

1 Influence of Green Marketing on Consumer Behavior: A Realistic 2 Study on Bangladesh

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5 *Received: 11 December 2016 Accepted: 5 January 2017 Published: 15 January 2017*

6

7 **Abstract**

8 This study aims at looking into consumer perception towards green values created by the
9 green marketing efforts by the promoters and its impact on their purchasing behavior of
10 ecofriendly sustainable products. This study also highlights the resolution of the efforts set by
11 marketers in promoting green brand awareness in the consumer's mind relative to the
12 non-green products. It further highlights the consumer perception and the impact of green
13 marketing communication to see how consumers are influenced to opt for green products. The
14 study includes the result of a consumer product and green marketing survey using a
15 questionnaire devised by the authors on the basis of several types of research carried in the
16 field. This study holds that despite there is a lot of scope in Bangladeshi market for green
17 products to be utilized more within consumer groups that have pro-environmental preferences,
18 green product marketing communication isn't revealing enough to consumers. The study
19 urges that the greater use of marketing and brands to promote and sell products that are
20 environmentally favorable and function effectively.

21

22 **Index terms**— consumer behavior, green marketing, green products.

23 **1 Introduction**

24 Now environmental awareness has not merely become a global interest, as well as a demanding issue in academic
25 research. The green issue has fostered a positive change in the behavior of consumers since 1970s (Linda F.
26 Alwitt, 1996). This change has induced a significant upset in the perceptual experience of consumers with a
27 rising concern for the preservation and prevention of any further damage to the environment. Admittedly green
28 marketing is an effort to reduce these disturbing impacts on our environment through installing a new course of
29 green concept through designing, producing, packaging, labeling and consuming products that are eco-friendly.

30 Companies often applies different strategical approaches toward different parts of the industry to gain
31 competitive advantages via repositioning consumer perception through innovative green products (Elham Rahbar,
32 2011). In past few years, the concept of green marketing has only been highlighted over the packaging and
33 labeling of product and incentive strategies. An assessment should be carried out to know about how different
34 organizations are putting their effort in green activities.

35 Purchase decision making process of a consumer usually consists of five stages: the felt need of a benefit,
36 information search, evaluation of alternatives, purchase decision and post-purchase evaluation. In this process
37 of consumer purchase decision, several factors like social, cultural, psychological, behavioral, marketing mix and
38 situations, all effect at some point.

39 Both parties, the organizations and consumers have a responsibility toward environmental issues and they
40 participate in the process by delivering and purchasing of green products. Here, the fact should be noted that
41 environmental commitment and participation in green activities are two separate issues, both the organizations
42 and consumer has a vital role to play here, but consumer decision is the most crucial because they motivate

2 II. A REVIEW OF THE RESEARCH LITERATURE

43 producers to deliver green products (Suplico, 2009). It is a common sense that consumers won't buy such
44 product that is harmful to human health, environment, plants, animals and any natural resources (Lee, 2008).

45 Learning these facts might play an influential role in the change of consumer purchasing behavior and create a
46 positive perception toward environmentally friendly products. Consequently, research is important in particular
47 geographical, sociological, situational and time settings (Elham Rahbar, 2011).

48 Several studies have investigated the change in the consumer's perception, where people are caring about the
49 environment will demonstrate their concerns through different behaviors, such as avoidance of buying a product
50 because it is potentially harmful (Suchard & Polonsky, 1991).

51 2 II. a review of the research literature

52 Several researchers have attempted to find a way to preserve the environment. Many perceived that there
53 is a keen relation between behavioral characteristics, demographic characteristics, psychographic characteristics,
54 geographic characteristics of the consumers and that might be the solution to preserving the environment (Granzin
55 & Olsen, 1991).

56 After assessing the factors that are influencing, studies shows that the psychological and social factors have a
57 more persuasive influence on consumer's behavior than demographic factors (Pickett, Kangun, & Grove, 1995).
58 Besides, Pickett et al. (1995) also admitted in their study that people display distinctive behavior if these factors
59 are influenced anyway and will help in developing strategies for green marketing.

60 Marketers must focus on environmental awareness in organizations and develop strategic green marketing
61 activities and promote those activities in order to gain new footing. This will draw the consumers have a new
62 perception toward the product (Mendleson, 1994).

63 Today, many companies are pursuing their effort to preserve the environment by delivering products that are
64 environment-friendly.

65 For this purpose, products and producing process has become greener as they realized that going green and
66 profits aren't contradictory to each other ??Hart, 1997, p. 67). Green marketing is providing an opportunity to
67 be innovative in a way that will assist them to make profits and contribute toward the green planet ??Grant,
68 2007, p. 10). Though business often causes damage to the environment in several ways, whether it is directly
69 or indirectly, now there is a raising phenomenon of recognizing environmental friendly sustainable operations.
70 Especially MNCs (Multinational Companies), possesses enough resources to put green activities in motion, they
71 should come forward ??Tjärnemo, 2001, p. 29).

72 To put it in a simple term, marketing refers to "working in the market", in order to deliver the benefits that will
73 meet the needs of consumers at large. But the term green marketing is not all about satisfying consumer needs
74 or improving the living standard, it's about preserving the ecosystem, it's about defending against ecological
75 damages we already caused by industrial advancement (Polonsky, 2011). Recently, green marketing gained a
76 significant coverage within the world-wide media. It seems that both the personal and organizational buyers
77 are becoming more and more aware of environmental sustainability and showing interest to conserve it (Elham
78 Rahbar, 2011).

79 In 1976, a workshop organized by the AMA (American Marketing Association) namely "A Guide to Ecological
80 Marketing", tried to gather a bunch of specialists to appraise the impact of marketing on the environment
81 (Kinoti, 2011). At this workshop, green marketing was defined as "the study of the positive and negative aspects
82 of marketing activities on pollution, energy depletion, and non-energy resource depletion" (Delafrooz, Taleghani,
83 & Nouri, 2014).

84 Though several researchers have given different definitions of green marketing from different perspectives,
85 according to the AMA, there are 3 ways to define Green Marketing (Prakash, 2002): a) Retailing Definition:
86 The marketing of products that are presumed to be environmentally safe (Prakash, 2002). b) Socially Marketing
87 Definition: The development and marketing of products designed to improve the physical environmental condition
88 by preserving it from further damage (Prakash, 2002). c) Environmental Definition: The organizational effort to
89 develop, promote, package and restore products in a way which supports ecological concerns (Prakash, 2002).

90 The concept of green marketing has been developed over the time, can be divided into different eras with very
91 definite characteristics of changing demands on the basis of environmental requirements.

92 The very first era lasted till the early 1970s, namely ecological green marketing era, really focused on external
93 problems of the environment (e.g. Air & water pollution). The second era took off in the late 80s, namely, green
94 environmental marketing era infused several new concepts with the past focused area, such as developing clean
95 technology, ensuring sustainability, looking out for a consumer and trying to attain competitive advantage etc.
96 (Peattie & Crane, 2005).

97 The core difference between first and second eras was that the first era was focused on the effectiveness of
98 the industries on the environment, but the second era included all services and manufacturing methods under
99 environmental marketing (Peattie & Crane, 2005).

100 The third era, sustainable green marketing, concentrated on empowering strict rules of the state, which the
101 second era couldn't continue. Since then, a sustainable development in the arena of marketing made a great
102 influence over the economy (Delafrooz, Taleghani, & Nouri, 2014). For instance, the "environmental technology"
103 created by the Toyota was not just because of law enforced them to do so, but also due to the demand from a

104 unified product line for the next generation cars like electric-combustion hybrids (Delafrooz, Taleghani, & Nouri,
105 2014).

106 In that respect are several tools being used for the green marketing purpose. Knowledge about these
107 green marketing tools (e.g. eco-label, eco-brand, environmental advertisement) will help to establish an easier
108 perception toward green product attributes and features. Moreover, it'll help to consumers to identify and
109 purchase the green products. Use of such policy tools influences the consumer perception and conduct in
110 purchasing green products (Elham Rahbar, 2011).

111 In accordance with Hartmann and Ibáñez (2006), usually, the intensity level of cognitive persuasion strategies
112 is the main focus of green marketing. Besides, they think that the reason behind consumers, increasing high
113 involvement in choosing environmentally friendly products is the growing environmental awareness among people.

114 But the Ginsberg and Bloom (2004) claims that none of the marketing tools is fit for all types of firms. They
115 rather suggested that, based on different market, different strategies should be traced, as the environmental
116 awareness varies in degree from markets to markets.

117 So, it's clear that an assessment of the consumers' perception and awareness of the green concept would be
118 useful to the marketers, although, this study highlights the consumer perception toward the green marketing.

119 Understanding of this theme "Consumer perception and purchase behavior" is highly significant, consumers
120 and the environment, both are keenly interrelated. This is because, at some point, consumers and environment
121 can influence each other directly or/and indirectly. Consequently, changes in any relevant element in the costs
122 or savings can hit the economy (Delafrooz, Taleghani, & Nouri, 2014).

123 According to Philip Kotler (2013), the final consumer behavior during the moment of purchasing something
124 is the consumer purchasing behavior. He identified four sorts of purchase behavior: normal, complex, variety
125 seeking and tension reducing purchase behavior.

126 Though different assumptions regarding consumer behavior suggest that they take environmental facts quite
127 seriously while purchasing, but in their activities, it is usually cannot be caught or noticed (Delafrooz, Taleghani,
128 & Nouri, 2014). Perception of consumer behavior or "Knowing/understanding customers" is not so easy as
129 we may appear to be perceived. Most often, consumers express their needs and expectations on the basis of
130 situations and the fashion of expressing varies rapidly. Sometimes, consumers are not yet aware of their inner
131 motivations or the factors that influencing that can change their opinion at the moment of purchasing. But it is
132 really important for the marketers to investigate and survey their consumer needs very subjectively to understand
133 their perception, needs, expectations and finally their behavior during purchase (Kotler P. , 2012).

134 **3 III.**

135 **4 Aims & Objectives**

136 This study aims at looking into consumer perception toward green values created by the green marketing efforts
137 by the promoters and its impact on their purchasing behavior of eco-friendly products.

138 Moreover, Green marketing evolution is spreading around Bangladeshi market rapidly and the concept has had
139 a radical influence on increasing environmental awareness among consumer population and changing consumer
140 perception toward green marketing practices and products as well. Thus, the study also has following objectives
141 to fulfill -1. To study the level of awareness of Bangladeshi consumers about green products and patterns. 2.
142 To measure the green values of the customers. 3. To study the perception of Bangladeshi consumers toward
143 green products and marketing practices. 4. To study the preferences of Bangladeshi consumers about green
144 products and marketing practices. 5. To recognize the factors that influence the customer perception to buy
145 green products. 6. To explain the issues and challenges of green marketing practices in Bangladesh.

146 IV.

147 **5 Methodology**

148 The study tried to explore the consumer's perception of green marketing and measure the correlation between
149 consumer purchase behavior and green marketing tools, consumer attitude and the green concept of marketing,
150 and consumer purchase intention and green marketing. The study applied an analytical model of investigation, a
151 questionnaire survey and regression analysis to guide the study productively. As an applied research, the study
152 aims at solving existing problems within the organization and individuals to make them more concerned about
153 the concept of "Going Green".

154 Both secondary and primary data have been compiled and analyzed with a view to examining the research
155 objectives. The first phase of the study was an extensive search for relevant scholars' articles, books, reports
156 to set the boundary of the subject area. The study was extended out in different cities of Bangladesh. The
157 primary data was gathered via a questionnaire prepared by the authors with an extensive support from different
158 studies and researches. The questionnaire comprises 4 sections respectively demographic data, knowledge base
159 data, behavioral data, and questions regarding the indicators scale which sub-sectioned by Consumer Attitude,
160 Purchase Intention, and Purchase Behavior. The first section includes the demographic data like name, age,
161 annual income etc. The second section of the questionnaire includes the knowledge base data of the respondent
162 to understand the knowledge regarding the green concept. In the third section, three points Likert scale (3, 2, 1)
163 technique was used to quantify the variables. This information includes the perception of the respondent toward

7 DISCUSSION OF FINDINGS

164 the green concept (e.g. the green marketing tools, green products and general conduct of the respondent). Finally,
165 the fourth section includes a seven-point Likert scale (7, 6, 5, 4, 3, 2, 1) technique to measure the variables. Each
166 proposition in this section/ sub-section is numbered as a variable and most of the propositions are devised in a
167 positive scale. In the empirical analysis of all positive propositions, if respondent gets on an average a high mark
168 (above 3) i.e. towards agreement means that the respondents are in right perspectives. The statistical methods
169 used in the analysis were: Means, Coefficient of the Variables, Standard Deviations and Regression methods.
170 Means and Standard Deviation is used to analyzing the average level of perception of the respondents. The
171 multiple methods are used to explaining the variation in the dependent variables with respect to the given a set
172 of independent variables.

173 On the basis of the reviewed literature, following hypotheses were generated to be verified by statistical analysis.
174 V.

175 6 Findings & Analysis of Study

176 The questionnaire survey conducted to test our hypothesis included a small sample from different districts of
177 the country and included 384 respondents who were willing to share their perception and contribute toward our
178 study. The results of the study are given as follows. Reliability is standard when the alpha value is above .6 and
179 below .7, though there is an argument. But an alpha value more than .9 is considered as an arbitrary number
180 of variables are taken into considerations, which means the number of questions we considered in the article is
181 more than necessary. Variability Analysis helps us to understand the distance between the mean scores of the
182 items used to compute the variables. The most common measure of the variability is the Standard Deviation. It
183 tells us the differentiation between the scores of the items used in variables.

184 To check out the normality of the data used in the study we have conducted a normality analysis (Skewness
185 & Kurtosis). As the standard usually goes that the skewness value is acceptable if it lies between -1 to +1 and
186 the kurtosis value is acceptable if the value lies between -3 to +3. But there is an argument that both values
187 are acceptable if they lie between -3 to +3. Considering the normality of data used for the purpose of this study
188 we have conducted a Pearson correlation analysis assuming the data set used are normal. Here we can see that
189 when significance level is .1, most of the variables have a strong correlation.

190 Neither of the variables shows any moderate level of correlation. But when significance level is .01, there is
191 a weak correlation that we presented on the above table 3 with one *. Regression Analysis helps to examine
192 the impact of one variable on another variable and check the impact of independent variables on the dependent
193 variables. The value of R is taken from the table of model summary, and value of df and F is taken from ANOVA
194 test table while data analyzed by the SPSS tool.

195 VI.

196 7 Discussion of Findings

197 The correlation test shows that there is a weak negative correlation with the green behavioral base and other
198 three variables consumer attitude, purchase intention and purchase behavior. This suggests that green marketing
199 activities have no influence on the consumers' behavior. But consumer attitude has a strong positive correlation
200 between the purchase intention and purchase behavior of consumers. This suggests that consumer is highly
201 influenced by the attitude they have on the product and what they intend to purchase or what they need at
202 the point of purchase decision. Again, there is strong positive correlation exists between the consumer purchase
203 intention and purchase behavior, suggesting that consumers are highly influenced by the intention, explaining
204 that purchase behavior actually depends on the situational factors.

205 The regression analysis shows that the consumer attitude towards the product is the main influencing factor
206 in consumer purchase decision making (beta value = .508). Purchase intention of the consumer is next (beta
207 value = .340), and the green behavioral base shows the least influence over the forecasting purchasing behavior.

208 The first hypothesis examined the consumer's attitude toward the green products, revealed that consumers
209 have a mixed understanding of the green concept. As a new dimension of environmental perseverance, the concept
210 is new to the Bangladeshi consumers. Even the consumers are aware of the environmental degradation, they lack
211 the knowledge of green products and most importantly some factors are considerably affecting the green concept
212 like economic factors, situational and demographic factors, physiological factors.

213 The second and third hypotheses examined the influence of green marketing activities over the consumer
214 attitude and purchase intention, shows that the green marketing activities have no significant influence over
215 these factors alone. suggested Recommendations for the facts is to continue the environmental awareness among
216 the consumers, for instance, what are the negative impacts of other products on the environment and how to
217 keep the environment safe. Moreover, marketers should keep in mind that they need to provide a continuous
218 awareness of products that is environment-friendly.

219 The green concept is a new color of thinking to the consumers of Bangladesh. To establish the concept
220 in consumers' mind compared with other environmentally harmful products, it'll require training, knowledge,
221 cultural integration and new technologies. Moreover, the economic factors should be availed to the massive
222 consumer population to erase the costly green products. Moreover, government officials, producers, and
223 knowledgeable people should assist in the matter to help each other to create a healthy green future. In addition,

224 green products should come up with more innovative advertising, diverse range products, and lower prices to be
225 fully appreciated.

226 The fourth hypothesis examined the influence of green marketing activities over the consumers purchase
227 behavior, revealing that consumers are more influenced by the attitude they have on the product and the intention
228 they have regarding the products.

229 From the survey on the samples regarding green marketing and its product, the study come out with four
230 major factors influencing them on buying/using green products, i.e., Economic factors: Here the samples were
231 so concerned about the affordability of the green product. Most of the green products are costlier than the
232 regular products which are why they are worried about switching to green from their regular habits. Most of
233 them have calculated the facts of benefits after differentiating the costing of extra money if they use the product
234 and if they don't use the product. Psychological factors: Consumers are mostly affected by the psychological
235 factors. Their psychology towards green products mostly categorized on how effective the green products are
236 (effectiveness), if they can rely (trust) on these products for longer period or no; another focal fact is their
237 knowledge and learning on the merits of green products varies in negative and positive ways even after educating
238 them about it. Furthermore, they react on the green products after judging if that product is promoting their
239 self-image negatively or positively and for this reason, they often don't consider the quality of the products
240 solely. Situational/demographic factor: We all know that the situational and demographical factors affect in
241 every aspect of buying decisions whether we buy green products or other non-green products. Here the same
242 things happened with the samples of this survey. They really think that their buying decision may change
243 depending on the availability of green and even if they have got the substitute of this. They concern about time
244 factors if it takes them more time to go and collect the green product with desirable communication and if the
245 product gives them the value they want after they face all hassles. In this segment, we found them really care
246 about the value proposition of the product. Environmental factors: When they think to switch to green from
247 their regular choice, they first want to see if the product have the attributes of eco-system which leads them to
248 think of the sustainability. When it comes to the price then the consumer's first asking is the durability of the
249 product as we know the maximum numbers of the consumer in the surveyed areas are not so sound financial
250 which make them think twice before buying green. If the product is durable enough then they are ready to pay
251 extra for that product (acceptability).

252 While conducting the survey, it is found that most of the respondents were actually responded in a similar
253 manner. The response was comparatively positive as the study found. But due to their situational needs, they
254 consider the available product. It's not like they are not concerned about the green products, they are aware of
255 the ecological needs but the products they are buying based on the products that are available to them when
256 needed.

257 The formation of attitude and action is found to be dependents on the development of values however the
258 impact these may have on behavior in a real-life condition.

259 Thoughts (cognitive function) and feelings (affective function) are directly impacted by the attitude people
260 show hence impacting their overall perception of purchase related behavior. This identifies with the idea that
261 there is a need to change the overall attitude consumers have towards a product thereby impacting their decision
262 making. This scenario will apply to a green marketing context also. If one were to consider the Theory of
263 Reasoned Action into account, then it can be postulated that marketers of green products change their method
264 of evaluation of consumer attitude and intention to understand exactly what consumers really want. The new
265 beliefs and normative beliefs of consumers can be identified in this manner.

266 Consumers' level of awareness about green products found to be high but at the same time, consumers are
267 not aware of green initiatives were undertaken by various government and non-government agencies signifying
268 the need for more efforts from organizations in this regard. Responses were on the moderate positive level and
269 we can conclude that consumers are not a skeptic about green claims of the organizations and consumers are
270 concerned about the present and future state of environment signifying need for green products and practices.
271 The results have implication for durable manufacturers especially to practice green marketing.

272 8 VII.

273 9 Conclusion

274 The study suggests that marketers must come out with new and innovative ways to change the consumer's
275 perception of the green marketing. For instance, in a matter of the price, green products should be availed to
276 the consumers at a much lower price to attract consumer base.

277 At the time of data collection, most of the responded conveyed that, they think that green products are mostly
278 overpriced, which is true in most of the cases but what about herbal products? Those are yet cheap and popular
279 among rural consumers. For increasing use of the green product, the marketer should lower the price level.

280 We must try to motivate their customer toward green marketing by different awareness program and provide
281 information about the green products and its ecological benefit. The philosophy that underlies for the green
282 marketing should be delivered in mass consumer bases.

283 Besides, for green marketing to be effective marketers must maintain three things: being genuine, educate

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284 their customers about green products, and give them the opportunity to participate in their social responsibility
285 to save the green planet.

286 About the green marketing tool, eco-labeling and packaging should be highlighted over the ecofriendly features
287 and information. Besides an international standard should be implemented to remove the doubt of minds from
1 2 3 4 the consumers.



Figure 1: 10 Global

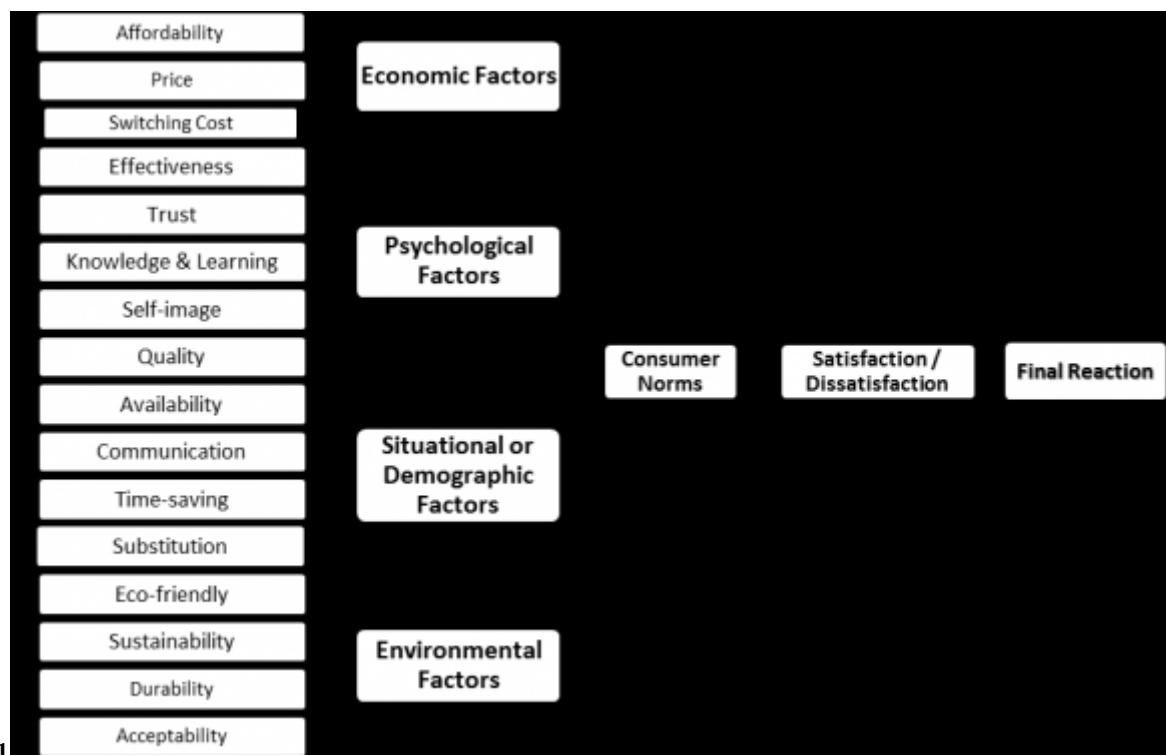


Figure 2: Figure 1 :

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H 1 / Alternative Hypothesis

01 Consumers have a positive perception toward green

products.

02 Consumer attitudes are positively influenced by the green marketing activities.

03 Consumer purchase intentions are positively influenced by the green marketing activities.

04 Consumer purchase behaviors are positively influenced by the green marketing activities.

Consumers have a negative or neutral perception toward green products.

Consumer attitudes are negatively or neutrally influenced by the green marketing activities.

Consumer purchase intentions are negatively or neutrally influenced by the green marketing activities.

Consumer purchase behaviors are negatively or neutrally influenced by the green marketing activities.

Figure 3: Table 1 :

2

Variables	Cronbach Alpha	No of Items	Revised Alpha	Revised No of Items
Green Behavior Base	.622	9	-	-
Consumer Attitude	.891	4	-	-
Purchase Intention	.783	10	-	-
Purchase Behavior	.819	6	-	-

Figure 4: Table 2 :

3

Variables	Mean	SD	Skewness	Kurtosis
Green Behavior Base	1.5017	.35619	.513	-.420
Consumer Attitude	5.1752	1.09721	-.713	.260
Purchase Intention	4.9863	1.23456	-.513	.011
Purchase Behavior	5.2196	1.17381	-.573	.094

Figure 5: Table 3 :

9 CONCLUSION

5

Variables

[Note: $\beta = .600$, $F = 187.326$, $df = 377$, No of IV = 3.]

Figure 6: Table 5 :

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