

Consumer Buying Behaviour and Green Marketing **Influence of Green Marketing on Buying Behaviour: Consumer Insights**

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<p>Abstract</p> <p>Green marketing strategies have always been significant in the transformation of consumers' behaviour towards green products and services. Increasing awareness of environmental issues has led to the display of environmentally friendly buying behaviour. To accommodate the needs of environmentally conscious consumers, marketers across the globe are trying and developing environment friendly products in various categories. It is true that the green marketing concept is trendy in various industries in different countries.</p> <p>The main objective was to study the relationship between green marketing and customer buying behaviour. In order to understand this relationship, factors such as green consumerism, the factors influencing consumer buying behaviour and green marketing strategies were investigated.</p> <p>The quantitative research method was utilized. A survey was conducted with participants participating from India, Bangladesh, Pakistan, Finland, USA and UK.</p> <p>Lack of communication was the major reason for commercial failures of environmentally sustainable products. Communication between seller and buyer is a major step in the development of a positive behaviour towards consumers' consumption patterns. It was clear from the review of literatures and the conceptual model that most of the consumers lacked 'green' knowledge. Due to this little consciousness about green products, organizations didn't push towards developing more green products or green marketing related strategies.</p>		
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Contents

1	Introduction	4
1.1	Background and Motivation	5
1.2	Objectives	6
1.3	Structure of Thesis.....	7
2	Green Marketing – Literature review	8
2.1	Definition of Green Marketing	8
2.2	Why Green Marketing is Important	11
2.3	Green Consumer and Green Consumerism	12
2.4	Green Marketing Strategies	14
2.5	Impact of Green Marketing Strategies on Consumer Buying Behaviour ..	16
2.6	Green Conspicuous Consumer	19
2.7	Green Marketing and Environmental Concerns.....	22
3	Green Consumer Buying Behaviour	24
3.1	Green Purchase Behaviour	25
3.1.1	Eco-Labeling.....	25
3.1.2	Eco-Branding.....	26
3.1.3	Environmental Advertisement	26
3.2	Demographic Variables Impacting Consumer Buying Behaviour	26
3.2.1	Age	26
3.2.2	Income	27
3.2.3	Education	28
3.2.4	Gender	28
3.2.5	Occupation.....	29
4	Empirical Study.....	29
4.1	Research Method	29

	2
4.2	Questionnaire Building..... 30
4.3	Data Collection and Data Analysis..... 30
5	Results of Empirical Study..... 32
5.1	Demography 33
5.2	Level of environmentally friendly consumers are? 35
5.3	Environmental Awareness..... 36
5.4	Location and Importance of Green Marketing..... 39
5.5	Influence of Green Marketing 40
6	Discussion 43
6.1	Answer to the research question 43
6.2	Limitations of the research 44
7	Conclusion..... 44
	References..... 47
	Appendices 54
	Appendix 1 – Questionnaire for interviewees..... 54
	Appendix 4. Fourth appendix Error! Bookmark not defined.

Figures

Figure 1. Conceptual framework of Green Purchase Behaviour 28
Figure 2. Why the environment is damaged? 5Error! Bookmark not defined.

Tables

Table 1. Age of respondents 38
Table 2. Gender of respondents..... 38

Table 3. Occupation of respondents	39
Table 4. Please indicate your highest level of education	39
Table 5. Do you believe that you are environmentally friendly?	40
Table 6. What kind of environment friendly activities do you undertake?	40
Table 7. Are you aware of Green Products?	41
Table 8. How did you gain awareness about green products?	41
Table 9. How many times did you buy green products in past 6 months?	42
Table 10. If green products' price increase, are you willing to pay more?	42
Table 11. Main reason for the willingness to pay more	43
Table 12. Main reason for not willing to pay more	43
Table 13. From where do you usually buy green products?	44
Table 14. Why do you think green marketing is in headlines recently?	44
Table 15. Strong marketing element influencing buying behaviour	45
Table 16. Satisfaction level using green products	46
Table 17. Rate your willingness to recommend green products	46
Table 18. Marketing strategies effective in influencing buying behaviour	47
Table 19. In case you don't use green products, are you willing to do so?	47
Table 20. Would you purchase from a company practising non-environmental friendly activities?	48

1 Introduction

Selection of an appropriate thesis topic plays a very vital role. Being the first step towards the practical application of the knowledge one has gained during his/her degree period, I wanted to pick a topic that is not only relevant to the area of my interest but also a very common issue now a days when we talk about the environment.

Globalization is booming rapidly across the world and this has led to many environmental problems. Some of these environmental problems have started to come into notice these days and people have started talking and pondering on them. People around the world now have worries regarding this and as a result of this, they are trying to look for environmentally friendly products. In return to this, companies have started their own strategies to fulfil the consumer demands and introducing environmentally friendly products into the market, also known as Green Products.

Increasing awareness of environmental issues has led to the display of environmentally friendly buying behaviour. To accommodate the needs of environment conscious consumers, marketers across the globe are trying and developing environment friendly products in various categories. It's known that there is a direct relationship between quality and cost. High quality means high cost. Due to high competition, companies try to cut the expenses in different ways. Unfortunately, product or service quality suffers most of the cost cuts. Which results in short life products or low-quality services. Due to these reasons' marketers shifted their focus on marketing environment friendly products. Majority of them have not received due attention from consumers yet.

The first chapter of this thesis consists of the following:

- Background and motivation
- Objectives
- Structure

1.1 Background and Motivation

Green Marketing strategies are significant in the transformation of consumers' behaviour towards green products and services. Hartmann, Ibanez and Sainz (2005) illustrate the process of green brand positioning to deliver brand value and establish brand identity. (Hartmann, Ibanez and Sainz, 2005.)

Loucanova, Parobek and Kalamarova (2016) advised companies to pay attention to variations in consumer vision while defining apt marketing policy and packaging in which the design of packaging changed approximately every 15 years. Many companies are implementing green business strategies in order to request to the ethical consumerism market. Through green marketing strategies, firms are creating more needs and reaching out to new markets that were not available before. However, the aggregate impact on the environment is not necessarily reduced through green consumption, yet this is what companies are selling (Gunderson, 2014).

Increasing awareness of environmental issues often lead to display eco-friendly buying behaviour. To meet the needs of these environment conscious consumers, marketers across the world tried to develop environmentally friendly product/services in various forms along with their environment friendly marketing strategies. Researchers across globe have been trying to conceptualize and analyse the buying behaviour of people towards environment friendly products. An attempt has been made to present the review on demographic profile and green buying behaviour in synthesis form.

Nowadays, more people are becoming aware of current environmental issues and the effects of climate changes and to alleviate these, many people are trying to be more responsible towards the environment and sustainability is becoming a trend. As a result, companies have been promoting what is known as 'Green Consumerism' which means purchasing products that are environmentally friendly and do not harm the eco system and the society as much. In other words, 'green products are made in an environmentally and socially friendly process (Gleim M. R., Smith, Andrews and Cronin Jr., 2013).

The concept of green marketing, as per Ottoman and Polonsky is that the green marketing perception came into existence from ponderings based on assumption about sustainability (Ottoman, 1998 and Polonsky, 1994).

Words like green marketing and environmental marketing appear often in the popular reports. For example, in the United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing issues (FTC 1991 and NAAG, 1990). The biggest problems in regard to green marketing is that there has always been a very little effort to educationally examine environmental or green marketing. While some literature does exist (Carlson, Grove and Kangun 1993, Davis 1992 and 1993), it comes from divergent perspectives.

1.2 Objectives

The objective or motive of this thesis is studying about green marketing, customer buying behaviour – influence of consumer buying behaviour. For understanding this relationship, we must investigate the factors such as green consumerism, the factors influencing consumer buying behaviour and green marketing strategies.

The main research question or the RQ which is going to be investigate and answered in this thesis is **‘What is the consumer Buying Behaviour towards Green Marketing’?**

Consumers with stronger environmental concerns tend to be involved in green consumerism in order to reduce their impact on the environment (Sheltzer, 1991). However there are authors who doubt that the reason why consumers buy green products is because they care for the environment or are concerned about social conditions in poorer countries (Gary, Carolina and Helena, 2012). Different authors have evaluated green consumerism differently. On the other hand, there has been evidence that the inclusion of green strategies into a company’s performance bring a lot of financial benefits. As result, green marketing strategies are intensified to reach out to the green

consumerism market (Molina, 2009). The adoption of green business branding and green marketing strategies has been dramatically increasing and are tactics to gain competitive advantage and market share (Chen and Chai, 2010). For this reason, it is important to analyse and comprehend consumers' decision making in order to identify their real motivation to buy green products and develop strategy to reduce the aggregate environmental impact.

Kempton notified that most people do not know enough about environmental issues to act in an environmentally responsible way (Kempton et.al, 1995). Environmental knowledge can be defined as "a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems (Fryxell & Lo, 2003, p. 45). To elaborate in other words, environmental knowledge consists of what people know about the environment, its whole system and collective responsibilities necessary for sustainable development. Rokicka found that attaining a high level of environmental knowledge produces much better pro-environmental behaviour (Rokicka, 2002). Concordantly, Mostafa found that environmental knowledge has a significant impact on the consumers' intention to buy green products (Mostafa, 2009).

1.3 Structure of Thesis

This thesis has six chapters as follows:

- Introduction
- Green Marketing
- Consumer Buying Behaviour
- Empirical Study
- Results of Empirical Study
- Discussion
- Conclusion

And these seven chapters are further sub-divided into various other chapters which will provide in-depth information about the thesis topic.

The introduction chapter mainly provides the outline or structure of the thesis, for instance what is going to be discussed in terms of background study, what are the main objectives, what methodology is going to be used, etc. The second and third chapters, which are basically the literature review chapters which focuses on green marketing. The second chapter basically throws light on the definition of green marketing, explains green consumer or green consumerism, Green Marketing Strategies, conspicuous behaviour and environmental impacts. Whereas the third chapter - Consumer Buying Behaviour, focuses mainly on the demographic aspects, such as impact of age, education, income and gender on green purchasing behaviour, the green consumer needs and the purchasing decision making. The fourth chapter which is the Empirical Study chapter explains the choice of research methods taken into consideration and the process of carrying it out, questionnaire building and collection of data. Results of the research methods collected are investigated in the fifth chapter, Results of Empirical Study. In the Discussion chapter, I will be discussing my understandings and thoughts related to the survey conducted along with the previous findings in the fifth chapter which are briefly show cased and based on analysis, discuss idea for additional study in green packaging and limitations which will help me to answer the main question of this thesis. Finally, the Conclusions chapter with an overall view of the entire thesis.

2 Green Marketing – Literature review

2.1 Definition of Green Marketing

Green Marketing is something which means selling of goods that are acknowledged to be environmentally safe or Eco-friendly and it involves all the activities considered to create any exchanges planned to please human needs and wants, keeping in mind that in this process, the environment is not harmed. Eco-friendly products (Green Product) are those products which are environmentally safe examples are CFL & LED Bulbs, Solar panels, Electric cars, Energy star rating T.V. A.C, Refrigerator, etc. Green

consumers are the consumers who are environmentally conscious and guide their actions towards the protection of the environment.

Many consumers are concentrating on new dimension called Corporate Social Responsibility toward environment while choosing brands. The study shows that proportion of non-user of green products reduced to less than one-half. The product market for healthy and sustainable lifestyle is increasing and the approximate value to be worth is \$209 billion which includes 17% to 19% of all consumers. Products for this market includes- energy-efficient products, eco-tourism and solar panels etc (Kotler, 2011).

Prakash favours green marketing as an environmentally considered policy that consists of unveiling information to consumers at different levels like industry, firm and product level (Prakash, 2002).

According to Polonsky, environmental marketing or green marketing or sustainable marketing can be defined as the determination of a company to design, promote and distribute products by not harming the environment. The definition of green marketing goes like every activity planned to produce goods to please human needs or wants, in such a way that this process of fulfilment of the needs doesn't harm the environment completely. (Polonsky, 2011)

Literature Review

Many believe that green marketing denotes only to the promotion or advertising of products with environmental features, but in general green marketing is a much wider concept. Example could be like around the world, there are hotels beginning to promote themselves as ecotourist facilities, i.e., facilities that specialize in experiencing nature or operating in a fashion that minimizes their environmental impact (Ingram and Durst, 1989 and Troumbis, 1991).

Environmental Marketing covers all activities used to facilitate any connections planned to please human needs or wants, such that these satisfactions takes place with minimal harm to the environment (Polonsky, 1994b).

A study was conducted by Bhatia and Jain in India for understanding Indian market regarding Indian customer preferences and green marketing practices. Towards the end of the study, Bhatia and Jain found green values, green awareness, companies promoting green marketing have a very significant influence on the consumers' persuasion and preference of green products (Bhatia and Jain, 2013).

Attitude is defined as experience which establishes a link between thoughts and behaviour (Fill, 2006). Attitude plays an important role in consumer behaviour and many researches have been conducted to understand consumer's attitude toward different products, but less attention given to green purchase behaviour. This paper also focuses on consumers' attitudes toward green products.

Green consumerism is about purchasing products that are made in environmentally and socially friendly processes and do not harm the environment as much as regular products (Akenji, 2014). This concept has been discussed for many years, but has gained more relevance especially since the 80's. The "green" market has been developing globally since then and nowadays is a billion-dollar industry. The development of green consumerism is due in great part to green marketing. Green marketing strategies were introduced in the 60's, but in the 80's and 90's they became more popular. Definition given by the American Marketing Association about green marketing in 1973 was "the study of positive and negative aspects of pollution and depletion of energy sources" (Kinnear, 1973).

Many studies on environmental knowledge gave mixed results and concluded by showing weak or non-significant relationship between environmental knowledge and behavior. Many research examined abstract or basic environmental knowledge whereas Schahn and Holzer argues that concrete level of knowledge (specific solution-oriented behavioural knowledge) should be a necessary condition for taking the right action to protect environment (Schahn and Holzer, 1990). Researches

concentrated more on concrete environmental knowledge of individuals reflected how individual's knowledge facilitates their behavioural commitment toward green products.

The study made by Irawan and Darmayanti in Indonesia explored the factors influencing university students' green purchasing behaviour in Jakarta. The study included situations like collecting data from about 200 students using a questionnaire method. Results of the study was that environmental concerns, importance of environmental difficulties are important topics moving green purchasing behaviour. The study also revealed that gender is not a factor in estimating green purchasing behaviour (Irawan and Darmayanti, 2012).

2.2 Why Green Marketing is Important

The importance of green marketing has increased in recent years and the reason behind it is very simple. Mankind has limited resources on the earth, with which she/he requires to try to deliver for the worlds' limitless wants. While the question of whether these wants are reasonable or achievable is important. In market societies where there is freedom of choice, organisations and individuals have the rights to have their wants satisfied. Eventually green marketing looks after how marketing activities use these limited resources in the process of nourishing consumers wants and attaining the selling organization's objectives.

Today green marketing is a dynamic section of marketing investigation which started as a result of growing media exposure which in turn pressurises the firms to show case environmentally friendly behaviour. Green marketing has grown over the years and promoted by acceptance of product packaging and presenting to the public. Over the years there has been an indirect shift from practicing environmental marketing practices as a result of pressure identified as a result of legislations and pressure from environmental groups to genuine efforts to improve sustainable marketing plans and behaving in an eco-responsible manner (Polonsky and Rosenberger, 2001).

2.3 Green Consumer and Green Consumerism

Green Consumer

To fully understand the concept of green marketing, it is necessary to understand a green consumer. Ottman grouped green consumers into four categories such as having knowledge, conserving their lifestyle, desires to be practical and the desire to control (Ottman, 1993).

Green consumer is usually defined as someone who accepts environmentally friendly behaviours and also someone who purchases green products over other alternatives. They think that as a consumer, it's their responsibility as well to play a part. Green consumers' open-mindedness readily helps them to accept green products and behaviours (Shamdasani, 1993). As time passed, this has become broader in nature. When today's agenda with regards to consumer activism is taken into consideration it can be observed that protection of the environment is the most vital aspect (Dono et al., 2010).

Green consumers can be recognized as those who avoids products or services which may cause any harm or damage to any living thing, cause damage to the nature during its manufacturing process, includes unethical testing on living being (Elkington, 1994). Green marketing and green consumer growth are the highest opportunities for creativity the industrial world might have ever witnessed (Cairncross, 1992).

There are several other factors which has helped in promoting green consumers to decide about purchasing green products. Deep researches over the years recognise that sharp awareness of green issues, green advertising by companies, increased concern for the environment, etc. are considered to be some factors.

Green Consumerism

Muldoon, a researcher justifies green consumerism as the purchase decision of consumers based on environmental and social concerns (Muldoon, 2006).

In order to justify the complexity of green consumerism, Moisander emphasized the responsibility of businesses to meet the requirements of an individual consumer. The central idea of the researcher is that communities of consumers can improvise the prospects of green consumerism in the business world. Along with this, social movements oriented towards the transformation of the perspective of consumers for eco-friendly products can make a significant contribution to ensure protection of the environment. Further, the author points out that the concept of green consumerism requires complex value-based opinions. Green consumers carry out their purchase decisions in accordance with the interpretation of the fair share of products. (Moisander, 2007)

According to Akenji, differences exist between green consumerism and sustainable consumerism. Green consumerism emphasizes activities related to green purchasing behaviour, reuse and recycling of products, and efficient production. However, sustainable consumerism can be referred to as a holistic approach for accomplishing sustainable development based on sharing responsibility by the government, producers, and consumers for less consumption, to cut down the pressure on the harnessing of natural resources. It imposes a challenge to the societies in which the level of consumption contributes towards economic growth. The author also elaborates the fact that green consumerism is facilitated by the governments for avoiding the emergence of environmental issues. (Akenji, 2014)

Green consumerism is an important aspect of marketing approaches, which is helpful in analysing the perspective of consumers towards environmentally friendly products and services. Mansvelt defines green consumerism to be aimed at achievement of a balance among the expectations and preferences of consumers, and businesses' motive to generate profit under the concerns for the environment. It can also be referred to as the consumer behaviour involving socially responsible and environmental concern-based perspective. Therefore, it is recognized as the environmentally concerned consumption perspective of consumers. (Mansvelt, 2011)

The concept of green consumerism is prevailing in the business world for increasing awareness about the consumption pattern and behaviour of consumers towards the delivered products and services. All kinds of products have an influence on the environment, which must be reduced. Green consumerism incorporates environmental concerns in all types of activities. According to Lewis Akenji, "Green consumerism refers to the production, promotion and preferential consumption of goods and services on the basis of pro-environment claims" (Akenji, 2014). Additionally, Akenji explained the importance of sustainable consumption in terms of the proliferation of green consumption that supports potential implications of eco-labels and awareness campaigns on the purchase behaviour of consumers. The author also argues that green consumerism is against the process of a structural shift in the consumption pattern. The plan for organizations towards sustainable consumer protection presents contradictory effects on the consumption of consumer products, which is evident from the rebound effect of consuming household appliances in the EU. With respect to the green end consumers, positive aspects of consumption can be derived from their beliefs in green marketing and not from their understanding of the environmental harm from the accumulated consumption. (Akenji, 2014)

2.4 Green Marketing Strategies

Green Marketing has not always been up to the mark of many managers till date. Although public opinion show that consumers choose green products over a non-green products to the environment when other alternatives in connection to green marketing are readily available with less cost, but in real, all other things accompanying green marketing are rarely equal in the minds of consumers.

The 4 P's in Green Marketing Mix includes:

- Product
- Price
- Place
- Promotion

Green Product and Purchase Decision

The concept of Green Marketing starts with green design. Product design creates an active border between demand (consumers) and supply (manufactures). An example by Ottman and Terry, super-concentrated laundry detergents are associated with energy saving, reduced packaging, space and money (Ottman and Terry, 1998). The end products should be finished in such a way that it gratifies both the consumer and manufacture's needs. For ecologically sustainable products to be successful, green branding attributes must be professionally communicated. Most of the time, the buyers' decision is influenced by the labelling also known as green labelling that states all that makes the product green obedient.

As a matter of fact, the environmental pollution is increasing rapidly throughout the industrialization period which in turn is leading to a great reaction by producing hazardous products in the environment. To eradicate these hazardous substances from the environment, businesses produce environmentally friendly products to sustain the environment.

Green Price and Purchase Decision

The price of green product must be affordable for the customer to get inspired and to be able to purchase. On the other hand, industrial differentiation works only when products reduce client's cost. Buyers are usually influenced by advertisements that mirrors a company's commitment to environment, hence companies that do green advertisement tend to depict an image of environmental friendliness, influences their customer purchase decisions. When a company links this through their advertisements, promotions, publicity and corporate social responsibilities, they are sure to get many loyal customers. A lower price will encourage more consumers to purchase environmentally friendly goods. When the call for a product is related to its price, a lower price strategy used will be a more successful. If the price of the product is higher, strategies related to promoting the product should be given priority and there should also

be consumers available to overpay for the product. In this scenario, the price plays an important role.

Grail conducted a study on 520 green consumers in US in June 2009. As per this study, consumers who never purchased green products are prevented from purchasing them because they are supposed to be too expensive. As per Grail, price is the main reason behind the consumers selecting not to purchase green products (Grail research, 2010).

Green Place, Promotion and Purchase Decision

Green Marketing is a very sensitive topic and so its distribution is a very delicate process. It's a tendency for the humans to believe what one sees; therefore green distribution plays a very vital role in green marketing. Here the customers must be guaranteed of the 'Ecological nature' of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products. Good presentation delivers the chance for the consumer to get together with businesses showing environmental responsibility. The presentation strategy aims to produce an environmentally friendly professional image in front of the consumer. In order to achieve this, advertising campaigns, promotion, etc are adopted. This requires both internal and external communication.

A study shows that women are related positively with the belief that advertising is insulting and the propensity to shift channels during advertising is increasing more, signifying that women who tend to buy green products are more uncertain of advertising than women who do not. In divergence, men's uncertainty toward advertising appears to be dissimilar to their green buying behaviour (Shrum, McCarty, John, Lowrey and Tina, 1995).

2.5 Impact of Green Marketing Strategies on Consumer Buying Behaviour

Young, Hwang, McDonald, and Oates presented information about the purchasing behaviour of the consumers. According to the study, a significant difference exists among

the environmental awareness and purchase behaviour of consumers in the UK. Consumers show positive attitudes towards organic foods, but do not actually purchase them, which is going through the past three years. Green values have a lesser impact on the purchase decisions of the consumers because of a lack of information, habits, culture, brand strength, attitudes, and financial conditions. These aspects can be properly considered within the green marketing strategies for propagating positive awareness among the consumers about the benefits of sustainable consumption. Along with this, knowledge based educational programs and promotional campaigns for green products and services prove to be beneficial in generating a positive value among the consumers to adopt green behavior while making purchases. (Young, Hwang, McDonald and Oates, 2010)

Green marketing strategies are significant in the transformation of consumers' behavior towards green products and services. It serves as the key purpose of the organizations in relation to the sustainable development of business processes to produce environmentally friendly products and become socially responsible. Business tactics contingent on green marketing provide an integrated platform to promote and instigate green practices within the environmental norms.

Hartmann, Ibanez and Sainz exemplify the prospects of green brand positioning to deliver brand value and establish brand identity. It is helpful for the businesses in delivering assured benefits to the environmentally conscious consumers (Hartmann, Ibanez and Sainz, 2005).

Kaufmann, Panni and Orphanidou highlight the significance of business ethics, environmental and social responsibility in the transformation of societal marketing practices and strategies. The concept of green marketing is interrelated to the prospects of sustainability and biodiversity, which has a direct influence on the green purchasing behavior of the consumers. In general, the purchase behavior of consumers can be depicted from the benefits and costs of the offering that is of relevance to them. As compared to this, green marketing efforts are helpful in enhancing the environmentally conscious behavior of the consumers that ensures future oriented results of sustaining a clean and green environment, which are also beneficial for society.

Nowadays, consumers have become highly sensitive towards their purchases, attitudes and preferences towards the environment. It is supported by the active efforts of marketing people to promote the usability of green among consumers (Kaufmann, Panni, and Orphanidou, 2012).

Hartmann and his associates explained that brand positioning is a prominent tool for the implementation of green brands in the competitive marketplace. It is contingent upon interaction among the marketing tools for the alignment of marketing communications, to shape distinctive perceptions of consumers for green brands. With the assistance of positioning a green brand, environmentally sustainable features of the brand can be actively communicated and differentiated in the market. This indicates that green positioning is an important aspect that ensures the success of the green branding strategies. It encompasses two types of strategies, namely functional and emotional. These are helpful in the sharing of brand identity-based information with the consumers to support a green marketing approach. It transforms the orientation of customers towards green brands and increases their awareness about their contribution towards environmental responsibility (Hartmann, Ibanez and Sainz, 2005).

Albayrak, Caber, Moutinho and Herstein (2011) also identify the antecedents of green purchase behavior of consumers. Based on scepticism, the team of researchers emphasized the relevance of psychological variables (namely scepticism, EC, and PCE), for assessing consumer behavior regarding green products. It is identified that consumer behavior is influenced by the sustainability concern for the environment, which can be depicted from the effectiveness of the consumers in making green purchases. Therefore, PCE is among the most important factors that have positive impact on the consumers' approach to purchase green products and services. Apart from this, scepticism has a negative impact on the consumer behavior for green products and services. Further, the higher the degree of scepticism, PCE, EC and green consumer behavior gets reduced. The self-awareness level of consumers can stimulate them to be responsible towards the environment. This indicates that it is important for the organizations to adopt trust-based marketing practices to ensure community-based innovation and promote environmentally responsible behavior (Albayrak, Caber, Moutinho and Herstein, 2011).

2.6 Green Conspicuous Consumer

Definition of conspicuous consumption discusses the deliberate show of expensive products to the public for revealing their social status. Individuals remain involved in showing consumer behavior to follow identity as conspicuously accumulated by the socially desirable group. Studies of Memushi reveals that the level of conspicuous consumption in developing countries are high due to the income inequalities, strong social relations, and cultural behavior to show them as nouveaux riche. This kind of consumption outline came out after the end of communism and formation of democratic societies. (Memushi, 2014)

The study conducted by Memushi is based on data collected from a living standard measurement survey in Albania during 2008. The results show that the patterns of conspicuous consumption are dependent on the personal characteristics of the consumers along with their socio-economic context. The quantity of conspicuous consumption in Albanian households is very small, due to greater involvement of people in meeting their requirements for normal products. Key factors that affected consumption within Albanian families include gender and education level. The existence of an urban environment around the surroundings of people contributes towards enhancements in the consumption habits for conspicuous goods and services (Memushi, 2014).

Patsiaouras and Fitchett says that conspicuous consumption is the expenditure of high prices for purchasing a product or service to show off wealth. It specifies the social class of consumers from their competitive and enthusiastic consumption practices, as well as leisure activities. It shows the role of social relations in maintaining status-based consumption and conspicuousness displayed in the actions and behavior of an individual. Status driven consumption seems to be unproductive among the western developed societies. The degree of consumption makes contributions towards improving the social relations and structuring of social organization in the community (Patsiaouras and Fitchett, 2012).

Another researcher Muldoon enlarges the importance of green consumerism by stressing the governmental intervention to specify strict environmental norms and standards. Opponents of green consumerism reveal that environmental careful consumption has a lesser influence on the perspective of consumers to make purchases. Along with this, it does not deal with the issues related to capitalism and development of needs. Regardless of this, followers of green consumption state that consumers can meet their expectations based on the level of environmental awareness to protect it from their purchase decisions. Further, individualization of responsibility could benefit the environment from pollution and limit the extraction of valuable resources (Muldoon, 2006).

As per the views of Vaughan, an example, in this context, could be an individual buying a Toyota Prius. Individuals can reflect pro-social behavior by buying a Toyota Prius, which is a hybrid car and will not harm the environment as much, rather than buying a conventional and luxurious car. This will also help the individual in gaining recognition and appreciation among people as that person chose to be pro-social rather than pro-self. Although purchasing the hybrid car might not provide the individual with the luxury of having a car with more advanced features like comfort and performance as compared to conventional cars, but still he chose the social benefit instead of his own comfort and luxury. This pro-social behavior will provide the individual with various benefits like building a pro-social reputation and the development of social relations, which leads to the enhancement of his respect and trust in the society. (Vaughan, 2010)

The consumption of green products acts as a medium that overshadows individuals' self-interest with the societal concern and may be worthy of the respect and trust without even identifying true intentions. According to Vaughan, in an experiment a sliding scale was provided to 93 students and they were asked to pick their choice of green and non-green products, having the same price. They were given two choices; first, the choice of buying either green or non-green products from the public stores and second, the choice of buying green and non-green products online. After reading a status story of some similar experiment, it was found that students preferred buying green products from the public stores rather than in private through online shopping.

Various experiments have proved that those individuals, who have a concern for their social status, would prefer more green products and services without considering its high cost as compared to a conventional and low-price alternative. Individuals today are more concerned with ensuring a good social status in the society instead of contributing to societal betterment (Vaughan, 2010).

Szmigin and Carrigan discovered the dimensions corresponding to the ethical consumption, namely distinction process, sign of love, aesthetic response, and hedonistic pleasure. The importance of ethical and moral judgments is supported through its influence on the daily living concerns and practices. These aspects are helpful for the marketers in developing advertisements accordingly and to instigate the consumption context and behavior of the individuals. (Szmigin and Carrigan, 2006)

Researchers such as Griskevicius, Tybur and Bergh stated that conspicuous goods and services function towards development and sustenance of pro-social reputation. It signifies the association between status and preferences towards becoming indulged into status motives. The availability of green products is widely dispersed in the market, but barriers exist to changes in consumption patterns. It requires sacrifices for switching to green behaviours, which also promotes conservation behavior among the people. Pro-social reputation plays an important role in motivating people to cooperate with the individuals from the pro-social community. Regarding status seeking purchases, conspicuous display becomes dominant as compared to self-sacrifice. (Griskevicius, Tybur and Bergh, 2010)

Griskevicius, Tybur and Bergh states that the purchasing of green products and services also improves the status of an individual within a group. The status cannot be achieved through dominance or coercion, but by prestige, which states that the status is being provided to the individual through the free will of people in the society. There are other benefits, which an individual can obtain by being pro-social; research studies have shown that those individuals who sacrifice their own interests for the society and a group of strangers, have the probability to gain an authoritative and important position like that of a leader. Displaying a pro-social behavior is considered a viable strategy for gaining status in the society (Griskevicius, Tybur, and Bergh, 2010).

Gaining a good reputation in the society is an important motivation for exhibiting pro-social behavior. It can be said that green products have become a medium to make the society believe that those individuals who purchase green products are concerned for the society, and they keep the societal concern above their own interests and profits. The individuals, in the present era, are more concerned with status striving and they are not even aware of the negative consequences that it could bring to the society. Today, those individuals who do not buy green products and services and rely on the conventional products and services, are selfish, self-centred and not having any interest in providing benefits to the society by using green products. On the contrary, those individuals who buy green products are more socially aware and concerned with providing benefits to the society. (Griskevicius, Tybur and Bergh, 2010)

2.7 Green Marketing and Environmental Concerns

Panni (2006) found that the more the consumers are aware regarding the societal and environmental issues the more they are involved in pro-social and pro-environmental behavior. Based on the pioneering research of Dunlap and Van Liere (1978), environmental concern is a global matter with indirect effects on behavioural intention. Crosby, Gill and Taylor (1981) mentioned that environmental concern is a strong attitude towards preserving the environment.

Environmental concern has been traditionally viewed as a uni-dimensional construct ranging from unconcerned about the environment at the low end to concern at the high end, as measured by the new environmental paradigm (Milfont and Duckitt, 2004).

Seguin, Pelletier and Hunsley (1998) have argued that environmental concern can have a significant bearing on the degree to which individuals are motivated to change behavioural practices to attempt to alleviate the problem. In several studies, environmental concern has been found to be a major determinant of buying organic and green food (Grunert, 1993).

Kim and Choi (2005) found that environmental concern directly influences green buying behaviour. Similarly, many studies have specifically focused on the relationship between environmental attitudes and environmentally related behaviours. Consumer attitudes have also been used in past studies to predict energy conservation and ecologically conscious purchase and use of products (Mostafa, 2009). Kassarian (1971) researched on consumers' attitude towards a petrol that compact air pollution and discovered that attitude toward air pollution was the most important variable in determining consumers' behavior toward the product. Mostafa (2009) found that both environmental concern and attitude have significant positive effect on the consumers' intention to buy green products.

Besides, it can be said that in order to contribute making the consumers environmentally responsible, adequate availability of the product and the existence of environmentally and socially responsible companies are required. On the other hand, it should also be noted that the environmental claims must be genuine and should not create any confusion in order to motivate them towards environmental purchasing behavior. Recently, Ismail and Panni (2008), Ismail, Panni and Talukder (2006) and Panni (2006) confirmed that the availability of green products is necessary to make the consumers involved in pro-social/pro-environmental behavior. However, when this information about green/organic food becomes available, it usually turns into knowledge to the consumers. In order to involve mass consumers in the green buying process, it is required to have a massive promotional campaign on these products to illustrate their safety issues and health friendly attributes to the consumers as numerous studies have found that belief about product safety is an important factor to be involved in pro-environmental purchasing. Panni also notified that consumers are concerned and aware regarding different adulteration practices done by the unethical marketers (Panni, 2006).

3 Green Consumer Buying Behaviour

Nowadays, people are becoming aware of the increasing environmental issues and the effects of climate changes. With efforts to alleviate these effects, many people are trying to be more responsible towards the environment, and sustainability is becoming a trend. As result, companies have been promoting what is known as “green consumerism”. “Green consumerism” is about purchasing society as much; in other words, “green” products are made in an environmentally and socially friendly process. Due to technological and industrial development, there has been a huge impact on social quality of life and on the environment. Especially in the environment, the impacts have been negative and have led to resource depletion, climate change, contamination, etc. Nevertheless, these issues have been addressed by governments, companies and society. (Gleim, Smith, Andrews and Cronin Jr., 2013) Nowadays, people take pride when they drive “green energy” vehicles, drink fair trade coffee, use solar panels for energy consumption etc. Through eco-labelling techniques, environmental awareness campaigns, eco-efficient certifications, new regulations and recycling activities among others, companies promote the increasing popularity of green products (Akenji, Hotta, Bengtsson and Hayashi, 2011).

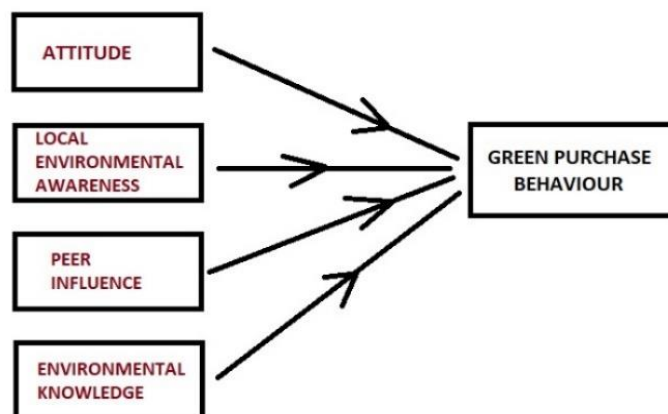


Figure 1: Conceptual framework of Green Purchase Behaviour

Source: Sarumathi (2014:780)

3.1 Green Purchase Behaviour

Purchase behavior refers to individual's style or pattern of purchasing products. This behavior depends on evaluation of the performance of the product, price, quality etc. Teng and Laroche (2007) stated that having the intention to purchase a specific product requires an assessment of other products available in the market. Many marketers believe that the best way to understand consumers' purchase behavior is to understand consumers' current pattern of buying. Some marketers argue that there is a positive relation between consumers' purchase behavior and their perception of quality about the specific product/brand (Sudhir and Talukdar, 2004) and (Jaafar and Lalp, 2011).

Companies can use eco-label, eco-brand and environmental advertisement as marketing tool to influence consumers. Implementing these tools will play an important role in changing consumer purchase behavior which will lead to purchase toward environment friendly products over artificial products (Delafrooz, Taleghani and Nouri, 2014).

3.1.1 Eco-Labeling

According to business dictionary label displays information about a product on its container, packaging or the product itself. Eco-label is the tool that will assist consumers to take decision about purchasing environment friendly products. Eco-labels will help consumers to understand the process of the product how it was made. This label will help marketers to differentiate their product from others by labelling it as green products. In some cases, marketers want to sell with direct "label", but law oblige them to share more information with consumers (Delafrooz, Taleghani and Nouri, 2014). Now a days, there are many green label arrangements are available worldwide which is adopted and launched their own eco-labelling schemes by different countries like-China, Japan, Korea, India, Thailand and Malaysia.

3.1.2 Eco-Branding

Branding plays an important role in distinguishing products from competitors. Sustainable development is a society issue in our contemporary world. We see it many initiatives across people, things and geographies. But we don't see it yet in branding. We propose a more ecological branding design, a new approach to the brand design process: The Eco-Branding. Eco-brand feature can aid consumers to differentiate environmentally friendly goods from non-green products (Delafrooz, Taleghani and Nouri, 2014). Consumers possess positive attitude toward eco-branded products.

3.1.3 Environmental Advertisement

In order to strengthen the green movement marketers are focusing on environmental advertisements to grab the attention of consumers. Firstly, company will start using environment friendly positioning strategy to relate with environment. Secondly, company will show their dedication and concern to improve the environment by environmental advertisement. Thirdly, any specific project or environmental action taken by company can be promoted through environmental advertising (Rahbar and Wahid, 2011).

3.2 Demographic Variables Impacting Consumer Buying Behaviour

3.2.1 Age

Age of the buyers matter a lot in purchasing. The age group between 25-30 have more favourable attitude towards buying eco-friendly products as compared to those age groups between 20-24 (Afzal Ali, 2012). Another researcher found that consumers who purchase eco-friendly products are between the age group of 18-45 years (Christopher Gan, 2008).

Another author, Arminda M. Finisterra, found that young people aged between 18 and 34 have negative habits to some environmental structures like environmentally friendly buying behaviour, resource saving and ready to pay more, even though they are aware of the issue (Arminda M. Finisterra, 2010).

In an organic product buying behaviour research, it is observed that people aged 25–40 plus buys the most of organic products. More People over age 30 buy organic bread, than the people under 25 and lastly people in the age group 25-30 who buy the least of organic bread (Bryunina Daria, 2011).

3.2.2 Income

Researchers found significance differences between consumers who have an income and those who have not, concerning the purchase frequency of eco-friendly food. Consumers who have an income clearly buy more green food than others without income as well as consumers with income agree more than others concerning the quality of green products and the fact that these products are good for the environment (Morel, 2012).

Similar findings observed in research Arminda M. Finisterra, where respondents with monthly incomes ranging from 500Euro to 1000 Euro have negative habits related to some environmental features mentioned earlier (Arminda M. Finisterra, 2010). Respondents with higher incomes have certain respect towards the environment, mainly towards environmentally friendly buying behavior, recycling, understanding to the economic factor and saving resources.

Zuraidah Ramly, a researcher found that all demographic variables were significant in explaining environmentally conscious consumer behavior except income. Results also indicated that education, income and environmental concern were insignificant. (Zuraidah Ramly, 2012)

On the contrary Michel Laroche observed that environmentally friendly behavior was consistent across income groups (Michel Laroche, 2001). In a study of profiling green consumers, it was found that consumer's age and income/purchasing power are significant demographic variables for green segments.

3.2.3 Education

A study revealed that (Morel, 2012) the group of people who had an education level higher than other buy green products, but they were more sceptical concerning the green advertisements' campaigns. It was observed in a study that a Postgraduate Degree positively impacted the probability of consumers' green purchasing decision and they have a positive attitude towards the environment (Christopher Gan, 2008).

Similar results were observed in a research (Joonas Rokka, 2008) where, a advanced level of education did not specify green preferences. In an empirical analysis to find out environmentally conscious behaviour among Malaysian consumers found that education had significant correlation with ecological conscious consumer behaviour.

3.2.4 Gender

Gender of respondent group influences their responses'; male group is much more inclined to purchase environment friendly products as compared to female group (Afzaal Ali, 2012).

Similar findings were observed indicating Gender, Income, Ethnic, and Number of Children are not significant, and they do not influence the probability of consumer's green purchasing decision. Christopher Gan, a researcher found significant differences among few aspects between men and women, that concerning the purchase frequency of green products, the women buy more eco-friendly food and healthcare/cosmetics products than the men (Christopher Gan, 2008). The women more agree with the fact that green products are good for the environment than men. Then they are also more ready to pay an extra price for green products than men who are undecided. The women also close to agree to recommend eco-friendly products to their family friends, more than men it is also the case concerning the attention that they give to green advertising. The women just like more green products than men. Similarity was observed between men and women among the aspect of concerning "healthy" argument of green products or good quality. In segmenting the green consumer 'gender' was not found significant for

differentiating between the groups (Arminda M. Finisterra, 2010). It was observed that females are ready to pay more for green products than males (Michel Laroche, 2001).

In Indian scenario it was found that there were no significant differences between gender male and female in their attitude towards environment and green products (K. P. V. Ramankumar, 2012). Similar results were observed by Anubha Vashisht, where gender doesn't make significant difference in opinion about attitude towards environment, green products and buying behavior towards green products (Anubha Vashisht, 2013). Contradictory to it attitude was found out to be significantly different between male and female consumers towards government involvement for enforcing green marketing.

3.2.5 Occupation

Service, sales and administrative workers and students have very negative thoughts and doings in relation to environmental characteristics (Arminda M. Finisterra, 2010).

As against this it was observed that needs of eco-friendly products is independent of age-group, income group, occupation and qualification (Ankit Gandhi, 2012). It was observed after reviewing research articles across globe that researchers have collected information about occupation of respondents, but a thorough research about relationship between occupation and environment friendly buying behavior has not been done.

4 Empirical Study

4.1 Research Method

Types of research methods used in this thesis study are literature review and quantitative research. Literature review helps to understand the importance, abandoned issues and topics, which have been discussed. The quantitative method is chosen to gather the primary data. Samarhan says that observation,

experimentation and survey are three major methods to collect primary data (Samarhan, 1994). There are different ways to collect the primary data and the easiest is conducting a survey.

4.2 Questionnaire Building

The questionnaire is executed in three different ways like email, phone and social media. It includes sections like background of the research, general views, ideas, perception towards green marketing, etc. The questionnaire is planned in simple English language so that it's simple and easy to understand. The questionnaire includes sections such as background information, general consumer perception towards green values. There are 20 questions in the survey, and it starts with demographic questions in order to understand the respondents and divide them into different groups. The next section inspects level of awareness regarding general green values. Next section shows the willingness of the consumers in terms of payment for eco-friendly products. Next few questions revolve around the fact of green marketing necessity.

The sample questionnaire for my thesis is attached in Appendix 1.

4.3 Data Collection and Data Analysis

Data Collection

The questionnaire was made or designed as an online version. For this process, webpolsurveys.com browser was used as it serves as a base to create online surveys which is easily shared among the target audience and the responses are easy to gather and access. Webropol Surveys is a tool for issuing e-forms. The data collected from Webropol Surveys is possible to be transferred into various statistic software such as Excel, PDF, etc. The survey questionnaires were designed in a way that made it possible to identify different characteristics such as age group, gender, level of education, and some other questions that help getting a more

accurate outcome. Once the primary data has been collected, it was inspected based on the thesis objective. The primary data was gathered with the help of an online survey method and a questionnaire.

Data Analysis

Data analysis is an integral part of the research study as this process helps in identifying the best solutions. Analysis forms an important part of the research work because the data that has been collected during the research needs a detailed examination for drawing appropriate conclusions. In the research process, the most valuable consideration is to maintain the validity and reliability of the research work. For maintaining the validity and reliability of the research work, the most important prerequisite is to include ethical consideration while doing data collection and its analysis. In order to maintain this ethical consideration, the personal information of the research participants is kept secured so that no third party can have access to this information for their personal use or misuse. None of the participants were pressured to take part in the research work, nor were they given any kind of incentive for having participated in the data collection process. The survey had a total of 20 questions and took about 3 to 5 minutes to complete.

Questionnaire was divided according to the following:

- Questions 1 – 5, consists of all data relevant to demography. In this section, data such as nationality, gender, age, profession and education level are quantified and allocated in different diagrams or tables so that there is a better and clearer understanding of the statistics about the participants in this research.
- Questions 6 – 7 analyses the data relevant to how environmentally friendly the consumers are and what sort of environmentally friendly activities do they take up.
- Questions 8 – 13, consists of data relevant to measure the environmental awareness among participants. These questions are specifically designed to

obtain information about what aspects participants consider when buying new products, and whether they consciously buy green products or prioritize them over regular products. Also, this section aims at identifying the feeling participants have towards the environment when making a purchase.

- Questions 14 - 15 analyses the data relevant to the place of green product purchase and why Green Marketing is gaining importance recently.
- Questions 16 - 20 is aimed at analysing the influence of green marketing tools such as bio certificates or eco labelling on the purchasing decision of participants. In this section, participants are assessed on their preferences for new products and their perception of green products in general. Additionally, this will help to identify the type of consumer the participants are, for example, impulsive or passive buyers.

5 Results of Empirical Study

Lack of communication is a major reason for commercial failures of environmentally sustainable products mainly because communication is a major step in the development of a positive behaviour towards consumer's consumption patterns. Several studies have dealt with the value perception of a specific set of environmental attributes. Moreover, previous researches carried out in western nations supported that consumers have positive green perceptions on eco-branded products. However several studies have also depicted that people tend to have a negative view towards green products that according to them shows a marked trade-off between its effects on the environment and the functional performance of the brand. Emotional brand benefits can therefore be stated as being an important factor in encouraging consumers to alter their actual buying behaviours and purchase eco-friendly items. Therefore there is a necessity for green marketing, need for a change in the consumer's behavior and attitude towards more environmentally friendly routines.

In total, 100 respondents were there for this survey. Concerning valid replies, all 100 were used for analysis. A valid response is one which is answered entirely without any questions left blank. The survey includes multiple choice questions, consumer satisfaction level and yes or no type of questions.

The results of empirical study with the help of survey are as follows:

5.1 Demography

Table 1: Age of respondents

Age Group	Frequency	Percent
Under 18	10	10%
18-24	44	44%
25-34	36	36%
35-44	6	6%
45 and above	4	4%

Table 1 shows that respondents from 18 to 24 years old accounted for the most significant proportion 44% of all respondents. The respondents from age of 25 to 34 years old was following by 36%, while the number of participants from age group of under 18 years old, 35 to 44 years old, 45 and above were a smaller number and they were 10%, 6% and 4% respectively.

Table 2: Gender of respondents

Gender	Frequency	Percent
Female	57	57%
Male	43	43%
Rather not say	0	0%

According to Table 2, there is a comparatively good balance between Male and Female respondents. There were 43 males, out of 100 respondents and accounting for 43% of the entire sample. 57 females participated in this survey which

accounts for 57% of the entire sample. The result shows that the survey was carried out by both genders equally. There were no participants from 'Rather not say'.

Table 3: Occupation of respondents

Occupation	Frequency	Percent
Student	50	50%
Employed	38	38%
Unemployed	1	1%
Housewife	9	9%
Retired	2	2%

According to Table 3, people with five different types of occupation responded to this survey. Students accounted for the highest percentage record holding about 50% of the survey response, followed by the Employed section holding about 38% of the survey. The other sections such as Unemployed, Housewife and Retired groups accounted for smaller percentages such as 1%, 9% and 2% respectively.

Table 4: Please indicate your highest level of education

Education	Frequency	Percent
Basic education	1	1%
Secondary education	12	12%
Higher secondary	41	41%
Bachelor's degree	28	28%
Master's Degree	17	17%
Others	1	1%

Table 4 demonstrates that the major proportion 41% on sample were respondents with a Higher Secondary Education, followed by participants holding a bachelor's Degree accounting for about 28%. The next category of respondents holding the third position with 12% were participants with Secondary Education, followed by master's degree accounting for 17% of the respondents and then the last category of respondents holding 1% each were participants with Basic education or others.

Table 5: Do you believe that you are environmentally friendly?

	Frequency	Percent
Yes	57	57%
No	5	5%
A little	37	37%
I don't know	1	1%

According to Table 5, 57% of the total 100 respondents are environmentally friendly followed by 37% of the respondents who are a little environmentally friendly. Around 5% of the respondents are not environmentally friendly then followed by 1% who doesn't know whether they are environmentally friendly or not.

5.2 Level of environmentally friendly consumers are?

Table 6: What kind pf environmentally friendly activities do you undertake? (Select 1 or more answers)

	Frequency	Percent
Recycling	61	61%
Conserve water and energy	61	61%
Drive less, walk more	37	37%
I don't consider myself to be environmentally friendly	5	5%
Others	21	21%

This was a multiple-choice question and options given were Recycling, Conserve water and energy, drive less, walk more, I don't consider myself to be environmentally friendly and others. According to Table 6, both Recycling and Conserver water and energy were the highest choice of the respondents with 61%. The next choice with 37% was to drive less and walk more. Option others got 21% and the least option chosen with 5% was I don't consider myself to be environmentally friendly.

Table 7: Are you aware of Green Products or Eco-friendly products?

	Frequency	Percent
Yes	58	58.59%
No	9	9.09%
A little	32	32.32%

As per Table 7, 58 out of 100 respondents knew well about the green products whereas, only 9 of the total respondents didn't know about the green products. Another 32 respondents knew a little about the green products. 1 respondent skipped this question.

5.3 Environmental Awareness

Table 8: How did you gain awareness about Green Products or Eco-friendly products?

	Frequency	Percent
TV	21	21.21%
Magazines	4	4.04%
Newspapers	5	5.05%
Internet	42	42.43%
Friends/Relatives	11	11.11%
Seminars/Conferences	7	7.07%
Supermarket staffs	1	1.01%
Others	8	8.08%

For Table 8, the relative question was 'How did you gain awareness about 'Green products' or 'Eco-friendly products'?' As you can see from Table 8, 42 participants, holding up to 42.43% of the survey gained awareness from Internet which was followed by 21 participants holding up to 21.21% of the survey gained awareness from TV channels. According to this survey, only 11.11% of the total respondents gained awareness about the green products from friends and relatives. The other means of awareness recorded from the above table were as follows: Magazines 4.04%, Newspapers 5.05%, Seminars/Conferences 7.07%, Supermarket staffs 1.01% and other means 8.08%. Again one respondent skipped this question.

Table 9: How many times have you bought green or eco-friendly products in the past 6 months?

	Frequency	Percent
Once a week or more	14	14.43%
At least once a month	39	40.21%
Less than once a month	44	45.36%

According to Table 9, the number of times green products purchased in the last six months are shown. Around 44 participants of the survey purchased green products less than once a month which accounted for about 45.36%, which was then followed by 39 participants accounting for 40.21%. There were very few participants who purchased green products once a week or more and the number was only 14 participants. 3 participants of this survey skipped this question.

Table 10: If green features increase the price of the product, are you willing to pay more?

	Frequency	Percent
Yes	20	20.20%
No	27	27.27%
A little	52	52.53%

From the above Table 10, it's clear that only a relatively small amount of people is willing to pay more for higher price of Green Products. Around 20.2% of the total respondents are willing to pay whereas 27.27% of the respondents are not willing to pay. About 52.53% of the respondents are willing to pay a little more for the hike in green products. 1 respondent didn't answer this question.

Table 11: What is the main reason that makes you willing to pay more for Green Products? (Select 1 or more answers)

	Frequency	Percent
Enhances the quality of life	56	57.14%
Environmental protection responsibility	55	56.12%
Getting high level of satisfaction	22	22.45%
Future concerns regarding climate change/global warming	41	41.84%
Potential increase of the product value/quality	16	16.33%
Seminars/Conferences	7	7.07%
Supermarket staffs	1	1.01%
Others	8	8.08%

The question for Table 11 was another multiple-choice question. The main aim of this question was to gain a better understanding of the reasons for people willing to pay more for green products. Most participants answered that it enhances the quality of life and it was the highest choice with 57.14%, next choice was environmental protection responsibility with 56.12%. The third choice was about future concerns regarding climate change and global warming with 41.84%. Other choices were getting high level of satisfaction and potential increase of the product value and quality with 22.45% and 16.33% respectively. 2 respondents didn't answer this question.

Table 12: What is the main reason that makes you not willing to pay more for Green Products? (Select 1 or more answers)

	Frequency	Percent
Price is too high	60	61.22%
Green misconceptions	12	12.24%
Can't see the benefit/doesn't affect me	11	11.22%
Feel that green products do not make a genuine difference to the environment	11	11.22%
I am always ready to pay extra for environmentally friendly products	29	29.59%

Table 12 is also a multiple-choice question. It's clear from Table 12 that about 61.22% of the total respondents don't prefer to purchase green products due to their high prices. 29.59% of the respondents are ready to pay extra for environmentally friendly products. 12.24% believe that it is a green misconception, 11.22% can't see the benefits of green products and another 11.22% feel that green products do not make a genuine difference to the environment.

Table 13: From where do you usually buy green products? (Select 1 or more answers)

	Frequency	Percent
Retail malls	60	61.22%
Local shops	54	55.10%
Internet	15	15.31%
Teleshopping	3	3.06%
Factory outlet	5	5.10%

As per Table 13, respondents were asked to choose the places from where they usually bought green products and the results were as follows. 60 respondents bought the green products from retail malls, 54 of them bought from local shops and the rest were internet shopping 15 respondents, teleshopping 3 respondents and factory outlet 5 respondents. 2 respondents skipped this question.

5.4 Location and Importance of Green Marketing

Table 14: Why do you think Green Marketing is in headlines recently?

	Frequency	Percent
Companies are increasing its competitive edge	24	24.49%
Consumers are being aware of green products	56	57.14%
Company's attempt to address society's new concern	18	18.37%

According to Table 14, the reason for green marketing being in headlines these days as per our respondents were as follows. 57.14% of the respondents believe that the reason behind this is due to consumers are being aware of green products, which was then followed by 24.49% in which they believed companies are increasing its competitive edge and last but not the least, it was the company's attempt to address society's new concern which withheld about 18.37%. 2 respondents skipped this question.

Table 15: Which marketing element strongly influences your buying behaviour of green products?

	Frequency	Percent
Product	25	25.25%
Place	6	6.06%
Promotion	14	14.14%
Price	11	11.11%
All the above	43	43.44%

As the Table 15 heading shows, this question is related to the marketing elements which strongly influences the buying behaviour of consumers. As per my survey, here are the results of 99 respondents out of 100. About 43 respondents believe that all the 4 P's are essential, but there were few respondents who gave a little different answer. 25 respondents believe that Product is a strong marketing element in deciding buying behaviour, then 14 respondents believe that Promotion is essential, again 11 respondents believe that Price is crucial in deciding buying behaviour. Lastly, only 6 respondents believe that Promotion plays an important role in deciding buying behaviour.

5.5 Influence of Green Marketing

Table 16: How will you describe your level of satisfaction regarding green products?

	Frequency	Percent
Very much satisfied	14	14.14%
Satisfied	46	46.47%
Neutral	38	38.38%
Dissatisfied	1	1.01%
Very much dissatisfied	0	0%

From the above Table 16, it is evident that only 14 respondents out of 100 are very much satisfied with Green Products. The highest choice was only Satisfied by 46 respondents. 38 respondents were Neutral with the green product usage. Just 1 respondent was not satisfied with the green product usage and it shows that none of the respondents were very much dissatisfied with the green product usage. 1 respondent skipped this question.

Table 17: How would you express your willingness to recommend green products to family, friend and relatives?

	Frequency	Percent
Very much willing	23	23.23%
Willing	45	45.46%
Neutral	29	29.29%
Unwilling	2	2.02%
Very much unwilling	0	0%

Table 17 shows how much the respondents of this survey are willing to recommend green products to others. About 45 respondents out of 100 are willing to recommend green products to others, followed by 29 respondents who are neutral about their recommendation. Third comes the 23 respondents who are very much willing to recommend. Only 2 respondents were not willing to recommend whereas there were 0 respondents who were very much unwilling to recommend.

Table 18: Which of the following marketing strategies used for green products is more effective in influencing your behaviour as a consumer of green products? (Select 1 or more answers)

	Frequency	Percent
Certifications	32	32.65%
Educational campaigns	55	56.12%
Self-explanatory labels	24	24.49%
Advertisements using green themes	39	39.80%

Question 18 was another multiple-choice question. As per the survey done, results in Table 18 shows that Educational Campaigns are the highly influential strategies holding up to 56.12%, which was then followed by Advertisements using green themes holding up to 39.8%. Certifications accounted for about 32.65% and the last was self-explanatory labels accounting for 24.49%. 2 respondents skipped this question.

Table 19: In case you don't use green products, will you consider using green products in the future?

	Frequency	Percent
Not at all	5	5.16%
Intend to consider	23	23.71%
Consider but not in the immediate future	15	15.46%
Consider to use sometimes	35	36.08%
Consider to use always	19	19.59%

According to Table 19, only 35 out of 100 respondents are considering to use sometimes the green products in future, followed by 23 respondents who intended to consider using it, then were the 19 respondents who considered to use it always, next 15 respondents considered using it but not in the immediate future and finally the 5 respondents who never considered using the green products.

Table 20: Would you purchase from a Company who practices non-environmentally friendly actions?

	Frequency	Percent
Yes it does not bother me	16	16.33%
No definitely not	30	30.61%
Would rather not, but might	40	40.82%
No, I would switch to environmentally friendly competitor	12	12.24%

As per Table 20, it is shown that 40 respondents out of the total 100 would rather not purchase but might. Another 30 respondents clearly said No definitely they would not purchase from such companies practicing non environmentally friendly actions. The survey also showed that 16 respondents would continue to buy from such companies as it didn't bother them and finally the 12 respondents chose to switch to some other environmentally friendly competitor.

6 Discussion

Green marketing is very crucial for the environment. The green concept aims at fulfilling consumer demands along with protecting the environment. Now a days if we don't take care of the environment responsibly, then the future will be in great danger. Therefore, it's important to study subjects of green marketing. It is important to recognise the factors connected to green purchasing behavior.

6.1 Answer to the research question

The research question in this study was **What is the consumer Buying Behaviour towards Green Marketing?** Answer to the research question goes as below:

For understanding the consumer buying behaviour towards green marketing, many variables were investigated in order to understand their effect on green purchasing behavior such as consumer demographics, environmental awareness among

participants, importance of Green Marketing, influence of green marketing tools and so on. The results reflect that people who participated in the research tend to prefer buying green products more than regular products when available. The influence of Green/Bio/Eco-friendly labels on the products is very significant on the participants' ultimate purchasing decision because they may perceive them as synonyms of trust and quality. These results do not imply that participants more frequently buy green products than regular products, but at least show that important consideration is given to green products before the actual purchase. There is a real logic that environmental defence is extremely necessary. Consumers not only want to buy their products but are willing to pay more for its.

6.2 Limitations of the research

There were two limitations in this study that I felt it needs to be acknowledged. Firstly, the price of the green products. People do think of the environment and always want to try and save it but then the question arises to their level of income, as the environmentally friendly products are expensive in nature. Secondly, creating more awareness in the developing countries where poverty is still a major cause to be considered and the population in those countries are high. These people should be made aware about the mother nature and the affect normal product causes on it whereas the advantages of going green still needs to be taught in those places.

7 Conclusion

The methods, tools and techniques used above for studying the research in detail can be summarized as an effective action plan. The methods applied in this research study are used for deriving the authentic and reliable information in accordance with the research question. Through this chapter of the research, it has been highlighted that exploratory research design in combination with the positivism research philosophy has proved to be a quite useful methodology in successful completion of the research work. Furthermore, a deductive research approach has been used in this research study because it supports quantitative data analysis. While firms can have a great impact on the natural environment, the responsibility should not be theirs alone. In the

EPA's 1994 study consumers gave the following reasons for why they damage the environment.

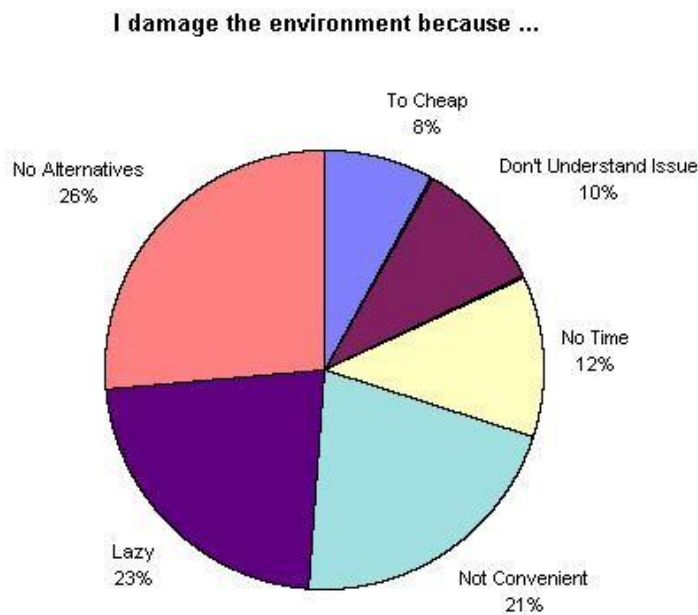


Figure 1.

Figure 2: Why the environment is damaged? (Source: EPA's 1994)

It is clear from review of literatures and the conceptual model that most consumers still lack green knowledge and due to such little consciousness towards green products, organizations are not pushing towards evolving green products or green packaging. Organizations kind of believe that marketing features such as developing a proper supply chain, packaging, pricing etc take preference over green marketing creativities. However people have started to understand their role and responsibilities towards the environment. However this change is a slow process. They are cutting down on extras and wasted materials and turning their operations into more efficient and green operation. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers. This kind of advertising goes a long way in educating the masses and promoting the concept of green products among the people. With more and more consumers willing to pay a little extra towards green products, organizations are taking notice of the demands and behavior and attitude of the consumers.

The data in this research study has been gathered through primary data collection methods in which survey questionnaires had been prepared. Consecutively, the sample data of 100 people have been collected to gather opinions from respondents

regarding conspicuous consumption, which affect or may be affected by green marketing strategies. Furthermore, the ethical considerations regarding the research have been discussed to gain ethical reliability of the sources used and information gathered. Overall, it can be said that the whole methodology and its techniques played a significant role to provide a proper direction to the research towards its successful conclusion. Green marketing is a kind of tool for shielding the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspects of their business.

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Appendices

Appendix 1 – Questionnaire for interviewees

1. Age group

- Under 18
- 18-24
- 25-34
- 35-44
- 45 or above

2. Gender

- Female
- Male
- Rather not say

3. Occupation

- Student
- Employed
- Unemployed
- Housewife
- Retired

4. Please indicate your highest level of education

- Basic education
- Secondary education
- Higher secondary
- Bachelor's degree
- Master's Degree
- Others

5. Do you believe that you are environmentally friendly?

- Yes
- No
- A little
- I don't know

6. What kind of environmentally friendly activities do you undertake? (Select 1 or more answers)

- Recycling

- Conserve water and energy
 - Drive less, walk more
 - I don't consider myself to be environmentally friendly
 - Others (Please Specify)
7. Are you aware of 'Green products' or 'Eco-friendly products'?
- Yes
 - No
 - A little
8. How did you gain awareness about 'Green products' or 'Eco-friendly products'?
- TV
 - Magazines
 - Newspapers
 - Internet
 - Friends/Relatives
 - Seminars/Conferences
 - Supermarket staffs
 - Others
9. How many times have you bought green or eco-friendly products in the past 6 months?
- Once a week or more
 - At least once a month
 - Less than once a month
10. If green features increase the price of the product, are you willing to pay more?
- Yes
 - No
 - A little
11. What is the main reason that makes you willing to pay more for the 'Green products'? (Select one or more answers)
- Enhances the quality of life
 - Environmental protection responsibility
 - Getting high level of satisfaction
 - Future concerns regarding climate change/global warming
 - Potential increase of the product value/quality

12. What is the main reason that makes you not willing to pay more for the 'Green products'? (Select one or more answers)
- Price is too high
 - Green misconceptions
 - Can't see the benefit/doesn't affect me
 - Feel that green products do not make a genuine difference to the environment
 - I am always ready to pay extra for environmentally friendly products
13. From where do you usually buy green products? (Choose one or more)
- Retail malls
 - Local shops
 - Internet
 - Teleshopping
 - Factory outlet
14. Why do you think Green Marketing is in headlines recently?
- Companies are increasing its competitive edge
 - Consumers are being aware of green products
 - Company's attempt to address society's new concern
15. Which marketing element strongly influences your buying behaviour of green products?
- Product
 - Place
 - Promotion
 - Price
 - All the above
16. How will you describe your level of satisfaction regarding green products?
- Very much satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very much dissatisfied
17. How would you express your willingness to recommend green products to family, friend and relatives?
- Very much willing
 - Willing
 - Neutral

- Unwilling
 - Very much unwilling
18. Which of the following marketing strategies used for green products is more effective in influencing your behaviour as a consumer of green products?
(Choose one or more)
- Certifications
 - Educational campaigns
 - Self-explanatory labels
 - Advertisements using green themes
19. In case you don't use green products, will you consider using green products in the future?
- Not at all
 - Intend to consider
 - Consider but not in the immediate future
 - Consider to use sometimes
 - Consider to use always
20. Would you purchase from a company who practices non-environmentally friendly actions?
- Yes it does not bother me
 - No definitely not
 - Would rather not, but might
 - No, I would switch to environmentally friendly competitor