In the new global economy, green marketing is one of the most important challenges for producers. Understanding the consumer behavior is the key factor for successful marketing of green products. A considerable amount of literature has been published on green marketing. For understanding the research, the researcher has depended on materials from journals and other reputed publications.
2.1 Marketing

Marketers adopt cost effective mechanism in the utilization of limited resources in order to achieve maximum consumer satisfaction. Anticipating future changes in the market, a marketer has to design his marketing strategy by resorting to an intensive marketing literature study. Marketing is a discipline and also a business activity applying to all types of organization and exchange transactions. A general survey on conventional marketing theory, as described by scholars such as Kotler et al has been undertaken for gathering research materials. Marketing literature often argues that a marketer should pay attention to the customers’ needs and wants in order to achieve and maintain successful business relationships. This fundamental approach is often referred to as the “Marketing Concept” and is one of the most important and famous concepts ever developed in marketing literature.

Marketing has been called “the interface between consumption and production” (Charter M, p.9). Marketing is a unique activity because it creates beneficial products and services for a customer, communicates their availability, desirability and accessibility in a persuasive manner, and then delivers these products and services at a low cost to the customers who provide something of benefit to the organisation and its stakeholders. Chartered Institute of Marketing, states that marketing is: “the management process responsible for identifying, anticipating and satisfying customer requirements profitably”. All definitions of marketing emphasise the need for maintaining profitable relationship with consumers and also the need to attract new customers as well as to keep current ones (Belz F.M, 2002).

The marketing process involves a broad set of activities in a firm. Kotler et al. defines the marketing process as “the process of (1) analyzing marketing opportunities; (2) selecting target markets; (3) developing the marketing mix; and (4) managing the marketing effort” (Kotler P. et al., p.93). Hence, the marketing process covers issues ranging from strategic to tactical. The ongoing marketing paradigm, according to Peattie (1999, p.57), is based on using the earth’s resources and systems in a sustainable manner.
It is through several distinct phases that the concern for environment evolved. In the 1960’s ecological movements focused on pollution and control and energy conservation. But the use of environmental issues for competition advantage has become increasingly apparent in the 21st century. Since the United Nations ‘Earth Summit Conference’ in 1992, an international consensus has been generated to integrate environmental issues into manufacturing procedures and also in consumption pattern to achieve sustainable development. Governments around the world have become so concerned about green marketing activities that they have started regulating them. For example, in the United States, The Federal trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing issues.

With the growing awareness of the fragility of environment, marketers see increasing consumer interest in the environment as a marketing opportunity to target ecologically conscious consumers. As a result, they have begun to modify their behavior in an attempt to address the new concerns of these customers. By incorporating environmental issues into organisational activities, firms have devise policies for environmental management through waste minimisation. Understanding attitude, behavior consistency of customers helps marketers to link attitude to behavior and also assess the likelihood of purchasing power and, target the types of consumers most likely to purchase the product. The environmental movement which began in the past was recently christened as green movement; environmentally aware consumers are called green consumers; and products designed to protect the environment were hailed as green products and marketing that used environmental claims is called green marketing.

2.2 Green marketing

Green marketing has gained momentum in the context of global warming and climate change and this, in turn, has forced many companies to incorporate the principles of Green Marketing. Recently, green marketing has drawn the attention of the government and this has forced them to introduce environment friendly policies. As resources are limited and human needs are unlimited, resources have to be
utilised economically and in an environment friendly way. Green marketing plays an important role in sustainable development. Every firm needs to adopt innovative methods to sustain itself in the competitive environment. Thus green marketing becomes an important aspect which every firm will have to implement in the near future. In future governments are likely to adopt stringent policies to enable sustainable development. The marketers should realise this and head on towards Green marketing.

Indian Government has already introduced Environment Protection Act in 1986 and Environment Audit in 1992. Marketers have to realise that global warming and environmental harm from industrialisation have made Governments to take up strict measures to save the environment. The environmental harm which is mainly due to green house gas emissions has caused a severe threat to the climatic changes and consequently we experience severe droughts, scarcity of drinking water and destruction of agriculture by floods. Indian Government has ratified the Kyoto Protocol in August 2002 which has imposed accountability on companies for environmental destruction. The G20 leaders tried to curb the emissions to protect the earth and achieve development which is sustainable in nature.

The following figure 2.1 shows carbon-di-oxide emissions, in million metric tons of carbon, of various nations.

Source: Energy Emission Administration
From the above figure it’s clear that India has less emission as compared to other developed nations. However, the U.S and other western nations assert that India, will account for most of the emissions in the coming decades, owing to rapid industrialisation and economic growth. The most important thing a company should consider is to be “Green”, i.e. to reduce the amount of toxic or other dangerous substances in their production and trade in environment friendly products. Thus the marketer should go for Green Marketing Techniques.

Hallin (1995) has pointed out that people engage in environmental behaviour as a result of their desire to solve environmental problems, to become role models and in the belief that they can help to preserve the environment. However, the consumers’ indications of positive attitude towards environmental issues do not necessarily lead to actual environment-friendly purchasing behaviour. The majority of consumers do not purchase products based on their environmental concern alone. They will not also trade-off other product attributes for a better environment.

Grove and Fisk (1996) attempted to bring attention to the general and pervasive exclusion of service industries from discussions of green marketing practices. They explore why such circumstances exist, and argued in support of the adoption of environmental practices by services providers. Also, in trying to identify how the service sector can contribute to the preservation of the environment, a greening of services matrix was presented. This matrix was designed to demonstrate through hypothetical examples the many ways through which service industries could reduce, reuse or recycle resources, either collectively or individually, and thereby embrace the green initiative. Finally, the authors submitted a total quality /benchmarking approach as a means by which services organisations may adopt environmental practices.

Menon and Menon (1997) discusses the concept of an environmental market strategy which reflects the confluence of social performance goals, corporate entrepreneurship orientations and marketing strategy by integrating environmental concerns when developing marketing policies. They argue that managers lack a strategic framework enumerating the factors under which an environmental
marketing strategy can lead to competitive advantages within a product or market. To achieve the goal, the authors (1) provide an overview of enviroprenurial marketing and its facets, (2) expound on the tactical, quasi-strategic, and strategic forms of enviroprenurial marketing, (3) propose a testable model of the antecedents and consequences or enviroprenurial marketing, and (4) offer direction to researchers. From a marketing academic perspective, more work in the area of enviroprenurial marketing and enviroprenurship can significantly enhance the contributions of marketing to the strategy dialogue. From the practioner perspective, especially if present conditions continue, a firm’s enviroprenurship may well determine whether it would thrive or becomes an “endangered species”.

**Ryan Wiser and Steven Pickle (1997)** advocate that Green marketing takes advantage of customers’ willingness to purchase, and sometimes pay a premium for products that provide private benefits as well as public environmental benefits. Marketers should also explore offering an array of “green” services and products, each of which may have a different mix of private and public attributes that appeal to different market segments.

**Julian Morris (1997)** indicates that consumers may not fully understand the implications of complex environmental information when it is provided. So, some environmentally concerned consumers may inadvertently purchase products which, in the circumstances, cause more damage to the environment than if one of the alternatives under consideration had been purchased, whilst others, unwilling to take this risk, may simply avoid purchasing green products altogether. He also argues that, by improving the quality of information regarding the impact of a product on ‘the environment’, eco-labels would increase consumer confidence in green claims and thereby stimulate demand for goods which have less impact on the environment. The assumption that the information conveyed by eco-labels is accurate and that it is correctly perceived by consumers, increases the demand for green goods and establishes the proponents claim, which leads to an improvement in environmental quality.
Hart (1997) focuses on the strategies utilised by businesses worldwide in an attempt not to harm the environment. More and more companies are ‘going green’ as they realise that they can produce and increase profits. Hart sets out the challenges to develop a sustainable global economy and provide detailed information on strategies for a sustainable world and various daily environmental problems.

Langerak (1998) presents in his study that although the green market is growing, the marketing literature has been relatively silent about the integration of environmental issues in marketing strategy and decision making. Against this backdrop there is a need for more research and discussion about the role of the natural environment in marketing strategy and business performance. Therefore, the purpose of the article is to develop a model that incorporates the antecedents and consequences of integrating environmental issues in marketing strategy and decision making. In particular, the goal is to address the environmental consciousness and practice of marketers. Some of the external and internal antecedents and consequences analysed include competitive and business intensity, consumer sensitivity towards environmentalism, and the environmental consciousness of marketers.

Kilbourne and Backman (1998) focus predominantly on the characterisation of the “green” consumer, conceptualization of environmental consciousness, environmentally related behaviours such as recycling, and attitudes towards environmental problems such as pollution. This was followed by a period in which energy conservation, legislation, and public policy issues were added to the agenda which remained predominantly managerialist in perspective. While the same issues were studied during the 1990’s, the research agenda was expanded again to include broader issues such as environmental values and institutions. More recently, the macro issues of sustainable marketing and its relationship to the dominant social paradigm have been introduced in literature. The paper concludes by arguing that the examination of the macro issues from an interdisciplinary perspective is necessary for further development of marketing thought in this area, and that synthesis of the macro and micro perspectives is necessary for effective and enduring public policy regarding the marketing/environmental relationship.

Green Marketing of Fast Moving Consumer Goods
Polonsky et al (1998) focuses on US and Australian markets perceptions of stakeholder’s potential to influence the Green New Product Development (GNPD) process and what strategies can be used to involve stakeholders in this process. The findings suggest that marketers believe some stakeholders with “high” influencing abilities should be involved in the GNPD process, although it appears that there is limited formal interaction between the firm and its stakeholders and that respondents are not engaging and learning from others with green product expertise.

Kilbourne (1998) discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. While there are nascent macro developments in marketing thought that might lead to a truly green marketing considering sustainability, holistic thought, and the limitations of the prevailing paradigm, remain thus far on the periphery of discipline. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Fisk (1998) discusses the effectiveness of “reward and reinforcement” strategy used in marketing activity is compared to a strategy of “mutual coercion mutually agreed upon” as a means for accelerating acceptance of environmentally appropriate production and consumption technologies. The risk and reward consequences of green marketing tactics are traced to identify their implications in pursuing globally sustainable development. Together, reward and reinforcement strategies and coercive regulatory activities are more promising for attaining sustainable development than either one and alone.

Menon et al (1999) discuss the concerns related to the environment that are evident in the rapid growth of the environmentally conscious market place and its increasing impact on corporate strategies. The study discusses the concept of environmentally-based marketing programs within the context of each element of the marketing mix and also the critical importance in the implementation of the concept, from the perspectives of firm performance and business environment. The managerial implications of adopting environmentally-based marketing programs and concerns relevant to future research in this area are also addressed.
James A. Roberts (1999) looking into the future of Green marketing, examines the dynamic nature of ecologically conscious consumer behaviour. The study also provides a method of profiling and segmenting college students based upon ecologically conscious consumer behaviour. Findings indicate that, despite a significant amount of past research attention, demographic criteria are not as useful as the profiling method as psychographic criteria. Consistent with past findings, the study indicates that Perceived Consumer Effectiveness (PCE) provides the greatest insight into ecologically conscious consumer behaviour.

Langeland (1999) explores patterns of alternative consumption and analyses the emerging vigilant market segment and how to address it, with an emphasis on the element of non-rationality in the purchasing decisions. After examining ‘vigilant’ consumers and changing patterns of consumption, the implications for addressing this market segment are presented. The challenges and pitfalls of communicating the ‘green’ premium are explored based on the findings and are illustrated in practice through the example of an unsuccessful campaign aimed at cafes that serve fair trade coffee.

Merilänen et al. (2000) advocate that Environmental Management Systems and Green Marketing Programmes have gained increasing popularity in western market economies. They are viewed as cost-efficient, effective and just means of tackling problems associated with the impact of economic activity on the environment. It is argued that however, these optic views are based on a number of ideas, images and metaphors that retain many andocentric and inadequate assumptions about self, society and nature that may be incompatible with long-term environmental protection.

Prothero and Fitchett (2000) argue that ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. The authors reject both as naïve ecological romanticism and revolutionary idealism on the grounds that they fail to offer any pragmatic basis by which greater environmental responsibility can be achieved. The authors offer a conceptual justification for the development and implementation of a
green commodity discourse. For this to be achieved and implemented, prevailing paradigms regarding the structure, nature and characteristics of capitalism must be revised. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Ryan Wiser (2000) explores whether and to what extent individuals are willing to voluntarily pay a premium for products that provide public environmental benefits. In particular, he critically analyzes the status and impacts of U.S. green power marketing to date. Green power marketing—the business of selling electricity products distinguished by their environmental attributes—seeks to develop a private market for renewable energy driven by consumer demand for Green products. He also examines experience to date with Green power markets in the United States, providing historical overview, reviewing product offerings, assessing customer response, and calculating the overall support for renewable energy.

Crane (2000a) explores the literature relating marketing to the natural environment from the point of view of morality. It argues that the issue of morality has not been developed in any comprehensive or cohesive way in literature and subsequently seeks to provide an analysis of the different ways in which morality has, till date, been applied and used. Five different moral perspectives are identified—namely, fair play, managerialist, reformist, reconstructionist, and typically examined, the core discipline from which the perspective has been developed, the form of morality ordinarily referred to, and the prevalent subject of moral enquiry. The various approaches are examined and their contribution assessed. The relationship between the perspectives is addressed, and it is suggested that from a macro marketing point of view, the reconstructionist and the interpretist perspectives might be expected to be the most useful avenues for future investigation.

Crane (2000b) discusses green marketing strategies in the context faced by businesses in the middle to late 1990’s. The literature suggests that this context has been characterised by a consumer black lash against green marketing, which has been created by perceived problems in the areas of green product performance and
green claims in the late 1980’s and early 1990’s. A qualitative study investigated corporate perceptions of the context and revealed the strategic orientations which have subsequently been employed by green marketers. The findings suggest that managers do indeed perceive the backlash to have occurred and to have been caused by the factors. It is argued that these understandings have assumed the role of myths in shaping organizational perceptions of the green marketing context. Four subsequent strategic routes are identified in the paper, namely passive greening, muted greening, niche greening and collaborative-greening. These are described in some detail and manager’s justifications for them are presented. It is shown that each of these strategies might be appropriate for particular situations in the context of backlash and some of the limitations of the green marketing literature in this respect are highlighted.

Simon et al (2000) reports some results from a major research project on the integration of environmental issues into design in the electrical and electronic industry. Product development practice and eco-design were examined along with qualitative data from 19 manufacturers, using interviews and an action research methodology. A four stage framework for eco-design practice resulted: first, to make an environmental assessment from a life cycle view point; then to communicate the analysis and collect feedback; thirdly to prioritise the environmental issues and finally to complete the design using relevant tools and methods. The study concludes that the prioritisation step is critical, as it simplifies and clarifies the tasks in design that take place after formulation of the specialization.

Strannengard (2000) discusses how the natural environment became a business concern in a Swedish multinational manufacturing company. Ideas that were initially external to the organisation were internalised and formulated, i.e. translated into guiding principles for environmental change efforts within the organisation. External influences (environmental organisations, customers, media, etc) and internal influences (CEO commitment, similar successful projects) were fitted with management tools that the organisation already has experience from. Thus, the environmental strategy emerged as a result of a translation process:
phenomena in the institutional environment become internalised and matched with existing tools and solutions. The empirical findings presented in this paper show how the translation process results in a business-driven environmental strategy. The environmental strategy is however not static, but the degree of business-environment integration fluctuates over time. The process by which an organisation tries to integrate environmental strategies into business strategies is in the paper shown to be a matter of de-coupling and coupling business efficiency and environmental responsibility. The task of management becomes to keep a flexible, not loose, coupling between business efficiency and environmental orientation.

Polonsky (2001) argues that green marketing is a complex tool that must be integrated across all organisational areas and activities if it is to be successfully implemented and achieve long-term benefits. Failure to develop an integrated approach will increase the probability that firm’s activities will not match consumer’s expectations. The actions taken will be ineffective, both from a business and an environmental perspective.

Hackett (2000) states that hopes for green products also have been hurt by the perception that such products are of lower quality or don't really deliver on their environmental promises. And yet the news isn't all bad, as the growing number of people willing to pay a premium for green products — from organic foods to energy-efficient appliances — attests. Green marketing has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers.

Ricky Y. K. Chan (2001) examines the influence of various cultural and psychological factors on the Green purchase behaviour of Chinese consumers. To this end, a conceptual model has been proposed and subjected to empirical verification with the use of a survey. Specifically, the findings from the structural-equation modelling confirm the influence of the subjects’ man–nature orientation, degree of collectivism, ecological effect, and marginally, ecological knowledge, on
their attitudes toward Green purchases. Their attitudes toward Green purchases, in turn, are also seen to affect their Green purchase behaviour via the mediator of Green purchase intention.

Chen (2001) develops a quality-based model for analysing the strategic and policy issues concerning the development of products with conflicting traditional and environmental attributes. On the demand side of the problem, the framework of conjoint analysis is used to structure the preferences of the ordinary and green customers. On the supply side, theories in optimal product design and market segmentation are applied to analyse the producers' strategic decisions regarding the number of products introduced and their prices and qualities. On the policy side, the effects of environmental standards on the economic and environmental consequences of green product development are evaluated. By jointly considering the interactions among the customer's preferences, the producer's product strategies, and the environmental standards imposed by governments, the major findings show that green product development and stricter environmental standards might not necessarily benefit the environment.

Oyewole (2001) presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. In contrast with the type of costs commonly discussed in the literature, the paper identified another types of costs, termed 'costs with positive results' that may be associated with the presence of environmental justice in green marketing and suggested to determine consumers awareness of environmental justice, and their willingness to bear the costs associated with it.

Figge et al (2002) discusses that the Balanced Scorecard of Kaplan and Norton is a management tool that supports the successful implementation of corporate strategies. It has been discussed and considered widely in both practice and research. By linking operational and non-financial corporate activities with causal chains to the firm's long term strategy, the Balanced Scorecard supports the alignment and management of all corporate activities according to their strategic
relevance. The Balanced Scorecard makes it possible to take into account non-monetary strategic success factors that significantly impact the economic success of a business. The Balanced Scorecard is thus a promising starting point to also incorporate environmental and social aspects into the main management system of a firm. Sustainability management with the Balanced Score card helps to overcome the shortcoming of conventional approaches to environmental and social management systems by integrating the three pillars of sustainability into a single and overarching strategic management tool.

Johansson (2002) presents 20 factors essential for successful integration of eco-design in product development are presented. The success factors are structured according to six areas of concern: management, customer relationships, supplier relationships, developmental process, competence and motivation. By relating the factors to a number of product development success, it indicated that the integration of eco-design to a great extent are related to the same elements. A few factors seem to be specific for the integration of eco-design. These factors are related to competence and motivation. As many of the eco-design success factors relate to those elements that are acknowledged to affect product development success, this implies that a company that manages product development well increases the likelihood of being successful when integrating eco-design into product development.

Karna et al (2003) is/are of the view that companies along the forestry wood-value chain from four European countries were surveyed in order to examine social responsibility in values and environmental emphasis in their marketing planning. Most of the Finnish, Swedish, German and UK companies emphasise environmental issues in their values, marketing strategies, structures and functions. The companies were classified into three groups according to their responsibility values based on the concepts of redirecting customers towards sustainability and the role of governmental balancing of markets. “Proactive green marketers” (companies emphasising pursuing sustainability and believing in free market system) emphasise environmental issues in their marketing planning clearly more than traditional “consumption marketers”, and more than “reactive green marketers” (companies
emphasising pursuing sustainability under governmental balancing). Proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. Thus, the example of these progressive companies should be the direction towards sustainable development in business and society. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesised according to the model of environmental marketing used to guide this study.

Carmen Tanner (2003) attempts to uncover personal and contextual barriers to consumers’ purchases of Green food and to strengthen knowledge about fostering green purchases. Survey data are used to examine the influence of distinct categories of personal factors such as attitudes, personal norms, perceived behaviour barriers to knowledge, and contextual factors such as socio-economic characteristics, living conditions, and store characteristics) of Green purchases of Swiss consumers. Results from Regression Analysis suggest that Green food purchases are facilitated by positive attitudes of consumers toward (a) environmental protection, (b) fair trade, (c) local products, and (d) availability of action-related knowledge. In turn, Green behaviour is negatively associated with (e) perceived time barriers and (f) frequency of shopping in supermarkets. Surprisingly, Green purchases are not significantly related to moral thinking, monetary barriers, or the socio-economic characteristics of the consumers; implications for policy makers and for companies and marketers.

Ian H. Rowlands (2003) examines the relationship between consumers’ perceptions of the environmental impact of different energy resources and consumers’ stated willingness to pay a premium for ‘Green power’. Those developing Green power products can choose to include any number of energy resources in their offerings. More specifically, those who have declared their willingness-to-pay a higher premium for Green power are more ‘critical’ of nuclear power, large scale hydropower and natural gas than those who have declared their willingness-to-pay a lower premium for Green power, or indeed no premium whatsoever.
Lee and Ball (2003) opines that current prescriptions for organisational eco-change, which are often driven by a desire to show companies the "right way forward", are often dominated by rhetoric and are reliant on the assumption that organisations will voluntarily become greener. There is little evidence to support any of these assumptions. Assuming that the primary motivating force for business corporations is the pursuit of organisational sustainability through the attainment of competitive advantage, corporate contributions to sustainability must stem from self-interest and survival instincts. This study seeks to develop a corporate understanding of emerging environmental concerns and their impacts on organisational survival and profitability. By focusing on the strategic assessment of change drives-top management’s commitment and strategic importance of green issues - this paper studies 15 companies in the Korean chemical industry and develops four strategic response models ranging from lagging to proactive catalyst. This study finds that top management’s commitment has both direct and indirect impact on corporate environmental responses and strategy.

Pujari et al (2003) reports the findings of a large-scale research project on Environmental New Product Development (ENPD) within British manufacturers. A major contribution of this article is the attempt to integrate New Product Development (NPD) and environmental management philosophies in order to develop and empirically test a theoretical framework for ENPD and performance. As such, it is one of the first studies to go beyond the anecdotal evidence in the extant literature, to empirically research ENPD activities and their impacts. This contributes to the debate about the potential for firms to be "green and competitive" by examining the relationship between ENPD activities and market and eco-performance for environmental new products. Contrary to the popular perception, the results suggest that there is more synergy than conflict between the conventional and environmental product development paradigms.

De Boer (2003) examines the role of labeling and certification schemes in pursuit of policies to make production and consumption processes more sustainable. From a logical point of view, labels are conceived as claims put forward by sellers to
inform buyers about certain characteristics of products. In the case of sustainability, labels might identify relevant ideals to approach and/or significant ills to escape. The author discusses what labeling means for producers, consumers, policy makers and other groups in society. In the conclusion, attention is drawn to the way in which societal pressure might interact with market forces to shape the information environment for products and services. As a result, the role of sustainability labels might become more differentiated, varying from direct shopping aids to background quality assurances.

Masui et al (2003) presents a methodology for applying Quality Function Deployment (QFD) is presented for environmentally conscious design in the early stage of product development. This methodology has been developed by incorporating environmental aspects into QFD to handle the environmental and traditional product quality requirements simultaneously. The QFD for environment (QFDE) proposed consists of four phases. Designers can find out which parts are the most important in enhancing environmental consciousness of their products by executing QFDE phase I and phase II. Further, a methodology is developed to evaluate the effects of design improvement on environmental quality requirements as phase III and phase IV. The results show that QFDE could be applicable in the early stage of assembled product design, because the most important component from the view point of the environment is clearly identified and multiple options for design improvement are effectively evaluated.

Sanjay K. Jain and Gurmeet Kaur (2004) provide an overview of the Green marketing concept and discuss its application in the Indian context. A number of problems hindering the truer adoption of the Green marketing concept have been identified and measures have been suggested for making Indian consumers and organisational buyers ecologically more conscious in the future. He also informs that consumers who are found to be more Green-conscious are likely to be more receptive to Green ideas, thus constituting a potential target market for Green products. Consumers with lower levels of environmental awareness and consciousness, on the other hand, require a different Green marketing strategy in the form of mass-media-
based education campaigns. They need to be first made environmentally aware and conscious before they can be persuaded to adopt the Green products and engage in eco-friendly behaviour.

Donaldson (2005) concludes that, in general, the ecological attitude of consumers has changed positively. Nevertheless, these tendencies are not translated into real purchasing behaviour. This study reports the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behaviour.

Desmond and Crane (2004) explore issues of morality in relation to the consequences of marketing action. It addresses the reason why, despite adverse social consequences, as well as exhortations of marketing ethicists, a societal-based morality continues to languish at the margins of marketing practice. Ethicists mistakenly characterise organisations as being "amoral" and their decisions as being "purely economic". This ignores the reality that marketing theory and practice are suffused with the morality of economic self-interest. This has important implications for whether one can understand the consequences of marketing action as intended or unintended. It is suggested that it is due to the power of egoism that attempts to import ethical maxims from moral philosophy have been sidelined and also discusses the difficulties of securing a more moral basis for marketing decision-making.

Ginsberg and Bloom (2004) indicates that green marketing has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers. Companies must always keep in mind that consumers are unlikely to compromise on traditional product attributes, such as convenience, availability, price, quality and performance. However, there is no single green marketing strategy that is right for every company. It is suggested that companies should follow one of four strategies, depending on market and competitive conditions, from the relatively passive and silent lean green approach to the more aggressive and visible extreme green approach— with defensive
green and shaded green in between. Managers who better understand these strategies and the underlying reasoning behind them will be better prepared to help their companies benefit from an environmentally friendly approach to marketing.

Pujari et al (2004a) opines that the greening of new product development process has been under scrutiny by researchers, but the attention has been limited to consumer’s products. Based on a survey, this paper investigates the environmental responsiveness in industrial new product development in 82 industrial firms. In comparison to traditional new product development process, the findings revealed additional activities in the greening of industrial new product development. These activities fall under the broader scope of life cycle assessment for environmental impact including supplier evaluation and design for environment issues. The paper also investigates the relative impact of organisational antecedents on greening of industrial new product development activities. Organisational antecedents include functional interface of environmental specialists with design and product managers, environmental product policy and top management support.

Hartmann et al (2005) proposes a set of strategic options for green brand positioning, based either functional brand attributes or on emotional benefits. The aim of the study is to test the suggested green positioning strategies against one another, assessing their effect on perceived brand positioning and brand attitude. A theoretical model of the dimensionality and attitudinal effects of green brand positioning was developed. Both suggested alternatives to green brand positioning, along with a combined functional and emotional strategy, were tested in an experimental online setting. Results indicate an overall positive influence of green brand positioning on brand attitude. Further findings suggest distinct functional and emotional dimensions of green brand positioning with the interaction of both dimensions in the formation of brand attitude. Highest perceptual effects were achieved through a green positioning strategy that combined functional attributes with emotional benefits. Brand managers should deliver emotional benefits through the brand, at the same time making sure that target groups perceive real environmental benefits.
Chialin Chen (2005) advocates that Green product development, which addresses environmental issues through product design and innovation, as opposed to the traditional end-of-pipe-control approach, is receiving significant attention from customers, industries, and governments around the world. In this paper, he develops a quality-based model for analyzing the strategic and policy issues concerning the development of products with conflicting traditional and environmental attributes. On the supply side, he applies the theories in optimal product design and market segmentation, to analyze the producer’s strategic decisions regarding the number of products introduced and their prices and qualities. On the policy side, he evaluates the effects of environmental standards on the economic and environmental consequences of Green product development.

Saha and Darnton (2005) discusses over the years, green issues have been more talked about by business and industry, financial institutions and the general public. There has been much discussion about the environment and the damaging effects produced by everyday activities. Extensive environmental damage has been caused by continuous consumption, marketing, manufacturing, procession and polluting, along with several environmental disasters. There are various responses to green issues that companies have adopted. These range green product promotion, green marketing, environmental management and aiming for sustainability. This article presents the results of research investigating the green strategies and practices in a sample of companies. It further relates issues such as ecological concerns, conservation and corporate social responsibility.

My H Bui (2005) identifies that many variables are shown to drive consumer choice in regard to purchasing environment-friendly products. These variables can be grouped into values, beliefs/knowledge, needs and motivations, attitudes, and demographics. Moreover, a number of intervening variables affect consumers’ intention to pay more for an environment-friendly product, grouped into eco-labels and consumer backlash. This working paper summarizes the results of past research and presents a model showing the relationship between these variables and consumer purchases of environment-friendly products.
Kuk et al (2005) suggest that most of the FTSE-listed firms (from the chemical, pharmaceutical and food industry that are committed to develop business excellence) in the United Kingdom use Corporate Environmental Policy Statements (CEPS) to communicate their strategic intent of what environmental and social targets to attain, and broad guidelines of how they will progressively achieve all the required changes and new developments. In this paper, the contents of CEPS of a sample of FTSE-listed firms to the voluntary participation in the environmental benchmarking exercise and the various levels of environmental performance therein. The findings suggest that in contrast to their non-participating counterparts, the strategic focus of the participating firms transcends from simply mitigating any potential damages that their operations might have on the environment to business process reengineering and building new implementation capabilities. However, not all of the participating firms achieved excellence in their environmental performance, the high performing firms outweighed their counterparts on their emphasis on technological competence and competitiveness, and interestingly, the average-performing firms would use the strategic emphasis on social responsibility to compensate for their mediocre technological competence.

Tahir Albayrak (2005) measures the environmental concern and perceived consumer effectiveness, the influence of skepticism on Green purchase behaviour. The analyses results show that perceived consumer effectiveness is the most important determinant that positively influences to Green purchase behaviour. Skepticism has a negative influence on Green purchase behaviour. At the same time, high level of skepticism significantly decreases to perceived consumer effectiveness, environmental concern and Green purchase behaviour.

Yeonshin Kim (2005) has applied the conceptual framework of value-attitude-behaviour relationship, to identify the key antecedents of green purchase behaviour and develops a model for explaining their influence on ecological consumption. Using structural equation modelling, the effects of collectivism, environmental concern and Perceived Consumer Effectiveness (PCE) on ecological purchase and their interrelationships are investigated. The results suggest that the influence of collectivism flows through PCE; the collectivistic value orientations
influence beliefs about consumer effectiveness, which in turn influence Green buying behaviour. Environmental concern, on the other hand, directly influences Green purchase behaviour.

**Clare D’Souza (2006)** indicates that customers’ corporate perception with respect to companies placing higher priority on profitability than on reducing pollution and regulatory protection are the significant predictors of customers’ negative overall perception toward Green products. The only positive contribution to customers’ perception is their past experience with the product. Other factors including the perception of Green products, product labels, packaging, and product ingredients do not appear to influence customers’ perception.

**Li-Hsing Shih (2006)** indicates that as green cars are introduced to new markets, local consumers’ preference and willingness to pay become important concerns. The Conjoint analysis model provides a quantitative analysis tool in resolving marketing, pricing and sale forecast problems. This study uses the Hybrid Conjoint analysis model to find Taiwan consumers’ preference and part-worth utilities. With Cluster analysis, three groups of respondents are identified. The preference structures of the three groups are very different, and were named as “dark green”, “light green” and “non-green” groups.

**Ubba Savitha (2006)** points out that the Green consumption behaviour of the customers is based on their demographic effect. He advocates that the Green behaviour is always dependent on the personal features of the customers and their style of living in the society.

**Alsmadi (2007)** investigates the environmental behaviour of Jordanian consumers, reveals a high level of environmental conscience. Unfortunately, this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a little confidence in the Green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which include an impetuous estimate of environmental responsibility.
Aysel Boztepe (2007) aims to give information about the effect of green marketing on customers’ purchasing behaviours. First of all, environment and environmental problems, one of the reasons why the Green marketing emerged, are mentioned, and then the concepts of Green marketing and Green consumer are explained. According to the results of the analysis, environmental awareness, Green product features, Green promotion activities and Green price affect the Green purchasing behaviours of the consumers in a positive way. Demographic characteristics have moderate effect on the model.

Sheenu Jain (2007) has designed a study to examine the green marketing practices of selected environmentally conscious companies in India. She has also studied the purchasing behaviour of environmentally conscious consumers and identifies new frontiers of Green marketing of product and services.

Zeng Yong (2007) in his paper, uses the Gray System theory to put forward a new method to evaluate Green marketing performance. This paper sets up a multi-hierarchy index system to evaluate Green marketing performance. The index system consists of three layers: target index hierarchy, principle index hierarchy and basic index hierarchy. The third part explains the basic thinking of applying the Gray System theory to evaluate Green marketing performance, sets up a gray evaluation model and discusses the evaluation process.

Arif Hartono (2008) attempts to review the common hypotheses of socio-demographic characteristics in profiling Green consumers. The article reviews five general hypotheses relating to socio-demographics and environmental consciousness of Green consumers, namely, gender, age, education level, income, and occupation hypotheses, as well as the theoretical explanation for each hypothesis. The environmental consciousness variables are used as dependent variables, while the socio-demographics as independent variables. He finds that the higher-educated person has a better understanding of the environmental issues, and they are more concerned and more motivated to participate in environmentally responsible behaviours.
Arminda M. Finisterra do Paço (2008) recognises the strategic importance of marketing in finding responses to the consumers’ “environmental needs”. This study investigates several variables related with the environmental aspects. The aim is to group an extensive list of variables into a set of relevant dimensions that may be useful to profile the Green consumer.

Clare D' Souza (2008) finds that consumers perceive that well known brands are always safe products to buy, and that these contribute positively to the overall perception of Green companies. They will not purchase Green brands if they are lower in quality and higher in price. The results of the study also indicate that consumers have a positive attitude towards the environment; they demand Green products, and they attempt to read environmental labels.

Gregory A. Keoleian (2008) looks at the feasibility of using a data driven environmental analysis tool, with the working title of Wizard for Environmental Life Cycle Evaluation (WELE), to reduce the time required for environmental decision making during product development and to minimize the uncertainty of evaluation results when a product design is incomplete. Based on discussions with Steelcase representatives, a beta version of the tool was created within an existing LCA software package and tested with Steelcase product developers to determine its usability.

Nelson Oly Ndubisi (2008) provides useful information on the factors that discriminate between adopters of landscaping and non-adopters that can be used to design interventions to assist in greater diffusion of landscaping and green marketing in general. These factors include infrastructure, climate, governmental intervention, competitive development, public scrutiny, favourable management attitude and intention, relative advantage, compatibility and ease of use.

Pride and Ferell (2008) consider that the objectives of green marketing should be: a) to eliminate waste, which should focus on the production of products without waste instead of getting rid of waste, b) to re-invent the concept of product in order to become consistent with the environmental commitment, c) to price the
products portraying the real cost, which means high value for the consumer’s money, and d) to create profitability via the creation of operational occasions that derive from the environmental conscience in the market.

Ravindra P. Saxena (2008) indicates that the adoption of a Green marketing orientation by a firm is principally a response to the increased pressures by society for business to meet its comprehensive ethical and moral responsibilities. The intention behind the introduction of eco-labels and organic food labels is to make it possible for the consumers to distinguish products less harmful to the environment from other products. Furthermore, consumer’s preference for eco-labeled products could give producers of relatively environment-friendly products a competitive advantage, allowing them to gradually push less environment-friendly products out of the market. Such a competitive advantage could give companies an incentive to develop new, and more environmentally safe products.

William Young and Kumju Hwang (2008) investigate the purchasing process for green consumers in relation to consumer technology products in the UK. The data was collected from 81 self-declared Green consumers through in-depth interviews on recent purchases of technology products. A Green consumer purchasing model is developed and success criteria for closing the gap between Green consumer’s values and their behaviour. The study concludes that incentives and single issue labels (like the current energy rating label) would help consumers concentrate on their limited efforts and these consumers can use their buying power to make a difference, but at a high cost in terms of effort and time, which is a significant barrier.

Anna Oksanen (2009) points out that apparently the branding choices of manufacturers have a meaningful effect on what is perceived to be the availability of Green products. According to the impression of the respondents, consumers may have the desire to purchase Green products but it does not translate into the actual purchase behaviour of the consumers. Based on this, the respondents felt that there were obstacles between the desire and purchase behaviour of consumers.
Derek W. Thompson (2009) suggests that those consumers reporting the strongest preferences for environmentally certified forest products were more willing to pay a premium for certified products, more likely to display environmentally conscious behaviour, and more likely to perceive that green consumer purchases effectively benefit the environment. These characteristics were most common among females and those familiar with the concept of environmental certification.

Diana L. Haytko and Erika Matulich (2009) advocate that it is important to re-examine consumer attitudes toward environmentally responsible behaviours and also products and advertising touting themselves as “green.” The findings of this study show that females tend to be more environmentally responsible and have more positive attitudes toward both the advertising and the products viewed as being “green.” This study has also found that consumers are willing to pay more for these types of products.

Nina Mazar, and Chen-Bo Zhong (2009) opine that consumer choices reflect not only price and quality preferences but also social and moral values as witnessed in the remarkable growth of the global market for organic and environment-friendly products. The study also shows that consumption is more tightly connected to our social and ethical behaviours in directions and domains other than previously thought; and in line with the halo associated with Green consumerism, people act more altruistically after mere exposure to green than conventional products.

Helen Song-Turner (2009) advocates that it is essential for ‘green’ firms to take the leading role by restructuring and updating their product design and manufacturing process to complement government’s policies in transforming the economy into ‘dark green’. The research model developed in this paper aims to assist in providing a ‘roadmap’ for such firms towards dark-green transformation. He explains various features of ‘green’ firms and motivating factors which might impact on Chinese firms’ Green marketing attitudes, perceptions and behaviour is central for
management and policy makers to understand better how Green marketing strategies and practices can be part of a total plan to implement more effective environmental policies. As such, a research model of firms’ motivation to go Green marketing practices in China is introduced in this paper.

Passent Tantawi (2009) investigates the attitude of Egyptian consumers towards the environment in general. A survey was developed and administered across Egypt. A total of 122 Egyptian consumers responded and completed the questionnaire. The results contradict the traditional wisdom that environmental concern is a luxury afforded by only the wealthy and shed a light upon the possibility of going green in Egypt. Moreover, companies will have insight about how to profile Green consumers in Egypt, and better develop Green marketing messages that will functionally and emotionally appeal to their target customers.

Yuliya Strizhakova (2009) points out that consumers in emerging markets are more positive about global companies engaging with cause-related marketing than consumers in developed markets, although they are willing to pay a smaller premium for such efforts. They are also less likely to be positive and less willing to pay for such efforts by local companies than consumers in developed markets.

Andrea Woolverton and Carolyn Dimitri (2010) recognise the impact of human action on environmental quality. At the same time, we note that businesses have entered the ‘Green market’. The goal of this paper is to open a discussion about Green marketing. They raise questions regarding how firm governance impacts the ability of firms to incorporate environmental objectives into profit maximization. Additionally, he discusses the Green marketing strategies that firms have chosen to use, as well as public and private options available for eco-label monitoring and enforcement to avoid additional consumer confusion.

Atiq Uz Zaman (2010) compares eight selected eco-brands which were used on the Swedish market. The comparison was based on environmental justice and eco-system services perspectives. The study shows that most of the eco-brands do not comply with environmental justice and eco-system services in their label policy
initiatives. Moreover, there is a gap between policy and practices. The Questionnaire survey shows that environment is an important criterion for consumers while purchasing consumer products. Eco-label is an important tool; however, this tool is not communicating to consumers expected role.

Asli Küçükaslan Ekmeç (2010) evaluates the conceptual background of environmental management and Green product design. Based on this, the relative importance of these aspects within the competitiveness and sustainable development of the companies in the energy industry has been investigated. The analysis of the value and competitive advantages of the Green product design and environment management issues are provided. Finally, based on the examination of the role of environment management and sustainable development, a strategic development for the relevant Green product design and recommendations were provided. In this respect, the study intends to identify the key success factors in environment management and Green product design for achieving sustainable development and competitiveness within the energy industry.

Jakraban Anurip (2010) indicates that the luxury car market overall is currently undergoing a social change with luxury brands seeming less remote, less different, and less exclusive with the quality of life improving. As a result, increasing competition between makers has intensified the importance of brand identity. As product standards continue to rise, the perceived image of a car maker plays a key role in the buying decision.

Jūratė Banytė, Lina Brazionienė and Agnė Gadeikienė (2010) indicate that sustainable development, i.e., a compromise between environmental, economic, and social objectives of society, is inevitably essential in order to reach the well-being of present and future generations. In this respect the change in consumption tendency has been observed recently. It is characterized by the increase in consumers’ environmental awareness, and increased interest in eco-friendly, safe and “clean” products that do not pollute the environment. In terms of marketing, such changes determine the need to know the new, so-called green, consumer and to adapt marketing solutions with the focus on ascertaining the expectations and satisfying the
needs of such a consumer. Thus, this article presents the interpretation of the conception of a Green consumer based on the investigations of both foreign and Lithuanian scientific works. When describing a Green consumer, its profile is generalized in the article. It encompasses both demographic and psychographic-behavioural characteristics of a consumer. The article introduces the findings of empirical research into the demographic and psychographic-behavioural profiles of female consumers of eco-friendly food products in Lithuania.

Leigh Ann Renfro (2010) indicates that consumers are paying more attention to the environmental efforts of businesses and support companies that excel with their Green marketing. She has also developed a model, “An Inconvenient Lack of Metrics.” “Implementing a Green supply chain” means that a business is getting its product from “design-to-delivery” in an eco-friendly way.

Matjaz Maletic, Damjan Maletic, and Bostjan Gomisek, (2010) intend to provide a better understanding of environment-friendly design concerning various aspects, including customers’ and producers’ perspectives. The results of the research study conducted in Slovenia provide an important link between customers’ and producers’ views considering Green products. The customers appear to recognize the importance of environmental concerns regarding Green product development, even though their main purchase-decision criteria are: their needs, quality and price. This implies that for the Green products to succeed, product characteristics should be in a balance with quality (and consequently customers’ need) and environmental protection. The results also highlight the different views according to the benefits of Green products. From the customers’ point of view, the most important benefit for producers regarding Green products is enhanced reputation, while producers believe that customer trust is the most important benefit obtained from Green products.

Muhammad Aamer Raza (2010) indicates that consumers are willing to pay more for sustainability of environment, but they perceive that the price of green energy is high as compared to conventional energy. For developing awareness in consumers’ minds companies should use advertisement and position themselves as socially responsible. The Green energy companies should educate their consumers
the benefits of environment-friendly electricity and should introduce innovative
products or services. According to the survey results, the researcher concludes that
when the consumer makes a decision he does not consider only the product; he also
keeps other factors in mind. He is influenced by the society and he interprets the
information he receives from different sources.

**Michael W Edwards (2010)** attempts to identify and better understand the
relationship between Green social/political behaviour and consumer purchases. This
study modelled the purchase of Hybrid-Electric Vehicles at the state level controlling
for incomes, energy prices, energy taxation and tax incentives for HEV adoption
while additionally specifying the role of social/political behaviour, climate, and
commuter travel times to work. Green social/political behaviour is shown to have a
considerable impact on the decision to purchase a Hybrid-Electric Vehicle, although
this impact is smaller in magnitude when considering the broad economic factors of
incomes and energy prices.

**Nina Mazar and Chen-Bo Zhong (2010)** opine that consumer choices
reflect not only price and quality preferences but also social and moral values, as
witnessed in the remarkable growth of the global market for organic and
environment-friendly products. They have also found that mere exposure to green
products and the purchase of such products lead to markedly different behavioural
consequences. In line with the halo associated with Green consumerism, the study
results show that people act more altruistically after mere exposure to Green products
than after mere exposure to conventional products.

**Pavan Mishra and Payal Sharma (2010)** discuss how businesses have
increased their rate of targeting Green consumers, those who are concerned about the
environment and allowing it to affect their purchasing decisions. The paper identifies
the three particular segments of Green consumers and explores the challenges and
opportunities businesses have with Green marketing and the present trends of Green
marketing in India, and describes the reason why companies are adopting it, and the
future of Green marketing and concludes that Green marketing is something that will
continuously grow in both practice and demand.
Preeti Singh (2010) views that consumers want a cleaner environment and are willing to "pay" for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. An environmentally 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. Final 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.

Tan Booi Chen and Lau Teck Chai (2010) reveal that consumer attitudes on the government’s role and their personal norms towards the environment contributed significantly to their attitude to Green products. Further, the investigation reveals that personal norm is the most important contributor to the attitude towards Green product. However, environmental protection does not contribute significantly to consumers’ attitudes towards Green products.

Usama Awan (2010) investigates the consumer behaviour towards Green energy and studies how consumers take environmental and other factors into consideration when making choices on buying electricity from the energy companies. The preferred mechanism for protecting the natural environment is to adopt harmless production process and to put more emphasis on the use of eco-labelling on products.

Wei Xia and Yinchu Zeng (2010) examine the attitudes and perceptions of consumers toward Green-labelled milk, as well as their willingness to pay (WTP) for it, to determine the factors that affect their WTP. The study reveals that the majority of households are quite familiar with Green food and that most of them take positive attitudes towards them, though with certain anxieties. Remarkable preferences for both location and branding in milk purchase, and neglect of quality and safety are found in the consumers’ purchase pattern. The willingness to pay is concentrated in a range of 5 - 10 per cent premium over ordinary milk, and age, the perception of Green food and the access to information serve as the main factors influencing WTP value.
Welling M.N (2010) searches whether the small and medium-scale manufacturers are aware of Green marketing and eco-labels, and examines the reasons for obstructing the practice of Green marketing in the case of small and large scale manufacturers. He also indicates that marketers also have the responsibility to make the stakeholders aware about the need and the advantages of Green products. The Green marketers will have full support of the Government, and the consumers also will not mind paying more for a cleaner and greener environment.

Afzaal Ali (2011) examines Pakistani consumers’ intentions to buy environment-friendly products. The primary focus of this research paper was to examine and investigate the hypothesized relationship between predictor and criterion variable, i.e., Green purchase attitude (GPA) and Green purchase intention (GPI). The second was to determine the relationship of criterion variable and outcome variable, i.e., GPI and GPB. Finally, the third objective was to ascertain the moderating effect of perceived product price and quality (PPP&Q) between GPI and GPB. The results of this study show that consumers are ready to buy green products more often, but as far as the price and quality are concerned, Green products must perform competitively just like the traditional products. Furthermore, this study also discusses how the present findings may help the Pakistani government and businesses/Green marketers to fine-tune their environmental programme.

Christina Tobler (2011) examines consumers’ willingness to show climate-friendly behaviours and support climate mitigation measures. She demonstrates that a distinction in terms of a behaviour's directness as well as a differentiation according to perceived costs seems to be appropriate to classify climate-friendly actions. Perceived climate benefit and perceived costs and inconveniences have the strongest influence on people's willingness to act or support climate mitigation policy measures.

Marwan M. Shammot (2011) identifies the effects of Green marketing on Jordanian consumer behaviour. He opines that business success depends on the ability of marketing to make green alternatives appear normal and acceptable, and to
innovate in different ways, and that customer requirements and needs can often be effectively met with when creating environmental improvements by innovations in market structures and in supporting services.

Kamyar Kianpour (2012) advocates that price is an important indicator, that affects customers' decision-making about buying an environment-friendly product and investigates the intention of buyers for buying ecological products in comparison with non-environment-friendly products with regard to price. Moreover, he has tried to explore how much the buyers will agree to pay more for environmental-friendly products rather than non-ecological products in each category (short-term, middle-term and long-term). Consequently, each category has been divided into six different percentage levels of price, to indicate the percentage of acceptance by customers to pay more for the specified categories of eco-friendly products in comparison to non-environment-friendly products.

Muhammad Intiaaz Subhani and Syed Akif Hasan (2012) investigate the proxy of Consumers’ Environmental Consciousness that is Social Influence, show the positive effect on brand preference, which implies that, an individual whose social group is knowledgeable and discuss how environmental issues and products would prefer Green brands. He also stated that the social influence, educating potential consumers the advantages of buying environmental-friendly products, and brands, may help to enhance environmental concern and perceived seriousness of environmental problems which may increase the sales of Green products and reduce environmental problems.

Shellyana Junaedi (2012) has, in her study, tested the influence of values orientation on environmental consciousness. This study also explains the effect of ecological knowledge, ecological effect, premium price and environment consciousness on Green purchase intention. The income level is a moderating variable on the causal model development. The result, based on path analysis using multi-group structural equation modeling, indicates that the model tested has an acceptable fit. The findings imply that the income differences level moderates the model significantly.
2.3 Reflections on the Literature review

Reflecting upon the entire literature review, it can be stated that all the important theoretical aspects, necessary for the research paper has been elaborated. The literature is based on articles and books to cover the relevant aspects and highlights views of different authors to provide an overall picture of the concepts and opinions, necessary to give in-depth view. The green brand image and green purchasing behaviour is important to create customer satisfaction, trust and confidence, leading to loyalty and value for the customers. Green marketing is important to market products and brands, due to environmental concern and builds basis for analysing the questions of research properly. Competitive advantage can be achieved through environmentally motivated innovation, such as eco-labeling. Responding to the environmental concerns of customers allows the creation of win-win strategies with green marketing that have positive impact on the company as well as the planet.
References


Literature Review


Green Marketing of Fast Moving Consumer Goods


