CHAPTER – II
REVIEW OF LITERATURE

2.1. INTRODUCTION

The literature review is an evaluate report of studies found in the literature related to the concept of environmental attitude, green marketing, green marketing mix, green consumer, green movement, green product and consumer attitude towards green products. The reviews given in the chapter describes, summarize, evaluate, clarify and classify the literature related to the green concepts. This literature review has brought into light the exploration of the research problems relating to the consumer awareness towards green marketing mix. Many previous studies have also been scrutinized to understand the various concepts relating to consumer awareness on green marketing mix.

2.2 ENVIRONMENTAL ISSUES

According to Balderjahn, I 1988¹, demographic, socioeconomic, cultural, personality and attitudinal variables were specified to predict five different patterns of ecologically responsible consumption. The researcher analysed a casual model of ecologically concerned consumers by the LISREL (linear structural relations, is a statistical software package used in structural equation modeling) approach. The researcher suggested that each behavioural pattern has its own cluster of predictors, although the ecologically concerned consumer belongs to the upper social classes.

The results presented can provide a foundation for market segmentation strategies and for educational programs of policy makers.

Mainieri, Barnett, Valdero, Unipan & Oskamp 1997 ² investigated the variables that predict “green buying” (i.e., buying products that are environmentally beneficial). Predictor variables included awareness about environmental impacts of products, specific environmental beliefs of consumers, several general environmental attitude scales, demographic variables and several pro-environment bahaviours other than buying behavior. A written questionnaire, mailed to randomly selected residents of 8 middle class communities in the Los Angeles area, was answered by 201 respondents. The results of hierarchical multiple regression analysis supports the hypothesis under study: Specific consumer beliefs predicted several green buying variables as well as general environmental attitudes, whereas general environmental attitudes predicted only one aspect of green buying. Women’s role was significantly higher than men on two aspects of green buying and on the environmental attitude scales. Home ownership was positively related to recycling behavior.

Gonzalo & Asuncion 2005 ³ work centered on the study of consumer recycling roles to examine the socio demographic and psychographic profile of the distribution of recycling tasks and roles within the household. With this aim in mind, an empirical work was carried out, the results of which suggested that recycling behaviors is multidimensional and comprises the undertaking of different roles with different socio demographic and psychographic causal characteristics. The practical

implications of these results can be applied in the implementation of segmentation policies that consider recycling behaviour as the product on offer in a discriminate fashion depending on the role to be promoted among the population.

**Ishaswini & Saroj Kumar Datta 2011**⁴ say that consumers can reduce their impact on environment and make a difference through their purchasing decisions. The rising numbers of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using “eco-friendly” or “environmentally friendly” as a component of their value proposition. The main objectives of the study are to determine the consumers’ pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and to make recommendations based on the findings about their “Green Buying” behaviour in Indian context. Research suggests that consumers who are highly involved and concerned with the environmental issues prefer to buy eco-friendly products and are willing to pay a higher price for such products.

**Agnieszka Leszczyńska 2014**⁵ revealed that Environmental concern has been an important issue for a few decades and the extent of consumer demand for eco-friendly consumption has increased. The article presents research results concerning the willingness to pay (WTP) for selected green products, defined by the auction method. Moreover, the paper presents the interrelations between the perceived benefits, individual value system and the WTP. The experiment in a form of the auction was carried out in order to assess the current WTP. Three non-eco-friendly

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products and their ecological equivalents were chosen. The auction was carried out among 20 persons. For evaluation of perceived benefits and individual system of values a questionnaire form was used. The researcher found that non eco-friendly products were evaluated slightly higher than their real (market) value. Green products were evaluated below their market value. Considering a system of values, the self-enhancement values are mostly interrelated with the perceived environmental benefits and product functionality. In the group of people with dominating self-transcendence values a connection exists between the purchase of green products and perceived individual benefits.

Sravani Chari, V 2016 in her study indicates that both individual and organisations can gain from green marketing strategies and at the same time look after the environment to accomplish sustainable development. The objective of this study is to evaluate the marketing responses to environmental concerns facing the world today through green marketing intervention strategies to achieve sustainable development. The researcher suggested that marketing like other functional areas of a business bestow to environmental concerns facing the world today and marketing through green marketing and particularly green marketing strategies is acclaiming the challenge with positive outcomes of enhanced organizational performance, better physical environment thus leading to sustainable development.

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2.3 GREEN PRODUCTS AND ITS MARKETING MIX

Murugesan, 2008\(^7\) in his study entitled that corporations might use green promoting as a shot to handle value or profit connected problems. Doing away with environmentally harmful by product, like polychlorinated biphenyl polluted oil is changing into more and more expensive and also the corporations that can engrave reverse damaging wastes may incur considerable value savings.

Chakrabarti, S 2010\(^8\) in his research article has explained the comprehensive research work on consumer buying behaviour in organic food category. Affective commitment was considered to be an important construct which consumers develop towards the brand or its provider over a period of time which drives them to loyalty. The importance of affective commitment dimension was considered relevant in organic food purchase given that the category has association with health and nutrition benefits. For marketers, understanding the process of emotional bonding with regular buyers may be quite critical. The study also identified the factors limiting more organic food usage among regular buyers in India. The three most important reasons were cited as expensive, taste related reasons and the limited availability of the products which marketers need to address on to ensure more regular usage in the category. Stores also need to engage in personal interaction with the customers to develop trust and long term relationships with them. Superior customer value would increase their level of affective commitment towards the store.

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Ali A, Khan, A.A & Ahmed, I 2011⁹ evaluated the green purchase attitude and green purchase intention of Pakistan consumers and found that there are many customers who have positive and high intention to purchase green products but due to high prices and poorer qualities as compared to non-green products they do not buy them.

Mehta, D, Jain, S & Mehta, N.K 2011¹⁰ in their article have attempted to study the impact of gender on adolescent consumers’ towards green products in the city of Indore in the state of Madhya Pradesh in India. In the wake of growing concern and environmental consciousness among the Indians, marketers have to develop strategies to appeal the green consumer segment. It has become imperative to boost the mind of the young consumers to adopt a positive attitude towards the purchase of eco-friendly products. In this context, data was collected from 212 adolescents in the age group of 15 to 19 years and the gender differences in their attitude were studied. Female respondents scored significantly higher in environmental attitude, concern, peer influence and green product purchase. The study also revealed that the top three predictors of green purchasing behaviour among female respondents were: peer influence, environmental concern and perceived environmental responsibility and that of male respondents were: peer influence, environmental concern and self-identity.

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Sushil Kumar & Jabir Ali 2011\textsuperscript{11} in their article “Analyzing the factors affecting consumer awareness on organic foods in India” say that growing consumers’ concerns on food safety, health and environment in the recent decade has resulted increased demand for organic food across the world, including emerging economics such as India. The organic food industry in India is expert oriented, with rapid production growth. As the state of consumer knowledge on various attributes of organic food is fundamental for inducing the demand of organic food products. The researchers have analyzed consumers’ awareness based on food label; potential consumers of organic food can be grouped into five categories. Humanists, food phobics, health eaters, environmentalists and hedonists. The study concluded that the factors selected for the study have great implication to understand the consumers’ awareness and knowledge on organic food. To rap the market potential in organic food, the organic industries need to educate consumers.

Asha Sharma & Terjani Goyal 2012\textsuperscript{12} have found out that a society is becoming more concerned with the natural environment; business has begun to modify their behavior. It needs careful attention and also the green marketers for important 4’Ps (Product, Price, Place and Promotion) are followed. It analyses trends and profiles of several leading green companies that increase the sale and an attempt is made to analyze the opportunities and the challenges by faced the companies to enter into green market.


Aysel Boztepe 2012\textsuperscript{13} analyses the impact of environmental awareness, green product features, green product price, green product advertisement and demographical features of consumers on purchasing behaviors. People are now willing to pay more for environment-friendly product against environmental pollution that threatens our world together with developing technology and industrialization. The study revealed that for, today’s consumer, price difference in environment-friendly products has disappeared to be a negative factor now and promotion has become important for consumers.

Preetha, G 2012\textsuperscript{14} in his article titled “A Study of Marketing Opportunities/Avenues and Promotional Activities of Green Product” has stated that environmental problem has gained importance in business as well as in public life throughout the world. Green products are those that have less of an impact on the environment or less detrimental to human health that traditional equivalent, green market and the environmental eco marketing or part of new marketing of approach which do not just refocuses.

Ali Raza Hamid 2014\textsuperscript{15} in his article “A study on the relationship between consumer attitude, perceived value and green products” states that a positive attitude towards green products resulting from a higher perceived value, the products proclaimed as green should incorporate the worth which consumers value the most.


while purchasing. The main objective is the relationship between attitude, perceived value and green products. The researcher concluded that the green products are not among consumer’s priorities. As green products are probably considered costly, their perceived value is low; therefore consumers have not shown a significant amount of confidence. He recommended that our society, people, educated or not, do not positively weigh green products as important and are not inclined towards building a better ecological understanding. The environment as a subject should be introduced and included in curriculum at primary and secondary school levels.

Hamid & Ali Raza Hamid 2014\textsuperscript{16} in their article “A study on the relationship between consumer attitude, perceived value and green products” say that perceived value is always considered to be of paramount importance when consumer purchase a product. The main objective of this research is the relationship between attitude, perceived value and green product and the attitude and perceived value have some significant inter relationship. This study indicates that in the society and the people are least bothered about environmental upheavals and they stick up in their day-to-day living. The study concluded that no significant relationship has been found between consumers’ attitude, perceived value and green products.

Sudhalakshmi, K & Chinnadorai, KM 2014\textsuperscript{17} in their article “Awareness level of consumers towards green FMCG products with special reference to Coimbatore District” have stated that when the society becomes more concerned with the natural environment, businessmen have begun to modify their behaviour to


address the society’s new concern. With the growing awareness about the implication of global warming, non-bio degradable solid waste, harmful impact of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources. The main objective of the study is to know the level of awareness of customers regarding green FMCG products. In this study the result is stated that majority of the respondents came to know about green products through the advertisement, newspapers and magazines. The result of chi-square analysis finds out that gender and media have significant influence on the source of awareness about green products. The study shows they are identifying the eco-friendly FMCG products through the eco-label and therefore it can be considered as a major tool for environment marketing. The government, the organizations and the customers has to put hands together in creating awareness of eco-friendly products.

2.4 GREEN MARKETING

Polonsky & Rosenberger 2001 in their article “Reevaluating green marketing: a strategic approach” have identified that green marketing covers the overall brand of marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively decrease harmful impact on the environment. Nowadays green marketing is a very important part of marketing research which began due to growing media coverage and demands on firms to present eco-friendly behaviour. The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements.

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Pavan Mishra & Payal Sharma 2010\textsuperscript{19} in their article title “Green marketing in India: Emerging opportunities and challenges have discussed how businesses have enlarged their rate of targeting green consumers, those who are concerned about the environment and allow it to influence their purchasing decisions. The researcher identified the three particular segments of green consumers and explored the challenges and opportunities businesses have with green marketing and also examined the present trends of green marketing in India and described the reason why companies are adopting it and future of green marketing and concluded that green marketing is something that will continuously grow in both practice and demand.

Welling MN & Chavan 2010\textsuperscript{20} have found out that many big and large scale business organizations have started implementing green marketing in India. The feasibility of practicing green marketing in case of small and medium scale manufacturers have been analyzed. It analyses whether these manufacturers are aware about green products and eco-labeling and also the difficulties in implementing green marketing. Adoption of green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Government and social organizations may compel all the organization to practice green marketing for sustainable development.


Aditya Maheshwari & Malhotra, G 2011 in their article “Green Marketing: A study on Indian youth” focused on the youth and have tried to understand awareness level of green products, their perception about green products, the parameters they consider for buying green products. From the study we are able to see that the majority believes the companies leverage on green marketing but awareness about green products is less. Factors like price, availability and brand name are considered by a consumer before buying green products. The consumers feel that they are overpaying for products. The researchers concluded that consumers are not overly committed to their environment and look to lay too much responsibility on industry and government. Green marketing should be combined with educating people about the benefits the consumer must not feel being cheated purchasing green products.

Anirban Sarkar 2012 in his article titled “Green marketing and sustainable development challenges & opportunities” has found out that in the modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold up and even maintaining natural environment salvage and that is the biggest need of the time. Consumers are also conscious of the environmental issues like; global warming and the impact of environment pollution. Green marketing is a trend which is essential in the modern market and has emerged as an important concept in India as in new parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development.

Haradhan Kumar Mohajan 2012\textsuperscript{23} in his article “Aspects of green marketing : a prospect for Bangladesh” discussed the green marketing which incorporates a broad range of activities such as the product modification, changes to the production process, packaging changes as well as modifying advertising of the environment friendly commodities. The green marketing of products of the company are presumed to be environmentally safe. In this paper it was analyzed whether the manufacturers are conscious about green products and eco-labeling and also the difficulties in implementing green marketing. The researcher shows that green marketing is a very difficult concept. He concluded that the adoption of green marketing in the society may not be easy in the short run, but in the long run surely it will be profitable. Also the consumers will be conscious to buy green marketing products, although these products are comparatively costly.

Satpal Singh 2012\textsuperscript{24}, examines the notion of ‘green marketing’ and the challenges which are associated with different aspects of green marketing in the present scenario. It also includes the strategies which are to be employed, so that the green marketing can be expedited and pave the way to make the ‘green products’ more ‘ecological viable’ as well as economical viable for the consumers who belong to different hierarchy. The researcher has drawn some of vital inferences from the recycling of this ‘electronic waste’ which has been proved conducive to keep the environment eco-friendly and boosted the esteem of green marketing of their electronic products.


Ashwani K. Gupta & Shariq Abbas, SM 2013 in their article “Green Marketing and Indian Consumer” say that today’s consumer is also a stake holder. The main objective is to investigate the attitude of consumers towards green marketing initiatives by various companies and to suggest how green marketing initiatives can be made successful for government, industry and consumers. The researcher concluded that the government should promote green concept of product and services and eventually should move towards green economy. Government should subsidize the green efforts, so that marketers could avail green product and services at reasonable prices.

Gurmeet Singh H 2013 in his article titled “Evolution and Practice of Green Marketing by Various Companies in India” has stated that the marketing being an inevitable function of an organization, it should ideally hold the balance between economic and social goals. Ethical issues in marketing are an important consideration for a modern business. Marketing is the heart of all business and all other functions depend upon the same for function that interact the most with markets, only when they sell. So it is very important to analyse the practice of ethics in marketing area by various companies. The researcher concluded that green marketing concept is evolving at a rapid pace in India. While the government and many private companies have been making an effort to bring about a green mindset along with the people and encourage green products, a lot still need to be done to make green products truly


viable and workable in India. In current state of affairs consumer awareness towards green marketing has augmented and majority of them favour eco-friendly products.

Michael Jay Polonsky 2014 in his article “An introduction to green marketing” attempts to introduce the terms and concepts of green marketing, why going green is important, reasons that for adopting organizations green marketing philosophy by organizations and some the problems with green marketing. The researcher concluded that industrial buyer also has the ability to pressure suppliers to modify their activities. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally “responsible” fashion. Finally consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure that all organizations minimize the detrimental environmental impact of their activities.

Heiyantuduge Lakmal Nuwantha Perera & Ambalam Pushpanath 2015 have conducted a study on “Green marketing practices and customer satisfaction: A study of Hotel Industry In Wennappuwa Divisional Secretariat”. According to them green marketing affects all areas of our economy, it does not just lead to environmental safety but it also generates new market and job opportunities. In this article they identified the relationship between green marketing practices and

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customer satisfaction and found out that very strong high positive relationship exists between environment product strategy and customer satisfaction. The researchers found out that the green marketing strategies, environmental product and place strategies will create competitive advantage to their hotel through enhancing level of customer satisfaction.

**Jeevarathnam P et al. 2016**\(^{29}\), in his research paper examine, at an exploratory level, the influence of green marketing on the purchasing behaviour of South African consumers. A survey was conducted on a sample of 100 consumers using a quantitative, exploratory and descriptive design. The majority of respondents perceived green products not to be reasonably priced and displayed price sensitivity with regard to green products. Green products, through low sales volumes, are bound to be more expensive than traditional products. This presents an opportunity for marketers to create a value proposition for green products to consumers, leading to consumers appreciating that a higher price for green products is justified. The researcher found out that there was no significant relationship between gender and awareness of green products. Most respondents felt that green products were healthy, good for the environment and are superior to traditional products. It hopes to serve as a stimulus for further research into green marketing, an area that has been receiving considerable attention, internationally, in recent years.

**Kulbir Kaur Bhatti 2016**\(^{30}\) revealed the prevalence of green marketing in India, the vital role of the green markets, the various green marketing strategies followed by the organisations, the opportunities and challenges faced by the producers

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and marketers who have opted for green marketing. The change from brown to green will benefit the consumers, business and the world.

Punitha, S Yuhanis Abdul Aziz & Azmawani Abd Rahman 2016\footnote{Punitha, S, Yuhanis Abdul Aziz & Azmawani Abd Rahman 2016, ‘Consumers’ Perceptions of Green Marketing in the Hotel Industry’, Asian Social Science, ISSN 1911-2017, vol. 12, no. 1, pp. 1-16.} in their research article analyze consumer perception of green marketing in the Malaysia. The main objectives is to explore the level of understanding of local and international tourists on green marketing; to gather tourist views on failure of green marketing and the need to introduce green marketing to examine the level of awareness of tourists relating to green practice embraced by hotels. The researcher found out that green marketing has continually gained adherents in the course of growing market for environmentally friendly products and services. In the hotel settings, consumers (including local and international tourists) are aware about the green practices incorporated within the service delivery process. However, there is a need to know if this awareness could lead towards green purchasing intention and real purchasing behaviour. While this study sought to understand to what extent tourists are aware about the green practices embraced by hoteliers, it may also be interesting to see how tourists respond to the hotel’s various green marketing strategies. This certainly provides some guidelines to the practitioners to organize their strategies effectively.
2.5 CONSUMER ATTITUDE TOWARDS GREEN PRODUCTS

Olander and Thogersen 1995\textsuperscript{32} introduced Motivation–Ability–Opportunity (MAO) model for understanding consumer behaviour. MAO model used two constructs - ability and opportunity, as indispensable pre-requisites to green consumer behavior. The ability construct incorporates both habit and task knowledge, whereas the opportunity construct incorporates facilitating conditions or ‘opportunity’ to perform the behaviour. According to this model, consumers’ positive attitude will lead to desired behaviour only if they have the ability and the opportunity to carry out the expected behaviour.

According to Ramanuj Majumdar 2010\textsuperscript{33}, Attitudes of a consumer are formed based on how a product makes them feel. The attitudes that a person forms depend on the mood at the time of formation of these attitudes; hence marketers try to woo a consumer in different ways based on advertising experience, shopping experience, consumption experience. The feelings experienced during the consumption of a product influence the consumer's post-consumption evaluations. Consumers are more satisfied if consumption leads to positive feelings.

Ajay Kumar Sigh and Monika Bansal 2012\textsuperscript{34} in their article “Green marketing: A Study of consumer attitude and environmental concern” made attempts to study the existence of relationship between the attitude of consumers towards green marketing and the importance they have given to green products. In this article the


main objectives is to understand the importance given to green aspect of products while making purchase decisions, to study the relationship between general environmental concern of consumers and their attitude toward green marketing and to study the relationship between attitude of consumers towards green marketing and the importance given to green products. The researchers found that consumers sometime look for green products while making purchase along with an agreement towards the fact that green products should cost same, but they are willing to opt for green options. Concerning the role of government, consumers hold the opinion that it can act as a major deterrent to the occurrence of environmental problems and can play a very vital role in environmental sustainability. Lack of proper enforcement of laws is also reported as a contributory factor to environmental degradation. Differences in the consumer attitude towards green marketing, importance of green and general environmental concern were found to be insignificant on the basis of gender and age. But, the relationship between consumer attitude towards green marketing and importance of green products was found to be significant.

**Jacob Cherian & Jolly Jacob 2012** in their article “Green Marketing: A study of consumers’ attitude towards environment friendly products” have found out that growing knowledge about the need to protect environment have shifted the lifestyle of consumers’. There has been a change in consumers’ attitude towards a green lifestyle. People are dynamically demanding to reduce their impact on the environment. Organizations and company conversely have seen this alteration in consumer attitudes and are trying to grow an edge in the aggressive market by

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exploiting the prospective in the green market industry. In their article introduce the idea of green marketing and looks into the different ways in which the different consumer attitudes are connected to the concept of green marketing. The majority of the consumers still have “no green” knowledge about green marketing because of such low awareness towards green products. Organizations are still neither pushing towards increasing more green products nor are they working hard on green packaging. Organizations still consider that marketing aspects such as increasing accurate supply chain, packaging, pricing etc take precedence over green marketing initiatives. This is all changing. People are beginning to realize their role and responsibilities towards the environment. This change may not happen immediately but may happen near in future. Firms are looking towards gaining an edge in the green marketing industry by trying to re-package their products into a more environmental friendly product.

Jesmin Akter 2012 in his article “Consumer attitude towards green marketing in Bangladesh” revealed that, consumers are very much sensitive in a few factors. These factors are consumer’s loyalty about green product, Global warming and environmental safety, quality of product, concern about extra price and luxury and environmental awareness. Both descriptive and inferential statistics were used in analyzing data. For identifying the factors relating to purchase green product, factor analysis was conducted. Male are more aware and positive minded than female in respect of different issues of green marketing. Students are unconscious about the green practice and the impact for the future. Consumer loyalty is the most important factor for taking decision for the purchase of green product by the consumer. So it is

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important to generate the concept of green marketing to the young generation. There is a need to find an opportunity to enhance product’s performance and strengthen customer’s loyalty to green product. The researcher concluded that the business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism may play a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented and command a higher price.

Krishna Kumar Veluri 2012\textsuperscript{37}, in his article “Green marketing: Indian consumer awareness and marketing influence on buying decision” explains the customers idea and approach on environment protection and their purchasing behaviour of eco-friendly products. It also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer mind. The researcher found out that consumers expressed that identifying environment friendly products on the shelves of the store is slightly difficult and unable to name a specific product or product type which are eco-friendly. They concluded that the major barrier to the purchasing of green products is concern over whether the product will perform as expected.

Lewis Akenji 2012\textsuperscript{38} in his article “Consumer scapegoatism and limits to green consumerism” focus on green consumerism as against the need for structural changes towards a broader systematic shift is unrealistic. The consumer is not a salient agent in the production, consumption system and so expecting the consumer


through green consumerism to shift society towards sustainable consumption and production (SCP) patterns is consumer scapegoatism. The researcher concluded that green consumerism uses the same system of materialism which has been diagnosed as unsustainable and which puts the onus upon the consumer who take charge of the problem, despite the demonstration that in the current capitalist system the consumer is not kind and that it would need substantial macro changes and systemic transformation to achieve the shift to sustainable consumption.

**Manju Malik 2013**[^1], in his article “A study of increasing awareness among organizations and consumers towards – green marketing” says that growing knowledge on the assorted environment problems has led a shift in the way consumer go about their life. There has been alteration in consumer attitude towards a green life style. He concluded that people are beginning to understand their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening. Business is looking towards gaining an edge in the green market industry by trying to re-package their products into added environmental friendly product.

**Phipps et al. 2013**[^2] introduced reciprocal deterministic theory to understand sustainable consumer behaviour. This model emphasized the importance of past behaviour and considered it as an indicator of future sustainable behaviour. The model suggests that personal factors such as attitude, along with past sustainable


behaviours and socio cultural environments, affect future sustainable behaviour. It is thus clear from the above discussion that consumer behaviour is not only affected by attitude, but also by various other personal and situational factors. Further, these factors can either strengthen or weaken the strength of attitude-behaviour relationship.

**Collins Marfo Agyeman 2014**[^41], in his article “Consumer’s buying behaviour towards green products: An exploratory study” found out that the increasing numbers of consumers who prefer and are willing to buy green products are subjected to the buying process. Consumers have different buying behaviors and these behaviours are constantly changing as a result of the availability of best alternative to choose from. Products are chosen for numerous reasons. Overall, the buying process is extremely fast-paced today. In this article the main objective is to examine the factors that affect consumers buying behaviours for green products and to identify the price levels consumer prefer to pay for green products. It was also identified that while consumers have positive behaviours towards purchasing green products when it comes to actual purchase, price environmental concerns and quality are still the key factors influencing their purchase decisions. He recommended that the consumers want eco-friendly products from those manufactures which have positioned themselves as eco-friendly manufacturers and it is important that manufacturers aiming at developing new eco-friendly products ensure that those products perform competitively.

Geetha & Annie Jenifer, D 2014\(^{42}\), in their article “A study on consumer behaviour towards purchase of eco-friendly products in Coimbatore” found out the effect of eco-friendly products on consumer buying behaviour. The main objective is factor influencing the consumer purchase decision of eco-friendly and the problem faced by the green consumers. They found out that majority of the respondents strongly agree that eco-friendly products are beneficial. The respondents are highly satisfied to use the eco-friendly products. They stated that good awareness program will motivate consumer go green and reduction in price of green product will enhance sales. They concluded that the respondents are purchasing more eco-friendly product. The main reason for the eco-friendly purchase are better health, better quality and reliability, variety and quantity, environment and ambience, customer services and friendship advice.

Nagaraju, B & Thejaswini, HD 2014\(^{43}\), in their article “Consumers’ perception analysis – Market awareness towards eco-friendly FMCG products – A case study of Mysore district” have stated that because of the growing awareness about the implication of global warming, non-bio degradable solid waste, damaging impact of pollutants etc, both marketer and consumer are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources. The main objective is to find out the consumer’s perception towards eco-friendly FMCG products and consumer’s

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willingness to pay more for eco-friendly FMCG products. In this article the researchers found out that most of the people are satisfied with the quality/performance of the eco-friendly FMCG product compared with conventional product. Most of the people purchase decision changes when they see the eco-friendly label. They are concluded that they are identifying the eco-friendly FMCG products through the eco-label and therefore it can be considered as a major tool for environmental marketing.

Shruti P Maheswari 2014 in her article “Awareness of green marketing and its influence on buying behaviour of consumers: Special reference to Madhya Pradesh, India” focuses on the success of efforts put by marketers in bringing green brands awareness in consumer’s mind. In her article she identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. He suggests that the Indian market for greener products could be exploited more within consumer groups that have pro-environmental values. The main objective of this article were to investigate the a) consumer beliefs and attitudes on green products b) consumer awareness on the availability of environmentally friendly products c) the influence of marketing efforts put by marketers with reference to consumers. The researcher find out that most of the respondents reacted positively about buying brands which are less damaging to environment and the identification of environment friendly products are slightly difficult. But the respondents are more likely to choose environment friendly brands and were unable to recall green products/brands. Most of the respondents felt that they

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are likely to trust well known product and judge green products based on their previous experience. The researcher concluded that there is greater use of marketing brands to sell green products that are genuinely environment friendly.

Maheswari, R & Sakthivel, G 2015 have analysed “Customer’s attitude and awareness towards green products with reference to Coimbatore – An analytical study” and found out the level of awareness, the level of satisfaction in terms of quality, cost, availability and sources of green marketing products. The researcher recommended that the entire corporation should take initiative to use the green product for protecting the nature. It concluded that in Coimbatore city, the people and customer have awareness related to green products.

Subooh Yusuf & Zeenat Fatima 2015 in their article “Consumer attitude and perception towards green products” has stated the concept of green marketing, or green products in relation to consumer behaviours. In this article the researchers concluded that large population thinks that eco-friendly products are good for the environment and are also healthy for them. Eco-friendly products are good quality and the performances of these are better than the conventional products.

2.6 ATTITUDE TOWARDS CONSUMERS

Donaldson 2005, in his study concluded that in general the ecological attitude of consumers changed positively. This study report the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to

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the “green” claims, this was the main reason behind the consumer’s failure to interpret his concern for environment.

Elangovan et al 2006⁴⁸, have revealed that there is a growing concern for environmental degradation and conjointly the resultant pollution of everyplace on the earth, industry, urbanization, new consumption pattern and social linkages area units principally responsible for the present state of environmental degradation.

Khera, S 2011 ⁴⁹ in his article has highlighted some of the popular environment-friendly products like bamboo furniture, earthenware pots for cold water, use of bio-gas in villages which were commonly used in those days. However, these traditional items seem to have lost its sheen, with more and more people changing towards modern gadgets and gizmos. This has triggered industrialisation which has now an adverse impact on environment and the price we are paying now is in the form of pollution and global warming. This situation has necessitated the world to move towards production of greener products that have a low impact on the environment. The paper has focused on some companies in India which have taken a green initiative which shows the commitment of Indian companies either as part of their corporate social responsibility or otherwise, to do something worthwhile in saving the environment. Suzlon’s wind energy, TNPL’s green initiative in the paper production, ITC’s eco-friendly business paper, Wipro’s energy efficient products, Samsung’s eco-friendly mobile handsets, Honda India’s Civic hybrid car are few of the green initiatives discussed in the article.

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Serban, C 2011\(^{50}\) in their research article has emphasised the importance of social organisations in creating ecological awareness of consumers, highlighting issues related to consumer’s role in protecting the environment, the responsible use of natural resources and the need to involve consumers in social activities with ecological character. The research paper aimed at providing social organisations both an overview on how the environment issue was perceived in the society as well as a means of assessing the ecological activities carried out so far among the population of Romania. Results showed that there is a strong relationship between consumers’ willingness to adopt a responsible ecological behaviour and social organisations who initiated campaigns to address this issue.

Yogita Sharma 2011\(^{51}\) has stated that environmental problems are still the main concern for the entire world and human beings. Air pollution, green house effects and ecological unbalances, are the main environmental problems that have occurred till now all along with the behaviour of human being. As environmental concerns have increased, majority of customers prefer to buy greener products. Companies that integrate green strategies into their product development, equipped processes and marketing activities are decision for new opportunities for competitive advantage. Green has become the most important torrent issue, and millions of consumers struggling find out how they can live a more eco-friendly existence.


Ashu Kumar 2012\textsuperscript{52} revealed that environmental concerns have grown steadily in recent years. The environment can be defined as the surrounding or conditions in which a person, animal or plant lives or operates. Systems of many kinds have environmental change. Just as the human body may have troubles, it fails to alter to environmental changes. Similarly, business may fail if they do not adjust to the altering environment. The world today has become more concerned with natural environment, people are now more conscious about eco-friendly products and about their own safety and welfare which lead to emergence of green business practice popularly known as green marketing. This involves developing products and packages that are less harmful to the environment.

Mohanasundaram, V 2012\textsuperscript{53} has found out that the society becomes more concerned with the natural environment; businesses have begun to change their behaviour in an endeavor to deal with society’s “new” concern. Some businesses have been quick to understand concepts like environmental management systems and waste minimization, and have integrated environmental issues into all governmental activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing.

Rambalak Yadav 2013\textsuperscript{54} highlighted the protection of the environment as an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to


it at the global level. This change has encouraged a couple of organizations and has also compelled many organizations to respond with “environmentally friendly products. Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. It also examines the initiatives taken by the Indian government and various organizations for the implementation of green marketing.

Kanak Tara 2014 \(^\text{55}\) demonstrated that though industrializations and developmental activities have provided all comfort and luxury to human beings it has done so at the cost of our environment. Business are the prime area where green philosophy needs to be appreciated and implemented for providing stability to the society and the environment alike. In this respect banking sector can play a very crucial role in promoting environmentally sustainable and socially responsible investment. The responsibility of protecting the earth now lie in the hands of every individual and businesses.

2.7 CONSUMER BEHAVIOUR

Saxena, RP & Khandelwal, PK 2010 \(^\text{56}\) in their research article have examined the attitude of the consumers towards green marketing and also have identified the demographic variables of consumers who have more concern for environmental protection and have positive attitude towards green brands. The concepts of green marketing are taking shape as one of the key strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption.


of their products in the markets and enjoy sustainable development in future. Nowadays companies have started realizing the changes in the consumer perceptions and behaviour. In this context, this exploratory study was undertaken by the researchers to analyse the behaviour of the consumers towards green marketing. A structured questionnaire was used to measure the consumer attitude towards green marketing and green brands. Data was collected from 300 respondents from metros, cities and town representing the genders, different age groups, education level, marital status, annual income. It was quite evident from the findings that consumers these days are more aware and concerned about green philosophy even in an emerging economy like India. With this overall positive attitude for green marketing practices, companies can reach to these green segments by designing effective integrated marketing communications matching to identified profiles, by highlighting their product’s value proposition and competitive differentials.

Nitin Joshi & Mishra, DP 2011 conducted a study on “Environment Friendly Car: A Study of Consumer Awareness with Special Reference to Maharashtra State’, the aim of the study is to understand the behaviour of the customer in the State of Maharashtra which is one of the most developed states of India. The study was carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the green car will be achieved. Five hundred respondents have been asked to fill in a questionnaire. The study has been done keeping in mind age group and the geographical area of the respondents. With reference to the age group, it is

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observed that there is no significant difference in the awareness levels but with reference to the geography, it is observed that there is a significant difference in the awareness levels with reference to the EFC.

Nittala, R 2011 in her research paper has attempted to understand the green consumer behaviour of university teachers, one of the most highly educated segments as level of education is an important demographic variable that has been linked by many to environmental attitudes and behaviour. The objectives of the study included understanding the green consumer behaviour of highly educated consumer segment, identifying the factors that influence their green behaviour and examining whether the faculty of humanities and science disciplines differ in green consumer behaviour. The study has provided interesting and potentially useful information about the consumer behaviour of the respondents. They buy energy efficient products and it may not be because of their concern for green consumption but for the savings. They expect the Government to make eco-labelling mandatory which encourages green behaviour as the consumers can easily identify the green products. Price is the main criterion in the purchase decision and hence all steps should be taken to provide eco-friendly goods at competitive prices. They are aware of the impact of their consumption on environment even though their awareness are not always translated into green consumer behaviour. Hence even the highly educated segment need to be educated about the availability of green products, reusability and the impact of green products on environment.

Sharma, Y 2011\textsuperscript{59} has focused on the changing consumer behaviour towards the usage of green products. The article has explained the four stages of lifecycle of green products – development, production, consumption and disposal. After explaining about the green marketing mix, the article has suggested that companies hoping to embed sustainability have to reframe their strategies. Connecting sustainability with the core business operations and consumers means that the team must work with other parts of the business, including brand, marketing and R&D. This enables opportunities for innovation. Green marketing has to be pursued with much great vigour, as it is both environmental and social dimensions.

2.8 GREEN MARKETING

Olimpia, N 2011\textsuperscript{60} has studied the green marketing techniques used by nongovernmental organisations (NGO) and companies in Romania in order to influence the environmental behaviour of individuals. The researcher has analysed the main techniques and methods used in the ecological communication, in order to shape the proenvironmental attitude and behaviour and has also identified the informative component in all campaigns (ecological lessons, information about pollution the ways to reduce damages to the natural environment) which is simple, aiming only to pass on information and raise the level of knowledge of the individuals concerning the environmental issues. The NGOs and companies of Romania also conduct ecological campaigns to produce results as the pro-environmental attitude or behaviour in the form of tree planting campaigns, collection of waste electrical equipments, recycling


of their mobiles and other electronic devices etc which are expected to be internalised by the receivers from the VIPs who promote these campaigns. The study also identified some environmentally oriented Romanian companies and also presented the actions and campaigns carried on by them on those lines.

Das SM, Dash BM & Padhy PC 2012 have analysed environment friendly, so called green marketing has become a discussed topic and companies are continuously trying to find the best ways to reach the customers with their green point. Customers are attractive more demanding and they have started to pay more attention to the environment. The aim of this study is to find out how tactical issues in green marketing incorporates a variety of activities, including modifications to products, changes to the manufacturing and distribution processes, packaging and modifications to marketing relations. In this paper, the authors have tried to explain the need and importance of green marketing and strategies for green marketing. They have also tried to explain some strategies to avoid green marketing myopia. At last some green marketing practices have been communal to convince the reader that, green marketing is not only potential but also it is sustainable as well as gainful from various quarters.

Ketaki Shethand et al. 2012 indicated that green marketing refers solely to the promotion or advertising of products with environmental characteristics, recyclable, refillable, ozone friendly and environment friendly. There is growing interest among the consumers all over the world regarding protection of environment.


Worldwide evidence indicated people are concerned about the environment and are changing their behaviors and examined green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

Himani Tyagi 2013\(^{63}\) has analysed that green marketing is very important way to brand a fresh green message to the people. Green market and eco market both of them belong to the group of approaches which seeks to address the lack of fit between marketing as it is present practice and ecological, social realities of the wider marketing green environment, environmental responsible or green market. They examine that the sorts of revolution characteristics usually highlighted include such things like reduced waste in packing, and then reduced use of chemical forming and omitting toxic emissions and other pollutions in green environment production.

Govind Teju Rathod 2014\(^{64}\) found that on earth, human beings have limited resources with which he/she must attempt to provide for the worlds unlimited wants. The debate has been going on the issue that whether the earth is a resource at man’s disposal. Protection of the environment is an issue of key concern which has permeated into all spheres of life. Green marketing is perceived as an opportunity, by many organizations to achieve their long-term goals. Green marketing incorporates a broad range of activities, including product modification, changes to protection process, packaging changes and modifying advertising.

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2.9 RESEARCH GAP

The review of literature revealed that many studies have been undertaken relatively to behavioural pattern of environmental attitude, green marketing practices and customer satisfaction, changing role of green marketing mix in consumer buying behavior, factors affecting consumer awareness on organic foods, environmentally conscious marketing, analyzing the relationship between consumer’s attitude, perceived value and green products and consumer knowledge and willingness to act prove-environmentally. These studies have been conducted mostly on national level and state level but there are not much related studies with reference to Kanyakumari District which is very rich in vegetation.

In order to fill this gap the researcher has made an attempt to study the consumer attitude towards green products in Kanyakumari District. It makes an analytical study of the consumer’s awareness towards environmental degradation, consumer awareness towards green products, the expectation of the consumers’ regarding the green marketing mix, the decision of the consumer to buy green products and the barriers involved in purchasing green products with reference to the respondents of Kanyakumari District. This study would certainly help the people of Kanyakumari District to get awareness to save and protect their lush green vegetation.

2.10 CONCLUSION

The research review has helped the researcher to identify the concept of awareness and attitudes of green products. The number of literature available related to green products has given an insight to the green marketing. These reviews have thrown light into the changing trend of the respondents to the awareness of green products.