



## CONSERVATION OF GREEN MARKETING DEVELOPMENT: BEGIVE & PROGRESS

**Mr. Ravichander Reddy**

*Asst.Professor & H.O.D, Department of Hotel Management,SJES College of Management Studies, Bangalore.*

### **Abstract**

*Fortunately nowadays green topics are in the focus of interest in all areas of life. Companies have also recognized profitable opportunities in serving green customers' needs.*

*The research study is on the green marketing but specifically on consumers' attitudes and purchase intention of eco-friendly products. It has been the global concern for the purpose of the preservation of the polluting and degradation of environment. Many studies have been done on the green marketing exploring the importance of the topic and relationship to the attitude and purchasing behavior of the consumers of eco-friendly products. Through the vital information provided by the expertise, competent and experience researchers, companies have understood the importance of green marketing in order to produce eco-friendly products.*

*The objective of this research was looked into and explored the influencing of the four traditional marketing-mix elements, satisfaction and word of mouth (WOM) on attitude and purchasing intentions of consumers on eco-friendly products specifically fast moving consumer goods (FMCG) or non-durable ones. The purpose of the study was to obtain information from consumers' point of view. Furthermore, one perspective of the study was to look into the comparison of the customer attitudes towards eco friendly products and how they are influenced by the marketing-mix elements (4P), satisfaction and WOM concerning green attitudes and purchase intention of eco-friendly products.*

**Keywords: Green Marketing, Marketing-Mix, Word Of Mouth, Satisfaction, Attitude, Consumer Intention.**

### **1. INTRODUCTION**

The objective of this introduction is to present a general background about green marketing and the reasons which encouraged me to study this topic. As the whole society turns more attention to environmental topics and as green consumer segment has been recognized, companies try to make more effort to organize their activity in a greener way. However, it is not as easy as it seems: lots of problems mean challenge for them. Here, without being exhaustive, I would like to look into some of these problems, which should be handled by marketing managers.

**Corporate of todays are said to have three responsibilities.**

- Economic responsibility
- Social Responsibility
- The new one is Ecological responsibility.

Green Marketing should take care of all these responsibilities. Today, consumers are becoming more conscious of the natural environment thanks to coverage by the media, increased education & government efforts. In order to address the concern of consumers, business is beginning to modify their own thoughts and behavior, by implementing green marketing.

#### **1.1 Background**

« We need things consumed, burned up, worn out, replaced, and discarded at an ever increasing rate » is a Victor Lebow's quotation (an American retail analyst from 1948) cited in The Green Marketing Manifesto (Grant, 2007, p. x (10)). This sentence is no longer at issue...

Since about thirty years, environmental concerns such as the global warming and the resource exhaustion have been important issues. Indeed, according to the OECD, in 2050, the world energy demand will be 80% higher than actually, leading to a 50% rise of greenhouse gases emissions. Due to this realization consumers and companies have started to change their habits. A large-scale quantitative survey made in May 2007 by Vizu Study, showed that 74% of the American thought that global warming is important and more than the half of them (51.9%) think that is extremely important (Grant, 2007, p. 41).

Another study about the European attitudes towards sustainable consumption (based on a sample of 26,500 respondents) made in April 2009 demonstrated that more than 80% of European citizens thought that "a product's impact on the environment is an important element when deciding which products to buy" (Flash Euro barometer 256 – The Gallup Organisation, 2009).



Green marketing has rose attention due to the environmental deterioration and it becomes a global problem (Kumar, 2011, p. 59). Nowadays, the American Marketing Association (AMA) divides the definition of green marketing in three aspects (marketingpower.com): as “the marketing of products that are presumed to be environmentally safe” (retailing definition) as “the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality” (social marketing definition) and finally as “the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns” (environments definition).

Companies have using green marketing for many reasons such as green policies are profit-making; the business world is more and more implicated in the social responsibilities. Furthermore consumers have been changing of attitudes and due to the government and the competitive pressures it is essential for firms to consider the “green” adjective to marketing strategies (Ghosh, 2010, p.83). According to a press release made by Mintel (organization of food and drink market researches) in November 2010, the consumer packaged goods (CPG) or FMCG sector should follow twelve trends, among these trends some of them concern the environment such as “redefining natural” or “sustainability” such as respect the regulation to say that a product is natural or not and for example continue to reduce packaging (mintel.com). These trends show that the FMCG sector is going to change and become greener.

An eco-friendly product is supposed to reduce the impact of its consumption on the environment thanks to the use of making-processes, components and recycling techniques which are less harm for the natural environment than those of conventional products (nationalgeographic.com). The market of green products is more and more increasing. In this attempt “eco-friendly” as well as “green” products will be used to mention environmental products.

### **OBJECTIVE AND METHODOLOGY**

One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. While some literature does exist, it comes from divergent perspectives. This paper attempts to throw light on the conceptual issues associated with green marketing. The present study is exploratory in nature to provide a clear guidance for empirical research. It is also descriptive where the focus is on fact finding investigation with adequate interpretation. For this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites.

### **LITERATURE REVIEW**

The literature review will highlight and elucidate the green marketing in general and some key factors were selected to explain how they influence consumers’ attitudes towards the purchase of eco-friendly products. Relevant theories will be linked to the hypothesis stated in this part to realize the positive or negative relationships between them and further explained. Adults are concerned about the natural environment and 59 % of them say that they look for environmental labels and choose the brands that are more environmental-friendly. Jain and Kaur (2004) found that Indian consumers surveyed report a high level of concern for the environment and engagement in environmental behaviour. They exhibit willingness to take Impact us environmentally friendly actions, seek environment-related information, and pursue activities that help to conserve the environment and prevent pollution (Jain and Kaur, 2004). Greening is thus viewed as a source of competitive advantage.

### **DIVERGENT ASPECTS OF GREEN MARKETING**

Green marketing includes the following diversified aspects:

- Ecological safer Products & Services
- Recyclable & bio degradable packaging
- Energy Efficient operations
- Better pollution controls

### **ADVANCES MADE SO FAR.....**

An advance made by the organization in the field of green marketing includes examples like:

- Gray water recycling
- Packaging made from recycled paper
- Phosphate free detergents
- Refillable container for cleaning products
- Bottles using less plastic
- Toxic free paints
- Organic clothes using less of nylon/synthetic fiber



- Replacement of ozodyes with natural dyes used in dyeing process etc.

### ACCEPTABILITY OF GREENNESS BY ORGANISATION

Consumers in European countries & other advanced nations have shown growing concern for the health & environmental impacts of the products available for sale. So, corporate world over have become proactive in becoming environment conscious to avoid consumer activism on this issue. Examples include:

1. Swedish appliance giant Electrolux promoted efficiency has been unwillingly translated into green for Electrolux, leading consumers to assume that the products are 'environmentally friendly' (efficiency translated into minimizing their energy & water needs)
2. Netherland based Philips Company introduced CFL's that is compact fluorescent light bulbs as 'energy saving' & 'longer lasting'. In Europe & USA which is a clear cut move in the direction of green marketing efforts.
3. Japan based Toyota motor company introduced Toyota's product with the green message tag line 'gallons saved'. & highlighted its positive impact on the environment which set a good example for other companies to follow the suit.
4. Mc Donald replaced its clam shell packaging with Washed paper because increased consumer concern relating to polyethylene production & Ozone
5. Xerox introduced 'high quality' 100% recycled photocopier papers 'revive' is an attempt to satisfy the demands of firm for less environmentally harmful products.

The growth in fair trade, ethical & green funds, organic sales, solar panel, CFLs, non toxic products etc shows attempt towards 'greenness' by producing more 'green' or 'environment friendly' products.

### ARE THERE ANY TAKERS FOR GREEN PRODUCTS

An important question arises at this point. Are there takers for green products? Market surveys abroad have revealed that initially green product brands were costly, so there were few takers for the 4m initially. The consumer's behavior followed the innovation adoption model for green products introductions. The above innovation-diffusion model very clearly shows that innovators consist of only 2.5% of market share. In case of green marketing also the research showed that the acceptability of green products was initially 3%. This 3% was enough of a market to make things move. CFL is an example. It is that the small portion of the market that had made CFL affordable enough for the next 30% that care just enough to buy them. More & more home in India & the world across can now be seen using these energy saving lamps CFL which is just one example of the acceptability green products. But one thing is very important, that in case of green products that various attributes like nontoxic, organic cotton or natural dyes, energy or water saving are ecological sustainability etc. ought to be marketed of the second stage. This is because the first & foremost thing looked by the consumer is that the product must perform i.e., having performance qualities over confirmation quality. Moreover to increase their acceptability, the advertising campaign were created brand ambassadors like celebrities can be used to promote imagine connotations of 'greenness' and the possible benefits out of it. This will help to increase the sales of environmentally friendly products. (Abhishek Bachchan, one of the most talented Indian film actor, producer and occasional playback singer is also an under-cover supporter of **environment issues**. Abhishek has not only been supporting the **Go-Green cause**, but his dedication has won him the **Green Globe Award** for his outstanding efforts by a celebrity in fighting climatic change).

### MARKET SEGMENTS FOR GREEN PRODUCTS AND CONSUMERS

Market researchers can help in segmentation of "green" consumers based on actual purchasing behavior. On such research in US green consumer segmentation was performed by the **Roper** marketing grouping 2001.

#### Green Product

Green product stresses the straight and tangible benefits provided by greener design, such as energy efficiency or recycled content, rather than stressing the environmental attributes them. Reducing the environmental impact of a product improves the product's overall performance and quality in ways that are important, not just the most dedicated and loyal green consumer but to all consumers.

#### Green Consumer

The green consumers are the driving forces behind the green marketing process. It is they who drive consumer demand, which in turn encourages improvements in the environmental performance of many products and companies. Thus, for a marketer it is important to identify the types of green consumers. Many organizations have found that two out of every three consumer is green in developed country but country like Bangladesh and its organization has found that one out of every six consumer is green, but their environmental commitments vary because of their different standards, expectation from producers, demand and buying power. It is thus not efficient to say that the green consumer is one who engages in green consumption, specifically, consumes in a more sustainable and socially responsible way. A consumer acquires bundle of

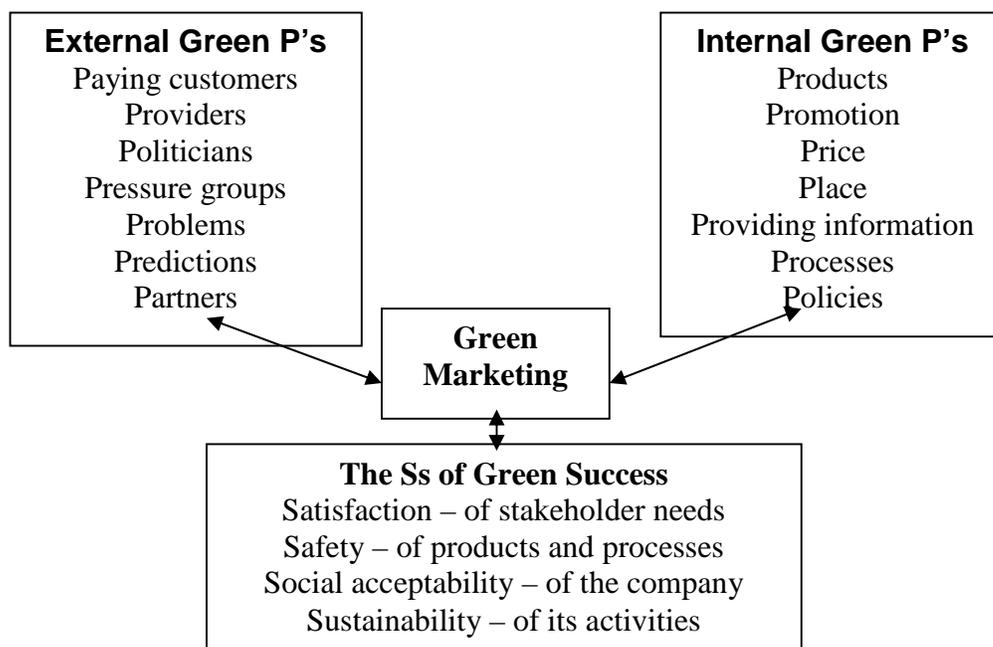
wants and needs and this is also true for the green consumer. To satisfy those needs businesses have to break down the market into different groups of consumers that differ in their responses to the firm's marketing mix program. The segments (Kotabe & Helsen (1998), p.184) arrived at should preferably have the following features: 1) Measurable 2) Sizeable 3) Accessible 4) Actionable 5) Competitive intensity 6) Growth Potential. A great deal of market research has been concerned with identifying the green consumer. A Clear picture has not yet been established and it differs a lot between markets. But some generalizations about the green consumer can be made on the basis of the research done so far. The green consumer:

- Inconsistent
- Confused
- Generally a woman
- Adults who are likely to be more concerned about the environment
- Sophisticated in wants and needs (Peattie (1992), p. 118)

### GREEN MARKETING PROCESS

Green marketing process comprises with external and internal Ps. After integrating external and internal Ps, green success will automatically come through four Ss. Here external 7 Ps consists of Paying customers, Providers, Politicians, Pressure groups, Problems, Predictions and Partners; internal 7Ps consists of Products, Promotion, Price, Place, Providing information, Processes and Policies. After integrating external and internal 7Ps, we can find out the green successes through 4 Ss such as Satisfaction – of stakeholder needs, Safety – of products and processes, Social acceptability –of the company and Sustainability – of its activities.

Figure 2: The Green Marketing Process



Source: (Peattie (1992), p. 104)

### CHALLENGES IN GREEN MARKETING

- **Need For Standardization**  
It is found that only 5% of the marketing messages from Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labelling and licensing.
- **New Concept**  
Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is

exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

- **Patience And Perseverance**

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

- **AVOIDING GREEN MYOPIA**

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia.

### **GOLDEN RULES OF GREEN MARKETING**

1. Know you're customer:
2. Educating your customers:
3. Being genuine & transparent:
4. Reassure the buyer:
5. Consider your pricing
6. Giving your customers an opportunity to participate
7. Thus leading brands should recognize that consumer

### **GREEN MARKETING GOALS**

The green marketing goals may be summed up as under:

1. Eliminate the concept of waste
2. Reinvest the concept of a product
3. Make prices reflect actual and environmental cost
4. Make environmentalism profitable

This is important in today's world because mankind has limited resources on the earth, and if we want long term sustainability of human life on this earth surface, then we have to learn to conserve these scarce natural resources and create product that have less environmental damage, otherwise the very existence of human kind will be under question mark.

### **LEGISLATION IN INDIA**

Many governments around the world have become so concerned about 'greenness' that they have attempted to regulate them. For instance, in India, we have Ministry of Environment & Forest (MEF). It has come forward to give lot of funds to schools, colleges & universities to start environment clubs. These clubs are encouraged to advocate & create 'greenness' around their neighborhood by planting, sapling plants etc. the ministry also lays down legislations to prevent organizations in doing any harm to the environment by enacting various legislations.

The product manufacturer must produce the consent clearance as per the provisions of :

1. Water (prevention & control of pollution) Act 1974
2. Water (prevention & control of pollution) Act 1977
3. Air (prevention & control of pollution) Act 1981
4. Environment (Protection) Act 1986
5. Noise Pollution (Regulation & Control) rules 2000

The rules made there under **BIS** while applying for ecomark the **Bureau of Indian Standards** to assess & certify the products.

### **ECOMARK SYMBOL**

To increase consumer awareness, the government of India launched the ecolabeling scheme known as 'ECOMARK' in 1991 for easy identification of environment friendly products. Any product, which is made, used or disposed of in a way that significantly reduces the harm it would otherwise cause the environment, could be considered as environment friendly product.

To give consumer sense of recognition of green products, BIS has designed as ecofriendly symbol of an earthen pot, and the product having this symbol can be taken as 'environmental friendly'. Godrej was the first to introduce their ecofriendly detergent in the market in India. Many companies followed the suit.

### THE GREEN MARKETING MIX

- **Product:** A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.
- **Price:** Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.
- **Place:** A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed “green” than products imported.
- **Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm’s image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

### Additional Social Marketing "P's" that are used in this process are:

- **Publics:** Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.
- **Partnership:** Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.
- **Policy:** Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.
- **Purse Strings:** How much will this strategic effort cost? Who is funding the effort?

The level of greening—strategic, quasi-strategic, or tactical—dictates what activities should be undertaken by a company. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area.

### GREEN MARKETING STRATEGIES VERSUS CONVENTIONAL MARKETING

The following table shows the difference between conventional marketing versus Green Marketing:

GREEN MARKETING STRATEGIES: NEW PARADIGMS			
NEW GREEN MARKETING PARADIGMS			
IN ADDITION TO CONVENTIONAL STRATEGIES, PROPOSED MARKETING PARADIGMS ARE EMERGING THAT CONNECT GREEN CONSUMER PERCEPTIONS WITH BUSINESS MODELS		CONVENTIONAL MARKETING	GREEN MARKETING
	CONSUMERS	CONSUMER WITH LIFESTYLES	HUMAN BEING WITH LIVES
	PRODUCTS	" CRADLE TO GRAVE" ONE SIZE FIT ALL PRODCUTS	" CRADLE TO CRADLE" FLEXIBLE SERVICES
	MARKETING & COMMUNICATION	SELLING-ORIENTED END BENEFITS	EDUCATIONAL VALUES
	CORPORATE	REACTIVE, INDEPENDENT, COMPETITIVE DEPARTMENTALIZED, SHORT-TERM OREINTED PROFIT-MAXIMIZING	PROACTIVE, INTERPENDENT, COOPERATIVE, HOLISTIC, LNOGTERM OREINTED DOUBLE BOTTOM LINE.
WILLIAM MC DONOUGH SOURCE: J OTTMAN CONSULTING			

### CONCERN FOR ECOLOGY AND SUSTAINABLE DEVELOPMENT

The concept of sustainable development was first advocated in 1987 in the report titled “our common future” by WCED i.e. World Commission on Environment and Development.



Report advocated that future prosperity depends in preserving 'natural capital', which includes air, water and other ecological treasures. Hence, in order to meet their economic and social goals, the business organization need to work for the preservation ,protection and conservation of the physical or natural environment surrounding them so that ecological goals can be realized.

The philosophy of sustainable development proposes that corporations/firms have to find solutions to environmental challenges in order to survive and remain competitive through various measures like:

1. Innovate and use new technologies for handling waste , sewage and air pollution like ETP (Effluent Treatment Plants)etc
2. Providing 'truly' natural products (like Godrej's Ezee detergent or Xerox's Eco Series and Renaissance Copiers etc).
3. Product standardization to ensure environmentally safe products (e.g. replacing CFCs and HFCs with VOCs)
4. Products oriented towards resources conservation and greater occupant health (like fuel efficient cars; energy saving CFL, air conditioners with air purifiers etc).

## CONCLUSIONS

Green marketing movement is like communication movement has started in the world, although late. The business organisations are going to benefit in the long run by the adoption of ecological approach.

Consumer demand for the green product is on the rise, that is with the labels like recyclable or with recycled content or ecofriendly. This is especially true for the company which want to market its product in countries like USA, EUROPE and other advanced nations. In other words, it is not only the governmental regulations on environment protection which has forced the business organisations to become greener in this approach it is marketing compulsion of advanced nations , where buyers demand ecofriendly products (CE Marketing, Green Dot etc.) that increasingly have made firm as to become proactive in their ecological approach. Many research institutes have come up with innovative products which ecologically friendly like TERI (TATA ENVIORNMENTAL RESEARCH INSTITUTE), who has come up with ecofriendly bags on replacement of plastic bags which create environmental hazards or problems like blocking up sewage system or their harmful effect on animals. A buyer's education is also on the rise, they are also going to be more concerned and buy environment friendly products in times to come.

Hence, there is a need and the right time for the companies to adopt some type of environmental accountability and accept it on a part of their corporate culture. Thus a environmental committed organisation may not only produce goods that have reduced their determinately impact on the environment, they may also be able to pressure their supplier to behave in a more environmentally "responsible" fashion. Finally consumers and industrial buyers also have the ability to pressure organisations to integrate the environment in to their corporate culture and thus ensure all organisations minimise the determintal environmental impact of their activities.

The above mentioned challenges of green marketing make it clear that having a green product does not result necessarily in a market success. Finding the right target group with efficient market research methods, taking advantage of existing trends, letting consumers know official certification for green products and using greener and therefore credible communication will help to build a real green business.

## REFERENCES

### Articles

1. Ann, K. Amir, G. and Luc, W. (2012). "Go Green! Should Environmental Messages Be So Assertive?". *Journal of Marketing*. Vol 46, pp. 95-102.
2. Anselmsson and Johansson (2007) corporate social responsibility and the positioning of grocery brands, *International Journal of Retail & Distribution Management*, Vol.35 No.10, pp. 835-866.
3. Babin, B. J., & Babin, L. (2001). "Seeing something different: A model of schema typically, consumer affect, purchase intentions and perceived shopping value". *Journal of Business Research*. 54 pp. 89-96.
4. Balderjahn, I. (1988). "Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns". *Journal of Business Research*. 17 pp. 51 – 56.
5. Chang, C. (2011). "Feeling ambivalent about going green – Implication For Green Advertising Processing". *Journal of Advertising*. Winter 2011.Vol. 40, Iss 4 pp 19-31.
6. Chang, N.J and Fong, C.M (2010). "Green product quality, green corporate image, green customer satisfaction, and green customer loyalty". *African Journal of Business Management*. October 2010.Vol.4 (13), pp.2836-2844.



7. Chen, T. B. and Chai, L. T. (2010), Attitude towards the environment and green products: consumer perspective, management science and engineering vol.4, No 2, pp. 27-39 .
8. Chitra, K. (April-September 2007). In search of the Green Consumers: A perceptual Study. Journal of Services Research. Volume 7, Number 1 pp. 173-191.
9. Cone communications “Consumers still purchasing, but may not be “buying” companies’ environmental claims”. Trend Tracker (2012) pp.1-7.
10. Datta, S. K., and Ishaswini (2011) Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers, International Journal of Business and management Vol.6 No.6 pp. 124-133.
11. Deli-Gray, Z., Gillpatrick, T., Marusic, M., Pantelic, D. and Kuruvilla, S.J (October 2010 – March 2011). “Hedonic and Functional Shopping Values and Everyday Product Purchase: Findings from the Indian Study”. International Journal of Business Insights & Transformation .Vol. 4, Issue 1, pp. 65-70.
12. Finisterra do Paço, A.M, Lino Barata Raposo, M. & Leal Filho, W. (2009). “Identify the green consumer: a segmentation study”. Journal of Targeting, Measurement and Analysis for Marketing. 17, pp. 17-25.
13. Florenthal, B. and Arling, P. A (2011). “Do green lifestyle consumers appreciate low involvement green products?”. Marketing Management Journal, Vol.21, Issue 2. pp35-45.
14. Gan C., Wee H.Y., Ozanne L.& Kao T. (2008) “Consumer’s purchasing behavior towards green products in New Zealand”. Innovative Marketing, Vol. 4, issue 1 pp. 93-102.
15. Ghosh, M. (2010) “Green Marketing – A changing concept in changing time.” BVIMR Management Edge, Vol.4, no. 1 pp. 82-92.
16. Ginsberg, J. M and Bloom P.N.( 2004), Choosing the Right Green Marketing Strategy,Massachusetts Institute of Technology (MIT), Sloan management Review pp. 79-84
17. Hartmann, P. & Apaolaza Ibáñez, V. (2006) “Green Value Added”. Marketing Intelligence and Planning. Vol 24 Iss:7 pp. 673-680.
18. Hartmann, P. and Apaolaza-Ibanez, V. (2009). “Green Advertising revisited”. International Journal of Advertising. Vol .28 No 4, pp.715-739.
19. Kumar, P. D. (December 2010) “Green Marketing: A Start to Environmental Safety.” Advances in Management, Vol. 4, no. 12 pp. 59-61.
20. Unknown authors. (2009) . “Europeans’attitudes towards the issue of sustainable consumption and production”. Flash Eurobarometer Series no. 256. pp 1-86.
21. Van Waterschoot, W. & Van den Bulte, C. (October 1992). The 4P Classification of the Marketing Mix Revisited. Journal of Marketing Vol. 56. pp. 83-93.
22. Vernekar, S.S, and Wadhwa, P. (2011). Green Consumption An Empirical Study of Consumers Attitudes and Perception regarding Eco-Friendly FMCG Products, with special reference to Delhi and NCR Region. Opinion. Vol 1, N0 1, December 2011. pp.64-74.
23. Wong, v., Turner W. and Stonement (1996), Marketing Strategies and Marketing Prospects for Environmentally-Friendly Consumers Products, British Journal of Management, Vol.7, pp. 263-281.

#### Conference paper

24. Luck, Edwina, M. & Ginanti, A. (2009). “Mapping Consumer’s attitudes for future sustainable”. Marketing Australian and New Zealand Marketing Academic. AANZMAC 2009. pp. 1-8.
25. Wannimayake, W.M.C.B. and Randiwela, P. (2008) “Consumer attractiveness towards Green Products of FMCG sector: An empirical study” Oxford Business and Economics Conference Program pp.1-19 June 22-24.
26. Yazdannifard R. and Mercy, I. E (2011). “The Impact of Green Marketing on Customer satisfaction and Environmental safety”. International Conference on Computer Communication and Management, Vol.5 pp.637-641.

#### Books

27. Blackwell, R.D., Miniard, P.W. and Engel J.F (2008).Consumer Behaviour. 12th edition. Mason: Thomson Higher Education.
28. Bryman A. (2008). Social Research Method. 3rd Edition. New York. Oxford: University Press Inc.
29. Bryman, A. (2012). Social Research Method. 4th Edition. New York. Oxford: University Press Inc.
30. Bryman, A. and Bell, E. (2007). Business Research Methods. 2nd Edition. New York. Oxford: University Press Inc.