Chapter 1: Introduction

1.1. Research Background

The Man Environment Relationship researches have revealed the paradox of Man nurtured by Nature and same Man being the cause of its degradation. Adepetu & Eziashi (1998) mention in their article that, since 1960 the major issue of concern for Industrialized Nations has been Environmental degradation. The authors further remark that amongst various thoughts and paradigms there are two major groups who differ on the issue whether Man is central to Environment or not. UNEP World Environmental Day promotional flier remarks that Human beings live in the Kingdom of Nature and interact with it. A day without water, air, food, energy and information could lead to total devastation and extinction of the Human Race.

The Environmental problems pose great challenges than ever in history. Water, Air, Soil pollution, Climate Change, Deforestation, Species on verge of extinction, Biodiversity issues and so on the list continues. Environmentalists and Regulators are strongly putting their efforts to save environment but shedding a light upon what we all do and should do as Responsible Consumer Community which is huge in number will determine overall success. The rising awareness and concern about environmental issues gives solace to environmentalists and World leaders which is a step further towards Green and Clean Environment but more is need of the hour. Eco-consciousness does drive attitude but does not totally result into behavior because of personal, social and situational factors. A deep analysis of the matter will not only help Marketers, Regulators but also Consumers themselves and ultimately bring harmony and solve the paradox of Economic and Environmental conflict.

The United Nations annual report 2012 starts with good news that the people below poverty line are reduced by half in last decade. However the immediate caution line is about environmental degradation. The UN Secretary-General Hon. Mr. Ban Ki-Moon remarks that the environmental base that poses opportunity to improve the condition of poor is under unprecedented threat. He strongly comments that we can no
longer consume recklessly, nor carelessly pollute and degrade fragile ecosystems. Further he says we cannot undermine our future to satisfy our present needs which is at the heart of the thread of Sustainability. He expresses his happiness about the World leaders coming together and setting the Universal Sustainable development goals on the basis of Millennium Development goals which will guide actions post 2015. (UNEP 2012)

Hon. Executive Director UNEP remarks World leaders joining hands together on Environmental and Sustainable issues and drafting the first institutional reform is like a history since establishment of UNEP in 1972 successfully marking completion of 40 years. Head of States in RIO have requested UNEP to be secretariat of a 10 Year Framework of Programmes (10 YFP) for Sustainable Consumption and Production – a global framework of action. This shall enhance international cooperation and innovation which in turn shall accelerate the shift towards sustainable consumption and production in both developed and developing countries. (UNEP 2012)

The responsibility of developing nations is more profound in the sense that East can lead the West in Sustainability efforts. Greendex (2012) reports that consistently, consumers in the large developing economies of Brazil, India and China have scored highest in Green Behavior (Greendex Score), whereas Canadians and Americans, with their relatively massive environmental footprints as individuals, have scored lowest.

The Indian Government initiatives are in line with the responsibility shared by them as Leader in sustainability efforts. The Ministry of Environment & Forests is the nodal agency in Central Government structure for planning, co-ordination, and implementation of Environmental & Forestry policies and programmes. It also serves as the nodal agency for UNEP and other International bodies working towards Sustainability. The objectives of Ministry cover the major environmental concerns and are supported by legislative and regulatory measures. One of its implications is seen in the form of Environmental ministries clearance required to build High Rise buildings.

The principal objectives of the National Environment Policy cover the current environmental challenges faced by India and world at large. The list includes:
1. Conservation of Critical Environmental Resources: Protecting and Conserving Natural ecological systems and resources. It is also aimed at protecting invaluable natural and man-made heritage.

2. Intra-generational Equity: Livelihood Security for the Poor: It aims at providing to all communities and sections of society the equitable access to natural resources, as the poor are most dependent on these resources.

3. Inter-generational Equity: To ensure a judicious and just use of environment and resources to meet the present and future needs of generations to come.

4. Integration of Environmental Concerns in Economic and Social Development: Striking a balance of Socio-Economic development and growth along with Sustainability and Environmental goals.

5. Efficiency in Environmental Resource Use: Improvement of Economic Output to Environmental Inputs Ratio to improve judicious use.

6. Environmental Governance: Application of rules of good governance like reduction in time and costs, rationality, accountability, transparency, participation and regulatory independence and to apply it towards Management and Regulation of use of Environmental Resources.

7. Enhancement of Resources for Environmental Conservation: Resource flows like finance, technology, management skills, traditional knowledge and social capital for environmental conservation.

As a starting point of dissertation, the researcher accepts the fact that the World today faces Serious Environmental Problems both at National as well as Global levels. The solutions for these problems are a great welcome anytime without further delay. The success of these solutions will determine not just the future but the very existence of Human Race and the World at large.

Apart from the Government and Social Contributors the Economic Actors play a vital role in the Society. The impact of Marketers is far reaching and its role is Ubiquitous in contemporary Consumer societies. (Peter Svensson 2007). A strong historical observation remarks that World’s oldest and richest Indian Culture and Tradition was untouched and intact in spite of the Ruler ship of Moghuls and
Britishers but has been deeply impacted and influenced now by the Ruler ship of Marketers in the form of Media. The Marketers impact is seen each day and each moment of the life of Consumer. The Marketers are remarked as Cultural Architects of today contributing though not dictating the formation and reformation of tastes, needs, and identity, self position, life style, and the very social contexts (Firat & Venkatesh 1995; Ritson & Elliot 1999; Thompson & Haytko, 1997, Belk et.al., 2003; Lasch 1979; Thompson & Tambyha, 1999, Belk, 1988; Hill, 1991; Holt 2002; Mc Cracken, 1986; Schouten, 1991, Kozinets, 2002; Pollay, 1986; Schouten an Mc Alexander, 1995 as cited in Peter Svensson 2007). Thus the role of Marketing in the developmental process is very valuable (Kinsey, 1982; Carter, 1986; Kotler, 1986).

Polonsky and Mintu-Wimsatt (2004) thoughtfully remark in their book on Environmental Marketing that the Marketing processes are the triggers that stimulate the Economic activities through consumption opportunities directed towards satisfaction of human needs and wants. However, Marketing has to assume more responsible role of Sustainable Marketing where the needs of the Present generations are met without compromising the needs of Future generations. They have very well included Quality of Environment along with Quality and Quantity of Consumption as determinants of Quality of Life. Consumption at the same rate will overdraw upon highly drawn environmental resources and thus compromising situations will arise for the future generations (Kotler 1986).

In the paradigmatic shift to Sustainable Marketing, responsibility will be truly fulfilled by not just producing products that damage environment less but rather develop such products and services that will improve otherwise poor condition of the environment (Polonsky et.al. 2004). The United Nations Environmental Programmes Annual Report year 2009 makes a very strong statement which serves as a solid base for the Research in consideration and such other Researches in the field of Green Marketing and especially Green Consumer Behavior. The Individual Consumer is the most powerful tool in the development of Sustainable Consumption Lifestyle which will bring desired changes in the current poor condition of the Environment (UNEP 2009).

Summarizing in short the Global concern with equitable domestic seriousness, Leadership role endowed to East especially Indians being on the top in the list of
Green Behavior worldwide makes every attempt towards Environmental betterment a noble, valuable and urgently needed task. The environmental reformatory attempts can be made more effective and efficient with deeper understanding of attitudes, perceptions and behaviors of powerful Economic Actors of Pro-Consumer Society.

1.2 Research Problem, Propositions and Contributions

“All things are created twice; first mentally; then physically. The key to creativity is to begin with the end in mind, with a vision and a blue print of the desired result”

– Stephen Covey

On the basis of initial literature review and Pilot Study phase I brought to the forefront various Research Areas/ problems. The Research Central tenet rests around the Eco-conscious attitude and behavior and their relationship. The brainstorming related to this central tenet brings forth various Research questions:

Research focuses on answering following questions:

- How do Attitude – Behavior Models help predict and explain Indian Green Consumer Purchase decisions?
- What is in the mind of Consumers during Product Selection and Purchases? How Does Greenness of Product reflect as criteria for selection?
- How does Green Marketing act as Influencing Factor in the Green Consumer Behavior?
- What is the learning’s from Research which can help Marketers translate Consumers Green attitude to maximum intensity into actual Green Behavior?

Answering these questions for Tier II City in India will also reflect the penetration of the Green phenomenon and situations better than the ones observed can be implied to be present for the metros and leading cities in India. The above research questions will further guide to answer more specific following questions and in a deeper manner.
1. Can Environmental Consciousness be measured? : It is the subtle factor in consideration difficult to measure directly but there can be indirect indicators which show the intensity of Eco-consciousness. Thus Research aims to explore scale which could measure the cognitive dimension of the eco-consciousness. How Eco-consciousness translates into favourable attitude towards Environment and specifically towards Green Products?

2. Does Green Attitude Determine Green Behavior? : Stephen Covey says “Everything is created twice”. On similar lines it leads to assumption which can be tested that unless one favorably thinks in mind about something it will not come into action. Does attitude translate that strongly into behavior for Environmental aspect in concern? If yes why and if no why? The answers to these questions would enrich the body of knowledge we have in the area of Green marketing. What are the theories guiding the understanding of this relationship, are they tested and established? Does general attitude also co-relate well with specific behavior or Specific Attitude only co-relate well with Specific Behavior like Green Purchase Attitude and Green Purchase Behavior.

3. Does Green Purchase Behavior differ for people and what are factors which can be used to segment Green Consumers? : The Green Consumer market needs to be tested

**Figure 1.1 Concept Map showing Research Questions and Problems**
for its homogeneity and variety. The demographic, psychographic and other variables can be tested for finding out the reason why some may be greener in behavior than others. Does Green Behavior also change for High involvement and Low involvement products?

4. Are Consumers willing to pay extra premium for Green Products? : This a million dollar question. Are consumers ready to pay premium and what would be the percentage they are willing to pay in case of High and Low involvement products? How can the Value concept in Green Marketing guide win-win situation for Marketers and Consumers?

Answering the Research issues provided contributions that will be presented in section 5.3. In summary this Research made Seven Contributions:

1. It addresses the Major International and National Concern for part of Nation which is looked upon as Global Leader in Green Behavior.

2. It attempts to take into account for the first time the influence of Green Marketing on Green Behavior of Indian Consumers.

3. It attempts to bridge the gap in knowledge by presenting factors which explain why attitude does not always translate into behavior for Green products.

4. It attempts to measure Green Behavior not just in a scale but through real life actions in three major aspects of life for Human being i.e. Foods & Beverages, Transportation and Residence.

5. It attempts to measure Green Purchase Behavior through Green Rating of High and Low Involvement Products purchased by Consumers.

6. It attempts to map Perceptions regarding select Green Behavior tasks on the dimensions of Environmentally important and Efforts needed to carry them out.

7. Along with the quantitative insight Research attempts to give a deeper understanding in the areas of Green Food Products and Green Architecture in the form of Case Studies.
1.3 Justification for the Research:

Gone are the days, when Humans afforded to play with Environment using its resources to the extent felt desirable and justified. If we continue to use resources on same lines as United States, World would require 4 times Earth we are living, and as Arab Emirates we require 5 times the Earth.

**Figure 1.2 Ecological Footprints by Country**

(Source: Data from Global Footprint Network [www.globalfootprintnetwork.org])
A study of Customers’ Eco-conscious attitude and behavior in response to Green Marketing with special reference to Nashik City

Figure 1.3 Humanity’s Ecological Footprint and Biocapacity through Time

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<tbody>
<tr>
<td>Global Population (billion)</td>
<td>3.1</td>
<td>3.3</td>
<td>3.7</td>
<td>4.1</td>
<td>4.4</td>
<td>4.8</td>
<td>5.3</td>
<td>5.7</td>
<td>6.1</td>
<td>6.5</td>
<td>6.7</td>
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<tr>
<td>Total Ecological Footprint</td>
<td>2.4</td>
<td>2.5</td>
<td>2.8</td>
<td>2.8</td>
<td>2.8</td>
<td>2.6</td>
<td>2.7</td>
<td>2.6</td>
<td>2.5</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>Cropland Footprint</td>
<td>1.1</td>
<td>1.1</td>
<td>1.0</td>
<td>0.9</td>
<td>0.8</td>
<td>0.8</td>
<td>0.7</td>
<td>0.7</td>
<td>0.6</td>
<td>0.6</td>
<td>0.6</td>
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<tr>
<td>Grazing Land Footprint</td>
<td>0.4</td>
<td>0.4</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
<td>0.2</td>
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<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
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<tr>
<td>Forest Footprint</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
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<tr>
<td>Fishing Ground Footprint</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
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<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
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<tr>
<td>Carbon Footprint</td>
<td>0.3</td>
<td>0.5</td>
<td>0.9</td>
<td>1.0</td>
<td>1.1</td>
<td>1.1</td>
<td>1.2</td>
<td>1.2</td>
<td>1.2</td>
<td>1.4</td>
<td>1.4</td>
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<tr>
<td>Built-up Land</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
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<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Total Biocapacity</td>
<td>3.7</td>
<td>3.5</td>
<td>3.1</td>
<td>2.9</td>
<td>2.6</td>
<td>2.4</td>
<td>2.3</td>
<td>2.1</td>
<td>2.0</td>
<td>1.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Ecological Footprint to Biocapacity ratio</td>
<td>0.63</td>
<td>0.73</td>
<td>0.88</td>
<td>0.97</td>
<td>1.06</td>
<td>1.07</td>
<td>1.18</td>
<td></td>
<td></td>
<td></td>
<td>1.51</td>
</tr>
</tbody>
</table>

(Source: Data from Global Footprint Network www.globalfootprintnetwork.org)

The figure 1.3 shows that since 1980 we are over utilizing ecological resources and the Ecological Footprint to Biocapacity Ratio has already reached to 1.51. This shows we today also are consuming 1.5 times Earth Ecological resources because of Consumption, Export, Import, Harvest, CO2 emissions, consuming ecological resources and leaving ecological footprint.

Fig. 1.4 Humanity’s Ecological Footprint by Country, 1961-2007

(Source: Data from Global Footprint Network www.globalfootprintnetwork.org)
Fig 1.4 shows that half of the global Footprint was attributable to only 10 Countries of the World. The U.S. accounts for 24% usage and China accounts for 21% usage of world’s biocapacity.

Summary observations from the Ecological Footprint Atlas 2010 as presented by Phys.org are as follows:

1. In 1961, entire Planet used just over half of the Planet’s Biocapacity, but today 80% of the Countries are using more biocapacity than is available within their borders.
2. We are demanding Nature’s services; using resources and emitting CO2 at a rate 44 % faster than what Nature can reproduce and reabsorb.
3. Earth is today requiring just less than 18 months to reproduce what Humankind is consuming in one year.
4. If we continue to use resources at the same rate as we are using, we will require resources of two planets to meet our demands by early 2030.

Moving from Global view to domestic view of Environmental Problems. According to State of Environment Report 2009:

1. India is the one of the oldest civilizations, with kaleidoscopic variety and rich cultural heritage. Geographically, it accounts for meager 2.4 % of world’s total surface area but amazingly supports total of 16.7% of World population.

2. India is Land wise the seventh largest country in the World. Out of 306 Mha. Land reported as per this report 146.82 Mha. (47.98%) Land is degraded.

3. Air pollution and resultant impact can be attributed to Vehicular, Industrial and Domestic Activities. According to National Footprint Accounts 2007, India’s per capita Carbon Footprint is 0.33 global hectar.

4. Rise in demand and development pressures have majorly affected the characteristics of Water in India. Fast development and poor land management is causing erosion in the watershed, also the Groundwater Reserves are depleting day by day. Many cities in India are facing moderate to severe water shortages cumulative due to Agricultural growth, Industrialization, and Urbanization.
5. Human activities are directly and indirectly causing biodiversity loss for 10 mega diverse bio-geographic zones.

6. India with 7 Million rural populations directly dependant on Climate sensitive sectors, thus faces major threat due to climatic change.

7. India being a developing country with over a billion people ranks sixth in world in terms of energy demands. India’s projected growth means a substantial increase in demand for oil and fuel, because of land, sea, and air transportation. India has significant coal reserves but poor in terms of oil and gas resources.

8. Due to uncontrolled urbanization, environmental degradation is occurring rapidly leading to various problems like housing shortage, degrading water quality, air & noise pollution, indisposed solid & hazardous waste.

Figure 1.5 Land Degradation (Area in Million Hectares) as per State of Environment Report 2009

A study of Customers’ Eco-conscious attitude and behavior in response to Green Marketing with special reference to Nashik City

Figure 1.6 Total Registered Motor vehicles in India

![No. of Vehicles Registered (Thousands)](image)

(Source: Economic Survey of India, Ministry of Finance as reported in State of Environment Report 2009)

Figure 1.7 Total Absolute Emissions of CO₂ (Million Tonnes/Year) From the Power Sector by Region for 2000-01 to 2006-2007

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</thead>
<tbody>
<tr>
<td>North</td>
<td>97.87</td>
<td>102.74</td>
<td>106.81</td>
<td>110</td>
<td>112.21</td>
<td>120.1</td>
<td>129.55</td>
</tr>
<tr>
<td>East</td>
<td>58.03</td>
<td>61.43</td>
<td>66.59</td>
<td>75.51</td>
<td>83.96</td>
<td>92.52</td>
<td>93.36</td>
</tr>
<tr>
<td>South</td>
<td>89.02</td>
<td>92.18</td>
<td>105.24</td>
<td>108.12</td>
<td>105.6</td>
<td>101.76</td>
<td>109.25</td>
</tr>
<tr>
<td>West</td>
<td>135.19</td>
<td>141.6</td>
<td>148.56</td>
<td>144.13</td>
<td>157.78</td>
<td>153.93</td>
<td>157.72</td>
</tr>
<tr>
<td>North-east</td>
<td>2.21</td>
<td>2.16</td>
<td>2.29</td>
<td>2.46</td>
<td>2.47</td>
<td>2.53</td>
<td>2.65</td>
</tr>
<tr>
<td>India</td>
<td>382.31</td>
<td>400.11</td>
<td>429.48</td>
<td>440.22</td>
<td>462.02</td>
<td>470.85</td>
<td>495.54</td>
</tr>
</tbody>
</table>

(Source: Compendium of Environment Statistics – India 2007 as reported in State of Environment 2009)

With above background internationally and nationally it’s not a surprise when Ottman (2011) remarks in her book New Rules of Green Marketing, that Green is Mainstream Now. She says Everyone is worried, Every Generation is green, Green behavior is daily phenomena, Media is turning Green, Government is taking action. This also means it is creating far reaching business opportunities only if we act now. Such a great and noble opportunity also ensures personal rewards for CEO’s driving this business.
Research to guide this new era of Green Marketing will be more welcome. It is all the more important when practically there has been mixed response to Green products. Opportunity does come with caution as how to effectively translate the opportunity into revenue without repeating history of spam e-mails. Green Marketing Research that too empirical one is welcome for Marketers and, Government Organizations as well especially in India when world is looking forward to East for Leadership in Green.

1.4 Methodology

The Research was descriptive and analytical in nature using various quantitative techniques and some qualitative approaches. Empirical based Researches in Indian scenario in the area of Research are very few.

The Structured Research Instrument was designed with the help of some standard scales as well as some scales which were not useful for the purpose of particular research, were modified or changed. Apart from this it collected demographic information and beliefs regarding green purchases and green consumer.

1. Dunlap & Van Liere et.al’s (2000) New Environmental Paradigm Scale
2. McCarty & Shrum (1994) scale of collectivism
3. Taylor & Todd (1995) scale for Green Purchase Attitude
4. Taylor & Todd (1995) scale for Green Purchase Intention
5. Ellen et.al (1991) scale for Perceived Customer Effectiveness
6. Green Behavior was measured in three major areas of Food & Beverages, Transportation, & Residence in line with Greendex survey.
7. Green Purchase Behavior was measured for High Involvement and Low Involvement Products.

The Instrument was designed in English initially and then translated to Marathi and back translated to keep its meaning intact.

The Sampling unit was Households and not just individuals in contrast to earlier researches in Green Marketing. As the family and not just individuals have role
in decision-making related to Green purchases. Nashik was divided into major 20 Geo-clusters and sample was drawn with the help of two-stage Stratified Random Sampling in line with what is followed in Census survey by Government of India. An initial study with 100 households from 4 geo clusters comprised the pilot study. Later a representative random sample of 25 households was surveyed from each geo-cluster making total of 500 households being studied.

The data was collected by Personal Interview method because of the length of the questionnaire and the importance of marking the observations whenever possible to cross check what was being told by respondents.

The data was analyzed using latest statistical technique called Structural Equation Modeling. The criteria’s considered during purchase of product were analyzed to see priority rank for Environmental benefit achieved due to purchase of a Product. Various reasons were sorted out for non-green purchases as believed by the Green Consumers. Data was collected by Case Study Methodology to throw light upon Green Food Products and Green Architecture.
1.5 Outline of Thesis:

The thesis is weaved in the form of a story so that the reader finds it interesting, logical and co-related. The thesis has been divided into 5 chapters as follows:

**Table 1.1 Outline of Thesis**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>It covers the Background of the Research, Research Problem, Significance of Research, Methodology overview, Definitions, Delimitations and Scope.</td>
</tr>
<tr>
<td>2</td>
<td>Literature Review</td>
<td>Overview of review approach, Parent theories, Classification of Models, Research Problem, Theoretical and analytical framework for the problem in consideration</td>
</tr>
<tr>
<td>3</td>
<td>Research Methodology</td>
<td>Justification for paradigm and methodology, Research procedures, Sampling methods</td>
</tr>
<tr>
<td>4</td>
<td>Analysis of Data</td>
<td>Subjects being addressed, discussion for hypothesis, Patterns of data.</td>
</tr>
<tr>
<td>5</td>
<td>Conclusions &amp; Implications</td>
<td>Conclusions about Research issues, problems, Implications for theory, policy and practice, Limitations and Further Research</td>
</tr>
</tbody>
</table>
1.6 Definitions:

**Marketing:**

Marketing is a very dynamic and ever evolving field and so is its definition. Its definition will serve as starting point for the other definitions. Marketing has been defined by Bauer & Berács (1992) as the philosophy of the company that concentrates on the needs of the consumers.

**Green Marketing:**

Environmental or Green marketing was defined way back in 1975 in an Ecological workshop held by American Marketing Association. But no single definition is widely accepted and comprehensive. Definition given by Polonsky serves the purpose to a great extent. Polonsky (1994 b (2)) defines Green Marketing as:

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.

This definition talks about approach which ensures interests of organization and its consumers are protected, at the same time it protects natural environment by minimizing the detrimental impacts of the exchange on environment.

This approach in Marketing has been given various labels as observed by Chamorro, Rubio & Miranda (2009) such as Ecological marketing (Fisk, 1974; Henion and Kinnear, 1976), Green marketing (Ottman, 1993; Smith, 1998), Environmental marketing (Coddington, 1992; Peattie, 1995), Enviropreneurial marketing (Menon and Menon, 1997) or Sustainable marketing (van Dam and Apeldoorn, 1996; Fuller, 1999). In essence these terms are synonymous and refer to same approach.

**Green Products:**

Green product are products that will not pollute the earth or deplore natural resources, and it can be recycled or conserved i.e. environmentally beneficial (Mostafa 2007).
**Green Consumer:**

A consumer is to be considered environmentally conscious if they purchase goods and services which they believe to have a positive or a less negative impact on the environment (Roberts 1996).

Environmentally conscious consumers can be defined as natural persons and legal entities who take into account ecological impacts in their purchase decisions (Meffert & Kirchgeorg, In: Nagy, 2005)

**Green Purchasing:**

Raomin & Yeoman (2007) propose definition for Green Purchasing as the method wherein environmental and social considerations are taken with equal weight to the price, availability, and performance criteria that colleges and universities use to make purchasing decisions. Though definition takes into consideration only educational institutes it can be broadened to other organizations too.

Green Purchasing requires major changes in supply chain management. Like Green Marketing it has various synonymous terms as “environmentally preferred purchasing (EPP), green procurement, affirmative procurement, eco-procurement, and environmentally responsible purchasing.”

Broadly Green Purchasing minimizes negative environmental and social effects through the use of environmentally friendly products and attempts to identify and reduce environmental impact thus maximizing resource efficiency.

**Environmental Consciousness:**

Peattie (2001) defines Environmental Consciousness as propellant that makes people take greener purchase decisions.

Environmentally conscious people are argued to be more likely to change their purchasing behavior for improving the environment (Chase 1991 in Arttachariya 2012).

**Green attitude:**

There is no consensus on the single definition of Green attitude in general attitude reflects an evaluation of an issue (Tesser and Shaffer 1990 in Kim & Choi 2005).
‘An attitude is a mental and neutral state of readiness, organized through experience, exerting a directive or dynamic influence on individual’s response to all objects and situations with which it is related’ (Allport 1935: 810)

An individual’s environmental attitude is defined as the body of favourable or unfavourable feelings toward some specific aspects of one’s environment (Hines, Hungerford, & Tomera, 1987; Newhouse, 1990 in Arttachariya 2012). It guides one to act pro-environmentally.

Perceived Consumer Effectiveness:

It has been defined as “the evaluation of the self in the context of the issue” (Berger and Corbin 1992 in Kim & Choi 2005)

1.7 Delimitations:

This thesis focuses on following major aspects related to Green Marketing:

1. Attitude – Behaviour relationship

2. Antecedents of Green Attitude, particularly Green Purchase Attitude

3. Reasons of Green Attitude not totally translating into Green Behaviour.

4. Study of Green Food Products and Green Architecture.

It is the Consumer point view which is been reported as is true with many previous studies essentially it also being important. The Green Purchase behavior considers Durables as well as Routine products. The detailed coverage on beliefs about Green Products and factors in the Green Marketing field will be a meaningful contribution to the existing field of knowledge.

For data collection, Research focuses on Tier II City of India which is Nashik, part of Maharashtra State. The City is growing and following the trends of Developed Cities like Mumbai. Nashik’s study can be litmus to not only the Green Attitudinal and Behavioural trends but will also throw light upon the penetration of these trends.
1.8 Conclusions:

This chapter laid the foundations for the report. The chapter discussion started with the background of the research, and then discussed the research problem and research issues in short. Justification for the Research was presented followed by major definitions. Then overview of Research methodology and its justifications were presented. Further the outline of report was described with the delimitations and scope. On these foundations, the report can proceed with a detailed description of the research.

References Chapter 1:

22. Ottman JA., (1993), Green Marketing: Challenges and Opportunities for the New Marketing Age. NTC: Lincolnwood, IL


