

Chapter 2: Literature Review

In recent decades, environmental concern has evolved into a significant societal issue and a focal point in academic research. The United States and Western Europe have witnessed a notable surge in environmentalism, leading to a positive shift in consumer behaviour towards eco-friendly products since the 1970s. This shift has played a pivotal role in initiating the green revolution, aimed at mitigating further harm to the environment. Green marketing, a facet of marketing, is dedicated to minimizing our environmental impact through thoughtful design, production, packaging, labelling, and consumption. Notably, recent emphasis in green marketing has been on product-related aspects such as packaging and labelling, as well as incentive strategies. It is essential to evaluate the global incentives for adopting environmentally friendly practices, as it provides insights into how organizations can integrate green marketing across all their activities.

Companies adopt a strategic approach to address both the environmental and entrepreneurial aspects of their industry, aiming to enhance consumer satisfaction through the introduction of innovative and environmentally friendly products. This not only establishes a potential for a competitive advantage but also alleviates competitive pressures. The consumer purchasing process typically involves five stages: recognizing the need, seeking solutions, evaluating options, making a purchase decision, and engaging in post-purchase behaviour. Various factors, including socio-cultural, psychological-individual, marketing, and situational influences, collectively shape consumer buying behaviour. Both organizations and consumers bear a responsibility for environmental issues, and their involvement in purchasing green products reflects a shared commitment to this cause. While motivations for engaging in green activities may differ, the green consumer plays a crucial role in contributing to environmental well-being.

Generally, these consumers refrain from purchasing products that pose risks to human health, involve hazardous processes during production, cause significant environmental harm, generate excessive waste, engage in raw material extraction, or harm endangered plant and animal species or natural resources. Enforcing such

policies is crucial in steering consumer behaviour towards environmentally friendly purchases, ultimately mitigating the adverse effects of synthetic products on the environment. However, it's worth noting that findings in this area often present conflicting perspectives.

Therefore, Research relevance may be limited to specific cultural, temporal, and geographical settings. Some studies have explored shifts in consumer behaviour, noting that individuals concerned about the environment express their apprehensions through various actions, such as scrutinizing products to ensure ethical purchases. This study specifically investigated the impact of green marketing tools on consumer purchasing behaviour. An inquiry has explored strategies for environmental protection, revealing a substantial connection between demographic characteristics, cognitive psychology, personality, attitudes, and environmentally friendly activities. In an assessment by Pickett et al., it was found that psychological and social factors wield a more pronounced influence on consumer green behavior compared to demographic factors.

Furthermore, they posit that influencing these factors can lead to varied behaviours, thereby exerting a positive impact on the formulation of marketing strategies. Another study specifically evaluated environmental knowledge as a significant variable affecting green consumer behaviour. The creation of awareness regarding environmental issues underscores the role of knowledge in the realm of green marketing. The level of knowledge and awareness about the environment directly correlates with an individual's intended purchasing behaviour. Those with greater knowledge, particularly those expressing concern for the environment, are more likely to process information related to environmentally friendly products. Marketing experts should prioritize environmental knowledge within organizations and promote their products to fulfil objectives, such as influencing consumer purchasing behaviour.

Research indicates a pressing need for heightened awareness of environmental justice within the realm of green marketing practices. Diverging from the conventional cost discussions found in literature, the study identifies a distinct category termed 'costs with positive results' associated with the incorporation of environmental justice in

green marketing. The paper proposes a research agenda aimed at gauging consumer awareness of environmental justice and their willingness to bear associated costs. In Western market economies, environmental management systems and green marketing programs have gained popularity, being perceived as cost-effective, efficient, and just methods for addressing environmental challenges arising from economic activities. However, the article argues that these optimistic views are built on ideas, images, and metaphors containing androcentric and inadequate assumptions about self, society, and nature, which may conflict with long-term environmental protection goals.

This research contends that a more profound ecological understanding can be advanced within the framework of capitalism by leveraging the features of commodity culture to advance environmental objectives. The authors dismiss both simplistic ecological romanticism and revolutionary idealism, asserting that these perspectives lack a practical foundation for achieving greater environmental responsibility. Building on the established theoretical tradition of post-Marxist cultural criticism, the authors provide a conceptual rationale for the creation and adoption of a discourse centred on green commodities. To realize this vision, existing paradigms related to the structure, nature, and characteristics of capitalism must undergo revision.

Marketing not only holds the potential to contribute to the establishment of more sustainable societal forms but also, as a key agent in facilitating and propagating commodity discourse, bears significant responsibility to actively participate in this endeavour. In a paper by Prothero (1998) titled **Green Marketing: The 'Fad' That Won't Slip Slide Away**, the author introduces various articles discussed in the July 1998 issue of the *Journal of Marketing Management*, all centred on the theme of green marketing. These articles cover a range of topics, including the necessity to review existing literature on green marketing, an empirical study involving marketing managers in the United States and Australia, an exploration of what a green alliance entails in practice in Great Britain, and discussions on ecotourism and definitions of green marketing.

This paper conducts a comprehensive review and categorization of environmentally related research published in major English-language marketing journals spanning the

years 1971 to 1997. It delineates the evolution of research, starting with early studies predominantly focused on characterizing the green consumer, conceptualizing environmental consciousness, examining behaviours like recycling, and studying attitudes toward environmental problems such as pollution. Subsequently, there was an expansion of the agenda to include energy conservation, legislation, and public policy issues, maintaining a primarily managerialist perspective. Although these topics persisted in the 1990s, the research agenda broadened once more to encompass broader issues like environmental values and institutions. In the most recent phase, macro issues such as sustainable marketing and its relationship to the dominant social paradigm have been introduced. The paper concludes by asserting that an interdisciplinary examination of macro issues is crucial for the continued development of marketing thought in this area. It further contends that a synthesis of macro and micro perspectives is essential for the formulation of effective and enduring public policy concerning the marketing/environmental relationship.

2.1. An overview of green marketing

At its core, marketing involves engaging in market activities with the goal of fulfilling human needs and desires through completed transactions. Despite its potential to enhance both consumer well-being and the preservation of the natural ecosystem, green marketing has not fully realized its impact. The media extensively covers green marketing, reflecting an increased environmental consciousness among personal and industrial consumers. The American Marketing Association had conducted a workshop aimed to unite academics, practitioners, and policymakers to assess marketing's influence on the normal environment. In this workshop, ecological marketing was defined as the assessment of both favourable and unfavourable facets of marketing activities in relation to pollution, energy depletion, and the depletion of non-energy resources. The evolution of green marketing has seen various stages, each characterized by distinct features and responsive to changing environmental needs and circumstances.

Green marketing has traversed three distinct eras. The initial phase, known as ecological green marketing, started from 1960s to the late of 1970s. During this era,

the focus was primarily on external environmental issues, with an emphasis on problems like air pollution. The second era, termed green environmental marketing, commenced in the late 80s and introduced novel concepts. Examples include clean technology and sustainability and the emergence of consumer and competitive advantages. A notable difference between the two eras lies in the scope of their focus: while the first era targeted specific industries' impact on the environment, the second era, environmental marketing, encompassed a broader spectrum, including all services and manufacturing methods, such as tourism.

The third era, which was known as sustainable green marketing, emerged due to the escalating requirements and anticipations of people, coupled with stringent governmental regulations that limited the continuity of the second era. Sustainable development, particularly within the field of marketing science exerted a substantial influence on the economy. One notable example is the impact of environmental technology introduced by the Toyota factory. Their approach was influenced not only by legal requirements but also by the imperative to establish a cohesive product line, exemplified by the production of the next generation of cars like electric-combustion hybrids. The outcomes demonstrate that Toyota has become a leader in this market segment, which has experienced significant growth in recent years.

The inception of the contemporary environmental movement in the United States can be traced back to the late 1960s and was acknowledged as a pioneering force in environmental advocacy. Meanwhile, European countries were engaged in reconstructing their economies after the devastation of the Second World War. The ecological movement in America gained momentum during the 1960s, leading to increased public awareness and concern. Reacting to this, the Environmental Quality Council (CEQ) and the Environmental Protection Agency (EPA) were founded in the 1970s, coinciding with the passage of several environmental laws at the time

Moreover, ethical consumers have observed that 5% of the global population consumes 30% of the world's resources. Environmental regulations have gradually become integrated over the years. The environmental consciousness initially emerged in West Germany, the Netherlands, and Scandinavia, though for many countries, this

development is relatively recent. In the late 1970s, the Green party was established in Germany, with elected members holding political offices across Europe, playing a pivotal role in initiating the Green Revolution. Currently, environmental issues have gained significant attention in various European nations, including Britain and Italy, surpassing prior hesitancy among the population. Ottman and Peattie argue that the demand for and attitudes toward green products are likely to differ among market segments and cultures. Therefore, there is a pressing need for research into the influence of green marketing tools on purchasing behavior in emerging Asian markets.

Chan claims that the insufficient presence of green products and services in the market is responsible for the lack of attention they receive. While this argument holds some validity in consumer societies, in Iran, green food products, energy-efficient light bulbs, and CFC-free sprays are readily available. The initial step of purchasing these items demonstrates consumer interest in environmental issues, and subsequent behaviour reflects this environmentally conscious approach. Consequently, it can be argued that the influence on consumer purchasing behaviour varies, and the intensity of this effect can differ. For example, during a recession, economic concerns take precedence, often causing issues such as environmental considerations to be sidelined.

Green marketing gained prominence in 1980s and 1990s, with the inaugural book on the subject titled **Ecological Marketing** originating from the first workshop on Ecological Marketing conducted by the American Marketing Association (AMA) in 1975. The significance of green marketing heightened in the early 1990s, but discussions on green consumers and green consumerism had already surfaced in the 1970s and 1980s. In 1976, Henion and Kinnear defined green consumers as individuals with environmental consciousness, while Antil (1984) characterized green consumerism as a specific form of socially conscious consumer behaviour with a primary focus on environmental protection. Weiner and Doescher (1991) described green consumerism as a pro-social form of consumer behaviour. In 1994, Michael Polonsky defined green marketing as encompassing all activities intended to facilitate exchanges that satisfy human needs or wants, with minimal adverse impact on the

natural environment. Numerous studies support the notion that contemporary consumers exhibit a preference for environmentally safe products and hold a positive view of companies adopting eco-friendly practices.

Various opinion polls in the US and elsewhere indicate a strong consumer willingness to support environmentally conscious products and companies, although the actual implementation of such preferences is subject to debate (Mendleson N, Polonsky M J, 1995). Despite the significant interest in green marketing from both researchers and organizations, the demand for green products has not reached the anticipated levels. Mintel (1995) identified a notable gap between consumers' environmental concerns and their actual green purchasing behaviour. There still exist substantial barriers hindering the widespread adoption of more ecologically oriented consumption patterns. According to Michael J Polonsky, environmental marketing has been perceived as an opportunity for organizations to align with their objectives (cited by Keller 1987, Shearer 1990). It was believed that organizations have a moral obligation to serve society in a more environmentally friendly manner (Davis 1992, Freeman and Liedtka 1991, Keller 1987, Shearer 1990).

Government laws aimed at environmental protection compel firms to adopt more socially responsible practices. Additionally, competition-driven environmental initiatives exert pressure on firms to transition from conventional marketing activities to environmentally focused marketing strategies. The pricing of green products, identified as a factor influencing their purchase, often presents a challenge due to their higher costs compared to traditional products. One potential solution to mitigate this challenge is the implementation of well-designed environmental standards, which can contribute to reducing the cost of green products.

The implementation of environmental standards has the potential to stimulate innovations that not only reduce product costs but also enhance its value. Such innovations empower companies to utilize inputs more efficiently, spanning from raw materials to energy to labour, thereby mitigating the costs associated with improving environmental impact. This improved resource productivity, driven by innovation, contributes to making companies more competitive in the market. In the contemporary global economy, resistance to innovation may lead to a loss of competitiveness. As

emphasized by Michael Porter and Claas van der Linder in 1995, innovation is a crucial driver for sustainable development, playing a central role in ensuring competitiveness for companies. Jacquelyn Ottman (1998) advocates for the integration of environmental considerations into all aspects of marketing, including new product development and communications, from an organizational standpoint.

This comprehensive perspective on Green Marketing underscores the importance of considering not only suppliers and retailers but also new stakeholders such as educators, community members, regulators, and non-governmental organizations (NGOs). It emphasizes that environmental concerns should not be compromised to meet the primary needs of customers. Organizations that incorporate green practices in their processes and products are perceived as environmentally friendly by consumers. Consumers tend to prefer products from organizations that actively market themselves as green entities. The traditional belief has been that individual actions can be predicted by their attitudes, and numerous studies have sought to enhance the ability to predict individual actions. Davidson et al. (1985) discovered that consumers' attitudes are linked to the knowledge and personal experiences they possess. However, inconsistencies were identified in the relationship between consumers' attitudes and their behaviour, particularly in the context of green consumerism.

Mainieri et al. (1997) discovered a low correlation between consumers' attitudes and green behaviour, a finding consistent with previous research such as Tracy and Oskamp (1984). Contrarily, Spruyt et al. (2007) argued that predicting an individual's behaviour is contingent on their attitude. To effectively predict specific behaviours, the criteria for measuring attitudes should be directed at a particular environmental issue, such as the purchase of green products (Gadenne et al., 2011; Wulf and Schroder, 2003).

According to the Green Gauge Study by the Roper Organization (cited by Crispell, 2001), American consumers can be classified into various categories: True-Blue Greens, Greenback Greens, Sprouts, Grouzers, and Basic Browns. True-Blue Greens are consumers who exclusively buy green products and strive to offset environmental deficits. Greenback Greens are willing to spend money on environmental protection but lack time and energy for environmental activities. Sprouts are consumers capable of purchasing green products but are not actively involved in environmental activities.

Grouser care about environmental protection but make excuses for not adopting green products. Basic Browns are consumers who neither care about environmental protection nor feel any shame about it.

Consumers exhibit a substantial awareness of green products; however, implementing green marketing practices in business operations proves to be a challenging task (Juwaheer, 2005). Antonio et al. (2009) propose that due to the evolving environmental consciousness, future studies will primarily focus on green consumerism, aiming to understand consumer attitudes, behaviours, and intentions. In a study of Ghanaian consumers, Braimah and Tweneboah-Koduah (2011) found a low level of awareness regarding green marketing issues, impacting the purchase decisions of consumers. The cost of green products emerged as a determinant affecting their purchase, with a noteworthy observation that younger consumers are particularly responsive to environmental concerns. Cherian and Jacob (2012) revealed that a lack of awareness about green issues among consumers impedes organizations from prioritizing the advancement of green products.

Various researchers, including Welling and Chavan (2010), have identified several issues and challenges associated with Green Marketing. Initiating green marketing efforts may initially prove to be costly, as it involves promoting green products/services, adopting green technology (which may include acquiring new technology or modifying existing technology), and embracing green power/energy, all of which require substantial investment in research and development programs. Significant financial investments are also needed for marketing promotions to raise awareness about green products and their benefits. The potential reluctance of many customers to pay a premium for green products can impact a company's sales. Successful green marketing necessitates extensive communication by companies to convey the presence and advantages of green initiatives to customers, utilizing various tools available for integrated marketing communication. Eco-labelling emerges as a promising approach to persuade customers about the green credentials of products. Consumers may be more willing to pay a premium price if they perceive additional benefits, such as product quality, environmental safety, fuel efficiency, and non-hazardous characteristics.

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Green Marketing has the potential to provide organizations with a competitive edge and cultivate a robust consumer base (Renfro L A, 2010). Joel Makower (cited by Shafaat & Sultan, 2012) points out that challenges faced by green marketers include the absence of standards and a common consensus among the public regarding what genuinely qualifies as **green**. Despite these obstacles, green marketing is gaining traction, especially in response to the increasing global concern about climate change. Companies are increasingly stepping forward to demonstrate their commitment to mitigating the adverse climate impacts of their products and services. Green marketing can play a pivotal role in fostering sustainable development, compelling firms to embrace innovative methods to thrive in the competitive business environment.

2.2. Why green marketing is important?

The significance of green marketing has witnessed a notable increase in recent years, and the underlying reason is straightforward. With limited resources on Earth, humanity must strive to meet the limitless wants of the world. While questioning the reasonableness or achievability of these wants is crucial, in market societies with freedom of choice, both organizations and individuals have the right to pursue their desires. Green marketing, in essence, concerns itself with how marketing activities utilize these finite resources to fulfil consumers' wants while achieving the objectives of the selling organization. Presently, green marketing stands as a dynamic segment within marketing research, initially spurred by increased media exposure that, in turn, exerts pressure on firms to showcase environmentally friendly behaviour.

The evolution of green marketing has been driven by the acceptance of product packaging and presentation to the public. Over time, there has been a shift from merely practicing environmental marketing due to legislative and environmental group pressures to genuine efforts aimed at improving sustainable marketing strategies and adopting eco-responsible behaviour (Polonsky and Rosenberger, 2001).

2.3. Green products and marketing practices

There is currently no unanimous agreement on what precisely qualifies as **green**, and a universally accepted definition of a green product is lacking. However, based on various definitions of green marketing, certain common characteristics are generally acknowledged for products considered as green. These characteristics include:

1. Energy efficiency (both in use and in production).
2. Water efficiency (both in use and in production).
3. Low emissions (minimal hazardous emissions).
4. Safety and/or health considerations.
5. Recyclability and/or containing recycled content.
6. Durability (long-lasting).
7. Biodegradability.
8. Renewability.
9. Reusability.
10. Third-party certification to public or transport standards (e.g., organic, certified wood).
11. Locally produced.

Numerous consumer durable companies are actively incorporating green marketing into their product promotion strategies. For instance, companies like Godrej Consumer Products are marketing their products with an Energy Star Label, emphasizing how the use of their products can reduce energy consumption and lead to significant cost savings on electricity over time. These companies often encourage consumers to exchange their old products for the latest green and environmentally friendly alternatives. Through advertisements, they seek to persuade buyers to adopt a green lifestyle and contribute to the development of a greener planet.

NDTV, a prominent media group, actively promotes green values through its Greenathon campaign. The NDTV Greenathon initiative organizes various philanthropic and social activities to raise awareness about environmental issues while contributing to social causes such as the electrification of rural areas. Philips is engaged in marketing its Compact Fluorescent Light (CFL) as Marathon, emphasizing its new super long life and energy efficiency features.

Numerous ² companies are now providing more eco-friendly alternatives to their customers, with recycled products emerging as one of the most popular environmentally conscious choices. Some companies are making a conscious effort to reduce the use of plastic bags, opting instead for carry bags made from recycled paper. For instance, Titan and Tanishq have implemented a corporate policy ensuring that goods are delivered or provided to customers exclusively in carry bags made from recycled paper. Idea Cellular Limited has also launched an advertisement highlighting tree conservation as part of their corporate social responsibility efforts.

Kansai Nerolac Paints positions itself as environmentally friendly by promoting lead-free paints in India, emphasizing the removal of hazardous heavy metals from their products. Dell has a dedicated strategy called **Go Green with Dell**, focusing on producing green IT products. Dell's products come in eco-friendly packaging, complete with a system recycling kit, and the company is committed to green innovations, spanning data-center efficiency to the use of environmentally friendly materials in design and packaging.

Major electronic goods manufacturers are adopting star energy ratings for their products to encourage energy conservation. A higher star rating (with a maximum of 5 stars) indicates lower energy consumption. Nokia has introduced phone recycling initiatives to contribute to natural resource conservation. In 2007, IBM launched Project Big Green, aiming to assist global clients in enhancing IT efficiency and optimizing data center resources. IBM offers software and services technologies to help businesses significantly reduce data center energy consumption, cutting energy costs by more than 40 percent. Both government and industry-level initiatives are underway to protect the environment.

The Environment Protection Act was enacted in India in 1986, followed by the implementation of the Environment Audit in 1992, both aimed at safeguarding the environment. New Delhi, the capital of India, faced severe pollution issues until the Supreme Court intervened, mandating a shift to alternative fuels. In 2002, the Supreme Court issued a directive to fully adopt Compressed Natural Gas (CNG) in all public transport systems to address pollution concerns.

Over time, various greenhouse gas reduction markets have emerged, fostering projects with significant local, environmental, economic, and quality-of-life benefits. The Clean Development Mechanism (CDM) under the Kyoto Protocol is one such initiative aimed at reducing greenhouse gas emissions. In the construction industry, there is a growing trend among builder lobbies to use fly ash bricks, reducing soil erosion associated with the production of traditional bricks. Additionally, solar panels are being employed to generate electricity for common passage lighting and elevators, contributing to a reduction in traditional electricity consumption.

The Footwear Design and Development Institute (FDDI) is actively emphasizing the re-use of tires, employing unconventional methods to innovatively create footwear and accessories from old and recycled tires. Green products have demonstrated resilience during economic downturns, as evidenced during the recession of 2008 and 2009. A Data monitor study reported over 500 new product launches claiming to be eco-friendly in the first six months of 2009.

2.4.Green Consumer and Green Consumerism

To gain a comprehensive understanding of the concept of green marketing, it is essential to delve into the characteristics of a green consumer. Ottman classified green consumers into four categories: those with knowledge, those who embrace a conservationist lifestyle, those desiring practicality, and those with a desire for control (Ottman, 1993). A green consumer is typically defined as someone who not only adopts environmentally friendly behaviours but also chooses green products over alternative options. These consumers believe it is their responsibility to actively contribute to environmental well-being. The open-mindedness of green consumers facilitates the acceptance of both green products and behaviours (Shamdasani, 1993).

Over time, the definition of green consumers has broadened, particularly considering the current consumer activism agenda, where environmental protection takes center stage (Dono et al., 2010). Green consumers are identified as individuals who avoid products or services that may harm living beings, cause damage to nature during

manufacturing processes, or involve unethical testing on living organisms (Elkington, 1994). ⁷⁶ The growth of green marketing and green consumerism presents significant opportunities for creativity in the industrial world (Cairncross, 1992).

Several factors contribute to the decision-making process of green consumers ^{when it comes to purchasing green products.} Extensive research over the years has identified heightened awareness of green issues, companies engaging in green advertising, and an increased overall concern for the environment as key factors influencing green consumer behaviour.

2.5.Green Consumerism

Muldoon (2006) justifies green consumerism as consumers making purchasing decisions based on environmental and social concerns. Moisander emphasizes that businesses have a responsibility to cater to individual consumer requirements, asserting that consumer communities can enhance the prospects of green consumerism. Social movements focused on transforming consumer perspectives towards eco-friendly products can significantly contribute to environmental protection. The author argues that green consumerism involves complex, value-based opinions, with green consumers making purchase decisions based on their interpretation of a fair share of products (Moisander, 2007).

Akenji (2014) highlights differences between green consumerism and sustainable consumerism. Green consumerism focuses on activities like green purchasing behaviour, product reuse and recycling, and efficient production. On the other hand, sustainable consumerism is a holistic approach to achieving sustainable development, involving shared responsibility among the government, producers, and consumers to reduce consumption and alleviate pressure on natural resources. It poses a challenge to societies where consumption levels contribute to economic growth. Akenji also notes that governments play a role in facilitating green consumerism to prevent environmental issues from arising.

Green consumerism plays a crucial role in marketing strategies, offering insights into how consumers view environmentally friendly products and services. Mansvelt characterizes green consumerism as striving for a balance between consumer expectations and preferences, and businesses' profit motives within the context of environmental concerns. This form of consumer behaviour is often described as having a socially responsible and environmentally conscious perspective, representing consumers' environmentally concerned consumption outlook (Mansvelt, 2011).

The prevalence of green consumerism in the business world serves to increase awareness regarding consumers' patterns and behaviours in relation to the products and services they receive. Recognizing the environmental impact of all types of products, there is a collective effort to minimize this influence. Green consumerism integrates environmental concerns into various activities. Lewis Akenji defines green consumerism as the production, promotion, and preferential consumption of goods and services based on pro-environment claims (Akenji, 2014). Akenji emphasizes the significance of sustainable consumption, highlighting how the proliferation of green consumption is influenced by eco-labels and awareness campaigns, impacting consumer purchasing behaviour. The author contends that green consumerism opposes a structural shift in consumption patterns. Organizational plans for sustainable consumer protection can yield contradictory effects, as seen in the rebound effect of household appliance consumption in the EU. Despite green end consumers showing positive aspects in their consumption beliefs related to green marketing, their understanding of the environmental harm resulting from accumulated consumption is limited (Akenji, 2014).

2.6.Importance of green marketing

The primary goal of green marketing initiatives is to mitigate environmental impact and establish a positive corporate image as an environmentally responsible entity (Sarkar, 2012). This innovative concept aids organizations in pursuing long-term objectives by attracting a larger consumer base. Companies are increasingly focusing on eco-innovation as a marketing strategy, aiming not only for sustainable production

processes but also to gain a competitive edge by influencing consumer behaviour towards environmentally friendly products (Singh & Pandey, 2012).

Conversely, due to heightened legal and regulatory pressures, organizations are compelled to adopt green practices to safeguard the environment and offer consumers healthy, environmentally friendly products and services (Sarkar, 2012). The overarching objective of such initiatives is to motivate consumers to contribute to a healthier environment and lifestyle by choosing green products. Contemporary businesses increasingly acknowledge the significance of eco-labelling in enhancing their brand image. Eco-labelled products play a role in minimizing information gaps between manufacturers and end users (Okada & Mais, 2010). Providing a detailed account of environmental credentials allows consumers to form informed opinions about brands (Mishra & Sharma, 2010).

Recent studies, such as the one by Esteves et al. (2017), underscore the significance of eco-labelling. Esteves and colleagues examined consumer purchasing behaviour by comparing eco-labelled and non-eco-labelled products in the New Zealand market. The comparative findings emphasized the importance of eco-labelled products, leading the authors to suggest that providing a comprehensive description of a product's environmental credentials enhances its competitiveness in the market (Esteves et al., 2017). Modern organizations in competitive markets, dealing with environmentally conscious consumers, are increasingly recognizing the importance of green branding (Suki, 2016). Successful green branding is proving advantageous for organizations by boosting brand equity, improving competitive positioning, and garnering favorable evaluations from consumers in comparison to competitors (Suki, 2016; Raska & Shaw, 2012). Alongside green branding, the prevalence of green advertising is growing across various industries, with organizations using it as a tool to shape consumer behaviour. Effective green advertising has been reported to positively influence consumer buying behaviour in diverse industries (Chan, 2004; Tariq, 2014; Habib et al., 2010). This research aims to assess the impact of ecolabelling, green branding, and green advertising on consumer buying behaviour in the South Gujarat, India market. Subsequent sections delve into the detailed mechanisms of consumer behaviour and the role of green marketing in shaping it.

2.7. Understanding consumer buying behaviour

The Theory of Planned Behaviour, proposed by Ajzen (1991), serves as a framework for understanding the motivational factors influencing consumer buying behaviour through intentions, subjective norms, and perceived behavioural controls. This theory asserts that intentions play a crucial role in shaping consumer behaviour. Attitudes are formed based on individual judgments about specific behaviours or beliefs regarding the outcomes of certain actions. For instance, if a consumer believes that purchasing a green product is beneficial for personal and societal well-being, they are likely to develop a positive attitude and, consequently, engage in the action. Normative beliefs, on the other hand, encompass societal, familial, or spousal pressures that influence someone to act in a particular way. For example, societal or familial expectations may pressurize an individual to buy and promote the consumption of green products for environmental protection, influencing their buying behaviour. Finally, perceived behavioural controls encompass factors that influence consumer buying behaviour, such as affordability or the perceived ease or difficulty associated with the purchase. For instance, a consumer's perception of whether they can afford to buy green products, which are often more expensive than others, can impact their decision. In summary, personal intentions, subjective norms, and perceived behavioural controls all significantly influence consumer buying behaviour (Ajzen, 2011). Consequently, green marketers employ various tactics grounded in the Theory of Planned Behaviour to influence consumers to purchase green products.

2.8. Consumer buying behaviour in relation to green marketing

Affordability emerges as a key factor influencing consumers' choices towards green products. In a survey conducted in India, Manaktola and Jauhari (2007) discovered that 67% of consumers from high-income classes expressed a preference for green products. In comparison, 65% of upper-middle-income, 59% of middle-income, and 48% of low-income consumers shared the same preference. The lower percentage of low-income consumers favouring green products suggests that such products are often financially inaccessible to this demographic (Purohit, 2012). Despite potential cost

savings, businesses commonly set 11 premium prices for green products to capitalize on their environmentally friendly image (Boztepe, 2012).

Researchers have applied behavioural theories to establish the connection between behaviour and attitude in consumer decision-making, suggesting that consumers often make purchasing decisions based on their positive attitudes towards specific products. However, Ottman (2011) argues that the relationship between green behaviour and consumer attitudes is weak. In a study conducted in the Turkish context, Albayrak et al. (2011) aimed to explore the influence of environmental knowledge on shaping consumer buying behaviour. Surprisingly, 74 they found that green consumers often resemble confused consumers, struggling to precisely define the concept of **green**, making it challenging for them to form a clear attitude towards green products.

Spanos (2008) emphasized that 64 companies are increasingly adopting green manufacturing and marketing practices due to heightened regulatory requirements and the growing demand for environmentally friendly products from consumers. Echoing similar sentiments, Purohit (2012) argued that social norms exert influence on consumers, compelling them to shift towards green products, with their intentions translating into actual buying behaviour.

Furthermore, consumers are now sharing equal responsibility with organizations for environmental protection through their choices in green purchases. Boztepe's (2012) research in Turkey revealed that perceived social norms create pressure on consumers to opt for green products, with this pressure varying across demographic factors. Supporting this idea, Lee et al. (2012) found that gender, age, qualifications, and income levels play a role in shaping consumer buying behaviour for green products in the Korean context. Many companies are actively contributing to environmental preservation by offering environmentally friendly products (Renfro, 2010).

Previous research has identified various factors influencing consumer behaviour in the context of purchasing green products. In India, consumer income class and social norms play a crucial role (Purohit, 2012), while in Turkey, factors such as environmental protection behaviour and social norms pressure are significant

determinants (Boztepe, 2012). In Korea, gender, age, education, and income status have been identified as influential factors in the purchase of green products (Lee et al., 2012).

Psychological and social factors tend to exert a more persuasive influence on consumer behaviour compared to demographic factors when it comes to consistent green product purchases (Pickett et al., 1995). Laroche et al. (2001) argued that although green consumers are often more educated and wealthier, there is a democratization of green purchase behaviour in Europe and North America. Additional motivators for buying green marketing products include concerns for animal welfare, health considerations, and the perceived quality of organic products (Raska & Shaw, 2012). Parental attitudes also strongly predict green marketing purchase behaviour, as parents prioritize organic products for health and safety reasons (Renfro, 2010). Other factors influencing consumer buying behaviour include personal values, awareness of environmental issues, knowledge of alternative products, and the consumer's perception of environmental protection (Rashid, 2009)

These findings suggest that the patterns of purchasing green products and services are not uniform across all consumers. However, the current research is limited to examining the direct impact of green marketing on consumer buying behaviour and has not considered the role of demographics in either amplifying or diminishing the effects of green marketing activities on consumer buying behaviour. In general, numerous prior studies, including those by Purohit (2012), Spanos (2008), Boztepe (2012), and Lee et al. (2012), suggest that the green marketing practices of organizations have a positive influence, either directly or indirectly, on consumer buying behaviour in various consumer goods industries.

2.9.Environmental Awareness and Purchasing Green Product

A consumer possessing environmental awareness can be characterized as an ecologically conscious individual who recognizes their self-efficacy in combating environmental pollution and holds a sense of responsibility towards future generations and humanity as a whole in their resource utilization. Environmentally conscious

consumers are capable of evaluating the availability of environmental resources, understanding the costs associated with their utilization, and comprehending the impact of such use on both the environment and themselves (Babaoğul and Ozgun, 2008).

Aslan conducted a survey involving 400 university students at Kafkas University, revealing that students exhibit awareness of green purchasing and the avoidance of environmentally harmful products. The study highlighted that students consider product features, excessive packaging, waste reduction after use, and post-purchase information about the product as important factors in their decision-making (Aslan, 2007). Similarly, Aracıoğlu conducted a survey in İzmir with 360 questionnaires, finding that an increase in environmental pollution awareness and a commitment to environmental protection influence consumer buying behaviour. Participants in the study were also conscious of the importance of recycling in safeguarding the environment and preventing pollution (Aracıoğlu and Tatlıdil, 2009).

2.10. Green Product and Purchasing Green Product

The rapid increase in environmental pollution during the industrialization period sparked a significant reaction against products harmful to the environment. As consumers began to consider the environmental impact of a product in their purchase decisions, businesses responded by manufacturing environmentally friendly, or **green**, products and implementing green product policies (Uydacı, 2002: 113). In June 2009, Grail Research conducted a survey involving 520 US Green consumers. The target individuals were respondents aged 18-65 who were aware of and had purchased green products in the past. According to the findings, consumers perceive green products as those that minimize their impact on the environment, such as being energy-efficient, recyclable, natural, or organic. Interestingly, only 30% of consumers considered reducing water usage to be a green practice. Product labels and word of mouth were identified as the primary sources of information about green products and companies for consumers (Grail Research, 2010).

A reduction in price resulting from cost savings can serve as an incentive for consumers to opt for environmentally friendly products. When the demand for a product is responsive to price changes, lowering the price becomes a more effective strategy for companies. Conversely, when the price remains constant, emphasizing the positive environmental attributes of the product can be utilized as a competitive advantage. If the product's price is higher, the focus should shift to promoting a differentiated green product, provided there are consumers willing to pay a premium for such products. In this scenario, the pricing level becomes a critical factor (Emgin and Turk, 2004). In a survey conducted by Grail Research in June 2009 involving 520 US Green consumers, it was found that individuals who have never purchased green products are often deterred by the perception that they are too expensive. Price emerges as the primary reason why consumers opt not to buy green products (Grail Research, 2010).

2.11. Demographics and Purchasing Green Product

Several previous studies have investigated the connection between demographic factors and the attitudes/consumption patterns of environmentally conscious consumers. Identifying statistically significant variables in these studies provides marketers with efficient ways to segment the market and leverage green attitudes and behaviours. In a survey conducted by Roberts, involving 235 students at a large university, the study aimed to discern green consumer behaviours in the new century. The findings suggested that psychographics were more effective than demographics in explaining the variability in college students' ecological awareness consumer behaviour.

The study revealed that an individual's belief in the significant role people can play in combating environmental destruction serves as a key motivator for ecologically aware consumer behaviour. This relationship held true across samples of both adult consumers and college students, indicating a consistent green consumer profile. While liberalism was identified as a noteworthy correlate of ecologically aware consumer behaviour, it was observed that this behaviour transcends ideological boundaries. Additionally, altruism was found to play a role, albeit a secondary one, in elucidating

ecologically aware consumer behaviour (Straughan and James, 1999: 559-575). Another study by Diamantolopoulos and others (2003) involved 1697 questionnaires in Britain. As per the findings of this study, demographic variables were deemed insufficient for determining a green consumer profile. However, the study indicated that women exhibit a stronger connection to the environment and tend to display pro-environmental behaviours. Moreover, married couples were identified as more likely to exhibit pro-environmental behaviours. The study also revealed a negative correlation between age and pro-environmental attitudes. On the other hand, a positive correlation was observed between education, information, attitudes, and environmentally friendly behaviours.

Contrary to expectations, hypotheses related to high social class, environmental information, environmental quality, and participation in green activities were not supported in this study (Keleş, 2007). Another study conducted by Tilikidou and Delistavrou (2001) in Greece, involving 420 households, concluded that individuals with higher levels of education were more inclined to adopt pro-environmental non-purchasing behaviours. However, these individuals were relatively few in number and not strongly committed to most of these behaviours.

The study found a positive correlation between non-purchasing ecological behaviours and recycling attitudes, as well as locus of control. Recycling behaviour was better predicted by recycling attitudes, while post-purchasing behaviour and ecological activities were better predicted by other behaviours. Consumers predominantly engaged in recycling and non-energetic, traditional activities were mainly influenced by positive attitudes toward recycling and a sense of social responsibility. Additionally, the study discovered that individuals involved in one type of non-purchasing pro-environmental behaviour were more likely to engage in another type as well (Tilikidou and Antonia, 2008).

2.12. Socio-demographic variables and green marketing

Researchers commonly employ socio-demographic variables to create profiles of environmentally conscious consumers, as highlighted by Park, Choi, and Kim (2012).

Drawing from research, Ferrell & Hartline (2014) assert that individuals, especially young adults in the 18 to 25 age range, are significantly influenced by both their natural and social environments, shaping their knowledge of the marketplace and impacting their purchasing decisions.

Sharma (2015) emphasizes the importance of socio-demographic characteristics, such as age and education level, in influencing consumers' intentions to adopt environmentally friendly practices. Wang (2014) references prior research studies that consistently identify women, young adults, and individuals with relatively high levels of education and income as the demographic groups most likely to engage in green consumption behaviours.

2.13. The green marketing mix

The green marketing mix involves the creation of products and the adoption of pricing, promotional, and distribution strategies explicitly tailored to support and conserve environmental well-being. Companies often find themselves compelled to adopt environmentally friendly policies when undertaking tasks such as product development, price setting, advertising campaigns, and market placement (Davari & Strutton, 2014). The subsequent section provides a brief explanation of these aspects.

2.13.1. Green product

According to Diglel and Yazdanifard (2014), a green product is characterized as an item produced with environmental consciousness, minimizing negative impacts on the environment. Such products include those with packaging made from recycled materials, contribute to the preservation of natural resources, and are locally manufactured. Campher (2013) notes that consumer preferences, as indicated by market research, lean towards environmentally friendly products. Ottoman & Mallen (2014, p. 1) posit that individuals actively seek green products because they perceive them as healthy, organic, of superior quality, and conducive to environmental preservation. Supporting this perspective, Manget, Roche, and Münnich (2009) found that consumers highly value the advantages offered by green products, including

superior freshness and taste, assurances of safety and health, and savings on energy costs

2.13.2. Green price

Price, as defined by Burrow (2008), represents the amount an individual must spend to acquire a particular item and is a pivotal component of the green marketing mix. Bukhari (2011) suggests that the perceived expense of green products is a primary reason consumers opt not to purchase them. However, Anvar & Venter (2014) argue that consumers, particularly the younger demographic, are not only demanding green products but also possess greater purchasing power and are willing to pay the associated price.

Boztepe (2012) conducted a study revealing a notable shift in the relationship between price and consumer behaviour, with young consumers demonstrating a willingness to pay for eco-friendly products compared to earlier research. Abzari, Faranak, Sharbiyani, and Morad (2013) further assert that consumers are willing to pay a higher price if the benefits of using the green product outweigh the cost

2.14. Green promotion

The integration of visual aesthetics in a product's packaging can function as a powerful marketing tool, particularly when consumers lack prior knowledge about the product. Packaging serves a multifaceted role, encompassing containment, identification, description, protection, display, promotion, and the overall enhancement of a product's marketability. Agyeman (2014) emphasizes the significant impact of packaging on a consumer's choice of green products

According to Laroche, Bergeron, and Barbaro-Forleo (2001), particularly among female consumers, green product choices often hinge on an examination of the product's labelling to ascertain whether it was manufactured using recycled materials. Such consumers also tend to favor ecologically compatible products, such as those that are CFC-free, biodegradable, or unbleached. Davis (2014) highlights research

suggesting that packaging has a greater influence on the buying behaviour of female consumers compared to male consumers

Moreover, Ahern (2013) suggests that emotional advertising stands as a potent tool wielded by modern marketers to shape consumer preferences and decision-making processes. Ansar (2013) contends that advertisements **play a crucial role in** enhancing consumers' knowledge about the environment and green products, thereby facilitating informed decisions regarding the products they choose and their environmental impact. Consequently, environmental advertisements can significantly contribute to motivating consumers to opt for green products. If effectively implemented, these promotional tactics have the potential to attract consumers and exert a substantial influence on their decisions to purchase green products.

2.14.1. Green place

In the realm of the green marketing mix, the strategic placement of products holds a significant position. The effectiveness of product positioning plays a pivotal role in ensuring that marketing messages effectively resonate with the target consumer base and, in turn, prompt them to take action. According to Kontic (2010), the location and accessibility of goods or services have a substantial impact on customers' choices, as most consumers are generally unwilling to travel great distances to acquire green products. Instead, they are more inclined to opt for alternatives that are closer and more convenient. Consequently, marketers seeking successful promotion of their products should focus on positioning them strategically and expansively within the marketplace.

Gittell, Magnusson, and Mirenda (2015) assert that supermarkets **play a crucial role in** facilitating consumer access to green products. The ease of accessibility to green products, when strategically placed, serves to encourage and promote green purchasing behaviour among consumers. Therefore, effective product positioning is not only about the physical location but also about creating convenient access points that encourage and support environmentally conscious consumer choices.

2.15. Green Marketing and Sustainable Development

The American Marketing Association (AMA) characterizes green marketing as the promotion of products perceived to be environmentally friendly, encompassing various activities like product adjustments, modifications in production processes, changes in packaging, labelling, advertising strategies, and the promotion of awareness regarding compliance marketing within industries (Yazdanifard, 2011). Business Dictionary defines green marketing as promotional efforts aimed at capitalizing on shaping consumer behaviour towards a brand. These efforts are increasingly influenced by a company's practices and policies, reflecting its impact on the environment and indicating the level of its commitment to the community. Alternatively, it can be seen as the promotion of environmentally secure or beneficial goods (Yazdanifard, 2011)

The World Commission on Environmental Development (1978) offers the definition of Sustainable Development as meeting the needs of the present without compromising the ability of future generations to meet their own needs (p.134). The central idea throughout this concept of sustainable development is the aspiration to integrate economic and ecological progress into decision-making by formulating policies that preserve the standards of agricultural development and environmental conservation. The ultimate outcome of green marketing is the conservation of the environment for both current and future generations (Vandhana, Karpagavalli, & Ravi, 2013)

2.16. Green marketing tools

Utilizing green marketing tools like eco-labels, eco-brands, and environmental advertisements serves to simplify perceptions and enhance awareness of the attributes and characteristics of green products. As a result, consumers are more likely to be guided towards the purchase of environmentally friendly products. The application of these policy tools plays a crucial role in influencing consumer purchasing behaviour, encouraging the choice of eco-friendly products and thereby mitigating the adverse impact of synthetic products on the environment

Hartmann and Ibanez emphasize that green marketing primarily centres on the effectiveness of cognitive persuasion strategies, attributing consumer high involvement in environmental issues to a growing awareness of the environment. Stanton and Futrell provide a definition of green or environmental marketing as **actions intended to replace current needs and wants with minimal harmful impact on our environment.** Ginsberg and Bloom argue that there is no one-size-fits-all marketing tool suitable for all firms. Instead, strategies should vary based on different markets and the level of consumer concern for the environment. While studying the determinants of consumers' green purchase behaviour is beneficial for green marketers, our specific focus is on the impact of green marketing tools on purchase behaviour.

2.17. Eco-labelling

One prominent tool employed in green marketing is the use of eco-labels on environmentally friendly products. These labels are instrumental in marketing efforts to enhance the identification of green products. Eco-labels come in various forms, ranging from simple brand identifiers to more intricate diagrams integrated into product packaging. They serve the dual purpose of providing essential information about the product and, in some cases, fulfilling legal requirements for additional details.

Sammer and Wüstenhagen highlight the eco-label as a crucial tool that facilitates the exchange of symmetric information between sellers and buyers. Eco-labels, according to them, perform two primary functions for consumers: an information function that communicates intangible product characteristics such as quality, and a value function that imparts a sense of value, such as prestige. Rex and Baumann define eco-labels as tools that aid consumers in decision-making by helping them choose environmentally friendly products and providing insights into the production processes.

While various studies explore the effectiveness of eco-labels in influencing consumer purchase behaviour and promoting environmentally safe products, challenges exist. Consumer distrust in eco-labels may manifest in their difficulty in recognizing and understanding the regulations companies adhere to when placing authorized labels on their products. Nik Abdul Rashid's study suggests that awareness of eco-labels positively influences the link between knowledge of a green product and a consumer's intention to purchase. However, other studies indicate that despite consumers recognizing the functions of labels, it doesn't automatically translate into green purchasing decisions.

Limited research has delved into the connection between environmental labelling and a consumer's intention and behaviour regarding the purchase of environmentally friendly products. Moreover, there is a lack of understanding regarding how label information specifically influences a consumer's intention to purchase environmentally friendly products. Kuhn points out that these gaps in knowledge may arise from the market's expansion, leading to increased pollution and a growing need to achieve greater market share through the production of environmentally friendly products.

2.18. Eco-brand

As per the American Marketing Association, a brand is defined as a name, term, sign, symbol, or design, or a combination of these elements, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors. This definition can be broadly applied to eco-brands as well. An eco-brand is characterized by a name, symbol, or design associated with products that are environmentally harmless. Leveraging eco-brand features assists consumers in distinguishing these products from other non-green alternatives.

According to a previous study conducted by Rahbar and Abdul Wahid, Malaysian consumers specifically identify glass-based items, household cleaning products, aerosols, pesticides, and plastics as categories with a high environmental impact, categorizing them as non-green products. Consequently, it is reasonable to anticipate

that consumers would respond positively to products labelled as 'eco-branded' due to their environmental attributes. Earlier research conducted in Western countries supports this notion, demonstrating that consumers in the USA and Germany exhibit positive responses to eco-branded products, exemplified by brands such as The Body Shop and green energy options.

Emotional brand benefits emerge as a pivotal factor compelling consumers to shift their actual purchasing behaviour towards eco-friendly products. Hartmann et al. identify various types of emotional brand benefits, including a sense of well-being, the expression of self through socially visible consumption, and benefits associated with nature. Understanding consumers' brand purchase decisions holds paramount importance for marketers and market researchers, a phenomenon known as brand equity. Brand equity is characterized by the diverse impacts that data has on consumer responses to marketing efforts. Green brands, with their focus on environmental concerns, should be leveraged to emphasize the status of green products, akin to the approach employed for non-green products.

2.19. Environmental advertisement

During the late 1980s and early 1990s, as consumer awareness of environmental issues grew, green marketing initiatives saw significant development, particularly in the realm of environmental advertising. Aligned with the global rise of environmental movements and a heightened public focus on ecological concerns, numerous organizations opted for environmental advertising through various media channels and newspapers as a strategy to introduce their products to environmentally conscious consumers.

The primary goal of green advertisements is to influence consumers' purchasing behaviour by encouraging them to choose products that are environmentally friendly and to draw attention to the positive consequences of such choices. Davis outlines three common elements found in corporate environmental advertising. First, these advertisements typically begin with a statement expressing the corporation's concern for the environment. Second, they describe the specific changes the corporation has implemented in its procedures to underscore its commitment to environmental

improvement. Third, the advertisements highlight specific environmental actions in which the corporation is engaged or results for which it takes credit. According to Baldwin, environmental advertisements play a crucial role in shaping a consumer's values and translating those values into the choice to purchase green products. Chase and Smith support this notion, stating that environmental messages in advertisements and product labelling have been found to influence the purchasing decisions of 70% of respondents.

2.20. Businesses and Green Marketing

Significant shifts are underway in the business landscape regarding the emphasis on environmental and societal considerations. In the 21st century, the prevailing corporate ethical code leans towards being environmentally conscious or green. While profitability remains a central objective for companies, achieving sustainability proves challenging for those solely focused on profit. Companies must recognize their responsibilities towards the environment and the community, just as they do towards customers, employees, and shareholders.

Leaders of future generations will grapple with issues such as climate change, environmental challenges, and social problems. Effectively addressing these challenges requires inclusive and thoughtful decision-making. In navigating these decisions, the business community's primary focus should be on conserving the environment rather than solely enhancing business profitability (Boztepe, 2012). Green marketing, as a means to improve profitability directly beneficial to the business, can simultaneously contribute to society by promoting not only the communication about but also the implementation of environmentally friendly business practices.

Companies possess a significant opportunity to bolster their reputation by actively participating in environmentally conscious business activities. This opportunity arises from the necessity to genuinely assess their products to align with established criteria for obtaining certified eco-labels, a process essential for claiming that their products are eco-friendly. Additionally, companies are motivated to uphold the trust of environmentally conscious consumers who constitute their target audience. The

commitment to maintaining this trust further underscores the importance of engaging in eco-friendly business practices (Fact Sheet-Green marketing, n.d.)

2.21. Marketing Mix in Green Marketing

The concept of the marketing mix, originating from conventional marketing practices, has been adapted for green marketing (Kontic, Biljeskovic, & Brunninge, 2010). Essentially, ⁶ the marketing mix encompasses the various strategies employed by a company to introduce a product or service to the market. In green marketing, a crucial element that demands full accountability in the marketing mix is environmental concern. The conventional marketing mix, often referred to as the 4Ps, includes product, price, place, and promotion. In the extended marketing mix, particularly in the context of the service sector, three additional components—people, physical evidence, and process—are incorporated, forming the 7Ps. According to the principles of green marketing, each component in the marketing mix should adopt a green perspective from the inception to the introduction of a product into the market (Arseculeratne & Yazdanifard, 2014).

Manufacturing a product under an eco-friendly and environmentally harmless process designates it as a green product. In the production process, addressing environmental pollution becomes a critical concern that businesses must actively mitigate. Preserving natural resources during the extraction of raw materials is imperative, and waste management plays a significant role in this regard. The production of eco-friendly designed products and a packaging process aimed at reducing contamination and pollution are key aspects. While product enhancements involve substantial sunk costs, the positive impact on sales justifies the investment. Implementing a reverse logistics approach, where customers return used packaging and even recycled products, significantly contributes to environmental conservation (Arseculeratne & Yazdanifard, 2014).

Adopting green practices comes with associated costs, including educating the workforce, investing in technology, absorbing external costs, and converting waste

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into recycled products. These expenses contribute to the premium price of green products, placing additional pressure on promotional efforts. Marketing endeavors must effectively communicate and rationalize these costs, persuading consumers to accept a premium price. Green marketing can explore cost reduction strategies, particularly in dealing with packaging materials, as packaging costs often constitute a substantial portion of the unit cost (Arseculeratne & Yazdanifard, 2014).

Green distribution involves designing a distribution network to minimize environmental damage, with a focus on reducing damages incurred during the shipping of goods. Safety precautions in shipping become crucial to achieving environmental conservation goals (Arseculeratne & Yazdanifard, 2014).

The promotional aspect of a business is integral in green marketing, requiring the transmission of key messages about environmentally friendly practices to customers through direct marketing, sales promotions, advertising, and public relations. Public relations and advertising emerge as prominent platforms for promoting a business's green initiatives, often becoming a national engagement exercise that bridges the gap between the business and society. Green advertising becomes a tool to showcase products, elucidate their features and pricing, and establish a connection with environmentally conscious consumers (Arseculeratne & Yazdanifard, 2014). Given the lack of information among consumers regarding the significance of green products, green promotional strategies become imperative. Bridging this informational gap becomes a key objective, and businesses can employ various green promotional strategies to raise awareness about the environmental benefits of their products. Consumer awareness of the specific environmental issues that a product addresses is essential for generating interest in green products (Arseculeratne & Yazdanifard, 2014).

2.22. Green Consumer

Consumerism can be characterized as an evolution that initially emerged as a practice aimed at shielding consumers from the unethical practices of businesses. Over time, it has evolved and broadened in scope. Upon examining the current landscape of consumer advocacy, it becomes evident that environmental conservation has become a paramount focus (Dono et al., 2010). The heightened concern for environmental

preservation has given rise to the phenomenon known as green consumerism (Eriksson, 2002). A green consumer is typically defined as someone who supports eco-friendly attitudes and/or opts to purchase green products over conventional alternatives (Boztepe, 2012)

Virtually all consumers can be considered potential green consumers. For example, when faced with the choice between two similar products, a consumer is likely to opt for the environmentally friendly option (Awan & Raza, n.d.). Numerous factors play a role in motivating green consumers to choose environmentally friendly products, as extensive research has shown over the years. Factors include a profound understanding of environmental issues, increased awareness of opportunities for environmental sustainability, corporate green advertising, heightened environmental concern, and greater recognition of green products by environmental and social organizations. This widespread surge in overall environmental awareness across various consumer demographics has prompted companies to adopt environmentally friendly practices through the concept of corporate environmentalism (Cherian & Jacob, 2012).

2.23. Consumers' Environmental Concerns

Consumers' environmental concerns are intricately linked to their vested interest in the well-being of the biophysical environment and issues related to their personal connection with the surroundings. Gender dynamics, notably the role of women, play a pivotal role in consumerism and environmental consciousness (Kaufmann, Panni, Orphanidou, 2012). Past research has consistently highlighted that women tend to exhibit a higher level of concern for the environment compared to men. Moreover, consumers' environmental concerns are influenced by various factors, including the features of the products they choose, the accuracy of green product claims, the information provided about the products, and the perceived benefits of making environmentally conscious choices (Suki, 2013).

In the realm of consumerpackaged goods purchases, women often constitute the primary target audience, given their predominant role in today's household shopping

activities. For example, companies like **Seventh Generation**, a manufacturer of sustainable **personal care and household cleaning** products, specifically target middle-aged and new mothers, recognizing their particular interest in contributing to **a better world for their newborns**. Additionally, the role of packaging emerges as a critical factor in determining a product's sustainability. Consumers are increasingly attuned to environmentally friendly packaging choices, and their behaviour is evolving as a result of this heightened awareness

A notable example of changing consumer behaviour is evident in the transition from single-use plastic water bottles to reusable water containers. In 2008 alone, a staggering 2.5 million tons of plastic bottles and jars were discarded, contributing to environmental pollution due to the slow decomposition rate of plastic. The persistent presence of plastic bottles in oceans as litter remains a significant environmental concern. However, spurred by heightened consumer awareness and demand for sustainable alternatives, environmentally friendly producers like Sigg and KleenKanteen have introduced reusable water bottles to the market.

This shift in consumer preference is not limited to water bottles. **There is a growing demand for hygienic, filtered water**, leading to **an increase in sales** for companies such as Brita and PÜR, which specialize in water filters. In 2009, Brita and PÜR experienced sales growth of 22.2 percent and 15.2 percent, respectively.

Another prominent trend in consumer packaging **is the adoption of reusable shopping bags at grocery stores**. The environmental footprint of plastic shopping bags is significant, as Americans alone utilize a hundred billion plastic shopping bags each year, adding to the global total of over five hundred billion. A significant portion of these bags, four billion, becomes general litter. In response to this environmental challenge, using **reusable shopping bags** has become a fashionable and responsible choice. **Consumers and retailers alike have embraced this new environmental behaviour**, with more than two-thirds of consumers indicating in 2011 that they now use **reusable shopping bags** (Gittell, Magnusson, Merenda, 2015)

2.24. Benefits of Green Marketing

In contemporary times, consumers are progressively recognizing the importance of environmental stewardship and adopting a more socially responsible approach. Consequently, the responsibility of companies to align with consumers' preferences for environmentally friendly or neutral products becomes crucial (Saini, 2013). Green marketing, embracing these new concepts, offers significant benefits to communities that embrace environmentally conscious practices.

One primary advantage is the potential for increased revenue. Consumers tend to gravitate toward innovative and positive concepts, making innovators key players in this realm. A successful product that aligns with consumer satisfaction is likely to experience heightened sales and increased revenue.

Another substantial benefit lies in cost reduction. Green marketing often involves the use of low-cost raw materials, contributing to increased production efficiency and cost savings. Additionally, engaging in green practices can contribute to building brand value. Companies that demonstrate a commitment to environmentally friendly practices can earn a positive brand reputation in the eyes of consumers.

Tax breaks and loans from the government constitute another advantage of green marketing. Innovative companies that contribute to the well-being of rural or unemployed populations may be eligible for tax incentives and financial support. This is particularly relevant as these companies bear uncertain risks while simultaneously contributing to environmental preservation and public health, making them recipients of government subsidies

Finally, the paramount advantage of green marketing lies in global salvation. The disposal and treatment of waste, as well as the production processes of companies, often result in the emission of various greenhouse gases that contribute to global climate change and the greenhouse effect. Embracing robust green practices offers a pathway for companies to contribute to saving the world by safeguarding both the health of people and the environment (Rajeshkumar, 2012)

2.25. Green Marketing Strategies

Green marketing has not consistently met the expectations of many managers to date. Despite public sentiment indicating a preference for green products when environmentally friendly alternatives are available at a lower cost, the reality is that, in the minds of consumers, all other factors related to green marketing are seldom equal.

The Green Marketing Mix encompasses the traditional 4 P's:

- Product
- Price
- Place
- Promotion

2.26. Green Product and Purchase Decision

The foundation of Green Marketing lies in the concept of green design, where product design serves as the dynamic interface between consumer demand and manufacturer supply. An illustrative example, as noted by Ottman and Terry, is the association of super-concentrated laundry detergents with benefits such as energy savings, reduced packaging, and space and cost efficiency (Ottman and Terry, 1998). The end products must be crafted in a manner that satisfies both consumer and manufacturer needs. To ensure the success of ecologically sustainable products, it is imperative to effectively communicate the attributes of green branding.

In many instances, consumers' decisions are influenced by labelling, commonly referred to as green labelling, which outlines the features that make a product environmentally compliant. The escalating environmental pollution during the industrialization era has triggered a proactive response to counteract the production of hazardous substances in the environment. As a solution to mitigate the impact of these hazardous substances, businesses are increasingly developing and promoting

environmentally friendly products to contribute to the sustainability of the environment.

2.27. Green Price and Purchase Decision

The affordability of green products is crucial to inspire customer interest and facilitate purchases. Industrial differentiation becomes effective when products contribute to cost reduction for clients. Consumer decision-making is often swayed by advertisements that reflect a company's commitment to the environment. Companies engaging in green advertising project an image of environmental friendliness, influencing customer purchasing decisions. Establishing this connection through advertising, promotions, publicity, and corporate social responsibility initiatives helps garner loyal customers.

Setting a competitive and affordable price for environmentally friendly goods is vital to encourage more consumers to make sustainable choices. When the demand for a product is closely tied to its price, a lower pricing strategy tends to be more successful. If a product is priced higher, emphasis should be placed on promotional strategies, and there should be a segment of consumers willing to pay a premium for the product. The role of pricing is particularly significant in influencing consumer behaviour

A study conducted by Grail in June 2009 on 520 green consumers in the US revealed that those who had never purchased green products cited perceived high costs as the main deterrent. According to Grail, the price is the primary factor preventing consumers from choosing green products (Grail research, 2010)

2.28. Green Place, Promotion and Purchase Decision

Green marketing is a multifaceted subject, demanding a subtle and refined approach in its distribution. Given the human inclination to believe what is seen, the role of green distribution in green marketing is pivotal. Ensuring customers are guaranteed the ecological nature of the product is crucial. The green environment, being constantly regulated, demands a high level of compliance during the distribution of green products. Effective presentation provides consumers with the opportunity to connect

with businesses that demonstrate environmental responsibility. The presentation strategy aims to cultivate an environmentally friendly professional image for consumers. To achieve this, various methods such as advertising campaigns and promotions are adopted, necessitating both internal and external communication. Research indicates a positive correlation between women, the perception of advertising as insulting, and an increased tendency to switch channels during ads. This suggests that women inclined to buy green products harbor more uncertainty towards advertising compared to those who do not. In contrast, men's uncertainty towards advertising appears to differ from their behaviour in purchasing green products (Shrum, McCarty, John, Lowrey, and Tina, 1995).

2.29. Impact of Green Marketing Strategies on Consumer Buying Behaviour

Young, Hwang, McDonald, and Oates provided insights into consumer purchasing behaviour, revealing a notable divergence between environmental awareness and actual buying patterns in the UK. Despite exhibiting positive attitudes towards organic foods, consumers have not translated these sentiments into actual purchases over the past three years. The study attributes this disparity to the limited impact of green values on consumers' purchase decisions, stemming from factors such as insufficient information, ingrained habits, cultural influences, brand strength, attitudes, and financial considerations. These factors should be carefully integrated into green marketing strategies to foster positive awareness among consumers about the advantages of sustainable consumption. Additionally, knowledge-based educational programs and promotional campaigns for green products and services prove beneficial in instilling a positive value among consumers, encouraging the adoption of green behaviour in their purchases (Young, Hwang, McDonald, and Oates, 2010).

Green marketing strategies play a crucial role in reshaping consumer behaviour towards environmentally friendly products and services. They serve as a cornerstone for organizations aiming to foster sustainable business processes, produce eco-friendly products, and embrace social responsibility. Business tactics rooted in green marketing provide an integrated platform to promote and catalyze green practices

within established environmental norms. Hartmann, Ibanez, and Sainz underscore the potential of green brand positioning to deliver brand value and establish a distinct brand identity. This approach proves beneficial for businesses in providing assured benefits to environmentally conscious consumers (Hartmann, Ibanez, and Sainz, 2005). Kaufmann, Panni, and Orphanidou emphasize the significance of business ethics, environmental responsibility, and social responsibility in reshaping societal marketing practices and strategies. The concept of green marketing is intricately linked to the prospects of sustainability and biodiversity, directly influencing consumers' green purchasing behaviour.

In today's context, consumers have become highly attuned to their purchases, attitudes, and preferences towards the environment. Marketing efforts actively promote the usability of green products among consumers (Kaufmann, Panni, and Orphanidou, 2012). Hartmann and associates highlight brand positioning as a pivotal tool for implementing green brands in the competitive marketplace. It relies on the interaction of marketing tools to align communications, shaping distinctive perceptions of consumers for green brands. Green positioning is crucial for the success of green branding strategies, encompassing functional and emotional strategies to communicate environmentally sustainable features and enhance consumer awareness of their contribution to environmental responsibility (Hartmann, Ibanez, and Sainz, 2005).

Albayrak, Caber, Moutinho, and Herstein (2011) identify the antecedents of green purchase behaviour, emphasizing the relevance of psychological variables such as skepticism, environmental concern (EC), and personal environmental concern (PCE). The study underscores the impact of sustainability concerns on consumer behaviour, with PCE being a critical factor positively influencing consumers' approach to purchasing green products and services. Skepticism, however, has a negative impact on consumer behaviour for green products and services. Higher degrees of skepticism, PCE, EC, and green consumer behaviour are associated with reduced effectiveness. The self-awareness level of consumers can stimulate responsible behaviour towards the environment. Therefore, organizations should adopt trust-based marketing

practices to ensure community-based innovation and promote environmentally responsible behaviour (Albayrak, Caber, Moutinho, and Herstein, 2011).

2.30. Green Conspicuous Consumer

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The concept of conspicuous consumption is defined as the deliberate display of expensive products to the public as a means of showcasing one's social status. Individuals engage in this type of consumer behaviour to align themselves with the identity established by socially desirable groups. Memushi's studies indicate that developing countries exhibit high levels of conspicuous consumption due to income inequalities, strong social ties, and cultural practices aimed at portraying a nouveau riche status. This trend emerged after the end of communism and the establishment of democratic societies (Memushi, 2014). Memushi's research, based on data from a living standard measurement survey in Albania in 2008, suggests that conspicuous consumption patterns are influenced by personal characteristics and socio-economic contexts. In Albanian households, the prevalence of conspicuous consumption is limited, primarily due to a greater focus on meeting basic needs. Notably, gender and education levels are identified as key factors influencing consumption within Albanian families.

The urban environment plays a role in enhancing conspicuous consumption habits for goods and services (Memushi, 2014). Patsiaouras and Fitchett define conspicuous consumption as the expenditure of high prices on products or services to showcase wealth, reflecting social class through competitive and enthusiastic consumption practices. This highlights the role of social relations in maintaining status-based consumption and the visibility of individual actions and behaviour. While status-driven consumption may seem unproductive in Western developed societies, the degree of consumption contributes to improving social relations and structuring social organization in the community (Patsiaouras and Fitchett, 2012).

Researcher Muldoon emphasizes the importance of green consumerism and advocates for governmental intervention to establish strict environmental norms and standards. Opponents argue that environmentally conscious consumption has a limited impact on consumer perspectives and does not address issues related to capitalism and the

development of needs. However, proponents of green consumption argue that consumers can align their expectations with the level of environmental awareness, contributing to the protection of the environment through their purchasing decisions. Individual responsibility, they argue, can benefit the environment by reducing pollution and limiting the extraction of valuable resources (Muldoon, 2006). For instance, buying a Toyota Prius can be viewed as a pro-social behaviour, reflecting an individual's choice to prioritize environmental benefits over personal comfort and luxury, thus gaining recognition and appreciation in society (Vaughan, 2010).

Vaughan's experiments suggest that individuals with a concern for social status tend to prefer green products, even at a higher cost, as compared to conventional alternatives. This indicates a shift in consumer preferences towards green products and services, driven by a desire for social recognition rather than contributing to societal betterment (Vaughan, 2010). Szmigin and Carrigan identify dimensions related to ethical consumption, including the distinction process, sign of love, aesthetic response, and hedonistic pleasure. Ethical and moral judgments influence daily living concerns and practices, aiding marketers in developing advertisements and influencing the consumption behaviour of individuals (Szmigin and Carrigan, 2006).

Griskevicius, Tybur, and Bergh propose that conspicuous goods and services contribute to the development and maintenance of a pro-social reputation, associating status with indulgence in status motives. The availability of green products is widespread in the market, but barriers exist in changing consumption patterns. While pro-social reputation motivates cooperation within pro-social communities, conspicuous display becomes dominant in status-seeking purchases over self-sacrifice. Purchasing green products is seen as a means of enhancing individual status within a group, promoting pro-social behaviour as a viable strategy for gaining status in society (Griskevicius, Tybur, and Bergh, 2010).

In conclusion, conspicuous consumption, environmental awareness, and green consumerism are complex phenomena influenced by various social, cultural, economic, and individual factors. These behaviours reflect a shifting landscape in

consumer preferences and values, with social recognition and status playing a significant role in driving consumption patterns. The interplay between individual choices, societal norms, and environmental concerns highlights the need for a nuanced understanding of these phenomena to inform marketing strategies, governmental policies, and societal expectations.

2.31. Demographic Variables Impacting Consumer Buying Behaviours

2.31.1. Age

The age of buyers plays a significant role in their purchasing behaviour, particularly in relation to eco-friendly products. According to research by Afzal Ali (2012), individuals in the age group of 25-30 exhibit a more favourable attitude towards buying eco-friendly products compared to those in the age range of 20-24. Another study by Christopher Gan (2008) indicates that consumers who opt for eco-friendly products typically fall within the age range of 18-45.

Arminda M. Finisterra (2010) found that young people aged between 18 and 34 tend to exhibit negative habits concerning environmental structures such as environmentally friendly buying behaviour, resource saving, and willingness to pay more, despite being aware of the environmental issues. In a study on organic product buying behaviour, it was observed that individuals aged 25-40 and beyond tend to purchase the most organic products. Specifically, people over the age of 30 show a higher tendency to buy organic bread compared to those under 25, with individuals in the 25-30 age group purchasing the least amount of organic bread (Bryunina Daria, 2011).

2.31.2. Income

Researchers have identified significant differences in the purchasing behaviour of consumers with income compared to those without income, particularly concerning the frequency of purchasing eco-friendly food. According to Morel (2012), consumers

with income tend to buy more green food, and they also express a higher level of agreement regarding the quality of green products and their positive impact on the environment compared to those without income. Similar observations were made in research conducted by Arminda M. Finisterra (2010), where respondents with monthly incomes between 500 Euros to 1000 Euros exhibited negative habits related to certain environmental features.

Higher-income respondents, on the other hand, demonstrate a certain level of respect towards the environment, particularly in terms of environmentally friendly buying behaviour, recycling, understanding the economic factor, and resource conservation. Zuraidah Ramly's research (2012) found that demographic variables such as age and education were significant in explaining environmentally conscious consumer behaviour, while income did not play a significant role. Interestingly, Michel Laroche (2001) observed consistency in environmentally friendly behaviour across different income groups.

In a study profiling green consumers, it was discovered that consumer age and income or purchasing power are notable demographic variables for differentiating green segments. This highlights the complexity and varied influences on environmentally conscious consumer behaviour, where income may or may not be a significant factor depending on the specific context of the study (Laroche, 2001).

2.31.3. Education

According to a study by Morel (2012), individuals with a higher level of education tend to purchase more green products, although they exhibit a higher level of skepticism towards green advertising campaigns. Another study by Christopher Gan (2008) found that holding a Postgraduate Degree positively influenced the likelihood of consumers making green purchasing decisions, indicating a positive attitude towards the environment. Similarly, research conducted by Joonas Rokka (2008) yielded similar results, indicating that an advanced level of education did not specifically determine green preferences.

An empirical analysis aimed at understanding environmentally conscious behaviour among Malaysian consumers also found a significant correlation between education and ecological conscious consumer behaviour (citation needed). This suggests that education plays a role in shaping consumer attitudes and behaviours towards environmentally friendly products and practices.

2.31.4. Gender

The gender of the respondent group has been identified as a significant factor influencing their responses in various studies. According to Afzaal Ali (2012), the male group is more inclined to purchase environmentally friendly products compared to the female group. However, Christopher Gan's research (2008) found some differences between men and women in terms of their eco-friendly purchasing behaviour. Women were observed to buy more eco-friendly food and healthcare/cosmetics products, express greater agreement with the environmental benefits of green products, and show a higher willingness to pay extra for them. Women were also more likely to recommend eco-friendly products to family and friends and pay attention to green advertising.

In the segmentation of green consumers conducted by Arminda M. Finisterra (2010), gender was not found to be a significant differentiating factor between the groups. However, Michel Laroche's study (2001) noted that females are generally more willing to pay extra for green products than males. In the Indian context, research by K. P. V. Ramankumar (2012) found no significant differences between male and female attitudes towards the environment and green products.

Similarly, Anubha Vashisht's study (2013) revealed that gender does not significantly influence opinions about attitudes towards the environment, green products, and buying behaviour towards green products. However, there was a contradictory finding in terms of attitudes towards government involvement in enforcing green marketing, where significant differences were observed between male and female consumers. These diverse findings suggest that the impact of gender on attitudes and behaviours related to green products may vary across different cultural and regional contexts.

2.31.5. Occupation

According to Arminda M. Finisterra's research in 2010, service, sales, administrative workers, and students tend to harbor negative thoughts and exhibit unfavorable actions concerning environmental characteristics. In contrast, Ankit Gandhi's observations in 2012 suggested that the demand for eco-friendly products is independent of age group, income group, occupation, and qualification. Despite researchers collecting information about the occupation of respondents in various studies, there has not been a comprehensive investigation into the relationship between occupation and environmentally friendly purchasing behaviour.

2.32. Marketing-Mix Definition

Integrated marketing, as described by Kotler and Keller (2009, p. 786), entails the harmonious integration and coordination of diverse marketing activities to optimize both their individual and cumulative effectiveness. The fundamental framework in marketing, often recognized as the Mc Carty classification or marketing mix, consists of four components commonly known as the 4Ps: product, price, promotion, and place (Van Waterschoot and Van den Bulte, 1992, p. 83; Kotler and Keller, 2009, p. 63) Marketing mix modeling empowers marketers to determine how to invest in these 4Ps and devise effective strategies. In the context of eco-friendly products, each of these four elements plays a crucial role in influencing consumer attitudes and purchase behaviour.

Chitra (2007, p. 174) extends the conventional marketing mix by incorporating additional components into the green marketing mix: product, price, place, promotion, process, people, and physical distribution. These elements are designed to foster environmentally sustainable consumption, enhance product accessibility and awareness, assess the value of eco-friendly products, advocate for an environmentally friendly approach in resource utilization, raise awareness about pollution, and manage physical distribution without causing harm to the environment.

Importantly, individuals—comprising both employees and customers—play a pivotal role in attaining the objectives of green marketing. Those with an environmentally conscious mindset are crucial in both production and consumption processes to contribute to environmental preservation. A 1990 study by the Roper organization linked marketing mix elements to the non-purchase behavior of green alternatives. The study concluded that green alternatives were often perceived as functionally inferior to conventional products and were considered expensive. Moreover, labels claiming environmental safety were frequently not deemed credible, and identifying green alternatives proved challenging (Vernekar and Wadhwa, 2011, p. 68). This study seeks to investigate whether these perceptions have evolved over time, with a specific focus on eco-labels.

2.32.1. Product

A product constitutes the complete range of utilities or benefits acquired by consumers through the exchange process (Blackwell et al., 2006, p. 49). Particularly, the quality of a product, its packaging, functionalities, and design emerge as pivotal aspects within the product mix (Van Waterschoot & Van den Bulte, 1992, p. 90). In our study, our main focus will be on investigating the quality and packaging attributes of green products

2.32.2. Product quality

A product consists of the entire range of utilities or benefits acquired by consumers through the exchange process (Blackwell et al., 2006, p. 49). Significantly, the quality of a product, in addition to its packaging, functionalities, and design, stands out as critical features within the product mix (Van Waterschoot & Van den Bulte, 1992, p. 90). In our study, our main emphasis will be on examining the quality and packaging attributes of green products.

2.32.3. Packaging

In the consumer decision-making process, the five stages (problem recognition, information search, evaluation of alternatives, product choice, and outcome) are not always strictly adhered to. In cases such as impulse purchases, decisions are influenced by behavioral cues, particularly environmental considerations. Here, the information on packaging plays a crucial role as it is the first thing the consumer encounters (Solomon et al., 314-317). Numerous retailers, including L'Oréal and Procter & Gamble, are increasingly investing in the production of eco-friendly products. For instance, Procter & Gamble has minimized the size of packaging, increased the concentration of certain detergents to save on packaging materials, and, in specific instances, eliminated cardboard boxes for toothpaste, selling only the tube (Solomon et al., 2010, p. 211).

Earlier investigations by Wannimayake and Randiwela (2008, p.13) and Vernekear and Wadhwa (2011, p.71) illustrated that both the product and its packaging exert a substantial influence on the purchase decisions of green products in the Fast-Moving Consumer Goods (FMCG) sector. However, these surveys were carried out in countries like Sri Lanka or India, and the existence of cultural differences might pose challenges in generalizing these findings.

2.32.4. Price

As per the AMA, price is defined as the formal ratio indicating the quantities of money, goods, or services required to obtain a specific quantity of goods or services (marketingpower.com). Certain consumers perceive the cost of eco-friendly products as higher than that of conventional ones, while others may not due to the perceived health benefits of such products. For some consumers, the positive impact on the environment justifies the additional cost, as they believe it contributes to preserving the Earth. A survey conducted in 27 European countries with 27,000 respondents indicated that around 75% of respondents were willing to pay more for green products, with certain countries, such as Sweden, demonstrating particularly high percentages, reaching 88.8%. Similarly, a survey of 238 students revealed that 92% were willing to pay more for eco-friendly products. However, another survey of 808

Belgian consumers, including students, academic staff, and administrators, showed that 4 only 10% of the sample was willing to pay a 27% price premium.

Even among environmentally conscious consumers, there exists a level of sensitivity to prices. While 15 there is a readiness to pay a premium for green products, it is bounded by certain limits. It's crucial to acknowledge that positive attitudes toward ethical products do not always translate into actual purchase decisions. Moreover, Mandese (1991) demonstrated that the expansion of the green market doesn't automatically imply that consumers will accept higher prices for environmentally friendly products (as 4 cited in Purohit, 2011). Despite the willingness to pay more, consumers remain attuned to prices. The survey discussed in this context involves a diverse sample of 11 students and other consumers with varying income levels, allowing for broader generalizations to the population. Consumers often link price with product quality, although it is vital to recognize that price is just one attribute among many that contribute to a product's overall quality (Kotler and Keller, 2009).

2.32.5. Promotion

As per Kotler and Keller (2009, p. 63), promotion encompasses sales promotion, advertising, sales force, public relations, and direct marketing. In our study, our primary focus will be on advertising since our survey delves into the 10 attitudes and purchase intentions of green products available in supermarkets. We posit that other elements of promotion, such as sales force or public relations, hold low significance in supermarkets, as individuals typically do not require much assistance (sales force) when shopping for everyday products. Advertising, a pivotal component of the marketing communication mix, can be defined as 4 any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor 10 (Kotler and Keller, 2009, p. 512). It facilitates the 4 dissemination of information to consumers and creates awareness of products. Promotion involves how a 15 company communicates with its target groups and stakeholders about its product or the company as a whole (Patrick et al., 2010, p. 3). Consumers express concern about the promotion of eco-friendly products when they believe it contributes to 4 the preservation of the environment (Ann et al., 2012, p. 96).

For instance, in a survey involving 238 students in India, 96% concurred with the statement: *I will prefer a promotion campaign that protects the environment* (Purohit, 2011, p. 95). Green advertising pertains to promotional efforts claiming that the featured products or services are environmentally friendly or that their production processes conserve resources and energy (Chang, 2011, p. 23). The promotion of eco-friendly products contributes to consumers' awareness of green alternatives, aiding them in identifying where environmentally friendly products are available. Advertising plays a pivotal role in the realm of green marketing, shaping consumers' attitudes and influencing purchase decisions regarding eco-friendly products.

Advertising serves to distinguish a green product, giving it a unique appeal that sets it apart from conventional products. The advertising appeal can take an emotional approach, highlighting the environmental attributes and functionalities of the product (Schuhwerk and Lefkoff-Hagius, 1995, p. 46). This advertising appeal is pivotal as it captures the attention of target consumers towards eco-friendly products. It possesses the potential to influence consumers through its emotional impact, leading to heightened recognition and recall of eco-friendly products in stores. As per a European report by the Gallup organization, 30% of Europeans believe that the most effective way for retailers to promote green products is by providing more information about these products (Flash Eurobarometer, 2009, p. 6)

There's an argument suggesting that consumers highly engaged in green marketing may be less swayed by advertising appeals, given their existing commitment to green products. However, the green appeal proves notably persuasive for those less involved in environmental concerns (Chitra, 2007, p. 175). Consumers driven by environmental concern purchase eco-friendly products for the sake of the environment and are less susceptible to advertising appeals, while those who are less environmentally concerned may require advertising to positively influence their attitude. Advertising that emphasizes the environmental safety of green products has an impact on consumers' attitudes and purchasing decisions. For instance, over half of Americans state that they have made a purchase because the advertising or label indicated that the product was environmentally safe or biodegradable (Ginsberg and Bloom, 2004, p. 84).

Yet, consumers often approach green advertising with skepticism, harboring doubts about the authenticity of eco-friendly claims and suspecting potential exaggeration (Chang, 2011, p. 21; Rahbar and Wahid, 2011, p. 76). The findings can be conflicting, as evidenced by studies like Wanninayake and Randiwela (2008, p. 14), which reported that more than half of respondents acknowledged that promotion influences their purchase decisions for green products. Additionally, Chase and Smith (1992) discovered that 70% of consumers could sometimes be swayed by green claims to purchase eco-friendly products, but half of consumers do not pay much attention to messages due to excessive use (cited in Rahbar and Wahid, 2011, p. 76). Another survey on Malaysian consumers showed no discernible relationship between environmental advertisements and the purchase intention of green products (Rahbar and Wahid, 2011, p. 80). While consumers may pay attention to green advertisements to acquire more information about eco-friendly products, this doesn't necessarily translate into actual purchase behavior. However, it's essential to note that this survey focused only on 250 consumers in Penang, Malaysia, so the findings may not be universally applicable to consumers in industrialized countries.

2.32.6. Place

This component of the marketing mix becomes apparent as companies determine the most efficient outlets for selling their products and formulate distribution strategies (Blackwell et al., 2006, p. 49). Kotler and Keller (2009, p. 62) define place as covering channels, coverage, assortments, location, and inventory. It can also be characterized as the process of transporting the product or service to the customer, taking into account factors such as product availability and transportation to selected wholesalers and retailers (Patrick et al., 2010, p. 3). Furthermore, a point of purchase (POP) denotes the location where the purchase is made, with two levels: macro (including the mall, city, and market) and micro (interior of the store, also known as point of sale or POS) (investopedia.com).

However, in this study, we will specifically consider assortment and coverage concerning accessibility and the availability of green products, given our focus on fast-moving consumer goods (FMCG) within supermarkets. The store display plays a

4
significant role in consumer purchasing behavior, aiding in the recognition of products through prominent displays within the store. Similar to advertising, the place can lead to unplanned buying, as demonstrated by a Danish survey where nine out of ten customers did not plan to purchase at least one-third of the goods they acquired (Solomon et al., 2010, p. 83). Consumers often come across products through store displays, prompting them to make purchases that were not initially planned. This emphasizes the significance of place in recall and recognition when identifying a product in the store. Displays can act as reminders to consumers about needs or purchases, potentially influenced by television advertisements (Blackwell et al., 2006, p. 151)

Prior studies have predominantly concentrated on environmentally friendly locations, revealing that a majority of consumers prefer making purchases in environmentally conscious environments (Wanninayake and Randiwela, 2008; Purohit, 2011). However, in our study, our specific focus is on the assortment inside supermarkets, without emphasizing eco-friendly distribution channels. Our primary objective is to assess whether consumers can easily locate green products in their supermarkets and if these products are readily available. Consumer attitudes toward the point of purchase and store display become crucial when consumers are evaluating grocery brands for purchase. These aspects offer additional information to consumers as they process and prepare to make purchases in the store (Anselmsson and Johansson, 2007, p. 850). A study centered on the Swedish retail market examined consumer environmental concern regarding grocery brands and corporate social responsibility. It explored how green consumers evaluate product information and responsibility at the point of purchase to influence their attitudes before making purchases in the store. This underscores the impact of place in the marketing mix on consumer attitudes toward environmentally friendly product purchases. The placement of green products in the store can raise awareness among environmentally conscious consumers, offering them better options for purchasing these products. The awareness and willingness of consumers to buy green products in the store vary from one country to another; for instance, Denmark, Sweden, and Germany have developed and matured markets for organic or green food compared to Spain and Portugal (eurocommerce.com).

2.33. Review of Literature

- R. Shrikanth, D.Surya Narayana Raju (2012): The study aims to elucidate the concept of Green Marketing and explores how businesses can enhance competitiveness by adopting green marketing strategies, thus gaining a competitive advantage. The research delves into the primary issues associated with the adoption of green marketing practices.
- Tan Booi Chen & Lau Teck Chai (2010): The study has dual objectives. Firstly, it compares gender with attitudes toward the environment and green products. Secondly, it investigates the relationship between attitudes toward the environment and green products.
- Dr. M.N. Welling and Mrs. Anupamaa S Chavan (2010): This paper investigates the feasibility of practicing green marketing among small and medium-scale manufacturers in Mumbai and its suburbs, India. It assesses the manufacturers' awareness of green products and eco-labelling, along with the challenges in implementing green marketing.
- Ashish Vasantao Gadekar and Rimalini Ashish Gadekar (2012): The study highlights that green marketing operates from three perspectives: personal, through products and individual benefits; social, through communities and associations; and public, involving business and cultural leaders as credible resources.
- Aseem Prakash (2002): Focusing on product promotion through claims about environmental attributes, this study also addresses product and pricing issues within the realm of green marketing.
- Pavan Mishra and Payal Sharma (2010): The research discusses the increasing trend of businesses targeting green consumers—those concerned about the environment—and how it influences their purchasing decisions.
- Dr. Sandhya Joshi (2011): This paper emphasizes the terms and concepts of green marketing, its significance, and why organizations adopt green marketing. It also outlines potential challenges that organizations may encounter when implementing green marketing.

- Sanjay K. Jain and Gurmeet Kaur (2004): The study assesses the level of environmental awareness, attitudes, and behaviour among consumers in India.
- Paranjape Anand, Bhakare Saurabh, Mathur Neha (2012): The research aims to evaluate environmental literacy among selected samples and their willingness to pay extra.
- Saroj Kumar Datta, Ishaswini (2011): This study determines consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and provides recommendations based on the findings regarding their Green Buying behaviour in the Indian context.
- Jacquelyn A. Ottman (2006): Focused on the dual objectives of enhancing environmental quality and customer satisfaction, this research emphasizes the pivotal role of green marketing.

2.34. Definitions of key variables

In this section, the definitions of key terms are presented starting from higher level concepts (green marketing) to more specific concepts.

2.34.1. Green marketing

Green marketing is the strategic direction of a company's efforts towards designing a product, its promotion, pricing, and distribution in a manner that contributes to environmental preservation (Polonsky, 2011). It encompasses all aspects of production and distribution systems. Green marketing presents a creative opportunity for innovation that not only makes a positive impact but also ensures business success (Maheshwari, 2014). In essence, green marketing serves as a production mechanism that aims to create products that are not only safer for use but also environmentally friendly. Consistent with prior research (Rahbar & Wahid, 2011; Zandhessami et al., 2016; Sarkar, 2012), this study assesses green marketing through three key variables: eco-labelling, green branding, and green advertising.

2.34.2. Eco-labels

Eco-labels are initiatives undertaken by organizations with the aim of environmental preservation, and they often involve third-party certification. Companies leverage these certifications, presented in the form of eco-labels, as a competitive advantage to attract more customers. By showcasing these labels, businesses communicate that they are providing environmentally friendly and health-conscious products, enhancing their appeal to consumers (Ng & Wong, 2015). The adoption of eco-labelling serves a dual purpose: as a marketing strategy to gain a competitive edge and as a commitment to addressing the challenges of climate change and global warming (Bernard et al., 2015).

2.34.3. Green branding

Branding is often regarded as the central element of any marketing strategy, crucial for long-term success. In response to growing environmental awareness, companies are placing greater emphasis on positioning their brands as environmentally friendly. The goal is to create a perception among consumers that the brand not only meets their needs but also provides additional benefits by being eco-friendly and promoting health (Grimmer & Bingham, 2013; Wahid et al., 2011).

2.34.4. Green advertising

Green advertising is designed to encourage individuals to choose environmentally friendly products. Essentially, it involves implementing advertising strategies that influence people to make purchasing decisions in favor of products manufactured through environmentally harmless processes and generating minimal waste (Kotler & Armstrong, 2008). Over the past few years, the prevalence of green advertising has increased, with environmentally conscious consumers showing heightened interest in such campaigns (Peter & Olson, 2010).

2.34.5. Consumer buying behaviour

Consumer buying behaviour in the realm of green marketing pertains to the actions consumers take when making purchasing decisions, emphasizing the acquisition of products that are environmentally friendly and produced through eco-friendly processes (Herring & Sorrel, 2009). Consumers often take pride in opting for environmentally conscious purchases. The strategies of eco-labelling, green branding, and green advertising play crucial roles in influencing consumers to make green buying decisions (Akenji, 2014).

According to a report from McKinsey Quarterly in March 2008, based on surveys in Brazil, Canada, France, Germany, India, the United Kingdom, and the United States, consumers express concerns about environmental issues such as air pollution, depletion of natural resources, ozone layer depletion, and habitat reduction. The report highlighted that 87% of these consumers are worried about the environmental and social impacts of the products they purchase.

Despite expressing concerns, the actual purchasing behaviour may not always align with these sentiments. This disparity could be attributed to consumer inertia, a lack of sincere commitment to environmental causes, or insufficient education about the benefits of green products. Additionally, firms may face challenges in producing green products that effectively meet consumers' needs and expectations. Some customers might choose green products without consciously considering their environmental impact, perhaps driven by convenience or other non-green factors. For instance, individuals may opt for recycled or biodegradable paper products like napkins, towels, and computer paper without necessarily being motivated by environmental concerns.

2.34.6. Environmental knowledge

As time progresses, individuals are confronted with escalating environmental challenges that directly impact their lives. To effectively address these environmental issues, it becomes crucial for people to acquire the necessary knowledge to navigate and manage such concerns (Wole, 2009)

2.35. Hypothesis

In recent times, the surge in industrialization and urbanization has led to the utilization of resources, despite their scarcity, resulting in hazardous pollution levels that pose a threat to both the natural environment and human health. This outcome has elevated the implementation of environmentally friendly products or practices to a prominent position among the challenges faced by marketing managers in developed countries. Recognizing that the green movement, centered around environmental conservation, enjoys substantial support from developed societies, businesses have embraced this environmental awareness. They have initiated programs with minimal impact on the natural environment to contribute to sustainability.

However, creating environmentally friendly products alone is insufficient for building a sustainable world; environmental consciousness is equally crucial, especially in consumption patterns. Consumers play a significant role in supporting the environment through their purchasing power and post-consumption responsibilities. The inclination to choose environmentally friendly products, which incorporate materials non-harmful to the environment and human health (i.e., green products), has gained popularity among consumers due to heightened environmental awareness. Within this context, individuals utilizing their purchasing power to protect both themselves and the environment are identified as green consumers.

H1(a): Green marketing exhibits a significantly positive relationship with consumer buying behaviour for green products in South Gujarat, India. This study focuses on key dimensions such as eco-labelling, green branding, and green advertising.

2.35.1. Green marketing through eco-labelling

Marketers often utilize eco-labelling to demonstrate that their products have been produced and distributed using environmentally safe and sustainable methods. These products typically receive certification from independent third parties as environmentally friendly goods (Okada & Mais, 2010; Mishra & Sharma, 2010). Ng and Wong (2015) discovered that in the construction sector of Hong Kong, the practice of eco-labelling has been widely adopted by marketers, yielding positive

outcomes by influencing consumer buying behaviour toward ¹⁰ the purchase of green products. It encourages consumers to opt for premium quality products at a premium price. Similarly, Rashid (2009) found that in Malaysia, the use of eco-labelling for green products is effective in influencing consumer buying behaviour. Several other studies have supported these findings, emphasizing that ecologically sound manufacturing practices play a crucial role in promoting eco-friendly products and shaping consumer intentions to purchase such products (Kwok et al., 2014; Chkanikova & Lehner, 2015).

However, there are conflicting findings in the literature. Leire and Thidell (2005) reported that while consumers acknowledge eco-labelling, it may not necessarily shape their behaviour to buy those products. Cherian and Jacob (2012), through meta-analysis, also found that consumers do not always trust and rely on eco-labelling, although the reasons for such distrust are not fully understood. Nonetheless, some studies suggest that eco-labelling enhances transparency and trust in environmental claims, making the product more appealing to consumers (Iraldo et al., 2005). Eco-labelling also influences consumption patterns, providing consumers with the freedom to make choices based on costs (Grunert & Wills, 2007). Eco-labeled products are generally preferred over non-labeled products (Loureiro et al., 2001; Gallastegui, 2002).

Eco-labeled products can significantly impact consumers' decision-making processes (Daugbjerg et al., 2014). Studies have shown that eco-labeled products in China are preferred due to reasons such as health concerns, food safety issues, and better product quality, leading to increased consumer purchases of eco-labeled products (Yin & Ma, 2009). Previous research has also indicated that eco-labelling enhances consumer concerns related to food production issues like safety, quality, environmental effects, sustainability, and animal welfare (Wessells & Anderson, 1995; Salladarré et al., 2010; Jaffry et al., 2004; Sogn-Grundvåg et al., 2013; Verbeke et al., 2007). The success of an eco-labeled product depends on consumer compliance and is measured by their willingness to purchase such products (Thøgersen, 2000).

However, it's worth noting that most of these findings are derived from studies conducted in developed countries, where the concept of eco-labelling is more prevalent. There is limited research on eco-labelling in developing countries. In light of the above results, the following hypothesis is proposed to explore whether the results obtained in developed countries are equally applicable to developing countries:

H1(b): Eco-labelling has a significant positive relationship with consumer buying behaviour for green products in South Gujarat, India.

2.35.2. Green marketing through green branding

Green branding plays a crucial role in green marketing and contributes to the overall brand image of a product (Suki, 2016). One primary strategy employed in green branding is green positioning, which can be either emotional or functional. The functional strategy appeals to rational minds by providing detailed knowledge about the environmental benefits of products, while the emotional strategy focuses on the emotional needs of consumers. Emotional branding, emphasizing the well-being of society due to environmentally friendly production processes, is often found to be more effective than functional branding (Michaud & Llerena, 2011).

Research by Sarkar (2012) explored different emotional appeals, including selflessness, emotional well-being, and nature-related appeals, under the positioning brand strategy, demonstrating the effectiveness of emotional branding. Hartmann et al. (2005) indicated that in Spain, firms can derive greater value for their products by adopting a green branding strategy. Suki (2016) investigated the impact of green brand positioning on consumer intentions in Malaysia, finding a significant positive influence on consumer buying behaviour. Similarly, Huang et al. (2014) discovered in Taiwan that green branding has a significant impact on green purchase intentions.

However, Raska and Shaw (2012) criticized the effectiveness of a green brand positioning strategy. In their study of US consumers, they found that consumers may doubt the green activities of firms, negatively influencing their buying decisions. Cherian and Jacob (2012), in a meta-analysis on brand positioning and consumer

buying behaviour, concluded that green brand positioning impacts consumer perception, but evidence regarding its influence on actual buying behaviour is inconclusive.

To further investigate the relationship between green branding and consumer buying behaviour, especially in a developing country context, the following hypothesis is proposed:

H1(c): Green branding has a significant positive relationship with consumer buying behaviour for branded green products in South Gujarat, India.

2.35.3. Green marketing through green advertising

Green advertising, encompassing content related to eco-friendliness and environmental sustainability, is a crucial determinant of green marketing. The concept of green advertising gained momentum in the 2000s following developments in international legislation for green products (Yin & Ma, 2009; Frank-Martin & Peattie, 2009). Advertising plays a vital role in converting consumer perceptions of green products into actual purchase decisions (Maheshwari & Malhotra, 2011; Leonidou et al., 2013). Tariq (2014) found a direct impact of green advertising on consumer buying behaviour and satisfaction in the South Gujarat, India context.

However, not all consumers are equally influenced by green marketing efforts. Kordshouli et al. (2015) reported that only 70% of consumers in Mashhad, Iran, were influenced by eco-labelling and green messages in advertising, and 50% did not pay attention to such messages, considering them less credible. Chan (2004) found in the Chinese market that factors such as perceived lack of eco-friendliness or failure to meet consumer requirements could contribute to lower credibility placed on green advertising. Despite this, advertisements highlighting environmentally concerned practices led to changed behaviour in 70% of Chinese consumers.

Rahbar and Wahid (2011) confirmed in Malaysia that the provision of ecological concepts in advertisements might not attract consumer attention to buy the product. The cognitive orientation of green advertising significantly influences consumer

knowledge and consciousness related to environmental attitudes (Stone et al., 1995). Ling-yee (1997) revealed that individuals with little knowledge of environmental issues still showed a strong attachment to environmental well-being.

In the context of South Gujarat, India, research has indicated that green advertising influences consumer purchasing intentions through exposure via print and electronic media (Habib et al., 2010). In Malaysia, awareness of eco-labels and green advertising has led people to consider environmental concerns and prefer green products (Rashid, 2009).

To test the suggested relationship, the following hypothesis has been formulated:

H1 (d): Green advertising has a significant positive relationship with consumer buying behaviour for green products in South Gujarat, India.

2.36. Green marketing, consumer buying behaviour and environmental knowledge

In the past few years, growing awareness of environmental concerns such as global warming and the greenhouse effect has spurred individuals to actively participate in and endorse initiatives for environmental conservation. This has led to a change in behavioural patterns towards the green movement (Khare, 2015). In South Gujarat, India, green marketing is still in its developmental phase, gaining attention for its significant implications on the economic and environmental conditions of the region (Awan & Shahid, 2015). Companies are actively working to raise awareness regarding green marketing and the purchase of environmentally friendly products. Despite progress, there is a recognized need for additional efforts due to existing gaps in awareness (Awan & Wamiq, 2016).

Grunert (1993) contends that both underdeveloped and developed countries play active roles in the global green movement for environmental preservation. The link between knowledge about environmental damage and consumer buying behaviour is emphasized in the current era, with an increasing inclination towards green marketing

(Chan, 2004). Awan and Wamiq's (2016) study in South Gujarat, India, revealed that individuals with higher incomes tend to possess greater awareness of the environment and green products. This underscores the importance of enhancing environmental awareness among consumers to broaden the scope of green marketing initiatives.

Research conducted by Matthes and Wonneberger (2014) on U.S. and Austrian consumers suggests that individuals with higher environmental knowledge exhibit more pro-environmental behaviour. Kianpour et al. (2014) further explored the relationship between environmental knowledge and consumer buying behaviour in the Indian context, finding a positive correlation. However, Pickett-Baker and Ozaki (2008) argue that consumers in Asian and Arab countries, like India, may be in the early stages of awakening to environmental issues and may not consistently exhibit environmentally friendly behaviour. Singh and Pandey's (2012) research in the Indian market highlighted low levels of environmental knowledge among Indian consumers, but despite this, they showed a preference for purchasing green products.

In developed countries, individuals generally have higher environmental knowledge, yet their purchasing decisions vary. Alevizou et al.'s (2015) study on consumer buying behaviour in the UK and Greece revealed that social norms significantly influence purchasing decisions in the UK, while Greek consumers base their choices on personal beliefs and behavioural controls (Cronin et al., 2011). Practices associated with sustainability, such as reducing electricity consumption, seeking renewable energy sources, and embracing eco-friendly products, have become integral to the green movement. Pickett-Baker and Ozaki (2008) observed that while green marketing shapes environmental beliefs, it may not consistently translate into consumer buying behaviour. Conflicting findings from Olofsson and Öhman (2015) suggested that environmental beliefs enhance environmental concerns, influencing consumers to make green purchases when convinced of the positive impact.

Conraud and Rivas (2009) found that the degree of environmental knowledge directly influences the relationship between green marketing and consumer buying behaviour in the Mexican context. Khare et al.'s (2013) research in Malaysia highlighted environmental knowledge and consciousness as strong mediators between green trust,

availability, pricing, and consumer buying behaviour. Nevertheless, Chowdhury (2013) and Lee et al. (2012) noted that the level of environmental knowledge may be limited by socially responsible behaviour, as higher knowledge levels may not consistently lead to the desired consumer behaviour due to selfish tendencies.

While previous studies generally support the positive impact of green marketing on consumer buying behaviour and the mediating role of environmental knowledge, the evidence is predominantly derived from developed countries. This research seeks to address the gaps in empirical evidence for developing countries, particularly South Gujarat, India. The following hypotheses are formulated based on insights from the literature:

H2: Environmental knowledge has a significant positive relationship with consumer buying behaviour.

H3: Environmental knowledge mediates the relationship between green marketing and consumer buying behaviour.

2.37. Green Promotion and Purchasing Green Product

A compelling presentation serves as a platform for consumers and environmentally responsible businesses to converge, aiming to establish an image of an **environmentally friendly business firm** in the eyes of the consumer. The presentation policy is designed to convey environmental messages about **the product and** create a positive perception of the business's environmental responsibility. To achieve this objective, a combination of advertising campaigns, promotions, public relations, and other marketing tools is employed, necessitating effective internal and external communication (Uydacı, 2002: 128).

Shrum et al. (1993) conducted a study involving 3690 participants, revealing interesting insights. According to the study, women who exhibit green buying behaviour tend to have a positive association with the belief that advertising is insulting and are more inclined to switch channels during advertising. This suggests

that women engaging in green purchasing are generally more sceptical of advertising compared to those who do not exhibit green buying behaviour. Conversely, the study indicates that men's skepticism toward advertising does not appear to be correlated with their green buying behaviour (Shrum et al., 1995: 71).

Building on these findings, the following hypothesis is formulated:

H4: There is a significant and positive relationship between Green Promotion and the purchasing behaviours of green products.

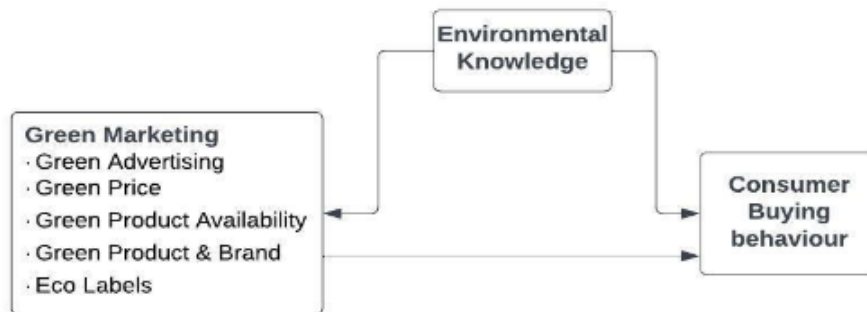


Figure 2.1: Theoretical Framework of Research on Green Marketing

The conceptual framework outlines green marketing as the central variable, assessed through eco-labelling, green branding, and green advertising. The study examines its direct and mediated impact on consumer buying behaviour, employing the methodology discussed in the subsequent chapter.

Garau and Ranchhod (2005) highlight the use of toxin-free components and eco-friendly processes in product manufacturing as a pivotal aspect of green marketing. Environmental concern in this context becomes a competitive advantage (Coleman et al., 2011; D'Souza et al., 2006, 2007; Subhani et al., 2012). However, questions regarding people's commitment to green purchases have been raised by Chan (1999) and Needle (2010). Peattie (2010) classifies green marketing into three phases: 'ecological green marketing,' 'environmental green marketing,' and 'sustainable green marketing.' Kemper and Ballantine (2019) further categorize sustainability marketing into 'auxiliary sustainability marketing,' 'reformative sustainability marketing,' and

'transformative sustainability marketing.' This lack of a unified definition is acknowledged by Davidson (2014) and McDonagh and Prothero (2014).

Sandberg and Polsa (2015) argue that the sustainability of green marketing is contingent on regular consumer purchase and use of green products. However, a gap exists between attitude and actual green purchase behaviour, posing a challenge to sustainability (Lim, 2016a, 2016b; Pereira Heath & Chatzidakis, 2012). Lunde (2018) introduces the GREEN Framework, emphasizing that sustainability will remain a challenge until organizations bridge the gap between consumer attitudes and actual behaviour. Green marketing has faced criticism for overstating environmental claims and neglecting consumer behaviour (Gordon et al., 2011), resulting in a noted gap between environmental attitude and green purchase behaviour (Chen & Chai, 2010a, 2010b; Lee, 2008; Peattie & Crane, 2005).

Defra (2006) reports that although 30% of UK consumers express concern about the environment, this sentiment is rarely translated into actual purchases. Hughner et al. (2007) find that out of 67% of consumers expressing environmental concern, only 4% actually purchase green products. Technological advancements and government regulations have, however, facilitated the acceptance of green products, influencing positive changes in consumer behaviour (Ottman, 2008; Grant, 2007). This has promoted green consumerism and environmental protection (Garau & Ranchhod, 2005; Moisander, 2007; Singh, 2014), leading to an increased diversity of green products, posing challenges for both consumers and researchers.

Despite policy formulations, there is a need to understand and encourage consumer behaviour towards green marketing (Clayton et al., 2016; Thomas et al., 2016). Firms aiming to sell green products to a diverse consumer base must identify factors influencing green purchases (He et al., 2015). Green purchase behaviour can be predicted and influenced by self-interest, altruism, self-accountability, and even green packaging (Green and Pelozo, 2014). Leary et al. (2014) observe that perceived market influence mediates the relationship between environmental concerns and green purchase behaviour.

2.38. Summary

The preceding chapter has laid out a comprehensive set of references that forms the foundation for the hypotheses and the theoretical framework to be scrutinized in this study. The subsequent chapter will delve into the methodology employed to conduct this research

