

# Green Marketing: An Empirical Study on Jharkhand Context - Consumer Perception and Preferences

Savita Sodhi<sup>1\*</sup> and Anupam Ghosh<sup>2</sup>

<sup>1</sup>Department of Management, Birla Institute of Technology, Mesra, Ranchi, Jharkhand, India. Email: [savitakaur\\_sodhi@yahoo.com](mailto:savitakaur_sodhi@yahoo.com)

<sup>2</sup>Assistant Professor, Department of Management, Birla Institute of Technology, Mesra, Ranchi, Jharkhand, India. Email: [iitanupam@gmail.com](mailto:iitanupam@gmail.com)

\*Corresponding Author

**Abstract:** Most of the manufacturers and customers have expressed about the environmental impact of the product and have directed their attention towards using environmentally friendly products. These products are supposed to be environment friendly in a way of efficient in energy, organic in nature and recyclable. Likewise, Jharkhand marketers also realise the importance of green marketing concept. Broadly research has been conducted by the researchers on green marketing, but barely research has been carried out covering the rural sector on consumer perception and preferences. This research briefly explains the environmental issues of Jharkhand region and identifies the green values of the consumers, the awareness level about the ecological aspect, green product and practices. The study conducted on green marketing practices and products also emphasizes the perception and the preferences of consumers. This study is carried out with a structured questionnaire of 119 respondents. The paper is followed by a brief introduction and literature review on green marketing. In the next section analysis of the data is performed with a final conclusion and discussion.

**Keywords:** Consumer perception, Consumer preferences, Green marketing, Green products, Marketing practices.

## I. INTRODUCTION

These day consumers are more concerned about the degradation of the environment and also the negative impact of their uses of product and services because of the changes in climatic conditions, global warming and increase in pollution (air and water). Though businesses are growing and following the latest marketing trend, marketing trends have to be studied by consumer behaviour, which can be found out by continually researching the changes in consumer behaviour. It is only possible by using green marketing strategy by organizations which provides the opportunity to meet the customer expectation and provides insight about environmental concerns. This in turns plays an important role in establishing a well-built consumer base and also

in gaining a competitive advantage in today's competitive world by the organization. Green marketing is known as environmental or ecological marketing. Marketing of those products which are presumed to be environmentally safe is known as Green Marketing (American Marketing Association) (Bhatia, M., & Jain, A. (2013)). No doubt that within last few years green marketing has steadily grown. With the changing marketing trends towards the promotion of products; Green Marketing is one of popular promotional strategy which is very important concerning consumer awareness and concerns these days. There are wide ranges of activities that are covered in green marketing, starting from modifying the product to the advertisement of a product that negatively impacts the environment. These days it has become distinguished from the organization point of view to follow the ethics with regards to an environmental issue to be competitive in the market. The organization supports the green values and practices to be n environmental friendly organization in the market and thus marketing themselves as green companies. In order to be successful in green marketing, companies must operate and devote themselves in an environment-friendly manner. These days' consumers prefer to use those products which are free from fertilizers, chemicals which increase the life of the product.

Jharkhand state is primarily rural, with only 24% of the population living in the cities. Now, the government of Jharkhand are trying to be attentive in the direction of environmental issues and are in the process of taking initiatives to avoid the spread of pollution in an environment. Now at a rural level both marketer and consumer are becoming stringent to switch into green products and services. As reported by Banyte et al. (2010a), Ottman and Reilly (1998) identified five groups of consumers according to their willingness to contribute to environmental protection (loyal green consumers, less devoted green consumers, consumers developing towards green, conservative consumers unwilling to change, consumers completely unwilling to change). These days' companies have adopted unique strategies to promote their product as a green product. For example electronic items with 'Energy Star

Label' which states that the use of the particular appliance will reduce the energy consumption and consumer can save a lot of money on consumption of electricity. With the advancement of advertisements in today's era, consumers are much focussed in adopting a green lifestyle. Thus advertisement plays an important role in laying down the foundation of a green planet. Many organizations have provided an option of re-cycled products to their customers, which is one of the most popular substitutes that benefit the environment. Companies are more dedicated to not using plastic bags, instead of using bags which are made up of recycled material.

### *Aim*

The main objective of the study is to understand the concept of Green Marketing in the rural context with special reference to Jharkhand.

- To know and measure the green values of the customers in Jharkhand.
- To identify and examine the awareness level about green products and practices of rural consumers in Jharkhand.
- To discover those brands, this helps rural consumers to correlate with green marketing practices.
- To know and investigate the preferences of Jharkhand customers about green products.
- To find out the factors that influence customer persuasion in a way to buy green products.
- To infer the questions and matter of green marketing practices in Jharkhand.

The paper follows with a brief literature review on green marketing, customer behaviour, green products and green values follows by the hypothesis development and finally, discussion and conclusion with implication and future research.

## II. REVIEW OF RELATED LITERATURE

The term green marketing came into existence in the late 1980s. It is also known to be Environmental marketing and Ecological marketing. The first book, entitled Ecological Marketing, was one of the significant outcomes of the first workshop conducted on "Ecological Marketing". This workshop was held by the American Marketing Association (AMA) in 1975. Green marketing concept acquired a distinguished prominence in the 1990s, but it was discussed earlier. Based on this numbers of books have been published and cited by (Charter 1992, Coddington 1993, Ottman 1993). Green marketing is not only about the advertising of product with environmental characteristics. It does include product modification, changes to the production process, packaging issues (Polonsky, Michael Jay 1994). According to (Mishra & Sharma, 2012) "the comprehensive concept of green marketing commences with production, material consumption and disposal of a product including services in a way to be less harmful

to the environment". This continues with the increasing understanding of the subject of global warming, hazardous waste and also the damaging impact of pollutants. Green marketing or Environmental Marketing includes all activities which are designed to facilitate any exchange to satisfy human wants and needs with the minimal impact on the environment (Polonsky, M. J. (1994) (Bhatia, M., & Jain, A. (2013)). Chen and Chai (2010) defined green marketing as the activities acknowledged by the companies which are concerned about environmental problems. It is said that green consumers and green consumerism came into existence in the 1970s and 1980s. Soonthonsmai (2007) defined green consumers are those who are aware of environmental issues and are interested. According to (Antil, 1984) green consumerism is about those consumers who are socially engaged with the prime focus on the protection of the environment. Weiner and Doescher (1991) described green consumerism as "pro-social" consumer behaviour (Bhatia, M., & Jain, A. (2013)). According to Ottman (1992), green marketing aims at offering several benefits to individuals, organizations and the environment. It leads to improvement in a personal healthier life, enhanced organizational performance, more robust environment, which ultimately leads to sustainable development. Various literature proposed in the area of green marketing supports the statement that these days consumer prefers to buy environmentally safe products and have a positive attitude towards companies which follows such practices. Though there is an enormous interest shown by the researchers and organization in green marketing, the demand for green products is not as high as expected (Bhatia, M., & Jain, A. (2013)). Mintel (1991) stated that there is a significant difference among consumers concern and genuine purchasing of green products. According to him, there is still a lot of scope and barriers towards ecologically oriented consumption styles among consumer. Ottaman (1992) stated that consumers would prefer to buy green products when quality, convenience, affordability and performance are met, and they understand how to solve the environmental problems when they purchase those products. So, it is the lack of knowledge amongst consumers and also the values of green product which avert them from making any purchase decisions.

As per Micheal J. Polonsky (1994), organizations have perceived green marketing or environmental marketing as an opportunity in a way to achieve their objective (stated by Keller 1987, Shearer 1990) (Bhatia, M., & Jain, A. (2013)). It has been commonly assumed that organizations have moral value to serve the society in a more environmentally friendly manner (Joel J. Davis 1992, Freeman & Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990). Government bodies are much concerned towards the protection of the environment which forces firms to adopt the laws laid down by the government and sound socially ethical. To be competitive in the market, firms utilize environmental activities which help change their traditional marketing activities to ecological marketing activities. It is observed to be one of the most important factors while purchasing a green product is the high price of the green product as compared to the traditional product (Bhatia, M., &

Jain, A. (2013)). To reduce the amount of the product, adequately designed environmental standards are must be in place. These standards when implemented can be innovative and would be beneficial in minimising the product cost with improved values. These applied innovations will allow all the companies to use the inputs of varied range in a more productive manner starting from raw material, energy and labour consumption. Thus, counterbalance the cost of improving environmental impact which will make companies more competitive along with the enhanced resource productivity (Bhatia, M., & Jain, A. (2013)). At present, it is an innovation that plays a vital role in companies to be competitive in the market and takes initiative towards sustainable development. In today's global economy if companies are not at adaptable towards the innovations which will lead to loss of competitiveness (Michale Porter & Claas van der Linder, 1995) (Bhatia, M., & Jain, A. (2013)). According to Jacquelyn Ottman (1998), marketing must include new product development and communications as per the environmental consideration from an organizational viewpoint. It is not only the suppliers and retailers but also the new stakeholders must be part of this comprehensive green marketing. In order to assure the needs and wants of the customer, there must be no negligence of environmental issues. Environmental friendly organizations are those organizations which do not compromise on operating their green practices in their processes and their products such that consumers prefer to buy the products (Bhatia, M., & Jain, A. (2013)). This, in turn, helps the organization to market them as a green organization.

In this competitive world, an individual's attitude can be easily predicted by their action. Various studies have been carried out in this area in a way to improve the ability to predict an individual's actions. Attitude can be defined as a "mental and neural state of readiness which helps in directing and focus on the individual's response to all the situations and objects with which it is related" (Allport, 1935). Blackwell et al. (2006) explained attitude as consumer likes and dislikes in his concluding remarks. It is found from the literature that consumers attitude is correlated with the knowledge and the personal experience (Davidson et al. (1985). But, lack of consistency was found when focussed on the relationship between consumer's attitude and their behaviour towards green consumerism. Likewise, consumers' attitude and green behaviour were hardly related (Mainieri et al., 1997). Earlier research carried out in this filed proved again that there is merely a correlation between consumer's attitude and their green behaviour (Tracy & Oskamp, 1984). According to (Chyong et al., 2006) attitude act as the most promising factor in predicting consumers' behaviour towards purchasing of green products. This can be expressed that price may not be the only factor for the consumer to decide. As suggested by Spruyt et al. (2007) that the attitude of the consumer is highly predictable by the individual's behaviour.

According to (Gadenne et al., 2011; Wulf & Schorder, 2003) the measurement criteria of attitudes of the customer to predict their behaviour towards purchasing of green products should be directed at a specific environmental issue. Many researchers

found that consumers are aware of the green products and impact on the environment to a great extent (Krause, 1993). However it is not an easy task when applying green marketing practises in business operations (Juwaheer, 2005). But in order to make the green product desirable for consumers, effective green marketing is required (Ghosh, M., 2011). Earlier studies confirmed that green consumerism will be the main focus to identify the consumer attitudes, behaviours and their intentions due to the environmental issues evolved over the period of time (Antonio et al., 2009). Various studies have been conducted on consumers based on the purchase decision. Similar studies were conducted on Ghanaian consumers where they found green marketing issues affect the purchase decision of the consumer at a very low level (Tweneboah – Koduah (2011)). Thus, it is the price of the product which plays a crucial role in influencing the purchase decision of green products. In recent literature, it is been stated that young consumers are more adaptable towards green issues. Due to lack of knowledge on the green issue and also because of low awareness, organisations are lacking in the area of development of green products (Cherian & Jacob (2012)). Various researchers have found out issues and challenges with respect to green marketing (Welling & Chavan, 2010). Fuller (1999) and Polonsky (2011) stated that if one wants to promote the activities of Green Marketing then in-depth research must be conducted. Wymer & Polonsky (2015) emphasized that government and consumers must play their part to solve the societal environmental problem. In a way to deal with green marketing initially, it may prove to be costly because of procuring new technology, modification in existing technology or green energy/power. To create awareness regarding green products and their uses huge investment is required in marketing promotions (Bhatia, M., & Jain, A. (2013)).

Most of the customers will not agree to pay extra for green products due to which sales of the company would get affected (Bhatia, M., & Jain, A. (2013)). It is the company responsible to communicate extensively the benefits and the current scenario of green marketing to the customers. Companies can communicate to the customers through various means tools of integrated marketing communication example: Eco-labelling. To assure customers about the green products available in the market Eco-labelling could be a good way to convince them. It may happen that customer pay extra amount if they see additional benefit mentioned on the product (like an environmentally safe product, non-hazardous product, quality, reusable, recyclable). Organizations can gain a competitive advantage and a strong consumer base when focussed more towards green marketing (Renfro, L. A., 2010). The lack of standards and common consensus among the public what actually constitute "green" is the most common challenges faces by the green marketer (Shafaat & Sultan, 2012) (Bhatia, M., & Jain, A. (2013)).

As global concerns about climate change are growing green marketing continues to gain popularity regardless of these challenges. In order to reduce the adverse climatic impacts on the product and services used by the customer, companies are

in a process to come forward to showcase their commitments in a way to be competitive in the market.

### *Rationale Behind*

In the competitive world, green marketing has evolved and acted as one of the major areas of interest by many researchers. Still, popularity in this area requires huge amount of investment which covers enhancement of technology, modification of various processes, providing and way to communicate the benefits to the customer. Due to stringent rules imposed by the government in India, many companies have started marketing themselves as green organizations (Bhatia, M., & Jain, A. (2013)). Although research has been conducted in India with respect to green marketing on a broader level very little research is done in a rural context. There is a gap between awareness of green products among consumers in a rural context. The attitude towards green products and the relationship between their behaviour and attitude of rural consumers of Jharkhand also form the major gap of this study. As explained earlier the green marketing is way ahead than traditional marketing, rural marketers need to know the factors that would help them to convince the consumers to buy green products. This research aims to find out about the factor which dominates the consumer point of view in a way to buy or not to buy the green products in a rural context.

### III. HYPOTHESIS DEVELOPMENT

The following hypotheses were generated after going through in-depth cited literature on green marketing. In order to infer the results, the following hypothesis to be verified with the statistical analysis used in this research.

*H01: There is an insignificant difference in the academic qualification of the consumer with respect to the preferences of green products.*

*H02: There is an insignificant difference in relation to green values with respect to gender.*

*H03: There is an insignificant difference in purchasing intention of customers for green products with reference to the proficiency of the customer.*

*H04: There is no relationship between preference for green products by the customer and the green values they consider.*

*H05: There is an insignificant difference in preference for green products in reference to the gender of the customer.*

#### *A. Research Instruments and Data Collection*

The instrument used in this study to collect reliable data from the respondents, established and validated scales were selected.

In this study, the instrument used for the survey was used based on Green Consumer Value scales explained by (K. L. Haws et al., 2010). The scale was adopted in this study with the aim to measure the green values of the customer of the Jharkhand region.

In total 119 valid responses of the questionnaire were received out of 150 and rest 31 were missing entries.

### *B. Analysis and Results*

TABLE I: GREEN MARKETING PRACTICE FROM CONSUMER POINT OF VIEW

	Mean	Std. Deviation
Eco-friendly products manufacturing.	4.71	.458
Product manufacturing through Eco-friendly processes.	4.63	.485
Promotion of products via Eco-friendly modes of communication.	4.66	.603
Branding of products associating with green marketing practices.	4.69	.517
Modify the product in order to make them environmentally friendly.	4.75	.436
Modify the packaging of the product in order to suit the environment.	4.88	.324
Educate customer in a manner to use the product in an environmental friendly way.	4.87	.333
Using a green supply chain for procurement and distribution.	4.85	.425

As shown in the above Table I, all the green marketing practices was found to be as considered and important by the consumer. Consumers have a strong perception of the importance of green marketing practices if organisations modify the packaging of the product and educate the customer to use the product in a friendly manner. As revealed from the mean score (4.88) & (4.87). From the finding, though the consumers are concerned about the environment but it is the organizations which have to come up with the ideas to employ the green practices in order to protect the environment.

Organisations with green claims are really concerned about the environment agreed by the consumer from the mean score (3.78). This means the consumers are doubtful about the green claims of the organisation. Consumers are not that confident about the organisations which are dedicatedly involved in promoting green claims.

TABLE II: HOW MUCH DO YOU AGREE THOSE ORGANIZATIONS WHICH ARE INVOLVED IN MANUFACTURING OR HELPS IN PROMOTING GREEN PRODUCTS ARE REALLY CONCERNED ABOUT THE ENVIRONMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	5	4.2	4.2	4.2
	Neutral	43	36.1	36.1	40.3
	Somewhat Agree	44	37.0	37.0	77.3
	Strongly Agree	27	22.7	22.7	100.0
	Total	119	100.0	100.0	

TABLE III: IN THE LAST FEW DECADES, DO YOU AGREE THAT ENVIRONMENTAL DEGRADATION HAS RISEN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	7	5.9	5.9	5.9
	Somewhat Agree	3	2.5	2.5	8.4
	Strongly Agree	109	91.6	91.6	100.0
	Total	119	100.0	100.0	

TABLE IV: DO YOU AGREE THAT THE SITUATION WILL BE WORSEN IN TERMS OF ENVIRONMENTAL DEGRADATION IN THE NEXT FIVE YEARS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Disagree	7	5.9	5.9	5.9
	Somewhat Agree	20	16.8	16.8	22.7
	Strongly Agree	92	77.3	77.3	100.0
	Total	119	100.0	100.0	

From the above Table III, it is evident that consumers strongly believe that environmental degradation has risen in the last few decades with the mean score (4.86). As mentioned above in Table IV, consumer strongly agreed that in the next five year the situation of the environment will be degraded with

the mean score (4.66). Though consumer has agreed with the fact that environmental degradation has risen in the past few decades but still they are in a dilemma whether to prefer the green products over the conventional product with a mean score (4.23).

TABLE V: WHILE YOU PURCHASE A PRODUCT I DO PREFER THE GREEN PRODUCT OVER THE CONVENTIONAL PRODUCT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Agree	92	77.3	77.3	77.3
	Strongly agree	27	22.7	22.7	100.0
	Total	119	100.0	100.0	

Now, here the marketer’s job is to promote and come up with such green products which are helpful in protecting the environment over conventional product. Consumers should be convinced about the green products over the

conventional product. The data which is received from the respondents belong to the rural area of Jharkhand. They strongly believe in the seriousness of various environmental concerns as high.

TABLE VI: COMPONENTS OF ADVERTISEMENT

	One Line of the Advertisement	Advertisement Theme/ Message from the Theme	Recommendations of the Celebrities	Short Song or Tune of the Advertisement
Valid	119	119	119	119
Missing	0	0	0	0
Mean	4.18	4.38	3.62	4.00

Consumers have rated the message/theme of the advertisement to be the most important factor for promoting the green products with a mean score (4.38) followed by the online line of the advertisement (4.18). Consumers have hardly able to

recall the advertisement for the green products or practices. This concludes that organizations must focus on the message or theme of the advertisement.

TABLE VII: GREEN CONSUMER VALUE MEASURE

Statements	Mean	Std. Deviation	N
How much do you agree that the environment doesn't get harm when I use the products.	4.42	.657	119
I make sure to think about the potential impact on the environment while taking my decision.	3.91	.781	119
Concern for our environment is being affected by my purchase habits.	4.10	.752	119
I am apprehensive about the resources of our planet getting wasted.	4.18	.663	119
I would express myself as an environmentally responsible person.	4.04	.643	119
I am willing to be inconvenienced in order to take actions that are more environmentally friendly.	3.82	.962	119

From the above Table VII overall green values of the consumers are found to be (4.080) which states that consumers are much inclined towards the protection of the environment.

IV. HYPOTHESIS TESTING

*H01: There is an insignificant difference in the academic qualification of the consumer with respect to the preferences of green products.*

Academic Qualification \* While you purchase a product, I do prefer the green product over the conventional product.

		While you purchase a product, I do prefer the green product over the conventional product.		Total
		Somewhat Agree	Strongly Agree	
Academic Qualification	Graduate	36	17	53
	Post Graduate	56	10	66
Total		92	27	119

Academic Qualification \* I feel that green products are priced higher as compared to the conventional product.

		I feel that green products are priced higher as compared to the conventional product.			Total
		Neutral	Somewhat Agree	Strongly Agree	
Academic Qualification	Graduate	5	30	12	47
	Post Graduate	8	51	6	65
Total		13	81	18	112

Academic Qualification \* I feel that the price of a green product affects my purchase behaviour

		I feel that the price of a green product affects my purchase behaviour.			Total
		Neutral	Somewhat Agree	Strongly Agree	
Academic Qualification	Graduate	6	24	17	47
	Post Graduate	3	32	30	65
Total		9	56	47	112

Academic Qualification \* I do consider the ill effects of manufacturing and consumption on the natural environment.

		I do consider the ill effects of manufacturing and consumption on the natural environment.					Total
		Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	
Academic Qualification	Graduate	0	4	8	30	5	47
	Post Graduate	2	8	11	36	8	65
Total		2	12	19	66	13	112

With respect to academic qualification and preference of green product, it was found to be a significant difference among both i.e. the preference of green product does depend upon the academic qualification of the consumer.

*H02: There is an insignificant difference in relation to green values with respect to gender.*

With respect to a hypothesis (H02), it can be concluded that there is no significant difference in relation to green values with respect to gender. P-value was found to be (0.775) which infers that the null hypothesis is accepted. It means the gender factor doesn't affect their green values.

*H03: There is an insignificant difference in purchasing intention of customers for green products with reference to the proficiency of the customer.*

With respect to hypothesis H03, there was no significant difference found in the purchasing intention of green products with respect to the academic qualification with *p-value* (0.735). This fails to reject the null hypothesis and clearly states that the qualification of the consumers doesn't affect the purchase intension of the consumers for green products.

*H04: There is no relationship between preference for green products by the customer and the green values they consider.*

TABLE VIII: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.0447	0.197	0.190	0.858

From the above Table VIII, the value of the correlation coefficient,  $R = 0.047$  which suggests that there is likely positive correlation among the preference of green products by the customer and the green values they consider. On the other hand, ( $R \text{ square} = 0.197$ ) 19.7% variation is found in purchase preference for green products.

So, this means there are other factors as well which has an impact on green purchase behaviour. There can be a possibility that these factors can be explored in future research.

*H05: There is an insignificant difference in preference for green products in reference to the gender of the customer.*

		According to you, the following factors affect the purchase of green products.				Total
		Green Products Availability	Information Provided on Product	Awareness About Green Products	Based on Past Experiences	
Gender	Male	3	5	33	16	57
	Female	4	4	29	18	55
Total		7	9	62	34	112

With respect to the fifth hypothesis, it was found that there is a significant difference awareness of the green products affects the purchase of a green product the most, irrespective of the gender.

## V. DISCUSSION AND CONCLUSION

This study focuses on the Jharkhand level, which is supposed to be a rural area. Consumers have hardly known about green products and practices. Marketers should come with new ideas at a provincial level about green products and thus communicate the benefits to the consumers. Television, Newspaper and outdoor media are the leading sources of information of the respondents. Marketers must utilise this information for reaching out to the consumer concerning the purchasing of green products. Awareness about green products is found not to be much higher among consumers. But at the same time, much of consumers are not aware of the initiatives taken by the Jharkhand government in this regard. Consumer prefers much conventional product rather than green product due to pricing. Jharkhand government should come up with a new pricing strategy so that consumer prefers to buy green products. In this way, the consumer can opt to switch from conventional product to green product.

## VI. IMPLICATIONS AND FUTURE RESEARCH AGENDA

The study focused on a limited geographical area of Jharkhand but has gained useful insights into the behaviour of consumers towards green products. Future research should focus on the psychographic segmentation of consumers.

The study considered the minimal sample size and few areas at a provincial level in Jharkhand. The analysis can be done on a larger scale to understand the behaviour of consumers and more about green values and preferences.

## REFERENCES

- [1] G. W. Allport, *Attitudes. In a Handbook of Social Psychology*, Worcester, MA: Clark University Press, 1935.
- [2] J. H. Antil, "Socially responsible consumers: Profile and implications for public policy," *Journal of Macromarketing*, Fall, vol. 4, no. 2, pp. 18-39, 1984.
- [3] C. Antonio, R. Sergio, and M. J. Francisco, "Characteristics of research on green marketing," *Business Strategy and the Environment*, vol. 18, no. 4, pp. 223-239, 2009.
- [4] R. D. Blackwell, P. W. Miniard, and J. F. Engel, *Consumer Behaviour, 10th ed.*, Thomson Learning, South Western, 2006.
- [5] M. Braimah, and E. Y. Tweneboah-Koduah, "An exploratory study of the impact of green brand awareness on consumer purchase decisions in Ghana," *Journal of Marketing Development and Competitiveness*, vol. 5, no. 7, pp. 11-18, 2011.
- [6] M. Bhatia, and A. Jain, "Green marketing: A study of consumer perception and preferences in India," *Electronic Green Journal*, vol. 1, no. 36, 2013.
- [7] J. Cherian, and J. Jacob, "Green marketing: A study of consumers' attitude towards environment friendly products," *Journal of Asian Social Science*, vol. 8, no. 12, pp. 117-126, 2012.
- [8] D. Crispell, "Going green(ish)," *Public Perspective*, pp. 28-30, September/October 2001.
- [9] T. B. Chen, and L. T. Chai, "Attitude towards the environment and green products: Consumers' perspective," *Management Science and Engineering*, vol. 4, no. 2, p. 27, 2010.
- [10] H. T. Chyong, G. Phang, H. Hasan, and M. R. Buncha, "Going green: A study of consumers' willingness to pay for green products in Kota Kinabalu," *International Journal of Business and Society*, vol. 7, no. 2, pp. 40-54, 2006.
- [11] A. R. Davidson, S. Yantis, M. Norwood, and D. E. Montano, "Amount of information about the attitude object and attitude behavior consistency," *Journal of Personality and Social Psychology*, vol. 49, no. 5, pp. 1184-1198, 1985.
- [12] J. J. Davis, "Ethics and environmental marketing," *Journal of Business Ethics*, vol. 11, no. 2, pp. 81-87, 1992.
- [13] R. E. Freeman, and J. Liedtka, "Corporate social responsibility: A critical approach," *Business Horizons*, vol. 34, no. 4, pp. 92-98, 1991.



- [14] D. A. Fuller, *Sustainable Marketing: Managerial and Ecological Issues*, SAGE Publications, Inc., London, UK, 1999.
- [15] D. Gadenne, B. Sharma, D. Kerr, and T. Smith, "The influence of consumers' environmental beliefs and attitudes on energy saving behaviours," *Energy Policy*, vol. 39, no. 12, pp. 7684-7694, 2011.
- [16] M. Ghoshal, "Green marketing - A changing concept in changing time," *Journal of IMR-Mgt*, vol. 2, no. 1, pp. 1-24, 2008.
- [17] K. L. Haws, K. P. Winterich, and R. W. Naylor, "Green consumer values," *Handbook of Marketing Scales*, 3rd ed., pp. 172-173, 2010.
- [18] K. E. Henion, and T. C. Kinnear, "Measuring the effect of ecological information and social class on selected product choice criteria importance ratings, ecological marketing," American Marketing Association, Chicago, pp. 145-156, 1976.
- [19] T. D. Juwaheer, "Emerging shades of green marketing conscience among the population of a small island economy - A case study on Mauritius, 2005. [Online]. Available: [http://irfd.org/events/wfsids/virtual/papers/sids\\_tdjuwaheer.pdf](http://irfd.org/events/wfsids/virtual/papers/sids_tdjuwaheer.pdf)
- [20] G. M. Keller, "Industry and the environment: Toward a new philosophy," *Vital Speeches*, vol. 54, no. 7, pp. 154-157, 1987.
- [21] D. Krause, "Environmental consciousness: An empirical study," *Journal of Environment and Behavior*, vol. 25, no. 1, pp. 126-42, 1993.
- [22] T. Mainieri, E. Barnett, T. Valdero, J. Unipan, and S. Oskamp, "Green buying: The influence of environmental concern on consumer behaviour," *Journal of Social Psychology*, vol. 137, no. 2, pp. 189-204, 1997.
- [23] R. Mintel, and E. Stamatiou, "Green roofs – A 21st century solution to the urban challenges of green space, air pollution, flooding & energy conservation," WSEAS International Conference Vouliagmeni, Greece, *Journal WSEAS Transactions on Energy, Environment, Ecosystems and Sustainable Development*, vol. 2, no. 6, pp. 909-918, 2006.
- [24] P. Mishra, and P. Sharma, "Green marketing: Challenges and opportunities for business," *Journal of Marketing Communications*, vol. 8, no. 1, pp. 35-41, 2012.
- [25] A. McIntosh, "The impact of environmental issues on marketing and politics in the 1990s," *Journal of the Marketing Research Society*, vol. 33, no. 3, pp. 205-217, 1990.
- [26] J. Ottman, *Green Marketing: Opportunity for Innovation*, 2nd ed., NTC Business Books, 1992.
- [27] M. J. Polonsky, "An introduction to green marketing," *Electronic Green Journal*, no. 2, UCLA Library, UC Los Angeles, 1994.
- [28] M. J. Polonsky, "Transformative green marketing: Impediments and opportunities," *Journal of Business Research*, vol. 64, no. 12, pp. 1311-1319, 2011.
- [29] M. E. Porter, and C. van der Linde, "Green and competitive: Ending the stalemate," *Harvard Business Review*, pp. 119-134, September-October 1995.
- [30] L. A. Renfro, *Green Business Operations and Green Marketing*, Gatton Student Research Publication, vol. 2, no. 2, 2010.
- [31] A. Shafaat, and A. Sultan, "Green marketing," *Excel International Journal of Multidisciplinary Management Studies*, vol. 2, no. 5, 2012.
- [32] J. W. Shearer, "Business and the new environmental imperative," *Business Quarterly*, vol. 54, no. 3, pp. 48-52, 1990.
- [33] V. Soonthonsmai, "Environmental or green marketing as global competitive edge: Concept," In *Synthesis, and Implication, EABR (Business) & ETLC (Teaching) Conference Proceedings*, Venice, Italy, 2007.
- [34] A. Spruyt, D. Hermans, J. D. Houwer, J. Vandekerckhove, and P. Eelen, "On the predictive validity of indirect attitude measures: Prediction of consumer choice behavior on the basis of affective priming in the picture-picture naming task," *Journal of Experimental Social Psychology*, vol. 43, no. 4, pp. 599-610, 2007.
- [35] A. P. Tracy, and S. Oskamp, "Relationships among ecologically responsible behaviours," *Journal of Environmental Systems*, vol. 13, no. 2, pp. 115-126, 1984.
- [36] J. L. Weiner, and T. A. Doescher, "A framework for promoting cooperation," *Journal of Marketing*, vol. 55, no. 2, pp. 38-47, 1991.
- [37] M. N. Welling, and A. S. Chavan, "Analyzing the feasibility of green marketing in small and medium scale manufacturers," *APJRB*, vol. 1, no. 2, 2010.
- [38] K. D. Wulf, and G. O. Schroder, "Assessing the impact of a retailer's relationship efforts on consumers' attitudes and behaviour," *Journal of Retailing and Consumer Services*, vol. 10, no. 2, pp. 95-108, 2003.
- [39] W. Wymer, and M. J. Polonsky, "The limitations and potentialities of green marketing," *Journal of Nonprofit & Public Sector Marketing*, vol. 27, no. 3, pp. 239-262, 2015.