CHAPTER III

GREEN MARKETING – AN OVERVIEW

Sustainable development is one of the most serious and crucial issues of countries all across the globe. Green marketing is one important concept which marketers are using these days as a key strategy for sustainable development. This research looks at sustainability from a marketing perspective. In this context, the researcher has presented a theoretical framework of sustainability in terms of marketing, meaning and definition of green marketing, its evolution, greening of product life stages, reasons for adoption of green marketing by firms. This research is concerned specifically about the environment friendly behaviour of consumers. Hence, the researcher has provided some relevant insights on this line such as green consumer paradigm, green market segmentation, models defining the pro-environmental behaviour of green consumers in this chapter. In addition to this, some of the green initiatives undertaken in India were also included at the end of the chapter.

Sustainability in terms of Marketing

Sustainability is one of the major concepts of modern business thinking. Applying sustainability to the marketing discipline captures the essence of sustainable marketing or green marketing. Sustainable marketing refers to the way of marketing which incorporates needs of the customer, the organisation and the society in general over a long term. It means designing and marketing products that can be used universally by all the consumers across the world over extended periods, without causing harm to either the consumers or the environment.

In other words, marketing’s focus on economic aspects is expanded on by including the environmental and societal dimension. All three dimensions have to be included when planning a marketing strategy. Traditional marketing practices must be reconsidered and the following aspects are to be noted:
- Marketing is a demand focused concept. But in order to achieve sustainability, marketing must be willing to manage the customer’s demand downward. This includes the demand for low costs, high availability and convenience of products and services. Marketing’s expanding task is therefore to promote real product costs as well as impacts of consumption and production on the environment.

- Product prices must be based on the true costs of production, use and disposal. Thus, product price is replaced by product costs. Competition is then based on product costs such as costs of ownership and use. In achievement of sustainability, marketing must make sure that customers are aware of the true product costs.

- The “product concept” has to be redefined. Marketing to be sustainable cannot only focus on the product. The concept must be broadened by looking at how a product is made, distributed, and sold. This new focus reinforces the promotion of products that are made and consumed in a sustainable manner.

- Marketing has to reflect sustainable behaviour and responsibility towards all stakeholder groups (customers, investors, employees, government, suppliers, and society). Company activities must be increasingly more transparent to educate and inform all stakeholder groups.

- Marketing communication must focus on information of products and services rather than mere endorsement.

- Marketing must promote the benefits for customers to use a product rather than to own a product. This leads to sustainable consumption as maintenance and service of a product is preferred over re-buy of a product from a sustainable viewpoint.

- Marketing must be willing to change the market and adapt to new forms of markets for example the circular flow of products. It will require new types of market in which material flows become more circular through product take-back and recycling; where services are increasingly substituted for goods and alternative forms of production and consumption are created and rediscovered.¹

**Green Marketing: Meaning and Definition**

One of the key business strategies for sustainable growth has taken the shape of Green Marketing. Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing, and is concerned with marketing of green products and positioning them as green brands. As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough and marketers should take into account ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSR).

Green Marketing generally refers to the marketing of products that are presumed to be environmentally safe. From the social marketing perspective green marketing is the development and marketing of products designed to minimize negative effects on the physical environment.

After addressing the breadth of issues associated with an environmentally based approach to marketing, AMA has defined green marketing as “the study of all efforts to consume, produce, distribute, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns”. The inclusion of “all efforts to consume” recognizes that many entities are involved in green marketing. Green marketing is not limited to government or nongovernment organizations, nor is it solely an activity undertaken by consumers. Manufacturers, wholesalers, retailers, and services firms each has opportunities to contribute to green marketing. This definition also recognizes the need to consider the production, distribution, and reclamation of products as integrated components of the marketing effort. Green marketing is a broad concept, one that can be applied to consumer goods, industrial goods and even services.

**Evolution of Green Marketing**

Green marketing has been a very important topic for research since the subject evolved in the late 1970s when the American Marketing Association organized the first ever

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Since then, green marketing has evolved over a period of time. The United Nations is an organization that has led the way in recognition of the multiple interdependencies among nature, economy and society. In December 1983, the United Nations commissioned research on development and the environment. The report summarizing this research known as the Brundtland Report was published by the United Nations in 1987. This report defines sustainable development as a process that “meets the needs of the present without compromising the ability of future generations to meet their needs”. Importantly, this edict recognizes that there are at any time limits on the ability of the biosphere to absorb human activity. There are also limits imposed by the state of technology and social organizations, but both of these factors can be managed and improved to foster economic growth.

Exhibit 3.1: The Three Dimensions of Sustainability – The Triple Bottom Line (Carter & Rogers)

Since the publication of this report by the United Nations, industry practice has embraced the notion that sustainability derives from focusing on the triple bottom line. As shown in Exhibit 3.1, sustainability takes a holistic approach by incorporating the three dimensions of environment, society and economy. The Triple Bottom Line does not only focus on the economic value organizations create but also on the environmental and social value they create. By incorporating the Triple Bottom Line, sustainability looks at economic aspects without compromising environmental and societal issues. A sustainable organization must generate acceptable levels of economic performance, or it will not survive. It must also nurture social performance in its interaction with customers, suppliers, consumers and other interest groups. Survival is also contingent on the firm’s ability to achieve acceptable levels of environmental performance throughout the supply cycle from raw material procurement to post-consumption disposal. Hence sustainability is seen as a process in which organizations strive for continuous improvement towards the three dimensions of the Triple Bottom Line.

**Greening of Product Life Stages**

Green marketing forwards the notion that companies should be concerned with what happens to a product during and after its useful life. Companies may manifest this concern through experimentation with ways to reassess and redesign the product life stages. Life cycle reassessment focuses on environmental considerations in product development and design, including energy and material inputs and outputs in production, consumption, and disposal of products. This means managing the life stages of a product in an environment friendly and eco-efficient manner. Eco-efficiency refers to the proper timing for the use or consumption of natural (and scarce) resources so that nature is afforded an opportunity to renew itself. The life stages of products would include the description presented below:

**Stage 1: Development stage**

This stage is traditionally characterized as the acquisition of raw materials, component parts, and subassemblies. The alternative approach advocated here encourages manufacturers to check the environmental programmes of suppliers, to require minimal

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packaging of inputs and to consider sources of materials that could be easily replenished or that are recyclable.

Stage 2: Production stage
In this stage, manufacturing companies are encouraged to reduce emissions, toxicity, waste and to conserve water and energy. Companies are also encouraged to seek and develop alternative uses for waste products (i.e. waste recovery process), to revise the manufacturing processes to minimize the waste generation, to minimize energy use, and/or to attempt to find alternative sources of energy.

Stage 3: Consumption stage
This stage advocates minimization of packaging, conservation of energy, and minimization of waste from product maintenance and service are strongly urged. Additionally companies should promote energy conservation and should provide information on recyclability or reuse of package.

Stage 4: Disposal stage
The final stage of a product is its disposal. Green marketing introduces the concepts of reuse and recyclability, in addition to the concept of waste reduction. Old exhausted products could be called back by the company, recalibrate the same and remarket them as new products without harming the environment. Those that cannot be recalibrated, the company should take the initiative of eliminating them from the world without harming the nature. The technological support of the manufacturing process should be updated enough for the proper disposal of the product.

Reasons for Adoption of Green Marketing by Firms

There are basically five reasons for which a marketer should go for the adoption of green marketing. They are:

Opportunity: Nowadays, firms marketing goods with environmental characteristics have realized a competitive advantage over firms marketing non-environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible in an attempt to better satisfy their consumer needs.

Social Responsibility: Many firms are beginning to realize that they are members of the

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wider community and therefore must behave in an environmentally responsible way. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm’s corporate culture.

**Governmental Pressure:** Governmental regulations relating to environmental marketing are designed to protect consumers in several ways: 1) reduce production of harmful goods or by-products; 2) modify consumer and industry’s use and/or consumption of harmful goods; or 3) ensure that all types of consumers have the ability to evaluate the environmental composition of goods. These governmental regulations are designed to control the amount of hazardous wastes produced by firms.

**Competitive Pressure:** Another major force in the environmental marketing area has been a firm’s desire to maintain its competitive position. In many cases, firms observe competitors promoting their environmental behaviours and attempt to emulate this behaviour. In some cases, this competitive pressure causes an entire industry to modify and thus reduce its detrimental environmental behaviour.

**Cost Reduction:** Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes. Certain firms use green marketing to address cost/profit related issues.

**Green Consumer Paradigm**

Consumers are the main catalyst in the marketing of a company’s products and services that play a vital role in the marketing process. While developing a marketing plan, it should be remembered that the consumer is the central element of all decisions related to marketing. Understanding the roles consumers play will eventually lead to the maximization of the effectiveness of any marketing plan. The supposition of green consumers is essential to a marketing plan, but a notion of “green consumers” – meaning consumers who have an appreciation of environmental goods and services – seems elusive, as they are difficult to define demographically. Greenness extends throughout the population to varying degrees. Concerns about greenness are extremely diverse, encompassing a wide range of issues from green house effect and polluting industries to
graffiti and garbage on the streets. Conventional marketing aims at developing products that meet consumers’ need at affordable price and communicating the benefits of those products in an effective way. Green marketing, on the other hand, is more complex. The complexity emanates from the two objectives it is expected to serve:

- Balancing environmental compatibility of products: That is, products with minimal impact on the environment must be balanced with consumers’ needs for quality, performance, and affordable pricing;

- Projecting an image of environmental sensitivity: That is, high environmental quality relating to both product attributes and its manufacturer’s track record must be outlined.

A new paradigm for green consumers is now emerging and marketers have to take the initiative to take advantage of this change and stay in the lead. Successful green marketers ought to no longer view consumers as individuals with huge demand for material goods, but as human beings concerned about the condition of the world around them. These consumers are cognizant of how material goods impact their lives positively as well as negatively in the short term as well as in the long term. Therefore, a company may have strategic advantages in improving its market standing by better addressing concerns of environmentally-oriented consumers through technology innovations and by building up itself as a green company.

A successful organization must discover and identify the value sought by consumers within a market and focus on marketing initiatives that reduce energy consumption and enhance sustainability efforts. Sustainable value emerges from analysis of the economic, relational and ecological returns sought in a market. This calls for analysis of markets and market segmentation. Analysis of market involves assessing the ability and willingness of buyers to make a purchase. Many green marketing propositions fail because the organization does not recognize the consumers’ abilities and willingness to invest in sustainable technologies.

After the market has been established, the firm can begin to investigate the extent to which there are subsets of the markets with unique value statements. The process of moving from market analysis to marketing mix positioning. After the firm has identified the market, it
engages in a series of activities referred to as **STP marketing** characterized by efforts to segment, target and position.\(^6\)

**Market segmentation** refers to the process of dividing a market into distinct segments or subsets of customers that have similar needs or behave in the same way. Every segment of the market has the potential to be reached via a distinct marketing strategy. After the firm has identified the segments in a market, it engages in target marketing. **Target marketing** refers to the organization’s efforts to serve a selected segment within the marketplace. The prioritization and selection of various target markets is performed in conjunction with consideration of the competitive and environmental conditions associated with the market. After the firm has selected a target market, it then establishes a positioning strategy. **Positioning** refers to the development of the marketing mix to yield a distinctive appeal to the target segment. The positioning approach should reflect the values sought by consumers in the target market. Innovation must consider an intimate understanding of the customer, and a close look at green marketing practices over time and green products must be positioned on a consumer value sought by targeted consumers.

**Green Market Segmentation**

Segmentation of the market plays a critical role in the development of business strategies that yield desired value for firms, their suppliers and their customers. Segmentation enables companies to identify groups of consumers with similar needs and enables companies to analyze characteristics and buying behaviours of members of these groups. When the unique needs of a group are identified, the segmentation process also enables the firm to design a marketing mix that reflects the unique requirements of the group. Consequently, segmentation enables companies to address the value sought by consumers while simultaneously achieving the firm’s needs.

The segmentation process begins by identifying specific factors that reflect differences in customers’ responsiveness to marketing variables or requirements. These differences in levels of responsiveness may be attributed to many factors such as purchase behaviour, usage, benefits sought or loyalty. After the segments are identified, segment descriptors

are chosen based on the ability to suggest competitive strategies, to account for variance in the basis for segmentation, or to identify segments.

In consumer markets, firms often use demographics segmentation to separate potential buyers based on age, gender, income or occupation or geographic segmentation. Several analysts of green marketing in the consumer sector have used psychographic segmentation to distinguish among consumer groups. Psychographics refers to the use of attitudes, opinions, motives, values, lifestyles, interests or personality to distinguish among consuming groups.

**Market Segments Concerning Attitudes toward Sustainability**

Roper Starch Worldwide is a marketing research firm that has pioneered analysis of consumer’s orientation to sustainability in North America. Similar efforts have been conducted in northern European markets. Their research has uncovered the following five market segments: 7

**True blues** are those consumers with strong environmental values that seek to bring about positive change. Individuals that identify with this segment are also inclined to be politically active in their pursuit of sustainability. These individuals are four times more likely to avoid products marketed by companies that are not environmentally conscious.

**Greenback greens** are also interested in sustainability concerns but they are not inclined to be politically active. Importantly, these consumers are willing to purchase environmentally friendly products than average consumers.

**Sprouts** are consumers who appreciate the merits of environmental causes but they do not take this appreciation with them to the marketplace. Although these consumers are unlikely to spend more for green products, they can be persuaded to do so given the appropriate appeal.

**Grousers** are group of consumers who tend to be cynical about its ability to bring about change and relatively uneducated about their ecological concerns. These consumers believe that green products are too expensive and do not perform as effectively as their non-green counterparts.

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Apathetics or basic browns do concern themselves with sustainability or green marketing practices.

**Behavioural Segmentation**

Although attitudes provide insight into the likely action of consumers, behaviour provides a stronger insight into market segments. Behavioural segmentation refers to the use of consumer behaviour or product use to distinguish among market segments. The market analysis provided by the Natural Marketing Institute (NMI) incorporates attitudes and behaviours towards environmentalism and consumption. Their research has identified the following five market segments: 8

**The LOHAS consumers** are focused on health, the environment, social justice, personal development, sustainable living and the future of the society. LOHAS refers to lifestyles of health and sustainability. These consumers are altruistic and often less concerned with success or making a lot of money, yet most live comfortably with middle to upper-middle incomes. The environment is central to the LOHAS consumers’ belief system. NMI further separates this group into two segments. The LOHAS leaders are early adopters and opinion leaders for products and concepts that emphasize healthy or green initiatives. They are the first candidate in a market to purchase new and innovative sustainable products. By contrast, LOHAS followers are more moderate in purchasing green products.

**Naturalites** are consumers who are primarily concerned about personal health and wellness. Their preference for food and beverage products is motivated primarily by a strong health focus, not an environmental focus. Although these consumers appreciate that companies should be environmentally conscious, they are not politically committed to the environmental movement, and they are not generally driven to buy eco-friendly durable goods.

**Conventional**s are consumers who recognize the value in buying products that save money in the long run, but the ecological merits of consumption are not paramount in their decision making.

**Drifters** refer to consumers who are not highly concerned about the environment and believe that the problems will eventually be resolved. Their concerns about the environment focus on things that affect them directly. They are somewhat price sensitive and offer many reasons why they do not make environmentally friendly choices.

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8 ibid.
Unconcerned are the group of consumers who have priorities other than the environment and society. They are not aware of green product choices and are generally unwilling to find out such information. These consumers buy based on convenience, price, quality and value with little regard for the action of companies marketing the products.

Green consumers’ segmentation based on their motives
J.A. Ottman\(^9\) maintain that even loyal green consumers are not completely homogeneous. It is possible to discern three groups of green consumers according to the motives, which is explained below:

Consumers concerned with planet environment protection economize water and electricity, recycle waste, buy recycled commodities, avoid excessive consumption and are interested in literature about planet environment protection.

Health Fanatics are people who care about healthy nutrition and lifestyle of a human being. They buy organic food and scalded milk, use natural healthcare products.

Animal Lovers belong to organization that fights for animal rights. They boycott meat and fish consumption, do not approve of wearing natural fur coats, show great concern towards animals.

Outdoor Enthusiasts love the outdoors and spend much of their time actively engaged in such activities as camping, rock climbing, skiing and hiking. They are also involved in preserving the pristine spaces they value so highly. They are serious about minimizing the environmental impact of their recreational activities.

Green Consumer Behaviour

Behaviour change is often perceived as the holy grail to sustainability. It is critical for marketers to understand consumer behaviour, so as to focus their marketing campaigns successfully. With regard to environmental products, it has become all the more challenging, as marketers are yet to understand thoroughly why green consumers buy and what they buy.

Greendex 2009, an annual survey conducted by the National Geographic Society and international polling firm GlobeScan attempted to measure and monitor consumer behaviours that had an impact on the environment. The study revealed an increase in green consumer behaviour worldwide. The results showed that both cost considerations and environmental concerns were motivators behind adopting an environmentally sustainable behaviour. One of the interesting finding of the survey was that the current economic trouble caused an increase in environment-friendly behaviour. The results indicated that economic troubles might have worked to the environment’s advantage in a number of instances. Among those who reported reducing energy consumption at home over the past year, some 80 percent cited cost as one of the top two reasons. Of those who reduced fuel consumption, nearly three-quarters mentioned cost as one of the top two reasons.

Though consumers are becoming more particular about environmental protection, they are not ready to make any major sacrifices to buy and use green products. When consumers are faced with a trade-off between product characteristics and environmental protection, environment almost always loses. While considering greener products, they would still make sure that they do not cost more, can be obtained easily from stores, do not require a change of habits, assure good quality, performance, convenience and endurance. When green purchases involve some sort of tradeoff that may include paying a green premium, accepting a lower level of technical performance, and/or travelling to non-standard distribution outlets.

Perception of inconvenience has a great influence on consumers’ action. There are only very few consumers who will go out of the way to pay higher prices or sacrifice product performance for the sake of environment. In reality, environment is not their top concern. Green consumers care more about economics than environment. Previous studies have revealed that knowledge does not always lead to expected behavioural patterns.

In spite of these bottlenecks, there has been an increase in demand for environmentally friendly products and services. Consumers have been asking for green products and have

begun to show a greater commitment to green lifestyle. Their expectations from companies and marketers have increased, and they judge the environment-friendly practices of companies to be insufficient and incomplete. Though, the eco-conscious consumers do not expect companies to be perfect in their green initiatives, they do see if the companies are committed and taking necessary steps. Eco-friendly consumption and spending patterns has led the marketers to understand the eco-friendly attitude of the consumers and come up with a marketing mix which preserves environmental resources and at the same time deliver value added products and services.¹²

**Theoretical Frameworks for Analyzing Pro-environmental Behaviour**

Numerous theoretical frameworks have been developed to explain the gap between the possession of environmental knowledge and environmental awareness, and displaying pro-environmental behaviour.

**Early Linear Models**

The oldest and simplest models of pro-environmental behaviour were based on a linear progression of environmental knowledge leading to environmental awareness and concern (environmental attitudes), which in turn was thought to lead to pro-environmental behaviour (Exhibit 3.2) These rationalist models assumed that educating people about environmental issues would automatically result in more environmental behaviour.

![Exhibit 3.2 : Early model of pro-environmental behaviour](Image)

These models from the early 1970s were soon proven to be wrong. Research showed that in most cases, increases in knowledge and awareness did not lead to pro-environmental behaviour. Yet today, most environmental non-governmental organisations (NGOs) still base their communication campaigns and strategies on the simplistic assumption that more

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knowledge will lead to more enlightened behaviour which may not always be true. Quantitative research has shown that there is a discrepancy between attitude and behaviour. The reasons for the discrepancies may be indirect experiences about an environmental problem, social norms, cultural traditions, family customs influence or temporal discrepancy which may lead to weaker correlation between attitude and behaviour.

**Theory of Reasoned Action and Planned Behaviour**

Ajzen and Fishbein addressed these issues of measurement discrepancies in their Theory of Reasoned Action\textsuperscript{13} and their Theory of Planned Behaviour\textsuperscript{14}. They pointed out that in order to find a high correlation between attitude and behaviour, the researcher has to measure the attitude toward that particular behaviour.


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Exhibit 3.3 : Theory of Reasoned Action (Fishbein & Ajzen)

According to their theory, people are essentially rational, in the sense that they make systematic use of information available to them and are not controlled by unconscious
motives or overpowering desires. Attitudes do not determine behaviour directly, rather they influence behavioural intentions which in turn shape our actions. Intentions are not only influenced by attitudes but also by social (‘normative’) pressures. Thus the ultimate determinants of any behaviour are the behavioural beliefs concerning its consequences and normative beliefs concerning the prescriptions of others (Exhibit 3.3).

Their model has been the most influential attitude-behaviour model in social psychology—probably because they developed a mathematical equation that expressed their model which led researchers to conduct empirical studies. Although the model certainly has its limitations—for example the underlying assumption that people act rationally—it is useful because of its clarity and simplicity. Their model has become the basis for further research in any area where the attitude-behaviour gap that is being probed.

**Model of Responsible Environmental Behaviour**

In 1986, Hines et al. published their Model of Responsible Environmental Behaviour\(^{15}\) (Exhibit 3.4) which was based on Ajzen and Fishbein’s theory of planned behaviour. They did a meta-analysis of 128 pro-environmental behaviour research studies and found the following variables associated with responsible pro-environmental behaviour:

- **Knowledge of issues:** The person has to be familiar with the environmental problem and its causes.
- **Knowledge of action strategies:** The person has to know how he or she has to act to lower his or her impact on the environmental problem.
- **Attitudes:** People with strong pro-environmental attitudes were found to be more likely to engage in pro-environmental behaviour, yet the relationship between attitudes and actions proved to be weak.
- **Locus of control:** This represents an individual’s perception of whether he or she has the ability to bring about change through his or her own behaviour. People with a strong internal locus of control believe that their actions can bring about change. People with an

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external locus of control, on the other hand, feel that their actions are insignificant, and feel that change can only be brought about by powerful others.

**Verbal commitment:** The communicated willingness to take action also gave some indication about the person’s willingness to engage in pro-environmental behaviour.

**Individual sense of responsibility:** People with a greater sense of personal responsibility are more likely to have engaged in environmentally responsible behaviour. Although the framework is more sophisticated than Ajzen and Fishbein’s, the identified factors do not sufficiently explain pro-environmental behaviour. There seem to be many more factors that influence pro-environmental behaviour which Hines et al. called as ‘situational factors’ which include economic constraints, social pressures and opportunities to choose different actions.

Exhibit 3.4: Model of Predictors of Environmental Behaviour (Hines et al.)
Altruism, Empathy, and Pro-social Behaviour Models
Models of altruism, empathy, and pro-social behaviour are another framework for analyzing pro-environmental behaviour. Borden and Francis (1978)\(^\text{16}\) hypothesized that:

- Persons with a strong selfish and competitive orientation are less likely to act ecologically;
- People who have satisfied their personal needs are more likely to act ecologically because they have more resources (time, money, energy) to care about bigger, less personal, social and pro-environmental issues.

The second assumption underlies many other studies and models (e.g. Maslow’s hierarchy of human needs). For example, it is often claimed that people in poorer countries care less about the environment. Using data from two different surveys, they showed that when people from poorer countries are asked to rank the most pressing problems, environmental issues are indeed ranked lower. Yet if the people are asked to rate the severity of different problems, pro-environmental issues always rank high, no matter if the country is affluent or poor. Ranking therefore reflects more the reality of scarce economic resources and not the lack of environmental concern of less affluent people.

Several other researchers base their models and assumptions on theories of altruism, claiming that altruism is needed or at least supports pro-environmental behaviour. Stern \textit{et al.}’s (1993) theory\(^\text{17}\) assumes that altruistic behaviour increases when a person becomes aware of other people’s suffering and at the same time feels a responsibility of alleviating this suffering. Stern \textit{et al.} expand this notion and include, next to this ‘altruistic’ orientation, which they call ‘social orientation’, an ‘egoistic’ and a ‘biospheric orientation’. The social orientation is concerned with the removal of suffering of other people, the egoistic orientation is concerned with the removal of suffering and harm from oneself, and the biospheric orientation is concerned with the removal of destruction and suffering in the non-human world. Every person has all three orientations but in different


strengths. Whereas a deep ecologist might have a very developed biospheric orientation, a physician might have a stronger social orientation. Stern et al. propose that environmental concern is caused by a combination of these three factors:

\[ \text{Motivation} = \text{egoistic orientation} + \text{social orientation} + \text{biospheric orientation} \]

They found, not surprisingly, that the egoistic orientation is the strongest orientation, followed by social and then biospheric concern. Hence, the egoistic orientation can be a strong motivator for pro-environmental behaviour.

**Sociological Models for Analyzing Pro-environmental Behaviour**

There are other sociological as well as psychological factors explaining pro-environmental behaviour or the lack of it. These variables influence either directly or indirectly pro-environmental behaviour. These variables are independent from each other and can be influenced and changed. They are knowledge, attitudes and values, external, infrastructural, economic factors, behavioural incentives and perceived feedback about ecological behaviour.

Blake (1999)\(^{18}\) talks about the attitude–behaviour gap as the value–action gap. He points out that most pro-environmental behaviour models are limited because they fail to take into account individual, social, and institutional constraints and assume that humans are rational and make systematic use of the information available to them.

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Blake has identified three barriers to action: individuality, responsibility, and practicality (Exhibit 3.5). Individual barriers are barriers lying within the person, having to do with attitude and temperament. He claimed that these barriers are especially influential in people that do not have a strong environmental concern. Environmental concern is therefore outweighed by other conflicting attitudes. Blake’s second set of barriers, responsibility, is very close to the psychologist’s notion of ‘locus of control’. People who don’t act pro-environmentally feel that they cannot influence the situation or should not have to take the responsibility for it. The third barrier, practicality, Blake defined as the social and institutional constraints that prevent people from acting pro-environmentally regardless of their attitudes or intentions. He has listed such constraints as lack of time, lack of money, and lack of information.

Kollmuss & Agyeman19 (2002) have pointed out that developing a model that incorporates all the factors behind pro-environmental behaviour might neither be feasible nor useful. But they have come out with their own graphic illustration of a possible model, inclusive of other models (Exhibit 3.6). They have seen environmental knowledge, values, and attitudes together with emotional involvement as making up a complex variable called ‘pro-environmental consciousness’. This complex in turn is embedded in broader personal values and shaped by personality traits and other internal as well as external factors. They have put social and cultural factors into the group of external factors even though it might be argued that social and cultural factors could be seen as a separate category which overlaps with internal and external factors.

The arrows in Exhibit 3.6 indicate how the different factors influence each other and, ultimately, pro-environmental behaviour. Most are self-explanatory. The two narrower arrows from internal and external factors directly to pro-environmental behaviour indicate environmental actions that are taken for other than environmental reasons (e.g. consuming less because of a value system that promotes simplicity or because of external factors such as monetary constraints). The biggest positive influence on pro-environmental behaviour, indicated by the larger arrow, is achieved when internal and external factors act synergistically.

Exhibit 3.6: Model of Pro-environmental Behaviour (Kollmuss & Agyeman)
Green Initiatives in India

The Indian government, state governments, corporate sector as well as small and medium industry have shown interest and commitment to adopting United Nations Industrial Development Organisation's (UNIDO) ‘Green Industry’ initiative. But that by itself is not enough as there are financial barriers. However, the UNIDO Director-General Kandeh K. Yumkella expressed confidence that with the right level of commitment, both financial and political, carrot-and-stick incentives and strict monitoring and regulation, India can attain the current standards of countries such as Singapore and South Korea within a decade.  

The increase in environmental awareness has resulted in a spate of activities to conserve it. The Government of India has been a keen observer of the effects on the environment and has been in the forefront to help protect it. From the promotion of Organic farming to the implementation of stringent industrial waste treatment rules, the government has provided facilities and policies to help us protect nature. The Government and its Ministries are doing their best to work towards a cleaner future.

The Ministry of Environment & Forests has been actively involved in monitoring and formulating ways to preserve India's natural beauty and maintain a healthy ecological balance. The Central Pollution Control Board (CPCB) has taken several positive steps to minimise pollution of the environment. Here, the CPCB invites all citizens of India to take a pledge to help save the environment. India is acutely conscious of the need to address the issue of climate change and hence the Indian government has a robust National Action Plan on Climate Change (NAPCC) in place which is a mix of both mitigation and adaptation measures. India has undertaken 24 initiatives to combat climate change under the areas of Science & Research, Policy Development, Policy Implementation, International Co-operation and Forestry.

The Ministry of New and Renewable Energy is responsible for putting into action comprehensive programmes for the development and utilization of renewable energy. These include biogas plants, solar water heaters, solar cookers, street lights, pumps, wind

electric generators, water-pumping wind mills, biomass gasifiers and small hydro-electric generators.

The Ministry of Environment and Forests is primarily concerned with the implementation of policies and programmes relating to conservation of the country's natural resources including lakes and rivers, its biodiversity, forests and wildlife, ensuring the welfare of its animals and prevention and abatement of pollution.

**Organic Farming in India**

Organic farming is emerging as a sustainable alternative in reviving Indian Agriculture especially in areas where the indiscriminate usage of chemical fertilizers and pesticides had resulted in loss in soil fertility and productivity with adverse effects on water quality, soil, plant and human health.

Recognising the importance of organic farming in Indian Agriculture, Government of India has taken various initiatives to promote and support organic production. Setting up of National Centre of Organic Farming with Regional Centres at various places, launching of the National Programme on Organic Production encompassing National Standards and Accreditation Programme for Certification Agencies etc., are important steps in this direction. The importance of organic inputs in development of organic farming is adequately emphasized with the launching of the Capital Investment Subsidy Scheme for Commercial Production Units of Organic Inputs by Government of India.

NABARD, as an apex institution in the field of agriculture and rural development has identified Organic Farming as a thrust area and has taken various initiatives for its promotion. These initiatives include building capacities of bankers, NGOs, farmers through training programmes, exposure visits etc., technology development and its dissemination through various funds and suggesting policy measures for financing organic farming.\(^{21}\)

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Energy Conservation

The Bureau of Energy Efficiency (BEE) is an agency of the Government of India, under the Ministry of Power created in March 2002 under the provisions of the nation's 2001 Energy Conservation Act. The agency's function is to develop programmes which will increase the conservation and efficient use of energy in India. The government has proposed to make it mandatory for all appliances in India to have ratings by the BEE starting in January 2010. The mission of Bureau of Energy Efficiency is to "institutionalize" energy efficiency services, enable delivery mechanisms in the country and provide leadership to energy efficiency in all sectors of the country. The primary objective would be to reduce energy intensity in the economy.

Eco-labeling Scheme

In the Indian context, the environmental concerns to the Indian consumer are on the rise going by the increased coverage of the issue in the media in the last few years. This potentially provides a set of new opportunities to businesses. The time has come for green consumerism to take roots in India as well and the Government of India (GOI) has taken the first step. In 1991, the government instituted a voluntary scheme to label consumer products as ‘environment-friendly’. The distinguishing symbol (Exhibit 3.7) adopted by the GOI to label a green product is the ‘Eco-mark’. The norms for eco-labeling were established by the Eco-mark Technical Committee of the Central Pollution Control Board (CPCB) coming under the Ministry of Environment and Forests, Government of India with Bureau of Indian Standards (BIS) as the implementing authority for the Eco-mark. Eco-mark was to be used in conjunction with the ISI mark.22

Exhibit 3.7: The Ecomark

A product with the Eco-mark is a green product, as the process for making it, its use or its disposal occurs in a way that significantly reduces the harm it would otherwise cause to the environment. There are 16 product categories under the scheme which are: soaps and detergents, paper, food items, lubricating oils, packaging materials, architectural paints and powder coatings, batteries, electrical/electronic goods, food additives, wood substitutes, cosmetics, aerosol propellants, plastic products, textiles, fire-extinguisher and leather. However, this scheme is yet to take off as the consumers are more driven by price considerations and brand loyalty rather than the conviction to save the environment, and therefore, the government as well as the industry realised the need to be more proactive.

Companies started adopting this green marketing focus, among other strategies, to position itself as an environment friendly company and derive business advantage in the short term as well as in the long term. They have started to be proactive and started taking the initial advantage over their competitors through offering environmental friendly goods and services. Even a company that was not able to offer an environmental friendly product started promoting other environmental activities, such as, funding river water cleaning projects, forestry schemes, development of city sewerage management systems or adoption of a green patch in a city for its upkeep, etc. Either way, the company tried to differentiate itself from its competitors in the marketplace. Some companies started to prepare themselves with redesigning and inventing new products to compete in a sustainable manner. To develop competitive strategies a company generally looks for opportunities in the areas of energy efficiency and renewable resource management, pesticide-free agriculture, recycling and recovery, eco-tourism etc.

These, however, are difficult to follow, for the Indian consumer is typically driven more by price and less by environmental concerns. Consumers have been asking for green products, but in reality, they do not want to make any major sacrifices to buy and use green products. For true adoption of a green lifestyle, there has to be a significant change in the attitude of consumers. Thus, to make Indian consumers sensitive to the environmental concerns, consumer education and not consumer promotion must become a part of the overall activity. This requires an exhaustive study of the behaviour of the consumers towards eco-friendly products. In this context, this research was undertaken to study the behaviour of green consumers, determinants and barriers to their green purchases to provide an idea to the marketers to devise marketing mix strategies based on the observations.