

## **AWARENESS OF GREEN MARKETING AND ATTRIBUTES AFFECTING THE BUYING DECISIONS AMONG THE CUSTOMERS IN TUMAKURU CITY**

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### **ABSTRACT**

*Green marketing includes different aspects such as ecologically safer products, recyclable and biodegradable packaging energy efficient operations and better pollution controls. The awareness and buying decisions of green product customers are affected by different factors. The present study is assessing the different attribute wise influence on green market awareness and green product buying decisions. The objectives of the study are: to study the concept of green marketing, To study the attribute-wise consumers' awareness of Green Marketing, To identify the factors that influences the customers buying decision on green products, to give suggestions to improve the customers' awareness and buying decisions of Green Products in the study area. The Hypothesis of the study is to test the association between variables like gender, education, monthly income and age and status of awareness of green marketing. Chi Square test is applied to test the statistical significance of the observed association in a cross tabulation. The study found that there is the association between gender, education, monthly income and age and status of awareness of green marketing; majority uses to buy green products with environmental concern, products' package influences the customers buying, majority of customers buy in nearby small shops, service attracts the customers, half of the customers bought food and health green products, companies are reluctant due to different difficulties. It is recommended that proper steps to be taken by the Government and concerned business authorities to promote green marketing awareness among all the customers.*

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**Keywords:** *Green Marketing, Biodegradable Packaging, Recyclable, Statistical Significance.*

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### **Introduction**

Green marketing includes different aspects such as ecologically safer products, recyclable and biodegradable packaging energy efficient operations and better pollution controls. The progress of green marketing resulted in the products like packaging made from recycle paper, phosphate-free detergents, refillable containers for cleaning products and bottle using less plastic. Green marketing is also known as environmental marketing or sustainable marketing.

Now the consumer is very conscious about natural products. Each business unit is shifting its views and behavior in an attempt to address the concerns of consumers. Green marketing is becoming more important to businesses because of consumers genuine concerns about our limited resources on the earth. By implementing green market measures in order to save the earth's resources in productions, packaging and operations businesses are showing consumers that they too share the same concern about environment, boosting their credibility. Government has also taken certain initiatives by making regulation relating to green marketing in order to protect the environment.

Green marketing is the marketing of products that are presented to be environmentally safe. Thus, green marketing incorporates a broad range of activities including products modifications, changes to the production process, packaging changes, as well as modifying advertising. It is the process of selling products and services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/ or packaged in an environmentally friendly way.

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### **Meaning and Definition**

Green marketing is the marketing of products that are presumed to be environmentally safe.

Green marketing refers to the process of selling products and or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and or packaged in an environmentally friendly way.

### **According to POLONSKY (1994)**

Green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

“GREEN MARKETING” refers to holistic marketing concept wherein the production marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implication of global warming, non biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services while the shift to “GREEN” may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost wise too, in the long run.

### **Green Consumer**

The green consumer is generally defined as one who adopts environmentally friendly behaviors and or who purchases green products over the standard alternatives. Green consumers are more internally controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only they as consumers can also play a part. They are also less dogmatic and more open-mindedness or tolerant towards new product and ideas. Their open mindedness helps them to accept green products and behaviors , more readily.

### **Green Products and its Characteristics**

The products those are manufactured through green technology and that caused environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### **Necessity of Green Marketing**

People know that the resources are scarce in nature, certain products creating environmental pollution. Usage of plastic leads to health hazards or diseases, emissions affecting Ozone layer, chemical products are harmful. So, Green Marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. For instance, every recycled ton of paper saves approximately 17 trees, which are then available for other uses. Recycling paper also reduces the air and water pollution due to paper manufacturing.

### **Review of Literature**

**Elkington,( 1994):** There have been a number of different factors which are instrumental in promoting green consumers to purchase green products. Extensive research over the years identify that heightened awareness of green issues; increased level of information availability on environmental sustenance green advertising by corporations; increased concern for the environment; increase in popularity of green products by social and environmental charities as some factors. This overwhelming increase in the overall environmental consciousness among different consumer profile there have been efforts undertaken by firms to “go green” by presenting the concept of corporate environmentalism.

**Kilbourne & Beckman (1998):** He tried to map out the development of green marketing environment from the early researches. Evolution of green marketing environment started with the conceptualization of environmental consciousness, environmentally related behaviors such as recycling and attitudes towards environmental problems such as pollution. This trend was later on followed by energy conservation and many public policies were added to the agenda which remained predominantly managerialist in perspective.

**Sanjay K. Jain & Gurmeet Kaur (2004):** In their study Environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behavior prevalent among consumers in India.

**Donaldson (2005) :** in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

**Alsmadi (2007):** Investigating the environmental behavior of Jordanian consumers reveals a High level of environmental conscience. Unfortunately however this positive tendency and Preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005).

**Kiran (2012)** narrated that in today's business world environmental issues play an important role in marketing. All most all the governments around the world have concerns about green marketing activities and they have attempted to regulate them. There has been little attempt to academically examine environmental or green marketing. It introduces the terms and concepts of green marketing, briefly discusses why going green is important and also examines some of the reasons why organizations are adopting a green marketing philosophy. It also focuses on some of the problems with green marketing. Recommendations to make green marketing a success story have been elaborated by enumerating the simple rules to be followed. The conclusion focuses on various aspects of green behaviour, sustainability and other measures for Green marketing to gain foothold for the betterment of the society at large.

**Singh (2012)** explained that Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of products that are presumed to be environmentally safe. Therefore, it becomes very Dr. PawanKumar : 55 : essential to understand the dualism between green marketing and the growing price of the green products. Green Marketing is posing some of challenges which require innovative technology so that the 'green products' can obtain wider market at domestic and international levels.

**Kumar (2013)** studied that majority of Indian companies and government agencies are not concerned about the Green marketing and environmental protection. Thus we can say that Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Marketeers also have the responsibility to make the consumers understand the need and benefits of green products as compared to non-green ones. Now this is the right time to select "Green Marketing" globally.

**Aggarwal (2014)** explained that Green marketing offers business bottom line incentives and prime line growth prospects. Whereas modification of business or production processes could involve start-up prices, little question in long-term it'll economize. For instance value of the putting in solar power is an investment in future energy cost savings. Corporations that develop new and improved goods and services with environmental impacts in mind offer themselves access to new markets, significantly increase profits and revel in competitive blessings over those promoting non-environmentally accountable alternatives.

### Research Gap

The review of literature shows that the earlier studies were conducted on factors affecting the consumer behavior on green marketing. The research gap is the association between variables and the status of awareness of green marketing. The present study assessed the association between variables like gender, level of education, level of monthly income and age group and status of awareness of green marketing. It also studied the attribute-wise influence on, green product customers' buying decision, agreeing level and satisfaction levels of green product customers.

### Statement of the Problem

As the concept of "GREEN" was introduced in the year 1975 but got more importance and more weightage in the decade of 1980 and 1990. The awareness and buying decisions of green product customers are affected by different factors. The present study is assessing the different attribute wise influence on green market awareness and green product buying decisions.

### Objectives of the Study

- To study the concept of green marketing.
- To study the attribute-wise consumers' awareness of Green Marketing in the study area.
- To identify the factors that influences the customers buying decision on green products.
- To give suggestions to improve the customers' awareness and buying decisions of Green . Products.

### Methodology

The study is based on survey method.

**Hypothesis of the Study:** The Hypothesis of the study is framed to test the association between variables like gender, education, monthly income and age and status of awareness of green marketing.

### Tools Used

Chi Square test is applied to test the statistical significance of the observed association in a cross tabulation.

Several attributes are assessed with the help of tables on percentage basis.

### Scope of the Study

The scope of the study is the attribute wise influence on green market customers' awareness and buying decision on Green Products in Tumkur city.

### Significance of the Study

This research is to throw the light upon the concept of green marketing, which aims to protect the environment from pollution. This research try to identify the different attributes influencing the purchase decision of the consumer which benefit the organization in designing the appropriate marketing mix. This research reveals the consumers' understanding of the concept and how their attributes influences upon their buying decisions of green products.

### Sources of Data

- **Primary Data:** is collected with the help of questionnaires.
- **Secondary Data:** Secondary data is collected by referring to the journals, articles, newspaper, books and also by referring to some website.

### Sampling Design

- **Sample Size:** The sample size of the study is 100 respondents.
- **Sampling Technique:** Simple random technique is used for the study of green marketing.
- **Sampling Unit:** The sampling unit is Tumakuru city customers.

### Operational Definitions\

- **Green Marketing:** Green marketing refers to the process of selling products and or services based on their environmental benefits such as eco-friendly product or service or package.
- **Green Washing:** Green washing refers to all industries that adopt outwardly green acts with an underlying purpose to increase profits.

- **Eco Friendly:** Eco friendly refers to goods or services, laws, guidelines and policies that inflict reduced minimal or no harm upon eco system or the environment. Companies use these ambiguous terms to promote goods and services sometimes with additional more specific certifications such as eco label.
- **Green Packaging:** Green packaging or sustainable packaging to refer to packaging that has been manufactured with consideration of the environment. They support packaging materials derived from recycled sources as well as clean and green manufacturing processes.

#### Limitation of the Study

The study is limited to Tumkur City only.

#### Data Analysis

**Table 1: Attribute - wise influence on Awareness of Green Marketing**

Sl. No.	Characteristics	Description	Number	%age	Awareness	Response	No.	%age
1	Gender	Male	40	40	Aware of Green Mrketing	Yes	22	55
						No	18	45
		Female	60	60	Aware of GM	Yes	49	82
						No	11	18
2	Age	Below 25 years	41	41	Aware of GM	Yes	25	61
						No	16	39
		25 – 35 yrs	32	32	Aware of GM	Yes	24	75
						No	08	25
		35 – 45 yrs	11	11	Aware of GM	Yes	09	82
						No	02	18
3	Qualification	Above 45 yrs	16	16	Aware of GM	Yes	14	87
						No	02	13
		Illiterate	02	02	Aware of GM	Yes	01	50
						No	01	50
		Upto SSLC	04	04	Aware of GM	Yes	03	75
						No	01	25
		PUC	22	22	Aware of GM	Yes	17	78
						No	05	22
		UG	44	44	Aware of GM	Yes	35	80
						No	09	20
		PG	28	28	Aware of GM	Yes	23	82
						No	17	18
4	Occupation	Unemployee	04	04	Aware of GM	Yes	02	50
						No	02	50
		Student	10	10	Aware of GM	Yes	06	60
						No	04	40
		Businessmen	24	24	Aware of GM	Yes	17	70
						No	07	30
		Farmers	21	21	Aware of GM	Yes	13	60
						No	08	40
		Employees	41	41	Aware of GM	Yes	32	75
						No	09	25
5	Marital Status	Married	52	52	Aware of GM	Yes	41	78
						No	11	22
		Unmarried	48	48	Aware of GM	Yes	30	63
						No	18	17
06	Monthly Income ( in Rs.)	Below 20,000	50	50	Aware of GM	Yes	33	66
						No	17	34
		20,000–30,000	22	22	Aware of GM	Yes	16	72
						No	06	28
		30,000 – 40,000	17	17	Aware of GM	Yes	13	77
						No	04	23
		Above 40,000	11	11	Aware of GM	Yes	09	82
						No	02	18

7	Consumer Awareness of Green Marketing	Yes	71	71				
		No	29	29				
8	Purpose of Green Marketing	Publicity	15	15				
		Environment Concern	78	78				
		Attracting consumers	04	04				
		Others	03	03				
9	Elements influencing buyers behavior	Products	17	17				
		Package	47	47				
		Place	05	05				
		Promotion	19	19				
		All the above	12	12				
10	Purchase place	Retail outlets	11	11				
		Nearby small shops	67	67				
		Petty shops	04	04				
		Weekly bazaar	11	11				
		Others	07	07				
11	Reason for purchase in the preferred stores	Discounts	22	22				
		Variety	14	14				
		Proximity	09	09				
		Service	50	50				
		Others	05	05				
12	Type of Green products bought in last 3 months	Food Health care	50	50				
		Cleaning Products	08	08				
		Cosmetic Products	33	33				
		House Hold Products	07	07				
		Others	02	02				
13	Purchase period of Green Products in last 3 months	Once in a week / more often	73	73				
		Once in a month / Less than once in a month	27	27				
14	Factors influence the consumers before buying Green Products	Enhance Quality of Life	25	25				
		Environmental Protection responsibilities	44	44				
		Potential increase in product Value	09	09				
		Getting High level of Satisfaction	22	22				
15	Reasons for companies showing reluctant	Difficult for all companies	72	72				
		Huge Investment	03	03				
		Govt. not taking initiative	22	22				
		Others	03	03				

Source: Survey

**Table 2: Level of Agreeing with Green Marketing (in % age )**

Sl. No.	Descriptions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Concept of Green Marketing	71	11	02	04	02
2	Improved Productivity	81	11	02	03	03
3	Save Resources and manage waste	78	12	03	04	03
4	Consumer Awareness of Green Marketing	78	04	03	13	02
5	Environment consideration prior to purchase	87	07	01	03	02
6	Companies reluctant in implementing Green Marketing	65	05	05	20	05
7	Need Extra Features	61	05	07	20	07

Source: Survey

**Table 3: Level of Satisfaction with Green Marketing**

Sl. No.	Descriptions	Highly Satisfied	Satisfied	Undecided	Dissatisfied	Highly Dissatisfied
1	Satisfaction levels about the availability of Green Products in nearby locality	28	60	05	04	03

Source: Survey

**Chi-Square Test**

Chi-square statistic ( $\chi^2$ ) is used to test the statistical significance of the observed association in a cross tabulation. It assists us in determining whether a systematic association exists between the two variables. The null hypothesis,  $H_0$ , is that there is no association between the variables. The test is conducted by computing the cell frequencies that would be expected if no association were present between the variables, given the existing row and column totals. These expected cell frequencies, denoted  $f_e$ , are then compared to the actual observed frequencies,  $f_o$  found in the cross tabulation to calculate the chi-square statistic. The greater the discrepancies between the expected and actual frequencies, the larger the value of the statistic. Assume that a cross tabulation has  $r$  rows and  $c$  columns and a random sample of  $n$  observations. The chi-square distribution is a skewed distribution whose shape depends solely on the number of degrees of freedom. As the number of degrees of freedom increases, the chi-square distribution becomes more symmetrical [Naresh Malhotra & Satyabhushan Dash, 2013].

**Test of Hypotheses**

$H_0$ : There is no association (relationship or dependency) between *Gender* and status of awareness of Green Marketing.

$H_1$ : There is an association (relationship or dependency) between *Gender* and status of awareness of Green Marketing.

**Table 4: Association between status of awareness of Green Marketing and Gender**

Gender	Awareness of Green Marketing (in %)		Total
	No	Yes	
Male	45.0	55.0	100.0
Female	18.0	82.0	100.0

Pearson Chi-Square Value (table 1) = 15.664

Asymptotic significance (p-value) = 0.000<sup>\*</sup><sup>\*</sup> Significant at 5 % level.

From the Chi-square test result (see table no. 4), it is observed that p-value is 0.15.664 (chi-square = 15.664) which is lesser than the significant alpha level of 0.05 (at 95 percent confidence level). Hence, the hypothesis ( $H_1$ ) that there is an association between gender and the *Awareness of Green Marketing* is accepted. In other words, it is observed from the above table that as one move from 'No' to 'Yes' about the awareness of green marketing, percentage of female is considerably higher (82.0 percent) as compared to their male counterpart (55.0). Hence, it emerges that there is a statistical evidence to conclude that female respondents are more aware of green marketing.

### Hypothesis 2

**H<sub>0</sub>:** There is no association (relationship or dependency) between *Level of Education* and status of awareness of Green Marketing.

**H<sub>1</sub>:** There is an association (relationship or dependency) between *Level of Education* and status of awareness of Green Marketing.

**Table 5: Association between levels of education and Awareness of Green Marketing**

Educational Qualification	Awareness of Green Marketing (in %)		
	No	Yes	Total
Illiterate	50.0	50.0	100.0
SSLC	25.0	75.0	100.0
PUC	22.0	78.0	100.0
Degree	20.0	80.0	100.0
PG	18.0	82.0	100.0

Pearson Chi-Square Value (table 2) = 25.307

Asymptotic significance (p-value) = 0.000\*

\* Significant at 5 % level.

From the Chi-square test result (see table no. 5), it is observed that p-value is 0.000 (chi-square = 25.307) which is lesser than the significant alpha level of 0.05 (at 95 percent confidence level). Hence, the hypothesis (H<sub>1</sub>) that there is an association between levels of education and the *Awareness of Green Marketing* is accepted. In essence, the percentage of respondents saying 'Yes' increases with the increase in the level of the qualification of the respondents. In essence, the percentage in agreeing that they are aware of green marketing significantly increases as one move from illiterate to graduate and post graduate category of education level.

### Hypothesis 3

**H<sub>0</sub>:** There is no association (relationship or dependency) between *Monthly Income* and status of awareness of Green Marketing.

**H<sub>1</sub>:** There is an association (relationship or dependency) between *Monthly Income* and status of awareness of Green Marketing.

**Table 6: Association between Monthly Income and Awareness of Green Marketing**

Monthly Income (in Rs)	Awareness of Green Marketing (in %)		
	No	Yes	Total
Below 20,000	34	66	100.0
20,000 – 30,000	28	72	100.0
30,000 – 40,000	23	77	100.0
Above 40,000	18	82	100.0

Pearson Chi-Square Value (table 2) = 7.3616

Asymptotic significance (p-value) = 0.061

From the chi-square test result (see table no. 6), it is observed that p-value is 0.061 (chi-square = 7.361) which is greater than the significant alpha level of 0.05 (at 95 % confidence level). Hence, we accept null hypothesis (H<sub>0</sub>) and reject alternative hypothesis ((H<sub>1</sub>). In essence, there is no statistical evidence to conclude that there is no association or relationship between the quantum of monthly income and their awareness towards green marketing. In other words, as we move from a lower income to a higher income group, the percentage of respondents having awareness almost remain the same. That is, irrespective of the income category, the status of awareness of green products remains the same.

### Hypothesis 4

**H<sub>0</sub>:** There is no association (relationship or dependency) between *Age* and status of awareness of Green Marketing.

**H<sub>1</sub>:** There is an association (relationship or dependency) between *Age* and status of awareness of Green Marketing.

**Table 7: Association between Age and Awareness of Green Marketing**

Age Group (in Yrs)	Awareness of Green Marketing (in %)		
	No	Yes	Total
Below 25 years	39	61	100.0
25 – 35 yrs	25	75	100.0
35 – 45 yrs	18	82	100.0
Above 45 yrs	13	87	100.0

Pearson Chi-Square Value (table 2) = 21.135

Asymptotic significance (p-value) = 0.000\*

\* Significant at 5 % level.



From the Chi-square test result (see table no. 7), it is observed that p-value is 0.000 (chi-square = 21.135) which is lesser than the significant alpha level of 0.05 (at 95 percent confidence level). Hence, the hypothesis ( $H_1$ ) that there is an association between age group category and the *Awareness of Green Marketing* is accepted. In essence, the percentage of respondents saying 'Yes' increases with the increase in the of the age group of the respondents under the sample study. In essence, the percentage in agreeing that they are aware of green marketing significantly increases as one move from a younger age to middle and older age group.

### Findings

- 60% female and 40% male respondents.
- Majority of women respondents have awareness on Green Marketing
- There is the association between gender, age group category, levels of education and the status of awareness of Green marketing.
- There is no association between monthly income and the status of awareness of Green marketing.
- In total, 79% of customers are aware of Green marketing.
- 78% of customers have the environmental concern as the purpose of green marketing.
- About half of the customers i.e., 47% says that package of the product influences their buying behavior.
- 67% customers prefers nearby small shops as their purchase place.
- 50% of customers feels that service is the reason for purchase in the preferred stores
- 50% of customers bought food and health green products during last 3 months.
- 44% of customers feels that Environmental Protection responsibilities influences the consumers before buying Green Products
- 73% customers uses to buy green products once in a week / more often
- 72% of customers says that the companies are reluctant due to difficult for all companies.
- 61% to 87% of customers strongly agreed with different descriptions of green marketing.
- 88% of customers satisfied with the green product available in the nearby locality.

### Suggestions

- Steps has to be taken by the authorities to promote Green marketing among male and all the customers.
- Proper promotion on green marketing has to be made with all the levels of age , qualification and monthly income group.
- Promotion should be made about the usage of Recyclable package of the green product.
- Manufacturers or service providers of green product should distribute their green products to the customers locality.
- Other varieties of green products producers or service providers should make sincere effort to attract the customers.
- Still efforts should be made to motivate the customers towards environmental protection responsibilities during their buyings.
- Special offers to be offered by the green products producers or service providers to attract all the customers.
- Several difficulties should be noticed / listed and suitable actions should be taken by the government and concerned authorities to resolve them.
- Proper steps to be taken such as by producing genuine products with expected performance and required features by the business concerns to satisfy all the requirement of the green product customers.

## Conclusion

From the study it can be concluded that most of the customers are aware of Green Marketing concepts and products in Tumkur city. There is the association between gender, age group category, levels of education and the status of awareness of Green marketing. There is no association between monthly income and the status of awareness of Green marketing. Majority of the customers' decision to buy the green products are influenced by several attributes. Most of the customers are strongly agreed the different descriptions of green products. It means people are ready to accept but still, the entrepreneurs and the Government has to take initiative for promoting and implementing the concept of green marketing and green products. This report has highlighted that different attribute-wise influence on awareness of green products, and buying behavior of customer. Pro-environmental values are more likely to result in more pro-environmental behavior when values and beliefs are specific enough, the green action aligns with consumers' subjective interests, and product attributes are positively perceived. A major barrier in the purchasing of green products is concern over whether the product will perform as expected. The essence of this study says that "People buy products that are less damaging to the environment so that they feel better".

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