

TABLE OF CONTENTS

| | |
|---|------------|
| TITLE PAGE..... | I |
| ABSTRACT..... | II |
| TABLE OF CONTENTS..... | IV |
| LIST OF IMAGE..... | VI |
| LIST OF ABBREVIATIONS..... | VII |
| CHAPTER 1..... | 1 |
| 1.1. Background..... | 1 |
| 1.2. Research Questions..... | 4 |
| 1.3. Research Objectives..... | 4 |
| 1.4. Research Significance..... | 5 |
| 1.5. Structure of Thesis..... | 5 |
| CHAPTER II..... | 7 |
| 2.1. Literature Review..... | 7 |
| 2.1.1. Presence of MNCs Worldwide..... | 7 |
| 2.1.2. MNCs' Sustainable Management..... | 10 |
| 2.1.3. Products Produced by Using Environment Friendly Process..... | 14 |
| 2.2. Theoretical and Conceptual Framework..... | 18 |
| 2.2.1. Liberalism..... | 18 |
| 2.2.2. Environmental Sustainability..... | 21 |
| 2.2.3. Corporate Social Responsibility..... | 22 |
| 2.2.4. Liberal Environmentalism..... | 25 |
| CHAPTER III..... | 29 |
| 3.1. Research Approach..... | 29 |

| | |
|---|-----------|
| 3.2. Research Method..... | 29 |
| 3.3. Data Collection Technique..... | 30 |
| 3.4. Data Analysis Technique..... | 30 |
| CHAPTER IV..... | 32 |
| 4.1. The Emergence of Environmental Problems and MNCs' Attitudes..... | 32 |
| 4.1.1. Environment Issues and Its Relationship with MNCs..... | 32 |
| 4.1.2. Nike's Environmental Sustainability Works since 2012..... | 38 |
| 4.1.3. VF Corporation's Environmental Sustainability Works since 2013..... | 42 |
| 4.1.4. Nike and VF Corporation's efforts and future goals..... | 45 |
| 4.2. Recognition Towards Green Products and The Purchase Behavior..... | 48 |
| 4.2.1. Consumer's changing awareness of environmental friendly products since 2005..... | 48 |
| 4.2.2. Consumer Purchase Behavior Towards Nike and VF Corporation's Products..... | 53 |
| CHAPTER V..... | 56 |
| 5.1. Conclusion..... | 56 |
| 5.2. Recommendations..... | 57 |
| BIBLIOGRAPHY..... | 59 |
| APPENDICES | |

LIST OF IMAGE

| | |
|--|----|
| IMAGE 4.1.1.1. Difference between Ordinary Marketing and GreenMarketing. | 40 |
| IMAGE 4.1.2.1. Nike's Space Hippie..... | 40 |



LIST OF ABBREVIATIONS



| | |
|------|--|
| CSR | : Corporate Social Responsibility |
| ESG | : Environmental, Social, and Governance |
| EU | : European Union |
| GHG | : Green House Gas |
| ISO | : International Organization for Standardization |
| MNC | : Multinational Corporation |
| NGOs | : Non Governmental Organization |
| NRDC | : Natural Resources Defense Council |
| SAC | : Sustainable Apparel Coalition |
| UN | : United Nations |