *et al.*, 2017).

Companies need to be involved with environmental social responsibility. On the consumer eyes is important to see a brand connected with some eco-friendly activity to reforce their sales and retain consumers (Porter and Linde, 1995; Corrigan 1996; Hu, and Wall 2005; Chen *et al.*., 2006.; Kent 2007; Chen 2010; Russo *et al.*, 2012; Suki, 2015).

A study of 2017 shows that 87% of consumers feel attracted for companies with an environmental image and values and also, on the same study, 88% of consumers affirmed that they will be more loyal to companies that support environmental activities. (Butler, 2018).

They should change their strategies to a more green approach in order to satisfy their customers. Green consumers will feel linked to the brand because they share the same values (Shrivastava and Hart 1994; Wong *et al.*, 1996; Menon and Menon 1997; Millar, *et al.*, 2012; Suki, 2015).

The use of green marketing strategies helps companies achieve consumers desires and gain consumer trust (Singh and Pandey 2012; Norazah 2013b; Maniatis 2015; Yang *et al.*, 2015; Suki, 2015).

The study above also evaluated consumer trust for companies with environmental activities. 92% of the respondents believe that trust is a consequence of companies using environmental practices (Butler, 2018).

3.2.THE BAM AND BOO

3.2.1. HISTORY

The Bam and Boo is a Portuguese brand and it has been operated since September of 2017. The brand belongs to the company LXMKU – Lisbon Marketing United. The company already has three small brand: the Bam and Boo, Clementine and Green tailors, all with the purpose of make a better world.

The company is owned by Fernando Ribeiro and Nuno Catarino. The idea of selling sustainable products arise from the aggressive production of plastic in the world. Those amount of plastic is harmful for the environment and in consequence it affects our nature, humans and animal life.

The aim of the company is to transform small steps and changes to a better world. The fast using products are the worst for the environment so they decided to substitute those daily products from products without plastic and vegan materials, such as bamboo plant.

The brand name and logo, Bam and Boo, came from the word bamboo, the material to used in the production of the toothbrushes. The bam represents a panda. Panda is the symbol of nature and also is the animal that is more associated to bamboo plants. The boo is a little 5 years girl that represents the human elements.

Figure 1 The Bam and Boo Logo



Currently the company is selling for 40 different countries and the main product of the company are sustainable toothbrushes. As the toothbrushes were a success, the company decides to introduce more products such cotton buds, straws, dental floss, travel case and other accessories for the toothbrushes.

The products are produced in China because it is where the bamboo is planted in big scales. The bamboo specie used in the company is called Moso. It is the fastest growing plant, sustainable, organic, natural material and also antibacterial.

Nowadays, ecological and sustainable products are very trendy. So the company has got already a lot of competitors selling the same kind of the products. But an important difference from other companies is the convenience that The Bam and Boo offers to their customers. The product can be purchased online using a subscription model. The consumer can subscribe every one, two, three or four months each. After choosing and purchasing on the website, customers receive an envelope paper with a personal note at home.

The price of each toothbrush is 4,99€ without delivery costs. The other products can round between 2,90€ until 8,90€.

3.2.2. MARKETING MIX

Product:

The main product of the company are the toothbrushes. The handle is made of bamboo and the bristles contain nylon because it was the only option for vegan toothbrushes.

The design is curved and there is two sizes, for kids(small) and for adults(big). The difference between the adult and the kid toothbrushes are the size of the handle, the bristles maintain the same size.

For adult toothbrushes the bristles can be soft or medium and there is six different colors to choose: Blue, Green, Black, Yellow, Natural and Pink.

Price:

The price of the toothbrushes are 4,99€ per unit, independent of the size, color and type of bristle. There are no additional costs for delivery for any part of the world.

There are some discounts, throughout the year, only valid on the first subscription.

Family discounts that can go since 30% until 50%. Also there are family packs for couples(27,58€) or a couples with children(37,56€).

Place:

The product is sold online, on the website of the company: www.thebamandboo.com.

There are other platforms such as Facebook and Instagram that command people to the website to buy the products.

The company sells also for B2B. So there are physical places that sell The Bam and Boo products. In Portugal, it is possible to buy in Wells, Go Natural, Maria Granel, some pharmacies and in some stores that already sell ecological products.

Promotion:

The company promotion is divided by advertising, Public relations and Sponsorships and sales promotion.

The communication of The Bam and Boo is mostly invested in social media platforms such as Instagram and Facebook. Those media are important to increase brand awareness and gain new customers. They used paid publicity, consumers review and also they repost what The Bam and Boo consumers share on their platforms. They also invest in Google Ads and CRM.

Recently, they increase the use of micro influences to share and advertise their products. Also the presence in some festivals such as Nos Primavera Sound to promote and sell their products are a type of promotion to increase sales and create brand awareness.

The company gives some promotions to their clients. For example, to retain consumers, once a year they offer a pack to consumers that made the eleven order. To new consumers they offer free products or discounts in the first toothbrush subscription.

3.2.3. MARKET:

The Bam and Boo is growing all over the years. It is a recent company so it has been improving all their strategies according to the market and customer's needs.

The company industry is divided in three different markets: Oral care, considering all the products related to oral hygiene; Toothbrushes, that includes all the toothbrushes in the market (electric, bamboo or plastic), and Bamboo, all the products made with bamboo materials.

The current business model of The Bam and Boo is the subscription model online. The idea is to give to consumers the convenience they deserve, receiving their toothbrush each month at home.

Consumers of The Bam and Boo are specially consumers with environmental and animal concerns. The range of products is for personal hygiene so it covers everyone.

The consume of sustainable products is a trend. Sustainable products gain a competitive advantage against the traditional products with same functionality. The increase of news and worries about the problems of the environment made those products the first choice of consumers. So, to gain some importance in the market is important to be sure if that products are really sustainable and good for the environment. Consumers need to know where the product comes from and which materials are used in the process. Also, others opinions and recommendations help in the process of buying those products.

3.2.4. WEBSITE, INSTAGRAM AND FACEBOOK

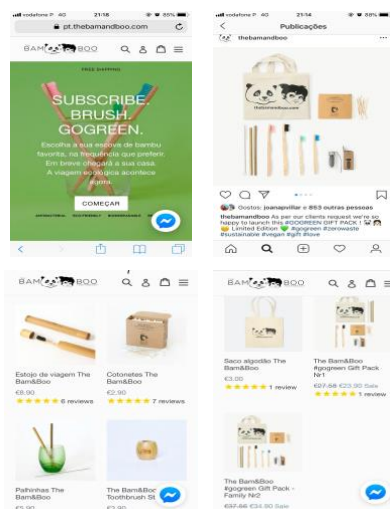
The webpage, Facebook and Instagram of the brand are the main tool to reach new consumers and maintain the existent.

As it was described above, the company only sell online and uses a subscription model. Consumers can buy the products on the website of the company.

Through to Facebook and Instagram of the company, consumers can easily buy and know more about The Bam and Boo products.

The website of The Bam and Boo was created in 2017. It can be seen by people from whole world. On the site, consumers can see the range of products, the story of the company, information about the products before, during and after usage and also to check and write recommendations. The reviews on the website are the reviews from the fakebook's page.

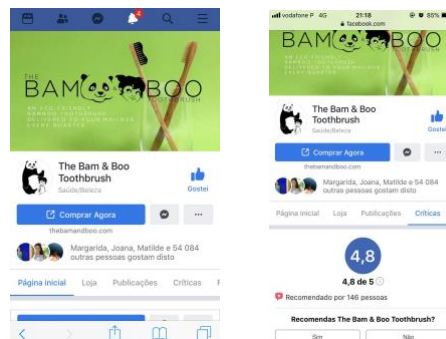
Figure 2 Website of the company



Source: <https://thebamandboo.com/>

On The Bam and Boo Facebook, people can see other's opinions about the quality, the service and other features of the products.

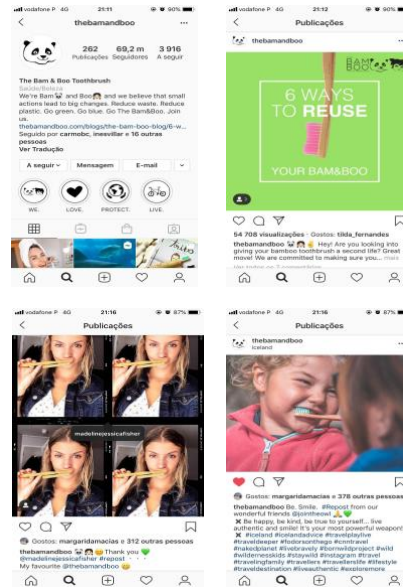
Figure 3 Facebook page of the company



Source: <https://www.instagram.com/thebamandboo/>

On Instagram, the company share consumer's posts, publish some information and suggestions about environmental issues and also show new products of the company.

Figure 4 Instagram page of the company



Source: <https://www.facebook.com/TheBamAndBoo/>

3.2.5. COMPETITORS

The market of sustainable toothbrushes is very small, especially in Portugal. It is a market that has been developed due to the high concern of environment.

In this market the competition is small for now but it is in constant growing. There are two different types of competition for this product: direct and indirect competitors.

The direct competition are the brands that are on the same position of the bam and boo, to sell sustainable toothbrushes using a subscription model. Although the competitors of the bam and boo are all the companies that sell toothbrushes for the same market.

Table 1 Positioning of Competitors

	Bamboo Toothbrushes	Normal Toothbrushes
Subscription Model	<ul style="list-style-type: none"> - The pearly white club - The bamboo brush society - Blue Rock 	<ul style="list-style-type: none"> - Quip - Boka - Brushbox - Morgans - Goby
No Subscription Model	<ul style="list-style-type: none"> - Humble brush - Baboo - Georganics - Mabboo - WOVE 	<ul style="list-style-type: none"> - Oral - B - Colgate - Sensodine

Source: Own Elaboration

Worldwide the top competitors of the bam and boo are The bamboo brush society, The Pearly White club and Blue Rock. These companies have the aim to sell sustainable toothbrushes. They sell online and use a subscription model. Although, Blue Rock and the bamboo brush society also sell their products for retailers.

Babu can also be considered as a competitor of The Bam and Boo. Their business model is not based on subscription but the company is Portuguese. The main product of the brand is bamboo toothbrushes but they use retailers to sell their products to the final consumer.

Table 2 Top Competitors

Brands	Country	Subscription Model	Sizes	Number of Colors	Bristles	Other products	Price p/toothbrush
Babu	Portugal	No	Average, small and kids	3	Extra-soft, Soft, Medium and Firm	No	3,99
The bamboo brush society	Netherlands	Both	Adult and kid	1	Soft/Medium	Cotton buds, Tongue cleaner, Surf wax, Cutlery set	4,49 + shipping
The Pearly White Club	UK	Yes	Adult and kid	4	Soft and Medium	No	3,32 + shipping out of uk
Blue Rock	UK	Both	Adult and kid	7	Soft/Medium	No	4,32 + shipping out of uk

Source: Own Elaboration

The indirect competitors of the bam and boo are the companies that sell plastic toothbrushes. Companies such Colgate and Oral B are huge brands in the oral care market. For now, these brands are not competing in the same position of The Bam and Boo, but

in the future, with the environmentally changes in the market, they will be a concern for the sustainable brands.

Boka and Quip are also two brands that can compete with The Bam and Boo. Those sell electric toothbrushes made with plastic. Their product is more ecological than the traditional plastic toothbrushes because it is only necessary to remove one part of the toothbrush. Although, these brands use a subscription model like The Bam and Boo. Electric toothbrushes are difficult rivals, because consumers buy them by dentist recommendations.

The Bam and Boo was one of the first companies of sustainable toothbrushes entering in the market. Their price is very similar to others but it has no additional shipping costs and It is possible to order the products from every places.

In this industry is very difficult to be differentiate by the product itself. The prices round the same numbers and the design are almost the same. The quality can change but it is not visible when choosing the products.

Figure 5 SWOT Analysis



Source: Own Elaboration

The main competitive advantages are the services provided and the communication the company offer. The Bam and Boo image shows the relationship between the human life with nature. A brand with ethical and familiar background. For example, in China, they have the concern of not using fabrics that exploits people. Also, the materials used do not prejudice the nature, human and animal life.

So the most important, in this sustainable industry are the real values and beliefs that the company practice and support.

3.2.6. CONSUMERS

A study of Global web index showed that consumers search mostly for sustainable household cleaning care and personal care products. The personal care products include The Bam and Boo products so it is a good to know that it is an industry that consumers are looking for.

Table 3 Percentage of consumers who search for sustainable products in these categories

% of eco-friendly consumers who search for sustainable products in these categories

Categories	% cosumers
Household cleaning products	73%
Personal care products	73%
Food	61%
Electronic Devices	49%
Clothes/shoes/bags	48%
Cars	48%
Tea/coffe/other hot drinks	46%
Childcare products	35%
Furniture	30%
Travel	29%
Alcoholic drinks	21%

source: globalwebindex 13-15 September 2018 -
<https://blog.globalwebindex.com/chart-of-the-week/green-consumerism/>

Also the same study shows that consumers with ages between 22-35 are the consumers who are willing to pay more for green products. For that reason it is possible to consider that the target of the bam and boo toothbrushes are mostly people with those ages.

Table 4 Percentage of consumers who are willing to pay more for sustainable products

% of consumers who are willing to pay more for sustainable products

Age	% of consumers
16-21	58%
22-35	61%
36-54	55%
55-64	46%

Source: GlobalWebIndex Q2 2018 -
<https://blog.globalwebindex.com/chart-of-the-week/green-consumerism/>

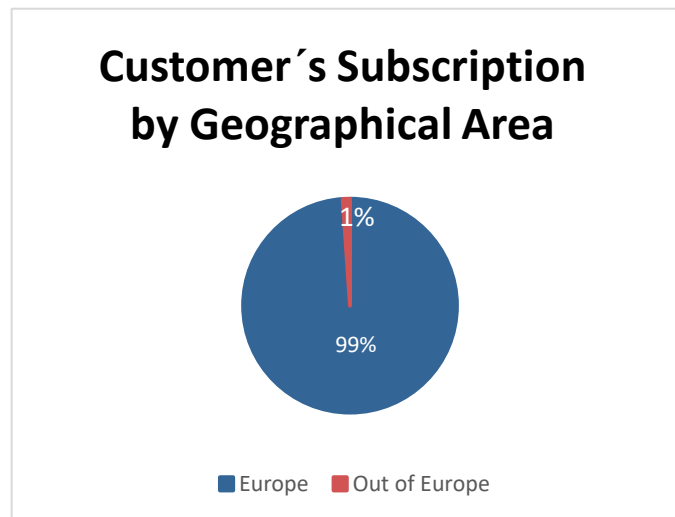
The Bam and Boo consumers are people who have concern about environmental problems and also people that are anti use of animal materials(vegan). The company target is more women, from generation Y, with children. Generation Y is the generation that growth with the increase of technology and the importance of the environment. Although the products of The Bam and Boo can be use for all the ages and gender.

Currently, on the bam and boo, there are 23567 consumers, whereby 15431 are active consumers.

While the company is Portuguese, Portugal is not the country with most percentage of subscriptions. United Kingdom has the major clients. UK customers of The Bam and Boo are 21% of the total of active consumers and Portugal represents only 10%.

The other countries with higher percentage are Ireland and Italy,(8%), and Spain and France (7%).

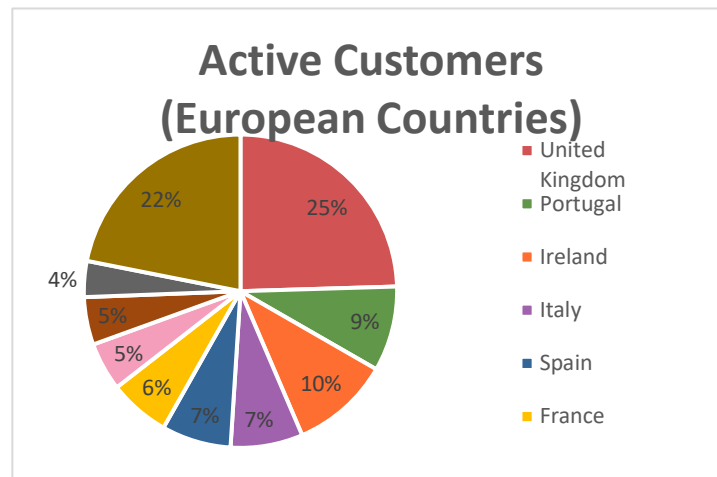
Figure 6 Active consumers by Geographical Area



Source: Own Elaboration

The company sell their products for all of the world, although the company communicates only for European countries. As there are no shipping costs, it is not profitable for the company to send too much orders for those countries. There are only few countries out of Europe that order The Bam and Boo products.

Figure 7 Active consumers (European Countries)



Source: Own Elaboration

3.3. QUESTIONS

1. Developed the 5 forces framework for the oral care industry
2. Identify and create a perceptual map of the marketing position of the bam and boo and its competitors.
3. Which strategies the bam and boo should use to retain and attract the Portuguese consumers?
4. Study the satisfaction of the bam and boo consumers
5. Identify the main dimensions of the perceived service quality shared online
6. In your opinion, how should the bam and boo react to negative reviews?

4. PEDAGOGICAL NOTE

4.1.CASE STUDY TARGET

The objective of the presented pedagogical case study is to develop new skills to face market challenges, evolution of consumers behavior and requirements to fulfill consumer satisfaction. All this combined with analytical tools and advanced digital solutions.

It is targeted to undergraduate and master students in the areas of Business administration, Marketing Management and Social Responsibility. It is also convenient for new business development areas and startups focused in consumer-oriented goals. Also the marketing departments can profit with new solutions to understand the importance of consumers opinions and recommendations.

4.2. PEDAGOGICAL OBJECTIVES

The main focus of this master thesis is to understand and study the consumer behavior and satisfaction of the Bam and Boo based on their reviews. Also, It is important to consider assumptions such as competition and new entrances to increase their customers portfolio.

- Develop skills about new Marketing strategies;
- Formulate and implement strategies to consumers acquisition and retention;
- Interpret the concepts in the analysis;
- Understand the impact of consumers reviews to a company;
- Determine how to use the analytical frameworks of marketing;
- Create competences to solve problems.

4.3.LITERATURE REVIEW

4.3.1.GREEN PRODUCTS

Concept

Green products are the environmentally friendly products. A green product start their operation in green production process until their green communication (Johnstone and Tan, 2015; Wei *et al.*, 2018).

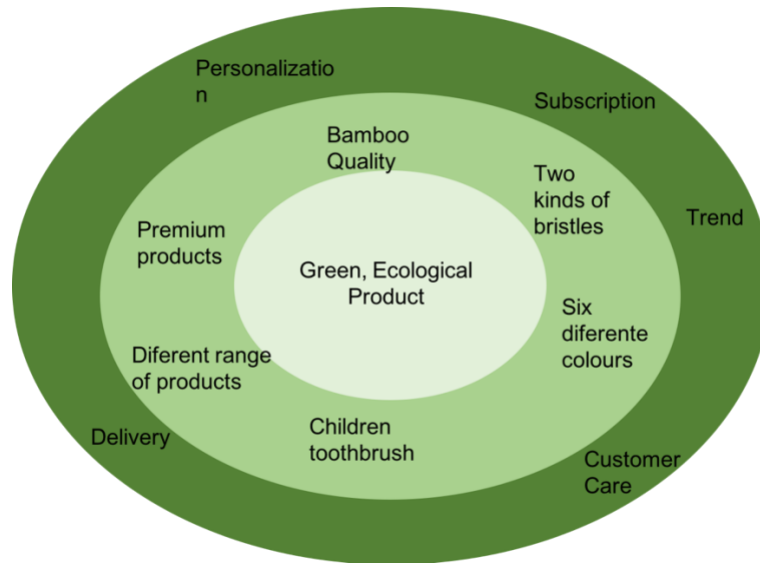
Nowadays, “green” is a trendy concept mostly because of the conscious that people start to have and the problems that environment is crossing (Tseng and Hung, 2013; Sdrolia, and Zarotiadis, 2019). Although green product definition is not well defined due to the bad utilization of this concept.

In other words, green product should be all the products that use green resources since the beginning until the end of the process (Hartmann and Apaolaza-Ibáñez , 2006; Durif, *et al*, 2010; Ritter, Borchardt, Vaccaro, Pereira, and Almeida, 2015, Sdrolia, and Zarotiadis, 2019).

Green products factors

There are many benefits influencing consumer’s product choices. The quality of the product, packaging, design, features, warranties, social values and marketing communication (Johnson and Ettlie 2001; Abdul- Muhmin 2002; Sweeney and Soutar 2001; Šerić and Gil-Saura, 2012; Suki, 2017).

Figure 8 Three levels of The bam and Boo Products



Source: Own Elaboration

4.3.2.GREEN CONSUMPTION

Concept

Green consumption is a responsible consumption. It is the purchase and use of sustainable products - products that have in consideration the future generation and the function of ecosystem (Fisk, 1973; Gupta and Agrawal, 2018).

According to several authors (e.g., Roberts, 1995 ; Sudbury-Riley and Kohlbacher, 2016; Balderjahn *et al.*, 2013 ; Kim *et al.*, 2012; Gleim *et al.*, 2013 ; Tilikidou *et al.*, 2002; Gupta and Agrawal, 2018) there are five types of responsible consumption: The social responsibility, the ethical responsibility, the sustainable responsibility, the green responsibility and the environmental responsibility.

Social Responsibility incorporate the consumer's behavior about environmental issues with the propose to be an influence on the eyes of the society. (Webster, (1975); Mohr, Webb, and Harris (2001); Yan and She (2011); Grupta and Agrawal(2018).

Ethical Responsibility are the human, religious and traditional principles that conduct consumers to a environmental behavior (Muncy and Vitell, 1992; Gupta and Agrawal, 2018).

Environmental responsibility includes the actions and behaviors with the intention to buy use or experience products/services that are favorable to the environment (Stern, 2000; Gupta and Agrawal, 2018).

Sustainable responsibility is the use of products or services that use natural resources in their process with the objective of protect the environment and future generations (Gupta and Agrawal, 2018).

Green responsibility encompasses any behavior or intention to buy taking in consideration the concern of the environment (Haws *et al.*, 2014; Gupta and Agrawal, 2018). Using all three concepts above, environmental responsible consumption or green consumption is the purchase, acquisition and usage of products that reduces the negative impact on the environment. In other words, it is a consequence of an environmental consciousness attitude of consumers. (Larson *et al.*, 2015; Gupta and Agrawal, 2018).

This definition is a simple way to describe green consumption. But the real fact is that green consumption is very difficult to practice. Moreover, in a realistic way most of the products are not completely green because of the use of energy, raw materials and other non-sustainable factors used in the production process (Ottman, 1993; Nair and Menon 2008 ; Nair and Little, 2016).

Determinants of Green consumption

The plastic production is one of the biggest problems in the world. For example, China is trying to remove all the plastic materials from their final products and also they block the entrance for plastic products that came from European countries (Schilly, 2018; Uken, 2018; Klein, *et al.*, 2019).

The use of plastic causes a lot of problems, especially for the marine life (Eriksenetal, 2014; Klein *et al.*, 2019). Also, for our health, plastic is a problem because it prejudice

the atmosphere and it affects the global warming. (Spierling *et al.*, 2018; Mülhaupt, 2013; Klein *et al.*, 2019).

Consumers use plastic in most of all the products they buy. A main solution is the replacement of plastic products for green products (BUND, 2018; Pollmer, 2017; Greenpeace, 2018; Klein *et al.*, 2019).

The market of sustainable brands have been increased globally during the last years. This growth is due to the social and political pressure and in consequence, companies had to start to introduce new environmental strategies (Brimah, 2015; Nair and Little, 2016).

Consumers have nowadays much more concern about the environment and that influences the consumption of green products and the use of green practices (Bamberg, 2003; Fransson and Garling, 1999; Pagiaslis and Krontalis, 2014).

The increase of sustainable brands is a result of the increase on a demand for sustainable products. Consumer start to search and introduce those products in their daily lives (Oana, 2014; Kong *et al.*, 2014; Nair and Little, 2016)

The notion of green consumption and the act depends on different contexts. At the society level the sustainability is different between developed and developing societies (Prakash 2002 ; Nair and Little, 2016).

There are a lot of factors that influence consumer purchase intention through green products such as Social norms, Environment knowledge, Environment consciousness and concern and Environmental attitudes and behavior (Diamantopoulos *et al.*, 2003; Laroche *et al.*, 2001; Chan, 2001; Ramayah *et al.*, 2010; Shao and Ünal, 2019).

Social Norms

A factor that influences green consumption is obviously social norms. When there are rules implemented by the society concerned about the problems of the environment consumers attitude and behavior will change positively for green products consumption (Wansink *et al.*, 2017; Lin and Niu, 2017).

According to some authors, there is a relationship between social norms and attitude that leads to purchasing intention (Chang, 1998; Shimp and Kavas, 1984; Vallerand *et al.*, 1992; Tarkiainen and Sundqvist, 2005; Sreen, *et al.*, 2018).

On the other hand, if consumer has a good attitude about the environment and the society also agreed with this attitude but the consumer has limited resources it may not convert in green consumer (Sreen *et al.*., 2018).

Environmental knowledge

In a general way, Knowledge is what individuals know and understand about a concept (Haryanto, 2014; Hepting *et al.*., 2008; Laroche and Bergeron, 2001; Lin and Niu, 2017).

Environment knowledge are the perceptions and insights that people have about the problems of the environment. It plays an important role to environmental attitude and behavior (Kollmuss and Agyeman, 2002; Lin and Niu, 2017).

Some authors showed that a deep knowledge about environmental problems permit a positive behavior towards the environment. Also an increased in environmental knowledge has a positive correlation with environmental attitude and behavior (Haryanto, 2014; Hsu and Roth, 1998; Lin and Niu, 2017).

There are two different types of environment knowledge: the objective knowledge that happens when people are conscious about the problems of the environment in an **abstract way** and subjective knowledge happens when people **act** to solve those problems (Mostafa, 2007; Pagiaslis and Krontalis, 2014).

According to Mostafa (2007) the environmental knowledge is positively correlated with green purchasing behavior. On the other hand, some authors prefer to say that subjective knowledge has a positively correlation with green purchasing behavior (Tanner *et al.*, 2004; Tanner and Kast, 2003; Schan and Holzer, 1990; Tilikidou and Delistavrou, 2006, Pagiaslis and Krontalis, 2014).

The consumer knowledge about the environment can also be a barrier to purchasing behavior. If there is no knowledge about the problems of the environment people has no

intention to buy green products (Schultz, 2002; Simmons and Widmar, 1990; Pagiaslis, and Krontalis, 2014).

Environmental Consciousness and Concern

Environmental consciousness is a set of believes, values and attitudes, on an individual with the objective of preserving the environment (Abd'Razack *et al.*, 2017; Lin and Niu, 2017).

When an individual born in a specific society instantly follow those values and beliefs but only if the self of that individual wants to follow that society. This happens when the culture and the self agreed with each other (Markus and Kitayama, 2010; Komatsu *et al.*, 2019).

Environmental consciousness and environmental knowledge are a good advantage to change to an environmental attitude and in consequence influence green consumption and consumer behavior. Those who shows conscious about the environment also have characteristics of loyalty and commitment (Law *et al.*, 2017; Lin and Niu, 2017).

Consumers that are conscious about environmental problems are willing to pay a higher price for green products (Bang *et al.*, 2000; Lin and Niu, 2017).

Environmental Attitudes

Attitude is a psychological path that determines the thinking and feelings of an individual towards a specific thing (Eagly and Chaiken, 2007; Sreen *et al.*, 2018).

Regarding the environment, people can have different attitudes. The attitude of Acceptation (protection and promotion of environmental problems) or indifference (conscious about the problems but maintain the same attitude of irrelevance) (Law *et al.*, 2017; Lin and Niu, 2017).

When environmental attitude is accepted by the individual the consequence should be to act in protection of the environment - environmental behavior (Milfont and Duckitt, 2010; Lin and Niu, 2017).

An individual with a positive attitude toward a specific behavior is more probably that he will perform that behavior (Ajzen, 1991; Sreen *et al.*, 2018). But sometimes a positive attitude towards the environment can be replaced by individual's attitude. Some products are not good for the environmental, but for consumers, the convenience and smaller price are characteristics that overlap those attitudes (Fan *et al.*, 2012; Jia *et al.*, 2017; Lin and Niu, 2017).

In conclusion, an individual with a positive attitude and behavior toward the environment indicates a higher intention to purchase green products than individuals with a negative attitude (Gadenne *et al.*, 2011; Lin and Niu, 2017).

Green consumer Behaviors

The environmental problems have been changed consumer's behavior. Nowadays consumers prefer to use and buy green products than products that prejudice the environment (Akehurst *et al.*, 2012).

Environmental knowledge is a variable that have a significant influence on environmental consumer behavior. Consumers with knowledge about the problems of the environment are more capable of buying environmental products than consumers without knowledge about the environmental issues (Laroche *et al.*, 2009; Mostafa, 2009).

Usually green consumers pretend to buy products that not injure the environment. The tendency of consumer's behavior is to protect the environment (Elkington, 1994). For that reasons, consumers are more willing to pay a higher price for green products than traditional products to satisfy their needs (Fraj and Martinez, 2007; Paul and Rana, 2012).

Some authors, believe that attitude, self-efficacy and social pressure influence consumers behavior (Kaiser and Gutscher, 2003; Maichum *et al.*, 2016; Wu and Chen, 2014). The intention to buy green products, the capacity of practice a green consumption and the influence of the society on the decision to buy green products affect consumer's behavior. In other words, consumers green attitude, capacity and social norms positively influence consumer's behavior about environmental issues.

To conclude, the definition of green consumer is expressed by their behavior. Green consumers have positive behavior about environmental issues and use products that not injure the environment (Samarasinghe, 2012).

Market Segmentation in the green market

The concern about the environment has been growing all over the years. Consumers are more worried about the environmental problems and for that reason their behavior has changed to green practices (Brochado *et al.*, 2017).

There are a lot of variables that influence green consumer segmentation: Demographic characteristics, such as age, gender, education and income; and Psychographics characteristics, such as knowledge, environmental consciousness and concerns, environmental behaviors and attitudes (Brochado *et al.*, 2017).

Demographic Variables:

Ecologists believe that there is a specific profile of people that usually purchase green products. An older, richer female, with a liberal political thinking and owner-occupier (Gilg *et al.*, 2005 ; Panzone *et al.*, 2016).

Age

The conclusions about the age of green consumers are very different. Some authors believe that older people is more sensitive to green practices (Roberts, 1996; Straughan and Roberts, 1999; Ake- hurst *et al.*, 2012). On the other hand, Straughan and Roberts (1999) ; Akehurst *et al.*, (2012) concluded that the new generation have a more sustainable attitude.

The variable of age depends of the period that the environment is more problematic. In other words, people who born, in a period where the environment is a bigger problem, are more concerned and sensitive to green activities (Straughan and Roberts, 1999).

Gender

According to Xiao and McCright (2013); Muralidharan and Sheehan (2018) women have more pro-environmental behaviors and care more about environmental problems than men.

Some authors believe that women will probably accept, purchase and use green products than men. Women practice more in an environmental behavior, such as recycling and use of natural products or products less pollutants. Also women have more concerns about the environmental risks to health. For those reasons, women are more willing to pay a price premium for sustainable goods and services than men (Hunter *et al.*, 2004; Blocker and Eckberg, 1997; Caiazza and Barret, 2003; Daniels *et al.*, 2012; Muralidharan and Sheehan, 2018).

However, it is not correct to generalized a green consumer profile only based on some small survey samples (Peattie, 2001; Panzone *et al.*, 2016).

The main results about the influence of gender is that women are more sensitive to green practices than men (Roberts, 1996; Mainieri *et al.*, 1997; Laroche *et al.*, 2001).

Women believe that their positive impact on environment will influence others decisions and practices (Straughan and Roberts, 1999).

Income

The environmental products and practices are more expensive than the usual products. So consumers with higher income have more possibilities to practice green (Straughan and Roberts, 1999 ; Khare, 2014).

Education:

The variable Education has different possible conclusions. Roberts (1996) concluded that higher education influences positively the consumer practice green. But Straughan and Roberts (1999) believe that there is no correlation between education and green practices.

Psychographic Variables:

Environmental Knowledge

The environmental knowledge has a positive impact on environmental practices. Consumers with a capacity of recognize all the images, concepts and behaviors related to the environment are more sensitive about green uses (Laroche *et al.*, 2001; Chan, 1999).

Environmental Consciousness

Higher the level of consciousness about the environment, higher the green consumption. Consumers who are aware of the problems of the environment tend to change their behavior and attitude to benefit the environment (Straughan and Roberts, 1999; Kim and Choi, 2005; Bamberg, 2003).

4.3.3.CONSUMER SATISFACTION

Concept

Consumer Satisfaction is an attitude of good pleasure after purchasing a product or service. Usually satisfaction happens when consumer use or experience a product or service and it exceeds or maintain consumer's expectations (Oliver, 1997; Oliver, 1999; Fornell, 1992; Gallarza *et al.*, 2011 ; Boonlertvanich, 2019).

Satisfaction definition can be distinguishing from an outcome or process (Swenson and Wells, 1997; Yazdanifard and Mercy, 2011). As an outcome is the feeling after experience a product and As a process is an action that contributes to Satisfaction (Churchill *et al.*, 1982; Yazdanifard and Mercy, 2011).

There are many factors that influence consumer satisfaction on when purchasing. The product (quality, price), the experience of purchase, the service quality, the store or institution values, believes and environment, and the excitement before purchase (Yi and Youjae, 1990 ; Yazdanifard and Mercy, 2011).

When a consumer feel satisfied with a product/service will probably repeat that purchase and that creates a long-term satisfaction (Consumer loyalty) (Kotler and Keller, 2013; Boonlertvanich, 2019). There is a positive correlation between satisfaction trust and loyalty.

Consumer Trust

Trust is an antecedent of consumer satisfaction. It happens when consumers are confident with the service provided and other actions that contribute to consumer satisfaction (Sirdeshmukh, 2000; Hung *et al.*, 2019).

The concept of trust is the base of relationships between consumer and institutions (Blau, 1964; Boonlertvanich, 2019).

For a consumer gain some confidence in the business partner is important: to believe that they are working with a professional competent and also the principles and believes that the company promised are real (Mayer *et al.*, 1995; Hung *et al.*, 2019). It is easy for a consumer to trust more on seller, on a physical store than in e-commerce.

The physical and direct contact with the seller is more strong to gain confidence than behind media (Badrinarayanan *et al.*, 2012; Moody *et al.*, 2014; Hung *et al.*, 2019).

A good interaction with seller and consumer, increases the intention of trust. In consequence that trust increases the intention to purchase seller's products. And that excitement and expectation of buying the products lead to consumer satisfaction (Cyr *et al.*, 2007; Shin, 2013; Hung *et al.*, 2019).

Consumer satisfaction in the green market

After study the concept and determinants for both consumer satisfaction and green products, it is important to know if there is and what is the relationship between them.

The consumer environmental satisfaction describes the expectation perceived by consumers after purchase use or experience a green product (Anton, 1996; Lemon *et al.*, 2002; Suki, 2015).

The involvement between consumers and environmental concern is a relationship that has been increased all over the years (Cronin *et al.*, 2000; Traylor, 1981; Yazdanifard and Mercy, 2011). The use and purchase of green products and services have a significant impact on consumer satisfaction. Consumer want to be associated with those eco-friendly products and companies (Kinnear *et al.*, 1974; Cope and Winward, 1991; Hopfenbeck, 1993; Swenson and Wells, 1997; Yazdanifard, *et al.*, 2011).

4.3.4. SERVICE QUALITY

Concept

The service quality is the performance that consumer received before during and after purchase (Santos, 2003; Hung *et al.*, 2019).

Many authors studied the importance and relationship of service quality and consumer trust. They showed there is a positive relationship between service quality and trust (Elbeltagi and Agag, 2016; Sahadev and Purani, 2008; Ribbink *et al.*, 2004; Paparoidamis, 2007; Hung *et al.*, 2019).

As presented before trust is the base of the relationship between consumer and the seller. So if the consumer received a good service probably will be satisfied and he will be loyal to that brand or institution.

Although, there are other characteristics that help on consumer satisfaction. The product quality and the price are factors that influence consumer's satisfaction and repeated purchase. But according to Babakus *et al.*, (2004); Hung *et al.*, (2019) Service quality has a direct influence on consumer satisfaction rather than product quality and price.

In resume, service quality has a positive influence in consumer's behavior and in consumer's satisfaction (Zeithml *et al.*, 1996; Cronin and Taylor, 1992; Brochado and Rita, 2018).

4.3.5.ONLINE REVIEWS AND SERVICE QUALITY STUDIES

When consumers are satisfied for experienced a product or service they react with different behaviors. One of those reactions is the use of word of mouth. (Gee *et al.*, 2008; Jung and Seock, 2017).

Some authors found that consumer satisfaction has a positive relationship with worth of mouth (Blodgett *et al.*,1997; Collier and Bienstock, 2006; Weun, 2004; Jung *et al.*, 2017).

Word of mouth is a type of communication used by consumers to express their opinions and recommendations about products and services. (Hennig-Thurau and Walsh, 2004; Jung, *et al.*, 2017).

Consumers express their opinions and recommendations according to their satisfaction, after purchasing or experience a product/service. When the satisfaction is positive, probably they will show a positive behavior. On the other hand, a negative consumer behavior is a result of a non-satisfied consumer (Kau and Loh, 2006; Jung *et al.*, 2017).

Word of mouth can be seen in two different ways: Traditional WOM or electronic WOM. The traditional WOM is shared in a face-to-face conversation and e-WOM is shared online by unknown people.

The e-WOM covers a higher number of visualizations than the traditional one (Cheung and Thadani, 2012; Huete-Alcocer, 2017). This method is both convenient for consumer, who can visualize others opinions and for companies, whose can analyze their consumer's satisfaction.

To analyze consumer satisfaction through online reviews(e-WOM) is important to understand the quality of the reviews, reviewer's profile and the product/service industry. (Chakraborty and Bhat, 2018; Kawaf and Istanbuluoglu, 2019).

Reviews should be written in an assertive and clear way to the interpretation be the same for who wrote and who is reading the reviews. Sometimes, what is written on a review influence future consumer behaviors

The objective of the reviews for consumers is to obtain helpful information about a product/service they are looking for (Cao *et al.*, 2011; Kawaf *et al.*, 2019).

Reviewer's profile is also important to see the credibility of reviews. As online reviews are usually done by anonymous people, consumers can gain trust on reviewers that have a good background. For example: If a reviewer has a long list of followers, use simple comments or even shows some know-how about the issue it will influence more the behavior of consumers who are read those reviews (Cheng and Ho, 2015; Zhang *et al.*, 2013; Kawaf, *et al.*, 2019).

Furthermore, the industry and products category influence the type of reviews. For example, hospitality is the industry that consumer search and comment more (Godes and Mayzlin, 2004; Bigné *et al.*, 2016; Fong *et al.*, 2017; Tan *et al.*, 2018; Kawaf *et al.*, 2019). In Table 1 is possible to observe that the major studies about consumer satisfaction and online reviews in 2019 are about hospitality industry.

Table 5 Online Studies about Consumer Satisfaction and Online Reviews

Reference	Research context	Industry	Platform	sample
Hu,N; Zhang, T.; Gao, B. and Bose,I. (2019)	Hotel, Ny	Hospitality	Tripadvisor	
Yadav, M. and Roychoudhury, B.(2019)	The hotels of north east india	Hospitality	Tripadvisor	11737
Ruhanen , L.(2019)	Ecotourism Accomodation in Australia	Hospitality	Tripadvisor	3022
Yang, B.; Liu, Y.; Liang, Y. and Tang, M. (2019)	“SamsungGalaxysii”and“SamsungGalaxysiii”	Electronic	Amazon.com	1145
Feng, W. and Ren, w. (2019)	The cosmetic products and the high-tech digital products in China	Comestic	Taobao and JingDong	220
Gil-Soto, E.; Armas-Cruz, Y.; Morini-Marrero, S. and Ramos-Henríquez, J.M. (2019)	hotel guests’ perceptions of green practices in Canary Islands	Hospitality	Tripadvisor	3384
Gerd, S.O., Wagner, E. and Schewe, G.(2019)	Sustainable hotels in germany	Hospitality	Booking.com, hrs.de, tripadvisor.de and holidaycheck.de	52493
Kordzadeh, N.(2019)	Hospitals in United states	Health care	ealthGrades, Vitals, RateMDs, and Google Reviews	1921
Korfiatis, N.; Stamolampros, P.; Kourouthanassis, P. and Sagiadinos, V.(2019)	Service quality on airplanes	Transport	Tripadvisor	557208
Boo, S. and Kim, M. (2019)	Convention Centers	Hospitality	Tripadvisor	14126
Kalagara, S.; Eitorai, A.E.M., DePasse, J.M. and Daniels, A.H. (2019)	North American Spine Society directory	Health care	www.HealthGrades.com, www.Vitals.com, and www.RateMDs.com,	250

4.4. METHODOLOGY

The empirical Research is important to specify all the methods used to the resolution of this Pedagogical Case Study.

It was used a Qualitative and Quantitative methods to the conclusion of this project.

The Qualitative method was the most important to the concretization of this project. For the first part of the case, it was important to describe all the internal data of the company. Through the website of the company, company reports and a small interview to the main responsible of The Bam and Boo it was possible to have the data in analysis. This data was useful to develop all the marketing tool analysis, the history and competition of the company.

Interview

- What was the inspiration focus of the bam and boo?

We want to create not only an innovative brand but also an eco-friendly one. The Toothbrush was the obviously for us because it is something we use in our everyday life. Due to this diary recurrence it was the perfect bit. Also, dentists recommend to substitute toothbrushes every three months and the majority of the traditional toothbrushes are made of plastic. For that reason The Bam and Boo want to bring more sustainability and Convenience for those small objects.

- When The Bam and Boo toothbrushes were introduced in the market?

The bam and boo initiated their journey in the market in September of 2017. The founders of the company are Fernando Ribeiro and Nuno Catarino. Currently we are presented in more than 40 countries.

- Where the toothbrushes came from?

The bamboo used in our products is called Moso and it is originated from Asia. It is one of the most common species of plants and it has a high growth rate. The production process is all made in China. The producers use handmade in the process.

- What are the competitive advantages of the Bam and Boo?

The main competitive advantage is the subscription model. The Toothbrushes should be substitute every three months and the Bam and Boo offers a convenience model for consumers not be concern about changing their toothbrushes.

The quantitative method was used to collect the information about all the consumers of the company and also the reviews analyzed.

Nowadays online Reviews are a good strategy for companies to analyzed their customer's satisfaction. It was used a qualitative method to analyze the reviews of the company. It is important to collect the general opinion that people have about the company and its business.

The data analyzed was from the social media: Facebook - the web reviews that consumer wrote on Facebook's page of the company: The Bam and Boo.

People like to know other opinions to change their attitude from a consideration to purchase products. In such situation, the web reviews are the perfect method to inform people after purchasing these products (Bulmer and DiMauro, 2009; Utz *et al.*, 2012).

According to Facebook official website an average of 1.56 billion people use Facebook on their daily routines (Facebook, 2019). Facebook is the social media with more active people. Due to its biggest audience it became a powerful marketing tool. People use this platform not only to connect with their friends but also to connect with other companies and mainly to shop online.

The reviews analyzed on the Facebook of the bam and boo page were posted from July 17 until February 19 and they were stored in an excel sheet. The scores given to the level of satisfaction are: 1 = very unsatisfied, 2 = unsatisfied, 3 = neutral, 4 = satisfied, 5 = very satisfied. The classification is analyzed according the number of stars (1 to 5) given on each review and also by the satisfaction of the review. Also, Each review was analyzed individually and divided by gender, geographical area and also by feature. The features chosen, according the reviews, were Idea, Quality, Design, Personalization, Customer Service, Logistic and Price.

Table 6 Variables of the analysis of consumer's reviews

Variable	Category	Numero of Reviews	Frquency(%)
Gender	Female	176	79%
	Male	47	21%
Years	2017	39	17%
	2018	157	70%
	2019	27	12%
Geographical Area	Europa	210	96%
	Out of Europe	8	4%
Level of Satisfaction	Number of 1="Vey Unsatisfied"	7	3%
	Number of 2="Unsatisfied"	0	0%
	Number of 3="Neutral"	5	2%
	Number of 4="Satisfied"	25	11%
	Number of 5="Very Satisfied"	186	83%
Features	Idea	83	22%
	Quality	110	29%
	Design	23	6%
	Personalisation	50	13%
	Customer Service	59	15%
	Logistic	53	14%
	Price	6	2%

Source: Own Elaboration

4.5.ANALYTICAL FRAMEWORK PRESENTATION

For this study was necessary to use two different methods: quantitative and qualitative. The case study has been also supported by marketing tool strategies learnt in the classroom.

Quantitative method:

- Performance and evolution of Oral care industry;
- Facebook page the bam and boo – Reviews analysis

Qualitative method:

- Extreme analysis of the bam and boo: History, Mission, Vision, Business model, Market positioning;
- Literature review of the case
- Consumer's profile
- Suppliers and buyers information;
- The bam and boo competitors: product, placement and price;
- Company communication and promotion;
- Characterization of Portuguese market
- Facebook page The Bam and Boo – Reviews analysis
- Word Cloud Analysis

There are some marketing tools used for the elaboration of the case study or required in the solution:

- Marketing mix – Product, Price, Placement and Promotion;
- SWOT Analysis
- Porter's Five Forces analysis
- Positioning Map

4.6. ACTION PLAN

Session	Objectives	Tasks	Time
1ª Session	Introduction of the case	<ul style="list-style-type: none"> - Distribution of the case - Defining concepts of consumer satisfaction and online reviews - Divide the students in 5 groups - Each group presents one of the questions - Request all students to read the case and to answer all the questions 	120 min
2ª Session	External Analysis and Resolution of Question 1 and 2	<ul style="list-style-type: none"> - Discussion about the market industry of the company; - Study the competitors of the company - Introduction of the 5 forces and positioning map analysis - Oral Presentation of group 1 and 2 with resolution of questions 1 and 2 respectively - Discussion in class about the questions 1 and 2 	120 min
3ª Session	Analysis of Portuguese market and Resolution of question 3	<ul style="list-style-type: none"> - Understand the portuguese market of oral care - Analysis of the behavior of portuguese consumers - Oral Presentation of group 3 with resolution of question 3 - Discussion in class about question 3 	90 min
4ª Session	Resolution of questions 4 and 5 and Conclusions about the case	<ul style="list-style-type: none"> - Oral presentation of groups 4 and 5 with resolution of questions 4 and 5 respectively - Discussion in class about questions 4 and 5 - Debate the conclusions about the case 	120 min

4.7. CASE STUDY RESOLUTION

Q1 - DEVELOPED THE 5 FORCES FRAMEWORK FOR THE ORAL CARE INDUSTRY

The 5 forces framework helps to understand how the industry of oral care can affect the company in study. It helps the company to find the correct strategies to increase profitability and attractiveness.

Figure 9 Porter's Five Forces



Source: Own Elaboration

1- Rivalry Among existing competitors: **High**

The oral care is an industry with a lot of competition. Nevertheless, eco-friendly oral care is yet smaller. There are few players in the market and have the same business model of the bam and boo.

The Bam and Boo competitors are all the same brands that sell the same product with the same business model. Their quality is very similar and the prices vary by country. This means that these players will fight for gain market share and become market leaders. This makes the rivalry among existing competitors high with tendency to increase.

2- Bargaining power of Suppliers: **Low**

The Bam and Boo main supplier is the manufacturer. This manufacturer is based in China and is responsible for all the production process, from buying raw materials to packaging. Even though the relationship with this supplier is good and it has been working, switching to another is easy since there are a lot of available in this market and it has low switching costs.

Therefore, the overall power of supplier is low and expected to be constant.

3- Bargaining power of buyers: **High**

The Bam and Boo has two types of consumer: the retailer and the individual consumer. It is important to have both in consideration to have a deep understand of its power.

The retailers, such as, Wells, have some negotiation power due to its position and attractiveness in the Portuguese market. The Portuguese consumer prefers to try the products before buying it, so it's strategic to the company to have them available at these stores. Also, the retailers have low switching costs since there are many players in the market. Thus, its power is high with tendency to decrease.

On the other hand, the individual consumer power it's also high because it has low switching cost what makes it easy for consumers to transfer from The Bam and Boo to other brands. Overall, the bargaining power of the buyers is high tendency to increase.

4- Threat of Substitutes – **High**

The bam and boo company substitutes can be all the oral care products. It can be divided by direct substitutes and indirect substitutes.

The direct substitutes are all the ecological toothbrushes that final consumers can buy in the market, such as, The bamboo brush society, the pearly white club, Hydro Phil and Blue Rock. They all use the same business model and sell bamboo toothbrushes.

The indirect substitutes are the traditional toothbrushes that consumer already uses and the electric toothbrushes that are more ecological than the traditional but consumers use more by dentist recommendations.

The market of toothbrushes is very big so there are substitutes of the bam and boo everywhere. The company should expand and increase their communication to not lose their consumers to other companies.

Therefore, the threat of substitutes are high and is expected to grow in the future.

5- Threat of New entrants: **Moderate**

Environmental oral care is an industry that is growing very fast. The environmental problems have opened the consumer eyes and in this sense companies felt the necessity of changing and have a more ecological option.

The Bam and Boo is a small company but it was a pioneer in this industry and has been building the trust of its consumers. Also, The Bam and Boo business model is disruptive in this market what helps to build barriers to new entrants. Thus, the threats of new entrants is moderate tendency to increase.

Q2 - IDENTIFY AND CREATE A PERCEPTUAL MAP OF THE MARKETING POSITION OF THE BAM AND BOO AND ITS COMPETITORS.

The Bam and Boo is the market leader in Portugal of bamboo toothbrushes. The brand is recognized by their cute logo that transmits to consumers trust, familiarity and love. The company business model is subscription to provide convenience to their consumers. The main focus of the company is to sell eco-friendly toothbrushes in a simple and accessible way.

Besides The Bam and Boo, there are more players in the market:

The top 3 competitors of The Bam and Boo are in the first quadrant: Blue Rock, The bamboo brush society and Pearly white club.

In terms of product quality and design those are very similar to The Bam and Boo.

Blue Rock and **The bamboo brush society** differentiate by not only use subscription model but also consumers can buy the toothbrushes one time. The convenience for them is not the main focus so it is not on the same level of The Bam and Boo. According to sustainability they are very close to the bam and boo.

The pearly white club has exactly the same position of The Bam and Boo. Their focus is the environmentally friendly products in a convenience way.

On the second quadrant there are also sustainable toothbrushes, with similar designs and quality functions.

Humble brush sells its products online to final consumer or to retailers. They are the leader of bamboo toothbrushes in the market. They differ from the bam and boo for their business model.

Babu is a direct competitor in the Portuguese market. It differs their positioning on the business model, it only sells for B2B.

Colgate and **Oral B** are the top brands of oral care products.

They have a completely different positioning of The Bam and Boo. Their model of selling focus on retailers(B2B) and the toothbrushes are made with plastic. Although, the era of

plastic is changing consumer minds and companies will also follow this tendency. So those brands, when changing their product materials, will represent a hard competition.

On the last quadrant, the brands **Boka** and **Quip** sell different characteristics of the product. Their toothbrushes are made with plastic and they are electric. The positioning of toothbrush is the same about subscription model but they are not made with sustainable materials. On the other hand, those toothbrushes can be considered more eco-friendly than the traditional plastic toothbrushes. People only discard one part of the toothbrush. Consumers maintain the handle part of the toothbrush and substitute the bristles. This reduce the plastic disposable but not totally.

Through the perceptual map bellow, it is possible to interpret the consumer's perception about The Bam and Boo competitors. The position of The Bam and Boo is distinguished by product sustainability and subscription model.

Figure 10 Positioning map of The Bam and Boo



Source: Own Elaboration

Q3- WHICH STRATEGIES THE BAM AND BOO SHOULD USE TO RETAIN AND ATTRACT THE PORTUGUESE CONSUMERS?

A Portuguese consumer profile values convenience, proximity retail and promotions. Portuguese's like to spend money in brand names mostly by social status. Social status is an advantage for The Bam and Boo. Environmental products are now a trend and Portuguese people like to spend money in trendy products.

Consumers in general, value a lot the experience of buying a product. Although, everyday products such toothbrushes are not the kind of products that usually consumers have an experience during the purchase. So the experience of buying this kind of products should be clear, simple and convenient. The Bam and Boo offers on the website all those characteristics that global consumers appreciate.

Regarding promotions

First, Portuguese consumers when buying online like to know everything about the product. On The Bam and Boo website they can see clear information of how to buy, use and recycle the product. On the first page of the website is possible to analyze the steps for buying and the history of the company.

Second, Portuguese Consumers also like to receive special price coupons. On the first time of entry on The Bam and Boo website, it is offered a 15% discount in the first subscription.

Third, it is also possible for consumers who like to offer gifts to their friends and family. (Examples of packs with products, cards with discounts...)

Forth, the company is Portuguese, so Portuguese consumers like to feel familiarity with the brands and patriots. They prefer to buy products from Portuguese brands then from abroad.

In order to focus on the Portuguese market is important to divide the strategies in before, during and after purchasing.

Before purchasing

First of all, Portuguese consumers use a lot the social media to meet new brands and interact with them. The Bam and Boo use paid ads to promote the brand on Instagram and Facebook. In Portugal there are a lot of smaller influencers and it is a marketing strategy very used and with positive results. The Bam and Boo should give more importance to this topic and offer more products to influencers.

Second, Portugal is recognized by their multiple music festivals and Portuguese people are presented in most of them. The Bam and Boo already made presence in Nos Primavera Sound but it is a good strategy to be part of other famous festivals such as Lisb-on or Nos Alive.

Third, some Portuguese do not like to buy online products. Some do not feel secure and others prefer to have the experience of touch. For those reasons is important to the company create a temporary space to attract those consumers. A pop up store or a show room for 4 or 6 months it was a good strategy to implement. Portuguese people love shopping centers, in particular during the winter, so it was a good opportunity to create this temporary store in those places. It will attract customers to try and also it will give awareness to the brand. At the end, consumers with a positive opinion about the products become confident to subscribe online.

Forth, Credibility and quality of the products are most of the consumers questions. About the product The Bam and Boo has some information on the blog explaining all the process of production of the products. Also, selling products in pharmacies and dentists decrease consumers doubts.

On the other hand, consumers in general believe more in other consumer recommendations than in specialists. So it will be important for The Bam and Boo invest more in online recommendations. For example: share online questioners to The Bam and Boo customers, share consumer posts and also create more spaces for consumers contribute with their opinion.

Fifth and last one, Portuguese consumers are very patriot. So it is important to raise consumer awareness and put this information that it is a Portuguese company in the public domain.

After Purchasing

Companies should invest not only in strategies before purchasing. It is important to continue connected to the consumer, in special for a company with a subscription model. In The Bam and Boo a consumer can cancel the subscription anytime. So to have a positive retention rate is important to pay attention and provide strategies to keep clients with high level of satisfaction.

In this part, customer service is very important. Sympathy, respect and efficiency are essential. Personalization is also a factor that Portuguese people love. They like to feel they are unique. The Bam and Boo already focus on this point.

The unsatisfied clients, sometimes, like to have all the attention on them. So if a Bam and Boo consumer cancels a subscription, it is important to know the reasons that made him take this decision. Also, it is very important to be efficient in the resolution of this problem. If the problem is about delivery, it could be a solution to offer some product or discount. If it is about the product itself, to explain how all the product is made and all the steps for its production can be a strategy to hold again customers attention.

Q.4. STUDY THE SATISFACTION OF THE BAM AND BOO CONSUMERS

The reviews analyzed are from the Facebook of The Bam and Boo page. They were posted from July 17 until February 19 and they were stored in an excel sheet. The scores given to the level of satisfaction are: 1 = very unsatisfied, 2 = unsatisfied, 3 = indifferent/neutral, 4 = satisfied, 5 = very satisfied. The classification is analyzed according to the number of stars (1 to 5) given on each review and also by the satisfaction of the review.

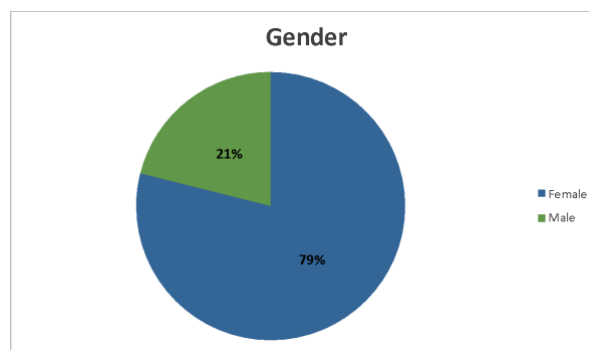
The analyzed products are used by people on their daily routine so each month figures out the same input. On the other hand, the first year, 2017, it only has got reviews for the last 5 months of the year so it is not possible to compare number of reviews per month or per year.

Number of Reviews

In this study, the number of reviews analyzed were counted since the beginning of the bam and boo facebook's page until February 2019. Only 223 reviews were registered and analysed.

There is a distinct female preference much more higher than from male. Only 21% of 223 reviewers are male against 79% female. The reason for this disparity is that women are more conscious about the environmental issues than men. They have a more positive attitude and sensitive behavior with such those sustainable products. (Schahn and Holzer, 1990; Tarrant and Cor- dell, 1997; Lee, 2009). Also, Women like to share more information and their opinion to others, than men. (Timmers, Fischer, and Manstead,(2003)).

Figure 11 Number of Reviews by Gender (N=223)



Source: Own Elaboration

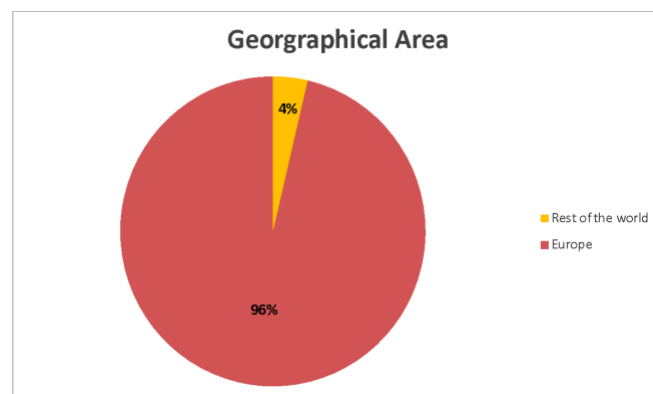
Geographical Area

As the company under review is a Portuguese one, the European countries are more connected with the brand than the other countries outside of Europe. There are 33 different nationalities in this review analysis.

The country that represents the major number of reviewers is Portugal, 26.5%. Although, the language more used on this reviews analysis is the English representing 72%.

After Portugal, the other countries with relevance are the United Kingdom (11,2%), Italy (8,5%) and Romania and Greece in the same position (5.8%). Only 4% are countries outside Europe (Australia, Brazil, Philippines, Puerto Rico, Tunisia and United States).

Figure 12 Number of Reviews by Geographical Area



Source: Own Elaboration

Satisfaction Level

The level of satisfaction given is considered from 1, very unsatisfied, to 5, very satisfied customer. The level score was given due to the stars that consumers gave or for the type of commentary.

People with more specific arguments, that comment most of the features of the product have a higher level than others.

Figure 13 Number of Reviews by Satisfaction Level



Source: Own Elaboration

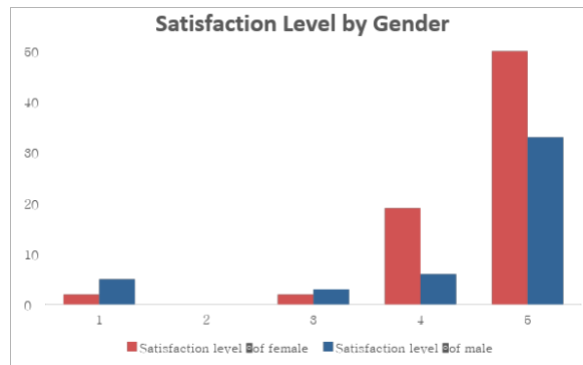
Satisfaction Level by gender

Usually women are more emotional when written reviews than men. (Hess, Senécal, Kirouac, Herrera, Philippot, and Kleck; 2000)

When talking about negative reviews, It is not proved which gender write more negative or positive reviews. But some authors conclude that men have more credibility than women when writing negative reviews. (Brescoll, and Uhlmann; 2008; Salerno and Peter-Hagene, 2015).

On the analysis of The Bam and Boo reviews, there are more men commenting negative reviews than women. According to the positive reviews, there are more women than men. Although there are more women commenting on The Bam and Boo pages than men.

Figure 14 Number of Reviews by Satisfaction Level and Gender



Source: Own Elaboration

Features

The product features were recommended by the consumers of the company.

The idea represents the subscription model that the company uses and also the fact that the product is ecological and good for the environment. Reviewers like the idea of buying an ecological product that helps the environment and also the convenience of receiving at home every month.

The quality of the products (toothbrushes, cotton buds, straws and dental floss). The quality is the more commented feature. In terms of hygiene products the quality is a very important feature.

The design is also important for consumers. The toothbrush has different colors (yellow, green, black, blue, pink and natural), the bristles can be soft or medium and there are two different sizes, for kids and adults. There are a different offer of color, model and size for consumers choose their favorite and appropriate product.

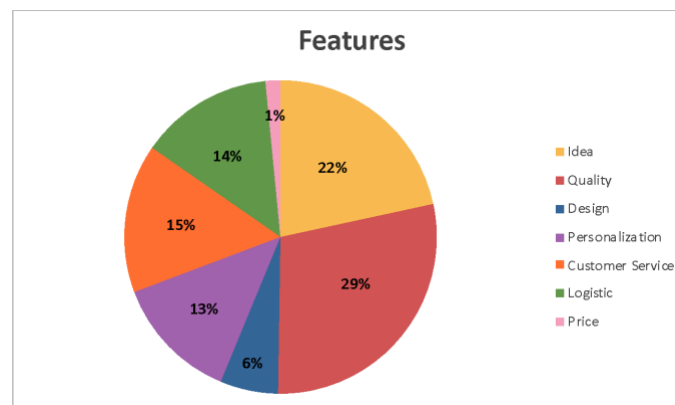
All the products, when buying online, have a little surprise when arriving at consumer's home - the envelope where the product is delivered came with a little personalized message for each customer.

The customer service is online. It is used to help consumers when they need. It can be by email or Facebook's chat.

Logistic is very important, mainly the time since an online order is placed and ready until it gets delivered to the client.

The price can be expensive or cheap according to consumer's opinion. The price is the more irrelevant feature that people comment. The reason it can be the price not so different compared to the other brands in the market or also if applicable a good relationship of price-quality.

Figure 15 Number of Reviews by Feature



Source: Own Elaboration

In conclusion most of The Bam and Boo consumers are satisfied with the brand. Most of the reviews are made by European women. Consumers like to recommend The Bam and Boo mostly by the quality of the product and the idea of sell eco-friendly products in a convenience way. Those two features of the product are relevant before purchasing the product. After purchasing is important to maintain efficiency on features such Customization, Customer Service and Logistics, because these are what distinguish more The Bam and Boo from other competitors.

Q5 - IDENTIFY THE MAIN DIMENSIONS OF THE PERCEIVED SERVICE QUALITY SHARED ONLINE

After analyzing all the quantitative parts of the reviews, it is important to understand what are the main dimensions that consumers most comment after experience the service quality of the company. To identify the dimensions, it was used a content analysis of

words data collected from online reviews on the fakebook's page of company. A text cloud analysis software, JasonDavies, was used to identify the words that most appear on the reviews by theme.

In general, words with more emphasis on the reviews are “great”, “love”, “good”, “product”, “service” and “message”.

It is possible to divide these set of words in two different groups. The first group include attributes related to all the different dimensions of the company service quality (“great”, “love” and “good”). The second group can be the most important dimensions of the company service quality for consumers (“product”, “service” and “message”). The reviews underline are related to positive feedback by most of the consumers who already had an experience on the Bam and Boo.

A Common Review from a Bam and Boo consumer states

Love my Bamboo. The material is great, friendly customer service contact and Fast Service.
Helping the Environment.

Another consumer shared

Love this product! The Quality is great and the message adds a personal touch.

Figure 16 Concept Map of Reviews



Source: Own Elaboration

Idea

The theme Idea combine the words “love”, “great”, “subscription”, “concept” and “ecofriendly”. This demonstrates that consumers have a positive feedback about the concept of the company. Consumers related the concepts of convenience (i.e. “subscription”, “replace”) and sustainability (i.e. “ecofriendly”, “biodegradable”, “environmental”) which is the main focus of the company.

A consumer commented

“Congratulations for the idea of selling eco-friendly toothbrushes. The product is biodegradable and the quality is visible. The color and Design are Top.”

Another consumer wrote

“Love the idea of not thinking to replace and the vibe of the company is very positive. The toothbrush is excellent.”

Figure 17 Concept Map for the Theme Idea



Source: Own Elaboration

Quality

The theme Quality is very important for consumers. It combines concepts such as “great”, “quality”, “good” and “toothbrush”. These themes emphasize the attributes of the products, specially toothbrushes. Those represents the positive acceptance of the product almost as it become essential in the everyday life. A consumer stated with emotion that “feel good”.

Another consumer commented

“The toothbrush is great. The company is super people oriented and super sweet. Thank you for your work.”

An additional consumer also exclaimed

“Good Quality! The customer Service is on point. Thank you so much!”

Figure 18 Concept Map for the Theme Quality



Source: Own Elaboration

Design

The theme Design is not so relevant for consumers. Adding words such “beautiful”, “love”, “color” and “packaging” are the most introduced by consumers. “Beautiful” is the word more expressed on the reviews when talking about the design of the products. The design of the Bam and Boo products is very similar to other brands. So, it is not a feature very recommended. Although, the consumers who recommend this feature give a positive feedback.

A Portuguese consumer wrote

“Love the concept! Ecofriendly products! Love the design and the service is five stars”

An English women wrote

“Nice Packaging design! Very personal customer service and the product arrived quickly!”

Figure 19 Concept Map for the Theme Design



Source: Own Elaboration

Personalization

Personalization, another theme, it is a competitive advantage for the company. Consumers describe personalization through concepts such “love”, “nice”, “great”, “sweet” and “message”. These concepts showed that consumers feel unique and sensitive in receiving more customize messages on the packaging. A consumer wrote enthusiastically “personal touch made my day”.

Another consumer exclaimed

“Personal touch made me smile! Quick delivery time! Can’t wait to brush my teeth!”

Also a different consumer state surprised

“Personalized message was a nice surprise. Great customer service. [They] give me another toothbrush without extra charge”

Figure 20 Concept Map for the Theme Personalization



Source: Own Elaboration

Customer Service

The theme Customer Service is very important for consumers. The concepts more associated are “service”, “customer”, “great”, “care” and “amazing”. Consumers value a lot a carefully and efficient customer service. The reviews emphasize the good relationship between the consumer and the customer service of the company. Consumers feel pleasant (“kind and genuine staff”) , enjoyable (i.e. “friendly staff”) and reliable (“quick, efficient and kind”) when talking with customer service.

An Italian Consumer said

“Lovely high quality products! The design is so creative and the company staff is amazing, sweet and efficient. Thanks a lot for creating this.”

And a Romanian Consumer said

“Great Quality! Great Customer Service, they respond very fast! Well done!”

Figure 21 Concept Map for the Theme Customer Service



Source: Own Elaboration

Logistic

The last theme analyzed is the Logistic. The Logistic concept includes words such “delivery”, “fast”, “arrived” and “shipping”. All of them indicate the efficiency and the speed that consumers receive their products. A Consumer state fascinated “extra fast delivery”.

Another consumer shared

“Innovator and Eco-friendly concept. [The order] arrived in three days!”

Figure 22 Concept Map for the Theme Logistic



Source: Own Elaboration

In Conclusion, those dimensions explain the importance of the service quality to fulfill consumer satisfaction. The theme idea demonstrates the genius part of the business by launching in the market the junction of Ecofriendly and Subscription concepts. The themes quality and design indicate the tangible part of the consumer experience. It is the

moment that consumer touch, feel and see the physical attributes of the product. The theme customer service illustrates the positive relationship between the company and the consumer. The theme logistic express the efficiency of the service. The theme personalization focusses on the sensitive and emotional part that made consumers feel anxious for the next arrival.

The Bam and Boo achieved its goals by meeting consumers expectation. It is stated that consumer satisfaction is consolidated by consumer trust, repeated purchase and consumer loyalty. This credibility it is proved The Bam and Boo service quality.

Q6 - IN YOUR OPINION, HOW SHOULD THE BAM AND BOO REACT TO NEGATIVE REVIEWS?

When a company want to achieve consumer loyalty, satisfaction and repurchase intention, it has to focus on their consumers opinions . Characteristics such priority, comprehension and respect are the most important for a consumer engage to a brand.

The reviews are an important tool to understand consumer satisfaction. The satisfaction or unsatisfaction that consumers share are relevant to the revenues of the company. Consumers are the most important asset of the company.

Consumers truly believe in family, friends and other consumers recommendations so bad reviews has a negative impact on company sales.

The Bam and Boo company is consumer-oriented, so negative reviews decrease image and reputation of the brand. Companies should show transparency on the information given to consumers. A company, as The Bam and Boo, that sell sustainable oral care products has to be care of which information is given to consumers.

For example: when consumers are buying sustainable products, they want to be certified that the manufacturing of the product is also eco-friendly.

All the processes around the product have to correspond to the values that company demonstrate.

The previous study showed that only 7% of The Bam and Boo reviewers had a negative opinion about the brand. Their most critics are about the logistic of the company, the quality of the product and customer service. The company should analyze their critiques and use them to improve it to not have complaints about the same subject.

About **logistics**, the company uses an extern service that already exists in the market. It is very difficult to control some fails such delivery time, what they insert on the package or even how the product arrives at consumers houses. The company only has the solution to offer new products or to give some discount to not lose the client.

The Bam and Boo consider **customer service** one of the most important features to be care on the company. They prepare the employees to be fast and efficient in the resolution of problems. But it is also important to create empathy with consumers, that means, the person who does customer service should be adapted to each consumer.

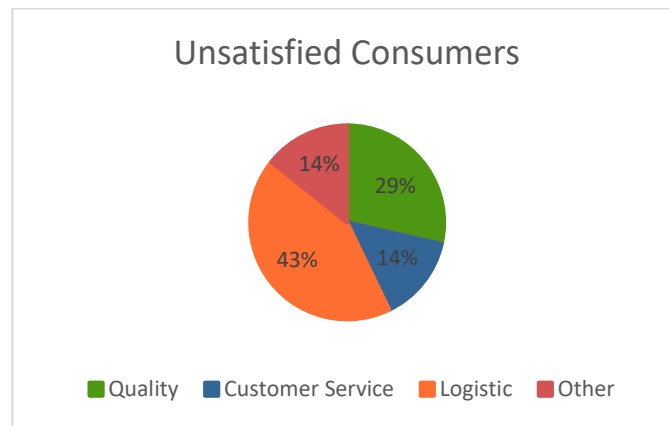
The last unlikely feature analyzed is the **Quality** of the product. If the problem is quality, the company should find what is wrong with the product and improve it according to consumers critiques. As The Bam and Boo products are handmade, the products have some particular differences so it is possible to occur some fails.

When this happen The Bam and Boo should offer a new product to consumer. Also, to not repeat it, the company should look carefully for the product before send It to consumers.

Sometimes, consumers also like to give some advices to improve the range of products. For example, for some consumers the medium size of the bristles does not work for them. So the company should think in create an alternative to this consumers(create harder bristles).

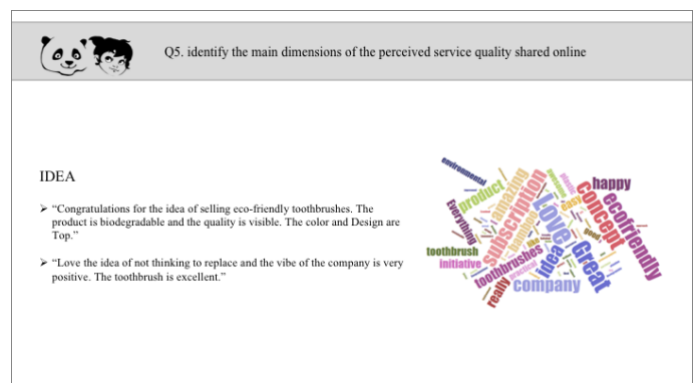
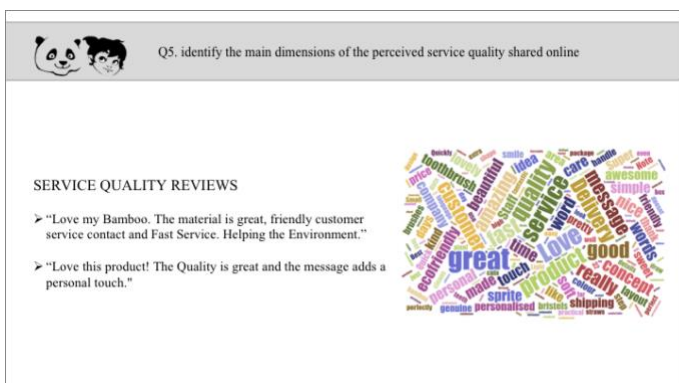
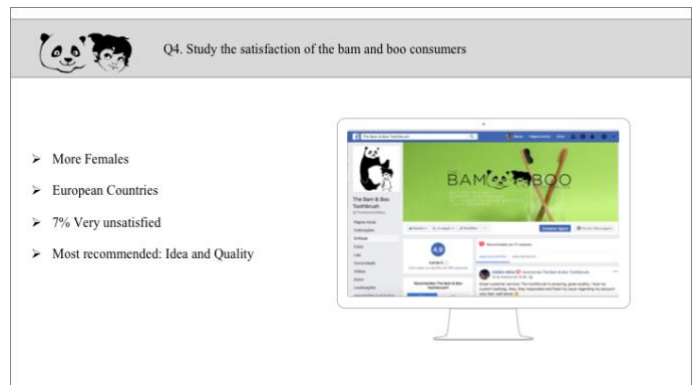
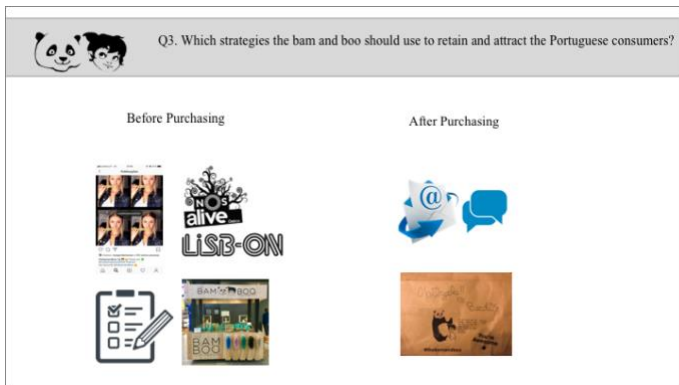
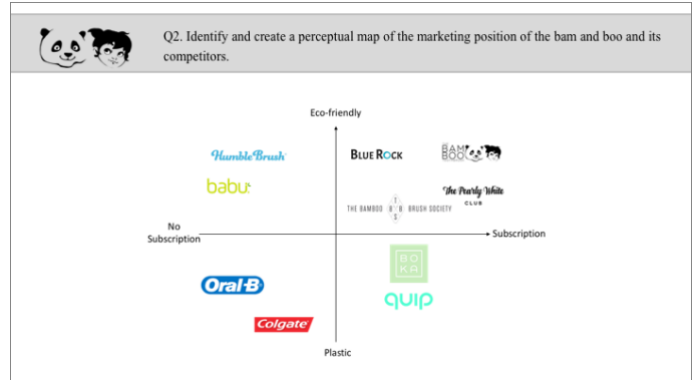
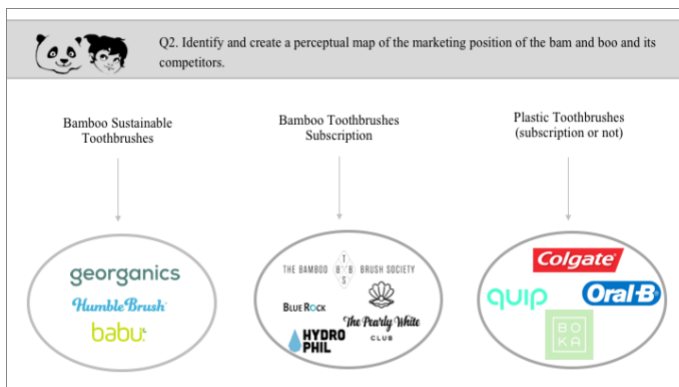
Negative reviews have to be answered very fast and in a clever and creative way to not lose consumers to their competitors. The Bam and Boo is in a growing market so the rivalry is increasing. Unsatisfied consumers will rapidly move to substitutes.

Figure 23 Concept Map for the Theme Logistic



Source: Own Elaboration

4.8. CASE STUDY RESOLUTION SLIDES




[illegible]

Q5. identify the main dimensions of the perceived service quality shared online


DESIGN

- "Love the concept! Ecofriendly products! Love the design and the service is five stars"
- "Nice Packaging design! Very personal customer service and the product arrived quickly!"



A word cloud visualization of customer feedback. The word 'beautiful' is the largest and most central. Other prominent words include 'design', 'color', 'shape', 'soft', 'nice', 'look', 'good', 'life', 'pleasant', 'price', 'packaging', 'service', 'love', 'concept', 'friendly', 'products', 'personal', 'customer', 'service', 'arrived', 'quickly', 'stars', 'five', 'eco', 'friendly', 'design', 'concept', 'friendly', 'products', 'love', 'design', 'the', 'service', 'is', 'five', 'stars', 'nice', 'packaging', 'design', 'very', 'personal', 'customer', 'service', 'and', 'the', 'product', 'arrived', 'quickly'. The words are in various colors and orientations, creating a dynamic and positive visual representation of customer sentiment.


[illegible]



Q5. identify the main dimensions of the perceived service quality shared online

CUSTOMER SERVICE


- "Lovely high quality products! The design is so creative and the company staff is amazing, sweet and efficient. Thanks a lot for creating this."
- "Great Quality! Great Customer Service, they respond very fast! Well done!"



Q5. identify the main dimensions of the perceived service quality shared online

LOGISTIC

- "extra fast delivery".
- "Innovator and Eco-friendly concept. [The order] arrived in three days!"



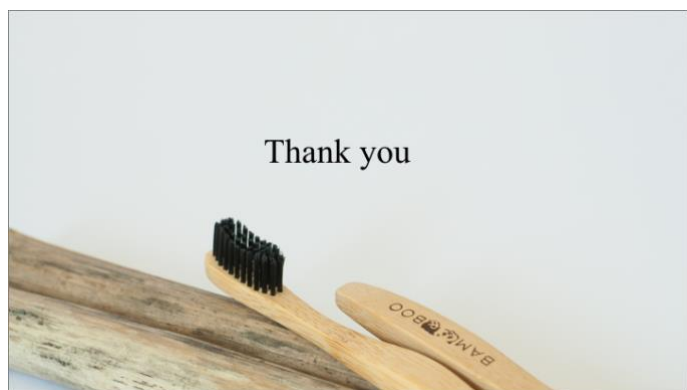
A word cloud visualization of service quality dimensions. The words are arranged in a circular pattern, with 'delivery' and 'time' being the most prominent. Other visible words include 'arrived', 'shipping', 'quick', 'fast', 'days', 'reliable', 'great', 'service', 'innovator', 'eco-friendly', 'concept', 'order', 'three', 'days', 'extra', 'fast', 'perceived', 'service', 'quality', 'shared', 'online'.

Q6. In your opinion, Why it is so important to the bam and boo know consumer satisfaction?

- Decrease Revenues and Brand Reputation
- Implementation of Strategies and Solutions
- Improve with recommendations

Unsatisfied Consumers

Reason	Percentage
Quality	28%
Customer Service	18%
Logistic	43%
Other	11%



4.9. MANAGEMENT LESSONS

This pedagogical case study emphasizes the importance of consumers to the company The Bam and Boo. With the large amount of competitors in this sector it is very important the loyalty and consumers satisfaction. The Bam and Boo is one of the first brands creating an ecological and convenience toothbrush to consumers. The concern about consumer opinion and recommendation lead to a best company performance.

With social media, the relationships between consumers and companies have been replaced and are more important than ever. Also, with fast moving trends consumers change their habits and attitudes very quickly and companies should have strategies prepared for those modifications.

New players are entering in the sustainable oral care market so The Bam and Boo has to be prepared to use strategies to attract and retain their consumers. It is provided an internal and external analysis to understand where the company is positioned and what to face in the future. Also, it is presented the forces of the company to confront the competition.

In the study, it is possible understand that Portugal should be the most attractive market to The Bam and Boo but by the analysis to the active consumers we verify that it is not the case. The Portuguese market is the main focus for implementation of marketing strategies of retention and attraction of consumers.

Besides The Bam and Boo has a good reputation by their global consumers, It is important to continue by giving attention before, during and after consumers purchase. With all the changes in the market it is difficult for the company to obtain consumers loyalty.

The last examination in the case is the transformation of consumer satisfaction in consumer loyalty. The reviews of The Bam and Boo fakebook's page show exactly consumer's opinion and experience about the company. The research in analysis demonstrates the profile of a satisfied consumer of the Bam and Boo and the chances and improvements that the company has to change the haters mind.

With the learning of this case study, The Bam and Boo can achieve its success as an consumer-oriented aim. It is crucial that all the elements of the company act efficiently and be adapted to each consumer.

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