CHAPTER – 1

INTRODUCTION

For the last few decades, concerns over the different environmental issues are gaining attention of various groups of the society. Consumers are becoming more aware about the environmental problems and have started realizing that majority of issues are because of increasing population, our consumption habits and are the consequences of technological advancements. These awakened consumers are now ready to change their preferences from mainstream products to greener products which have least impact on the environment. Changing consumption habits and rising preferences of consumers for green products are proving to have greater influence on the corporate world also. In response to this, big corporate houses have now started addressing environmental issues in various manners. Companies like Nike, Philips, Panasonic, UV&W, and Organic India have started manufacturing ranges of green products which appeal to green consumers and even mainstream consumers with price, design and quality parity. Not only corporate world, but every section of the society now understands the emerging needs of becoming green and adopting green behavior. Royal challengers Bangalore, a Bangalore based franchise of Indian premier league has adopted ‘Go Green’ initiative for addressing the issue of environmental degradation, and with the intent of reducing their carbon footprint they have adopted various initiatives like, dry waste and wet waste segregation in stadium during home matches and wearing green jerseys to acknowledge the issue of environment conservation.

Over the centuries, the emergence of environmental concern has been at the top of the agenda at both national and international level. However, the era of modern environmentalism came into the picture in 1950s and focus on the environmental issues got sharper in 1960s with the exuberant pressure posed by public. This wave of environmentalism led to the establishment of National Environmental Policy Act, 1969 in the United States. The issue of environmental protection was highlighted more and became a permanent feature of national and international policy with the first celebration of Earth Day in 1970 and first United Conference on the Human Environment held in Stockholm in 1972 (Kinoti, 2011; The Public and Environment, UNEP, 1988).
Since consumers are major contributors to the heightened environmental problems, any commitment on their part towards the environment can go a long way in extenuating the environment-related issues (Jain and Kaur, 2004). The awareness regarding environmental issues and interconnections between the lifestyles and environment on the part of consumers and public at large is the precondition of environmental preservation. As compared to few decades ago, our lifestyle has changed significantly to cope up with this fast-paced world. Today, more and more people are caught up in an endless cycle of purchasing, usage, and throwing away bearing in mind that consumption of products is just meant for fulfillment of needs and desires and not taking into account its unpleasant affects being posed on the environment. This reflects their little knowledge about the link between consumption choices and the environmental consequences (Ahmad & Juhdi, 2008). At the moment in order to attain the objective of sustainable development, green products and green consumption are being strongly recommended (Wang, 2009). Lampe and Gazda (1995) reported that in a European survey 75% of Europeans were in favor of "urgent steps to protect the environment" and most "were prepared to pay the extra costs" (Lampe and Gazda, 1995; Knight and Dimmler, 1989). As customers also comprehend the significance of environmental protection, environmentalism has been strengthened more in the marketplace (Han et al., 2009; Kalafatis et al., 1999; Brown, 1996). Ecologically concerned consumers have started favoring and expressing their demand for eco-friendly products especially in developed countries. Increased demand for green products has urged the business houses to be bowed towards being green and starting practicing green marketing strategies (Jain & Kaur, 2004; Johri and Sahasakmontri, 1998; Keegan et al., 1995; Meffert and Kirchgeorg, 1994; Doyle, 1992; Peattie and Ratnayka, 1992; Vandermerwe and Oliff, 1990).

Ecological concerns and demand for eco-friendly products by consumer groups led to the evolution of a new philosophy in the field of marketing known as ‘Green Marketing’ (do Paco et al., 2010; Peattie and Charter, 1997; McDonagh and Clark, 1995), which aimed at striking the balance between profit motives of the organizations on one hand and concern for the society on the other hand (do Paco et al., 2009; Karna et al., 2002). According to Polonsky, “Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal
detrimental impact on the natural environment” (as quoted in Polonsky, 1994). The trend therefore, bent towards green products having minimum possible impact on the environment and thereby preserving the natural resources for the forthcoming generations. A survey done by newsletter Green Market Alert, revealed that out of all new products launched in 1991, 12.6% claimed themselves to be green and 41% products made green claims in case of all household products (Vlosky et al., 1999; Anonymous, 1993). According to the survey conducted by roper organization, majority of the Americans said that it was important that the products they buy be environmentally friendly and many of them were willing to pay more for green products (The GfK Roper Yale survey, 2008). As revealed in the another survey conducted by Roper organization (2011), 73% of the Americans said that they had fair amount of knowledge about environmental issues and problems, 29% reported that they buy products made from or packaged in recyclable material on regular basis (The Environment: Public Attitudes and Individual Behaviour, The GfK Roper Green Consulting, 2011).

The recent years have witnessed the wave of environmentalism in India too. Facing the pressure exerted by environmental lobbies, the government has endorsed number of environment related legislations to battle the pollution nuisance and for the preservation of natural resources (Jain and Kaur, 2004). The ‘Environment Education, Awareness and Training’ is a flagship scheme which has been initiated by the Ministry of Environment and Forests (MoEF), Government of India in order to enhance the understanding of public about relationships between human beings and environment and also to develop competencies to protect the environment. Under the umbrella of this initiative, MoEF formulated National Green Corps (NGC) in 2001-02 with a view to create environmental awareness among children. The program has been in operation since then and turned into the mass movement of children for preserving the environment. As many as 1, 30,931 eco clubs have been established in NGC schools nationwide under this movement. In Punjab 5000 eco-clubs were established till 2011-12 under this movement (Annual Report 2012, Ministry of Environment and Forests). However, compared to the trends in the West, consumers of India are just at the stage of green awakening. Goswami (2008) in a study conducted in India confirmed the existence of consumer segment who were motivated for eco-labeled clothes. In an another Indian study by Jain and Kaur (2004) it was reported by the study that consumers were influenced by advertisements on
environmental issues and they were not only ready to buy, but were also ready to pay more for the certified eco products. Apart from this, the study highlighted in Indian context that non availability of environmentally friendly products, lack of willingness to protect the environment, lack of enforcement of laws, indifference of people and government towards the environment, non availability of eco friendly alternatives and low level of education were the major hindrances in the way to solve environmental problems.

1.1 DEFINING GREEN PRODUCTS

Green products combine green concepts in the production, usage and disposal of these products, while allowing the products to meet the same manufacturing regulations. According to a renowned author in the field of green marketing J.A. Ottman (1998), “Green products are typically durable, non toxic, made of recycled materials, or minimally packaged. Of course, there are no completely green products, for that all use up energy and resources and create by-products and emissions during their manufacture, transport to warehouses and stores, usage and eventual disposal. So green is relative, describing products with less impact on the environment than their alternatives”.

According to Shamdasani et al. (1993) “Green or environmentally friendly products are broadly defined as products that will not pollute earth or deplete natural resources, and can be recycled or conserved” (Mostafa, 2007b).

As, the concept of green product is very recent, the literature is still deficient of the commonly accepted definition of green products (Durif et al., 2010; Rivera-Camino, 2007; Hartmann and Ibanez, 2006). In search of the clear definition of green products Durif et al. (2010) conducted a Meta analysis of 35 definitions of green products given by various researchers in the field of green marketing (see table 1.1). The meta-analysis of 35 definitions enabled Durif et al. to formulate an integrative definition of green product: “A green product is a product whose design and/or attributes (and/or production and/or strategy) use recycling (renewable/toxic free/biodegradables) resources and which improves environmental impact or reduces environmental toxic damage throughout its entire life cycle.”
Table 1.1 : Definitions of Green Products in the Academic Literature

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<tr>
<th>Authors (Year)</th>
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<tr>
<td>Liu and Wu (2009)</td>
<td>Products whose function or ideas deal with the process of material retrieval, production, sales, utilization and waste treatment available for recycling, reduced pollution and energy saving.</td>
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<tr>
<td>Albino, Balice and Dangelico (2009)</td>
<td>Product designed to minimize its environmental impacts during its whole life cycle. In particular non renewable resource use is minimized, toxic materials are avoided and renewable resource use takes place in accordance with their rate of replenishment.</td>
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<tr>
<td>Wagner (2009)</td>
<td>Environmental innovations: measures of relevant factors, which: (i) develop new ideas, behavior, products and processes, apply or introduce them and (ii) contribute to a reduction of environmental burdens.</td>
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<tr>
<td>Triebswetter and Wackerbauer (2008)</td>
<td>Environmental innovations: techno-economic, organizational, social and institutional changes leading to an improved quality of the environment.</td>
</tr>
<tr>
<td>Pickett-Baker and Ozaki (2008)</td>
<td>Defining environmentally sustainable products is complex. In a strict sense, there is no such thing as truly sustainable or green product, as all products we buy, own, use and discards in our daily lives will have negative environmental impacts at some stage in their life cycle.</td>
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<tr>
<td>Eerola and Huhtala (2008)</td>
<td>Organic food: its production has a reduced environmental impact but organic food products are often thought of as having different consumptive characteristics than conventional ones.</td>
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<td>Chen (2008)</td>
<td>Green product development addresses environmental issues through product design and innovation.</td>
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<tr>
<td>D’Souza, Taghian and Khosla (2007)</td>
<td>One that has to represent a significant achievement in reducing environmental impact; they may also have to incorporate strategies of recycling, recycled content, reduced packaging or using less toxic materials.</td>
</tr>
<tr>
<td>Hartmann and Ibanez (2006)</td>
<td>Green product attributes may be environmentally sound production processes, responsible product uses or product elimination, which consumers compare with those possessed by competing conventional products.</td>
</tr>
<tr>
<td>Chen, Lai and Wen (2006)</td>
<td>Green innovation: hardware or software innovation that is related to green products or processes, including the innovation in technologies that are involved in energy saving, pollution prevention, waste recycling, green product designs, or corporate environment.</td>
</tr>
<tr>
<td>Parthasarathy et al. (2005)</td>
<td>Eco-efficiency: estimates which provide early recognition and systematic detection of economic and environmental opportunities and risks in existing and future business activities.</td>
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<tr>
<td>Wee and Quazi (2005)</td>
<td>Being green is defined by two basic goals: reducing waste and maximize resource efficiency.</td>
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<tr>
<td>Ferraro et al. (2005)</td>
<td>Impure public good consisting of a private good bundled with a jointly produced public good.</td>
</tr>
<tr>
<td>Kleindorfer et al. (2005)</td>
<td>Sustainable operation management: set of skills and concepts that allow company to structure and manage its business process to obtain competitive returns on its capital assets without sacrificing the legitimate needs of internal and external stakeholders.</td>
</tr>
<tr>
<td>Gurau and Ranchhod (2005)</td>
<td>Ecological product: product that was manufactured using toxic free ingredients and environmentally friendly procedures, and which is certified as such by a recognized organization.</td>
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<td>Authors (Year)</td>
<td>Definition</td>
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<td>Huang et al. (2004)</td>
<td>IMAPP broadcasting products can provide immediate information to government, educational, commercial and research sector users in areas such as severe weather monitoring, forest fire detection, fisheries management, weather forecasting, aviation safety and ice forecasts.</td>
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<td>Osada (2003)</td>
<td>One that contributes to environmental protection or preservation.</td>
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<tr>
<td>Pujari, Wright and Peattie (2003)</td>
<td>“Design for Environment”, defined as “a practice by which environmental considerations are integrated into product and process engineering design procedures.”</td>
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<tr>
<td>Tanner and Kast (2003)</td>
<td>Green food: one that fosters changes in the food chain, such as changes in production, trade practices, or consumption is crucial steps in the quest for sustainable development.</td>
</tr>
<tr>
<td>Janssen and Jager (2002)</td>
<td>Products with an alternative design such that less physical resources are required during life cycle.</td>
</tr>
<tr>
<td>Mebratu (2001)</td>
<td>Environmental procurement: systematically building environmental considerations into your day-to-day procurement decision making and operations.</td>
</tr>
<tr>
<td>Stafford, Polonsky and Hartman (2000)</td>
<td>Green alliances seek common ground among ecological, social and commercial interests, encouraging enviropreneurship.</td>
</tr>
<tr>
<td>Schorsch (1990)</td>
<td>Those that 1) are grown organically, 2) made of degradable materials, 3) contain little or no phosphates, or 4) are not tested on animals.</td>
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**Source:** Adapted from Durif et al. (2010)
1.2 CONCEPTION OF GREEN CONSUMERS

With the rise in number of green consumers, marketers are particularly targeting green consumers by positioning the products based on their environmental features. Knowing the fact that the number of green consumers is quickly increasing in the marketplace, it becomes imperative to study the conception and attributes of green consumers. Most common definitions of green consumer are given below to understand the notion of green consumer.

Elkington (1994) characterized Green Consumer as “Green Consumer is one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal, consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries” (as quoted in Jain and Kaur, 2004).

According to D. E. Wind (2004) “Green consumer is an inhabitant who approves the principles of green marketing and advocates eco-friendly life style” (as quoted in Banyte et al., 2010b).

Hence, it may be generalized that green consumers are referred to those who prefer to purchase green products and who try to minimize the impact of these products on the environment. Minton and Rose (1997) reported that the roper studies identified five segments of consumers based on their purchase behaviors, post purchase behaviours and other behaviours (Shwartz and Miller, 1991). Out of five, three segments reflected environmentally active consumer groups and two reflected environmentally inactive groups. The first segment “true-blue greens” represented the environmentally active and highly committed consumers in terms of changing their behaviour patterns. Second segment “green-back greens” represented the consumers who supported the environmental movement financially, but the change in behavior was not as prominent as was there in true-blue greens. Third segment “sprouts” were in the beginning stage of changing behaviour patterns with regard to environmental issues. Fourth segment “grousers” opined that companies should owe the responsibility towards the environment
instead of consumers. Fifth segment “basic browns” portrayed apathetic attitude and felt that individual efforts were not sufficient (Minton and Rose, 1997).

Rex and Baumann (2007) reported that Ogilvy and Mather categorized consumers into four categories. First “activists” were those who were willing to buy green products and services. Second “realists” expressed their anxiety about environmental issues, but were skeptical about green products. Third “complacents” did not owe the responsibility towards the environment. Fourth “alienated” were unaware of green issues.

The Green Revolution (September, 2009), a study done by Grail Research Organization based on 520 US green consumers who were aware of green products and who had also purchased green products in the past, classified the green consumers into five categories based on the extent of green product purchases made by them. First category “dark green” (8%) represented those consumers who used to buy mostly green products. Second category “light green” (76%) represented the group of consumers who used to buy some of the green products. Third category “former green” (1%) represented the consumers who bought green products in the past, but did not repeat the purchase. Fourth segment “green considerers” (10%) represented the consumers who considered purchasing green products, but did not purchase them actually. Fifth segment “non considerers” (5%) represented the group who were aware of green products, but never considered purchasing them.

A wide-reaching study by Starch (1996) revealed that total number of green consumers was 15%. Another study by Curlo (1999), confirmed the existence of 10% hardcore green consumers in UK (Mostafa, 2007b).

1.3 CONSUMERS’ ATTITUDE TOWARDS GREEN PRODUCTS

Changing consumer attitudes, consideration for environmental issues and willingness to bear social responsibilities are frequently observed tendencies dominating the market place. The literature of social psychology in the area of behavioral research has successfully established the relationship between attitude, behavioural intentions and explanatory factors and individual behaviour (Mostafa, 2007b). The underlying theory of reasoned action (TRA) and theory of planned behaviour (TPB) also established the
relationship between attitude and behaviour, where attitude serves the role of predictor of consumer behaviour (Han and Kim, 2010). Consumers’ attitude affects their thoughts and feelings and thereby influence their purchase behaviour (Pickett-Baker and Ozaki, 2008; Hoyer and MacInnis, 2004).

In the field of green marketing, consumer attitudes have been frequently used in various past studies to predict ecologically conscious consumer behaviour and usage of green products. Schlegelmilch et al. (1996) found that environmental attitude was most consistent in determining the pro-environmental purchase. Similarly, another famous study by Roberts (1996) confirmed the philosophical significance of attitudinal variables in explaining ecologically conscious consumer behaviour. Aligned with the study of Roberts, Minton and Rose (1997) also postulated the significant effect of attitude on environmentally concerned intentions and behaviour. Manaktola and Jauhari (2007) also found significant relationship between consumer attitude and behaviour towards green practices in hotel industry. Kassarjian (1971) found that consumer attitude towards the air pollution was most important variable in determining their behaviour towards gasoline that reduces air pollution (Mostafa, 2007b). Balderjahn (1988) in a German study found that consumers’ positive attitude towards ecologically conscious living led them to purchase and use products in ecologically responsible manner (Mostafa, 2007b).

Although many researchers hold the opinion that customers’ attitude toward green behaviors is a significant factor in determining eco-friendly purchasing (Han et al., 2009; Manaktola and Jauhari, 2007; Laroche et al., 2001; Kalafatis et al., 1999), some researchers pointed out that only a small portion of environmentally conscious customers actually buy eco-friendly products because of high monetary and non-monetary costs and inconvenience associated with them (Han et al., 2009; Roberts, 1996; Maibach, 1993). Though, majority of the consumers claim themselves to be green, the market share of green products as compared to other mainstream products is almost negligible. This trend indicates a wide attitude behaviour gap prevailing in the market of green products.

1.4 BEHAVIOUR OF CONSUMERS TOWARDS GREEN PRODUCTS

The new green marketing paradigm reflects the tremendous change in the consumer behavior. Roberts (1996) reported that Vandermerwe and Oliff (1990) noted some
changes in consumer behaviour which support growth of green marketing and ecologically conscious consumer behaviour. The shifts observed in the consumer behaviour are mentioned as follows:

- The reach of green products was widened from small niches of green consumers to mass markets. Big retail giants like Wal-Mart, McDonald’s, Coke, Procter and Gamble and many more brands marketed green products (Anonymous, 1991).
- Large number of consumers was ready to pay more for green products and preferred the firms which practiced environmental friendly practices. Increase in the sale of environmental magazines and green shopping guides further provided the substantial proofs of growth in the green market segment.
- Consumers were frequently demanding recycled products and accepting them.
- The range of green products in demand was widened form unbleached coffee filters to biodegradable diapers and biodegradable paint.
- The number of new green products launched increased from 24 in 1985 to 810 in 1991 (Ottman, 1994).

Fishbein and Ajzen (1975) described behavioural intentions as “the most accurate predictors of actual behaviour when examining individual’s careful decision-making process using the theory of reasoned action” (as quoted in Han et al., 2009). Further, Oliver (1997) conceptualized behavioural intentions as “which are surrogate indicators of behaviour, as one’s affirmed likelihood to perform a certain action” (as quoted in Han et al., 2009). In broader terms behavioural intentions include consumers’ willingness to repeat the purchase of products or services, recommending the company to others and to pay premium prices for its products (Han et al., 2009; Namkung and Jang, 2007; Zeithmal et al., 1996). Hassan and Mohd Nor (2013) conceptualized green purchase intention as “probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase consideration.”

Consumer Behaviour Report (2007) on eco friendly shopping behavior of online shoppers conducted in September 2007 reported that 50 % online shoppers purchased eco friendly products because it reduced the impact on future generations, whereas 15%
purchased eco friendly products to improve personal health, 68% online shoppers said that purchasing eco friendly products was important, while 35% said that it was extremely or very important to them. Besides this, 74% of surveyed respondents said that being a positive eco friendly example to others was important to them and 46% online shoppers said that “energy efficient” was the most important attribute when purchasing eco friendly appliances.

Today more and more customers prefer green products and services that fulfill their green needs and are also willing to pay higher for the same (Han and Kim, 2010; Roberts, 1996; Vandermerwe and Oliff, 1990). Forbes et al. (2009) in a study on consumer attitude regarding sustainable wine found that consumers were willing to pay extra for sustainable wine. Similarly, a study in China by Shen & Saijo (2009) came up with the conclusion that consumers in Shanghai were willing to pay extra for energy efficiency. In contrast to these studies, Manaktola and Jauhari (2007) found that positive attitude and behaviour of consumers was not translated into willingness to pay extra. Some other researchers endeavored to explore consumers’ willingness to pay premium price for green products/services and came up with mixed results. Loncaric et al. (2009) discovered that 15% of consumers were willing to pay more for organic food. In a study aimed to investigate consumers’ willingness to pay mark up price for green electricity, Gerpott & Mahmudova (2010b) stated that 53.4% of consumers were willing to pay mark up, where 26.1% were willing to pay 5-10% increase in electricity bill, whereas Niinimaki (2010) added that 94.6% consumers were willing to pay more for eco-clothing. The GfK Roper Yale survey on Environmental issues (July, 2008), a comparative survey of American and Canadian consumers reported that for clothes’ detergents, 51% US consumers and 65% Canadian consumers, for automobile, 50% US consumers and 51% Canadian consumers, for computer printer paper, 40% US consumers and 56% Canadian consumers, for wood furniture, 39% US consumers and 65% Canadian consumers were ready to pay 15% or more for eco-friendly products.

1.5 ISSUES CONCERNING GREEN MARKETING STRATEGIES

There is a growing interest of marketers, manufacturers and even academicians in green marketing strategies and their potential impact on the behaviour of consumers.
Organizations worldwide are focusing on developing internal as well as external green marketing strategies. Internal strategies focus specifically on recovery of pollution causing outputs, developing green substitutes for non renewable inputs and redesigning the products to reduce the consumption of material as well as energy. Besides this, external strategies are related to developing core competencies in products, processes and supply chain so that long term sustainability may be achieved (Cronin et al., 2011). Ottman, Stafford and Hartman (2006) noted that two primary objectives of green marketing were to bring about qualitative improvements in the environment and to satisfy the consumers (Banyte et al., 2010a). Pickett-Baker and Ozaki (2008) raised another point of concern that whether marketing efforts of the firms can influence the consumers’ attitude towards green products and their purchase decisions.

Companies while taking the decisions of selecting marketing strategies or applying green marketing in its activities seek for attainment of certain objectives. These objectives virtually affect companies’ decision of selecting marketing strategy to position their green products in the market. According to Ramanauskiene (2008), estimation of consumers’ ecological expectations and satisfying the same is a factor worth considering while application of green marketing, as ecological expectations of consumers influence their behaviour towards green products and lead to the decision of purchasing the same (Banyte et al., 2010a).

Ramanauskiene (2008) underlined that effectiveness of green marketing lies in the companies’ ability to ensure the ecological safety of the product (Banyte et al., 2010a). Therefore, another focus of the marketing strategies should be to communicate the ecological safety component of green products to the consumers and thereby creating awareness regarding the benefits of green products in the society. Banyte et al. (2010a) favored the use of intensive marketing communications for forming positive attitude of consumers towards green products. Pickett-Baker and Ozaki (2008) in their study found that consumers expect to be informed about improvements in the product and also established that effective market communication stimulates consumers to purchase green products. Besides this, consumers express the need of awareness regarding clear benefits (Pickett-Baker and Ozaki, 2008; Alston and Prince Roberts, 1999) and environmental
friendliness of the product (Pickett-Baker and Ozaki, 2008). Hence, intensive marketing 
communication including the information about the environmental and other benefits of 
green products is imperative to persuade the consumers to buy green products. Likewise, 
Ginsberg and Bloom (2004) reported that according to proper survey, product labels and 
store displays could be useful in making environmental declarations of the brand. Besides 
this, explaining how or why the product is better for the environment also makes a 
difference. Product packaging, in-store displays, point of sale demonstrations and 
knowledgeable staff can be instrumental in educating consumers about green products 
(Ginsberg and Bloom, 2004).

Another key element of a green marketing strategy is credibility, as credibility of the 
organization can easily overcome consumers’ doubts about green products. Companies 
exhibiting social corporate values are perceived as more credible as compared to others. 
Moreover, use of eco-labels such as ‘Blue Angel’ and ‘Energy Star’ in the United States 
can also provide assurance to the consumers that the products they are buying are truly 
green (Ginsberg and Bloom, 2004).

Banyte et al. (2010a) reported that the primary aims of ecological promotion as 
mentioned by Bakanauskas and Liesionis (2002) are as follows:

- To inform the consumers about the company’s philosophy and environmental and 
  other benefits of product, which consumers would be expected to consider while 
  buying green products.
- To convince the consumers in making choice of environmental friendly products 
  and generate their interest in them.
- To remind the consumers of their need for the product and to create the awareness 
  regarding where and how can they obtain the same (Banyte et al., 2010a).

Peattie (1995) has further elaborated that there are seven ‘Green Cs’ which companies 
should negotiate considerably while communicating the green message:

- **Complexity:** Environmental problems are mostly complex and are not 
  accompanied by the simple answers. Consumers are not well informed about the 
  environmental issues and their complexity.
• **Cacophony:** This issue deals with the excess of information being conveyed to the consumers. Generally marketers bombard the information and environmental images over the consumers and the real message intended to be conveyed by the marketer fails to stand out. This practice leads to information overload amongst the consumers.

• **Credibility:** Green messages communicated to the consumers lack credibility in their eyes. Past research studies point out that consumers generally remain dubious about the messages being conveyed. The problem will remain unsettled unless the green messages are designed in consonance with the audience’s perception about the company and the environmental issues.

• **Confusion:** Information overload and conflicting messages from different marketers lead to confusion amongst the consumers.

• **Cynicism:** The motives of the marketers who convey green messages are also open to doubt. Sometimes they portray environmental issues in the communication messages just to exploit the market instead of protecting the environment in real sense.

• **Co-ordination:** It is of no use to air green claims of the product unless, certain environmental credentials, product packaging and entire philosophy of the company are also supporting the claims.

• **Commercial confidence:** This is hiding what is going on inside the company including the environmental impact of the company and its products from the general public. (adapted from Peattie, 1995; Szuster, 2008)

### 1.6 NEED FOR THE STUDY

The scenario of changing consumer preferences and heightened consumer awareness for the environmental issues has given rise to an emerging green market where consumers with their favorable attitude towards green products are willing to shift their choices from brown counterparts to green products. They are becoming more responsible in terms of their life style, consumption habits and purchasing behaviour. With the strong intent to consume green products, consumers are now willing to sacrifice their choices, switch to the green brands and are also willing to pay more for green products. As the concern of
consumers for sustainability is increasing and shaping the consumer behavior, corporate houses are becoming more interested to introduce green products in the market and to make their products as green as possible in order to address consumer needs. Business houses are using a wide range of strategies to position and market their green products appropriately.

The wave of environmentalism and rising ecological concern of the public drew attention of various environmental lobbies, government agencies and consumers towards the need for green products and thereby giving rise to green marketing. Various researchers and academicians were also stimulated to study the ongoing trends in the emerging area of green marketing. It was in 1990s when the pioneer researchers in the field started exploring various issues concerning consumer behaviour towards green products. In India, it has been very few years that researchers have started focusing on consumer behaviour towards green products and green consumers.

The present study is an effort to investigate behaviour of consumers towards green products. In light of this objective, an attempt was made to study consumers’ level of awareness, attitude, usage and various intentions behind the usage of green products as well as reasons for non usage of the same in the state of Punjab. Also, consumers’ perception regarding the effectiveness of various green marketing strategies being used by the companies to promote their green products was assessed. As most of the previous studies focused their attention on the role of environmental attitude, ecological concern, cultural values, attitudinal variables, psychographical variables and personality variables in shaping consumers’ behaviour towards green products, a strong need was felt to undertake the present study with the purpose of exploring various dimensions of consumer behaviour towards green products in Punjab.

The scope of the study has to be narrowed down to a defined geographical region: Urban Punjab, so that the various dimensions of consumer behavior towards green products in a developing economy come into sharp focus.

Findings of this study will give useful managerial implications for companies which are planning to offer or are already offering green products in the market. This study will be
useful for the academicians and research scholars who are planning to have their research in this area. This study will also add up to the body of knowledge in consumer behavior, as most of the understanding of consumer behavior is based on FMCG products which do not have much to do with behavior of consumers towards green products. The results of the study will be the first step to explore various dimensions of consumer behavior towards green products in Punjab, a developing state of India.

1.7 OBJECTIVES OF THE STUDY

The present study was undertaken with the following specific objectives in focus:

1. To study the level of awareness of consumers regarding green products.
2. To study consumer attitude towards green products.
3. To study the factors affecting behavior of consumers towards green products.
4. To find various consumer intentions behind usage and reasons for non usage of green products.
5. To study consumers’ perception towards various green marketing strategies used by companies to promote green products.

1.8 ORGANIZATION OF THE STUDY

The present study has been divided into eight chapters:

- Chapter one deals with introduction to the concept of green products, green consumers and various issues concerning behaviour of consumers towards green products. It also describes the need and objectives of the present study.
- Chapter two deals with the review of literature and describes the work done, and findings of the previous studies in this area.
- Chapter three elaborates the hypothesis formulation, sampling design, data collection, questionnaire and statistical techniques used for the study.
- Chapter four investigates the level of awareness of people of urban Punjab on various dimensions related to green products. It also outlines the variation in
general awareness regarding green products with respect to demographic characteristics of respondents.

- Chapter five explores various dimensions of consumer attitude towards green products and also describes overall attitude of consumers of Punjab towards green products.
- Chapter six explores various factors affecting the behaviour of consumers towards green products, usage/non usage of consumers with respect to organic food, organic clothes, organic cosmetics and personal care products and green electrical appliances. The chapter also explains various consumer intentions behind usage/non usage of green products.
- Chapter seven describes consumers’ perception towards effectiveness of green marketing strategies viz. advertisements using green themes, educational campaigns, self explanatory labels and certifications. It also explores various factors affecting the effectiveness of marketing strategies in influencing the behaviour of consumers towards green products.
- Chapter eight describes the major findings of the study and also provides valuable recommendations for the manufacturers and marketers of green products.